



*31 January – 2 February 2026, Fieramilano Rho*

## **MIDO 2026: THE EXHIBITOR LIST IS ONLINE**

### **"THE LENS OF TIME" EXHIBITION DEBUTS AT THE SHOW**

*Around 1,200 exhibitors from 50 countries are expected with 140 new entries and visitors from over 160 countries*

Milano, 4 December 2025 – **The constantly updated exhibitors list** of MIDO 2026, the 54th edition of the largest international eyewear event, scheduled from **31 January to 2 February 2026 at Fieramilano Rho, is now online**. The show is preparing for an edition with great expectations, with a forecast of **around 1,200 exhibitors from 50 countries**, in line with last year's edition, **including great returns and 140 new entries**, confirming the dynamism of the industry.

#### **The areas of the fair: confirmations, expansions and innovation**

The **Fashion Square**, the beating heart of Hall 1, will be completely renovated. In Hall 4, the square will be animated by an installation dedicated to **DaTE** (Naples, 12-14 September), while the square in Hall 6 will host the new edition of the exhibition **The Lens of Time**.

The iconic **Design area** returns to Halls 2 and 4, confirming itself as a hub of experimentation and creativity: growing exhibitors and new entries will arrive here, including some brands that leave the **Academy** to land in this area.

The Academy, confirmed in Hall 6, reinforces its mission as an accelerator for young brands. It will host over **90** companies. The **Start Up** section will see the participation of about **20** new companies ready to present projects and solutions in the name of innovation.

#### **The exhibition "The Lens of Time" in Hall 6**

After the Venice stop, the exhibition dedicated to the history of eyewear, conceived by ANFAO, arrives at MIDO with a new set-up designed for the international public of the fair. The exhibition traces the evolution of eyewear from its origins to the present day, highlighting its cultural, artisanal and stylistic value. After MIDO, the exhibition will continue in autumn 2026 in Rome, at Palazzo Piacentini, headquarters of the *Ministry of Enterprise and Made in Italy*, with the future plan of landing abroad.

#### **The Vision Stage: between training and current affairs**

MIDO's program of meetings, in-depth studies and workshops includes around **20 appointments** with journalists, actors, sportsmen, sustainability experts, market analysts and representatives of the medical and optical sectors. Among the central topics that will be discussed are social responsibility, market trends, purchasing behavior and the prospects of the US market. The complete calendar will be online in January.

#### **MIDO Press Office CAROLINA MAILANDER COMMUNICATION**

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## MIDO Awards

Applications are still open for the awards with which MIDO celebrates the industry and its excellence. Opticians, retailers and manufacturers with a distinctive vision can apply for three awards: the **Best Store Award** (applications open until **31 December**), dedicated to the best optical centers in the world and divided into the *Design* and *Innovation* categories; the **CSE Award – Certified Sustainable Eyewear**, aimed at producers committed to sustainable practices, from the use of recycled materials to the reduction of consumption; and the new **CSE Corporate Award**, which rewards not a single product but the most virtuous exhibitor company in the ESG field. Applications for the two CSE Awards are open until **14 December 2025**. All information and forms to send your application are available in the "Awards" section of [mido.com](https://mido.com). The award ceremony will be held during MIDO 2026. We will inform you shortly through both the website and the social channels.

## Experience staying in Milano

In 2026, MIDO will take place just a few days before the inauguration of the **Milano-Cortina Winter Olympic Games**, in a city in full swing. For this reason, the fair has prepared a series of tools to facilitate the organization of your stay in Milano, including an **online booking tool**, developed with MiCodmc, the official hospitality agency, which allows to organize travel and accommodation in a few clicks and book unique experiences, **services dedicated to Italian opticians**, such as free trains that can be booked starting from January, city **maps** to experience Milano between culture, food and shopping and the exclusive **YesMilano City Pass**, which all MIDO pass holders can purchase with a 10% discount and offers special rates on public transport, access to the Duomo and the main city museums.

## Press conference

The press conference to present MIDO 2026 will be held **on Wednesday 28 January at 11.30 a.m.**, at the **Feltrinelli Foundation** in Milano.

To stay updated on the news, visit the [mido.com](https://mido.com) website and the official social channels [MIDO Exhibition | Instagram, Facebook, TikTok, LinkedIn, X, YouTube | Linktree](#)



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, among whom 600,000 are foreign.

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