



MILANO  
EYEWEAR  
SHOW

**FEBRUARY 8-10, 2025**  
**Fiera Milano - Rho**





# MIDO IS THE PLACE TO BE!

The leading **international**  
**eyewear** tradeshow.





## Become an exhibitor at MIDO.

To showcase your products at the **only event** where you can meet buyers from more than **160 countries around the world** and drive up your market share. At MIDO you will also be able to network with other industry players and take advantage of the opportunity to familiarize yourself with the latest innovations in **lenses, frames, machinery, raw materials and technology.**



# ABOUT US







**MIDO** is the **world's largest** event in size and **representation of all the "eyes"** in the eyewear universe.

It includes the **top global players**, as well as **small and medium sized businesses** and **young start-ups**, **leaders in lenses** and **machinery** as well as **independent Asian companies** that participate in group stands.





## Preview peek, the **latest collections** and the most **recent trends.**

MIDO's **strength** lies in its robust identity as a **B2B** event where deals are closed and as a point of confluence where industry professionals can take stock of the latest market trends, share experiences and imagine the future.

Every year, **not only businesses and buyers**, but also journalists and trend-setters from around the world meet at MIDO to get a **preview peek** at the latest collections and **the most recent trends.**





# 50 YEARS OF HISTORY







## MIDO was established in Milano in 1970

Since then, there have been a lot of changes in the world of eyewear.

MIDO has written its transformative history over the course of these 50 years.

At the first edition, there were **95 exhibitors**, **67 italian** and **28 international**, whose stands occupied **3,000 sqm** of exhibit space.





# MIDO, Leadership numbers.

In the edition of 2024 exhibitors **were over 1,200** distributed in **7 pavilions**, **8 exhibition areas** and **representative of 50 countries**. Attendance reached **40,000 (+11%)** from more than **160 countries**.

MIDO is also an important communication channel: **530 articles of the press**, **400 accredited journalists**, **2 million impressions on the social media** and more than

**16,000 content shared** (during the fair). It is a heritage of leadership built over time which is confirmed every year.





# COMMITMENT TO **SUSTAINABILITY**

03





# MIDO achieved the ISO 20121 certification which defines the requirements for **organizing sustainable events.**

The objective is to reduce the social and environmental impact of events of this magnitude, building greater understanding among exhibitors, suppliers and visitors and raising awareness to transform everyone into **ambassadors of sustainability.**







The **Stand Up for Green** award honors **the most sustainable stand.**

The jury bases its decision on the stand's general approach to sustainability, level of innovation, originality and ability to effectively communicate to the public a positive message about **the importance of green choices for the future of humanity and the planet.**





**CERTIFIED SUSTAINABLE EYEWEAR**

## **CSE Award**

Certified Sustainable Eyewear recognizes **the most sustainable sunglasses, frames and cases.**

Recycled materials, reduced consumption, elimination of waste, renewable sources, maximization of the supply chain, degree of recyclability or any certifications achieved are some of the criteria the expert judges use to determine the winners in 6 categories between MIDO exhibitors.





MIDO's  
commitment  
to the  
environment  
**doesn't end  
here.**

The MIDO **Code of Ethics**  
and **Code of Conduct** was  
approved and **Plastic Free  
policies** and those related  
to waste implemented.



An aerial photograph of a large exhibition space. A large, semi-transparent red circle is overlaid on the left side of the image. In the center, a large white sphere sits on a white pedestal. The floor is a light-colored, polished surface. Numerous people are walking around the space. The text "EXHIBIT AREAS" is written in large, white, sans-serif capital letters across the center. The MIDO logo is in the bottom right corner.

# EXHIBIT AREAS

**MIDO**  
LIVE THE WONDER





# Fashion District.

In and around this large, lively square, the Fashion District hosts the biggest global players and the SMEs that are inspired by **fashion&luxury**.





