The 3-day international eyewear show concludes in Milano

MIDO 2025: ATTENDANCE UP 9% COMPARED TO LAST YEAR

Substantial growth from across Europe (+9%), particularly from Germany (+32%), as well as from Australia (+44%), South America (+20%), Africa (+10%) and the Middle East (+9%). Attendance from North America remained steady.

Milano, 13 February 2025 – **Business**, **innovation**, **trends**, **sustainability and inclusion**. These were the key themes at this edition of MIDO, the international eyewear show that closed on Monday.
More than **42,000 attendees from 168 countries**, **and 1,200 exhibitors**, of those about **930 international**, in 8 exhibit areas across 7 pavilions.
There was substantial growth in attendance numbers from Europe (+9%), above all from **Germany and neighboring countries** (including Eastern Europe). Remarkable growth from **Africa** was driven by countries bordering the Mediterranean, such as **Egypt**, **Tunisia**, **Algeria and Morocco**. Attendance from **South America** also rose thanks to participation from **Brazil**, **Argentina and Venezuela**, while the **Middle East** saw an increase of **11% from the UAE and 40% from Israel**. These figures reconfirm the Milano show as a true international melting pot, a key hub where the global eyewear industry can conduct business, close sales, build new relationships and discover all the latest trends.
In addition to visitors, MIDO 2025 recorded more than **16,000 exhibitor attendees over the three days**, from stand staff to company employees, agents, representatives and distributors. This data further underscores the show's drawing power, which perhaps this year more than ever reconfirms its position as the undisputed leader.

"*This edition was all about business, networking, and fresh ideas."* – remarked **Lorraine Berton**, President of MIDO and ANFAO (Italian Optical Manufacturers Association), one day after the show's conclusion. "*You could feel the energy in the air for all three days—there was a real buzz among exhibitors, buyers, opticians, and all the industry professionals who took part. We wanted to create as many opportunities as possible for people to connect, exchange ideas, and grow—whether through business, training, or insightful talks with top speakers from Italy and beyond. This edition really made an impact, reinforcing the strong sense of community and shared passion for the future."*

MIDO 2025 was broadcast far and wide, in newspapers, on TV and radio, and on social, all around the world. **More than 500 accredited journalists**-were on hand (**+25%** vs 2024), along with **300,000+ user interactions** (**+20%** vs 2024) on the event's main channels. Specifically, MIDO-generated content received more than **3 million views** (+**50%** compared to last year). The number of followers on each social profile also increased, with **Instagram achieving +12%**, highlighting the strong ties between the largest international eyewear show and its digital community. Nearly **35 thousand users** visited the **website**, while the App's **interactive map** was the feature attendees used most, followed by the exhibitor search function.

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE
Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it
Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it
Stella Casazza +39 349 3579552 stella.casazza@cmailander.it
Martina Bruno +39 328 6222616 martina.bruno@cmailander.it

On-site presence of the Minister of Enterprises and Made in Italy, Adolfo Urso, and other government representatives (MAECI, Lombardy Region and City of Milano) reconfirmed the show's value and that of Made in Italy to the national economy. The support of ITA (Italian Trade Agency), a longtime partner of MIDO and ANFAO, was decisive in inviting nearly 200 buyers and journalists from 55 countries.

As at each edition, celebrity guests turned the MIDO stage into an authentic social event. Among them, **Pierfrancesco Favino**, **Alessandro Del Piero**, **Domenico Dolce**, **Alessandro Costacurta**, **Luis Figo**, and many more.

Inclusion was another key theme at MIDO, with the presentation of the first results of the Diversity & Inclusion project promoted by ANFAO. Over the past few years, this initiative has aimed to raise awareness among industry businesses and foster a more inclusive culture. Over the last year, ANFAO and Milya, organized on-site labs aimed at strengthening inclusivity.

Last but not least, the **MIDO AWARDS**, honoring young designers, optical shops, exhibitors, and industry professionals who strive every day to improve themselves and their profession for the benefit of the entire supply chain. All of the award winners can be found on the official site **mido.com.**

The next edition of **MIDO** will take place from **January 31 to February 2**, **2026**, at **Fieramilano Rho**.

To stay up-to-date on MIDO news, visit www.mido.com/en and the social channels linktr.ee/MIDO_Exhibition **#MIDO2025**.

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MIDO is a founding member of IT-EX, an association created to represent Italian trade fair organizers of international standing, supporting the promotion of Italian companies in foreign markets. IT-EX provides strategic support for internationalization, with self-generated resources and an organization dedicated to economic growth objectives, export promotion, and support for the development of "Made in Italy" worldwide. The trade fair portfolio of IT-EX members attracts 20,000 exhibitors, about 9,000 of whom are from abroad, and 2.5 million visitors, including 1 million professionals and enthusiasts on dedicated days, of whom 600,000 are international.

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Martina Bruno +39 328 6222616 martina.bruno@cmailander.it