



MIDO | Milano Eyewear Show announces new dates for 2026 edition

The trade show will take place January 31 to February 2 to avoid overlapping the Milano Cortina 2026 Winter Olympic Games

Milano, *September 16, 2024* – MIDO | Milano Eyewear Show, the leading international exhibition focused on the eyewear industry, announces a schedule change for the **2026** edition. The new dates, from **31st January to 2nd February**, now fall a week prior to the February 6th opening of the Milano Cortina 2026 Winter Olympic games.

The decision to move the dates forward aims to ease planning for exhibitors and visitors from around the world who will be participating in the show. Moving the dates will make it possible to avoid logistic difficulties that the opening of the Olympic Games could entail, while offering a series of significant advantages, like greater availability and access to lodging and transportation and, above all, an overall improved experience for exhibitors and visitors.

"We are convinced that this choice, made possible thanks to our collaboration with Fieramilano, will lead to tangible benefits for exhibitors and visitors alike. By moving the event dates up one week, we will be able to continue to ensure an experience of the highest level, while also benefiting from the advantages that a city preparing to host an international event like the Olympics has to offer," remarked Lorraine Berton, President of MIDO. *"Our aim is to make MIDO an event that is increasingly functional to the needs of industry stakeholders, promoting their business and professional connections in a context of excellence."*

With its new position on the calendar, MIDO 2026 reaffirms its commitment to focus on the needs of the market and its players, offering a leading global tradeshow.

The forthcoming edition of MIDO will take place at Fiera Milano Rho **February 8 to 10, 2025**. To always be up to date on MIDO news, visit the website www.mido.com and the official social channels Instagram @mido_exhibition, Facebook @MIDOExhibition, X @MIDOExhibition and LinkedIn <https://www.linkedin.com/company/mido/mycompany/>

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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, among whom 600,000 are international.

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