

PROFILE

Established in Milano in 1954 by a group of businessmen to gather companies in the sector into an association affiliated with Confindustria, **ANFAO, the Italian Optical Goods Manufacturers' Association**, which has more than 130 member companies, currently brings together the leading Italian eyewear companies.

The sector has more than 800 companies and 22,000+ employees (not including temporary workers). It is a world leader in the high-end segment. It exports almost 90% of its production.

ANFAO is a member of **Eurom1**, European Federation of Optics and Precision Mechanics, whose objectives are to represent the various interests of the optical and precision mechanics industry and to promote cooperation among the member states. In addition, it cooperates with **Certottica**, National Institute for the Certification of Optical Products.

ANFAO is the organizer of **MIDO | Milano Eyewear Show**, the leading international trade fair in the eyewear sector, an exceptional annual event where all aspects of the eyewear business have dedicated areas and where frames, lenses, machinery, new designer proposals and emerging realities can be presented.

The current president of ANFAO is Lorraine Berton.

Activities of the association:

- Strengthening relations between companies and government bodies;
- Representing and protecting the sector's interests at economic and trade union levels;
- Supporting the promotion and internationalization of member companies;
- Investing in education;
- Promoting innovation;
- Encouraging and support sustainability;
- Enhancing the industry's image.

ACTIVITIES UNDERWAY:

The association works in various areas, nationally and internationally, in an effort to represent the needs of its industry: supporting every action to increase or improve competitiveness innovation and internationalization; measures designed to identify potential markets and strengthen well-established ones as well as to relaunch Italian entrepreneurship in Italy and the world. In doing this, it works in close cooperation with the Ministry of Foreign Affairs and International Cooperation and especially with ITA, the Institute for Foreign Trade. The association actively safeguards and champions Made in Italy production, fights against counterfeiting, promotes real, constructive contacts among all the key players in the market (producers, distributors and physicians). Requests made to the institutions: easy access to credit, request for tax reliefs on samples, incentives for increasing the presence of companies on overseas markets, even by simplifying procedures and, most importantly, a 100% tax deduction has been requested on the purchase of prescription eyewear.