



MIDO 2026: REGISTRATION FOR VISITORS AND THE PRESS IS NOW OPEN

From October 1, applications for the awards also open

Milano, 26 September 2025 – From today it is possible to register to participate in **MIDO 2026**: visitors and journalists can already fill out the dedicated forms on the official website ([visitor link](#) and [press link](#)). Last year there were **42,000** people attending in the three days, from 168 countries, and more than **400** accredited national and international journalists.

MIDO AWARDS

From **1 October**, applications will open to compete for the prestigious **MIDO Awards 2026**, by filling out the forms available in the *Awards section* of the [mido.com](#) website.

Until **14 December**, exhibitors will have the opportunity to submit their candidacy for the award that rewards their commitment to sustainability. Now in its fourth edition, the **CSE Award Certified Sustainable Eyewear** - promoted by MIDO with ANFAO and Certottica - evaluates frames, sunglasses and cases developed according to eco-friendly criteria: from the use of recycled materials to the reduction of energy consumption in production and distribution processes, from the enhancement of the supply chain to the elimination of waste in all stages of production, etc.

From this edition, there are two novelties. The first: **the categories become 3**. In past years, the CSE Awards had included several subcategories to encourage the widest participation of companies and stimulate the culture of sustainability in the sector. That path represented an important preparatory phase, which made it possible to involve different entrepreneurship and to consolidate sensitivity around the issue. Today, with this experience, we are ready to give greater impact and visibility to the awards, simplifying the categories and focusing on three main awards: **Frames, Sunglasses and Cases**. This choice makes it possible to make the most of each product and to make each award even more prestigious and representative.

The second novelty concerns the introduction of the **CSE Corporate Award**: from the experience of *Stand Up For Green* comes an award dedicated to the best-performing exhibiting company in the field of sustainability. MIDO wanted to include it, believing it to be essential to enhance and reward the concrete and continuous commitment of companies to responsible production and management practices. Not just a product, but a vision and strategy: the award highlights companies that integrate ESG principles into their corporate policies, contributing to a more responsible and innovative future for eyewear. A strong signal that MIDO wanted to give, underlining how innovation cannot be separated from sustainability and encouraging the entire sector to invest in processes, materials and business models that respect the environment and people.

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Opticians from all over the world will have until **December 31** to apply for the eleventh edition of the **Best Store Award**, which rewards the best international optical center in the *Design* and *Innovation* categories. A jury made up of retail, design and communication experts will select the winners based on elements such as layout, atmosphere, materials, shopping experience, digital communication and services offered to customers. Last year, the winners of the prize were the Belgian **Zien & Horen Frits van den Bosch** by Thomas Van Den Bosch for the *Design* category and the Italian **Ottica Padrin** by Fabrizio Padrin for the *Innovation* category.

The MIDO Awards ceremony will take place during MIDO 2026: all the information will be available on the website and social media shortly.

To stay up to date on MIDO news, visit the <https://www.mido.com/en/> website and the official social channels Instagram @mido_exhibition, Facebook @MIDOEhibition, X @MIDOEhibition and LinkedIn <https://www.linkedin.com/company/mido/posts/>.

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