



A TRULY INCREDIBLE MIDO: ON AN UP TREND IN 2017, TOO

Appointment for 24 -26 February 2018

Milan, 28 February 2017 – Everyone was especially happy and enthusiastic about the 47th session of the eyewear industry's leading exhibition, which closed in Milan yesterday with **more than 55 thousand entries** of visiting trade people from around the world, crowding the pavilions of a MIDO that was bigger and had organized an even busier calendar of events. This is a **5.5% increase** over the previous year, for which attendance figures had scored an all-time record.

The importance that MIDO holds for the "Italian system" was confirmed by the visit of the Undersecretary for Economic Development **Ivan Scalfarotto** who, in addition to the pavilions, visited the much-photographed *The Glasses Hype* exhibition on the history of eyewear seen through communication and marketing.

*"Business, social events, trends, innovation, technology, testing and investigation were the buzzwords at MIDO 2017 – commented **MIDO President Cirillo Marcolin** – making it a not-to-be-missed appointment for all the trade and an invaluable moment to network and gain new insights into the profession and industry trends. The vitality of the industry could also be perceived in the stands, where the comments were positive from among the more than 1,200 exhibitors present".*

The buzz about the exhibition on the **social media** was also excellent: during the three-day event 20 thousand posts were hashtagged #MIDO2017 and #Livethewonder, and several international fashion and eyewear influencers have shared their opinions and comments about the show with their millions of followers.

*"In addition to the many visitors from other countries - said **Giovanni Vitaloni, Vice President of MIDO** - this year there were a good deal of visits by Italian trade people throughout the weekend, which peaked on Sunday. In the mid-afternoon especially, the aisles were particularly crowded, coinciding with the arrival of the free trains from the four cities serviced. We are already working on the next exhibition, on new projects, topics to develop and what to focus on. So see you in 2018!"*

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