

ITALY PAVILION at VISION EXPO EAST 2025

16 Italian companies in Orlando, February 20 to 22

Milano, 24 February 2025 – Vision Expo East (VEE) concluded last Saturday, the U.S. trade fair where **ANFAO, in partnership with ITA (Italian Trade Agency), hosted the Italy Pavilion** – an exclusive showcase for Italy's eyewear manufacturing excellence.

Sixteen Italian businesses from seven regions exhibited the finest domestic production in one of the key industries driving the Made in Italy fashion system. In support of the system's commitment, a desk at the Italy Pavilion featured MIDO | Milano Eyewear Show, the premier global eyewear trade show that concluded on 10 February in Milano with 1,200 exhibitors and a 9% increase in attendance, reaching over 42,000 visits.

Italian eyewear is a benchmark of excellence with **814 companies** and a workforce of more than **19,000 professionals**, for a production value of **€5.64+ billion** (a 2% increase over 2023). **Highly export-driven, about 90% of industry production is earmarked for international markets.**

The United States is the premier trade partner for Italian eyewear, accounting for **22.2% of industry exports in 2024** (preliminary 2024 ANFAO data) **valued at €1,136.1 million**. This marks a significant decline compared to 2023, likely impacted by uncertainty preceding the US elections and the possible introduction of import tariffs.

Italy's participation in Vision Expo East 2025 is part of the ANFAO and ITA's promotional strategy to strengthen exports by Italian SMEs to the US market. Over the last three years, the initiative has included eyewear roadshows in New York, Boston, Chicago and Seattle and the recent group presence at VEE.

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