# Lenses.

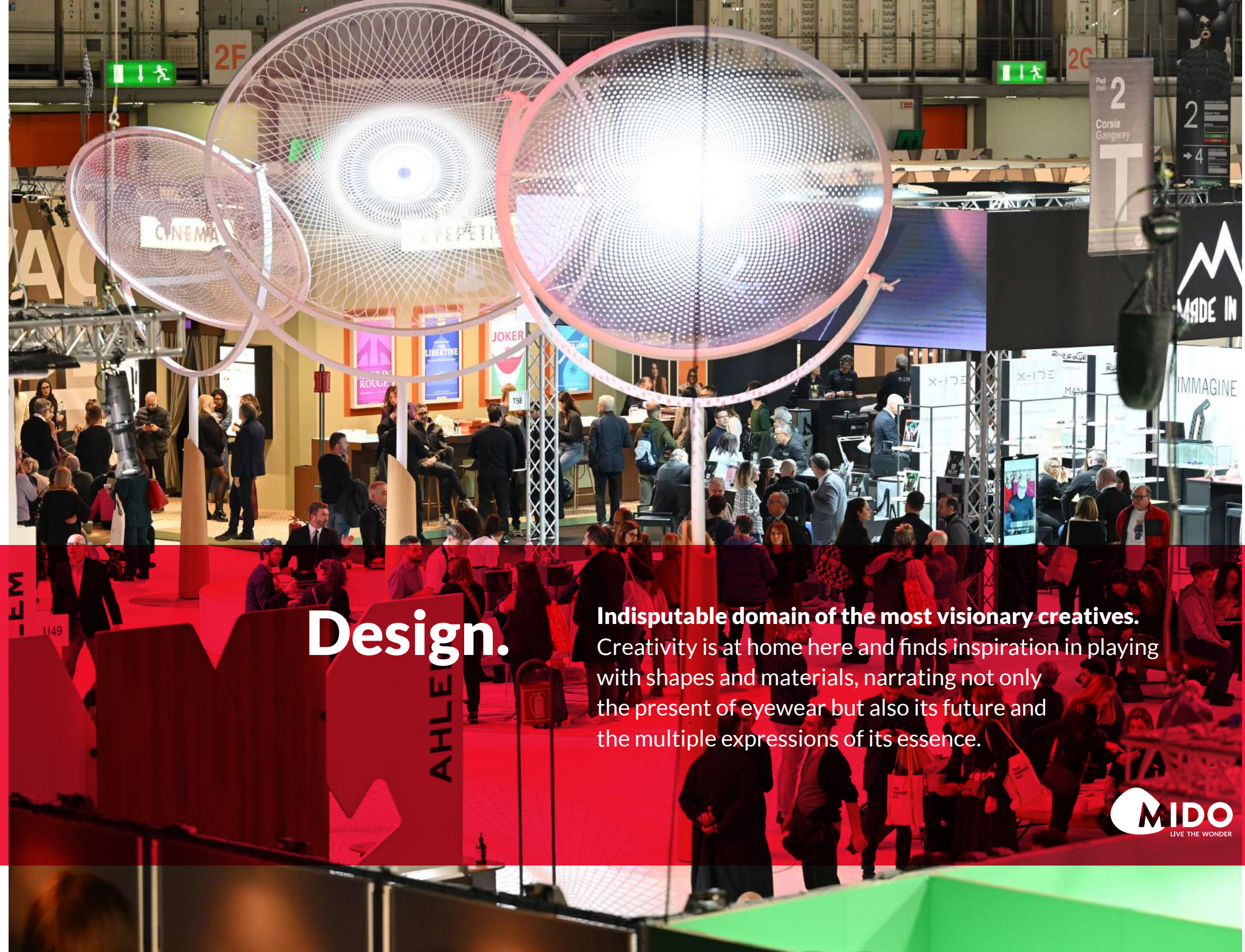
Found here are the most exemplary companies in the manufacture of ophthalmic lenses and related technologies.

Also located in this pavilion is the **Otticlub**, where the focus is on training and information about the industry.

It hosts **seminars, presentations, events and conferences** dedicated to the world of eyewear.







# Design.

**Indisputable domain of the most visionary creatives.** Creativity is at home here and finds inspiration in playing with shapes and materials, narrating not only the present of eyewear but also its future and the multiple expressions of its essence.





# Academy.

This is where  
**the most innovative**  
international  
eyewear **companies**  
converge, a space where  
**trends and the future**  
of the world of eyewear  
are displayed.







# Start Up.

**Emerging players** to present collections on such important international stage.

**Eco-sustainable stands**, made with recycled and recyclable materials, in keeping with the show's environmental accountability program.







# Design Tech.

Colors, materials, components are the heart of **Design Tech** and the place where you can experiment thanks to revolutionary exhibitors.





A photograph of an industrial robotic arm with a blue cable, positioned over a metal frame containing a wire mesh basket. Below the basket, there are yellow plastic components on a workbench. The scene is lit with blue and yellow lights, creating a high-tech atmosphere.

# Tech.

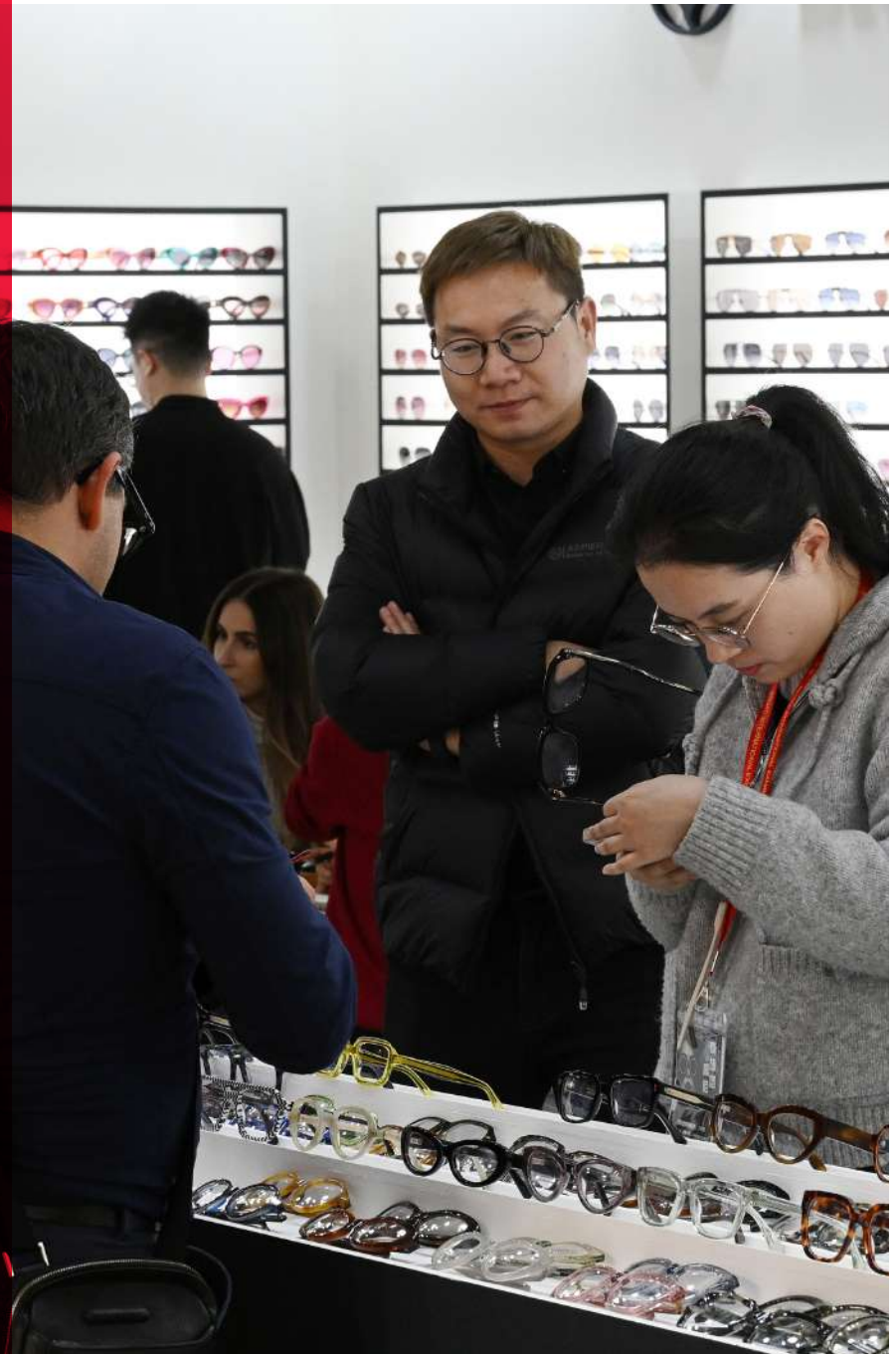
For the companies that produce  
the **tools** and **machinery**  
used in the optical industry.





# FAiR East.

Representation of  
**oriental producers**  
as evidence of the different  
**Asian business realities.**  
A group of exhibitors  
who are as varied as their continent  
is immense, an unusual combination  
of tradition and innovation,  
attention to the past  
with an eye on the future.







# BE PART OF **MIDO** 2025

Write to **mido@mido.it**  
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For detailed information,  
visit our website  
**[www.mido.com](http://www.mido.com)**





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