

WMF returns to Prague for first Italian-Czech Business Forum: scheduled speeches, networking and a startup competition

The next stop of the WMF International Roadshow will again touch down in the city of Prague, Czech Republic, for an event dedicated to exploring the local innovation ecosystem, with keynote speeches and success cases, networking moments and a startup competition, as per the format of WMF events. Also for the Prague event, the goal is to promote made-in-Italy innovation in the world, and bring the best of global innovation ecosystems to Italy. Scheduled in Prague is the first Italian-Czech Business Forum, with the collaboration of the Italian Chamber of Commerce in Prague and exceptional partners. Among the guests present will be Italian Ambassador to the Czech Republic Mauro Marsili, Prague Capital Councillor for Smart City, ICT, Science and Research Daniel Mazur, and Advisor to the Deputy Minister of Industry and Trade for the European Union and Foreign Trade David Muller.

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The **WMF**, International Trade Fair and Festival on Technological and Digital Innovation, will return to **Prague on April 19**, for an outstanding event of its Roadshow, dedicated as always to exploring the Czech innovation ecosystem, expanding the WMF international innovation network by creating new connections between companies, startups, investors and players from different ecosystems, bringing the excellence of **Made in Italy** innovation abroad and creating a bridge between our country and the global digital-tech and open innovation ecosystem.

In fact, on the occasion of the next International Roadshow event, which will take place at the Italian Cultural Institute and the Italian Embassy in Prague, the WMF will organize the first **Italian-Czech Business Forum**, in collaboration with the **Italian-Czech Chamber of Commerce and Industry**. Other partners in the event include **Czech Trade**, the **Italian Embassy in Prague**, the **Municipality of Prague** and the **Italian Cultural Institute** in Prague. Guests include Italian Ambassador to the Czech Republic Mauro Marsili, Prague Capital Councillor for Smart City, ICT, Science and Research Daniel Mazur, and Advisor to the Deputy Minister of Industry and Trade for the European Union and Foreign Trade David Muller.

Ambassador Marsili emphasized the importance of sustainable development as a condition for a better future globally, at a time when digital tools and innovation are able to ensure egalitarian access to services while respecting the environment. The Italian diplomat also noted how the Italian-Czech Business Forum & Start-up Contest



falls within the framework of initiatives supporting Rome's candidacy to host the 2030 Expo.

During the event - where there will be speeches on the topic of sustainability by Accenture, Generali Česká pojišťovna and Mattoni 1873 - there will also be speeches and presentations of success cases, alternating with moments of networking, and a **Startup Competition** will take place, in which 11 of the **most promising innovative realities of the Czech ecosystem** will take part, along with **4 excellences of innovation from our country**. The startups will compete for the chance to take part in the **WMF-We Make Future** next June **15 16 and 17 at the Rimini Expo Centre**.

Finally, during the Prague event, with a view to cross-border collaboration and internationalization of the global innovation ecosystem, Vienna Business Agency will also be present with a speech, presenting opportunities for doing Business in Vienna.

"In the age when artificial intelligence and technology are catalyzing attention, it is increasingly appropriate to bring together shared intelligences to solve the planet's great challenges. This is where the international work we are doing fits in. So we are very happy to be in the Czech Republic and work with local and international partners together with the local innovation ecosystem. There are excellent innovative projects and a lot of buzz here that are sure to make a positive impact on society," explains **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of the WMF. *"With the International Roadshow we make the WMF innovation ecosystem available to local projects in each country, to support their development and growth. That is why the 3 best Czech startups will be selected and will participate in WMF 2023, next June in Rimini, where they will meet investors, realities and participants from more than 85 countries. We are in fact building a great Innovation Valley that starting from Italy acts on the line of Innovation Diplomacy in which institutions, startups and citizens work to respond to the great global challenges of this historical period and the next one using technology and digital."*

"The Chamber has been collaborating with WMF for two years, with the aim of promoting this important event in the Czech Republic and fostering Czech presence in future editions. The themes of the festival are strategic for Italy and the Czech Republic, and from our side we see great potential for the creation of new synergies between Italian and Czech companies in digital technologies," explained **Danilo Manghi**, president of the Italian-Czech Chamber of Commerce *"The goal is to be able to repeat the event every year, perhaps with new thematic focuses that can highlight the excellence of both countries."*

The **top three ranked startups** will land in Rimini next June 15, 16 and 17,



to participate in **WMF 2023** where, depending on their placement, they will be able to take part in pitch sessions on the **Startup Stage**, attend with their own desk inside the **Startup District**, the exhibition area dedicated to startups, and participate in **B2B meetings** organized with **investors** from all over the world.

Instead, the Italian-Czech Chamber of Commerce and Industry will put up for grabs for one of the four Italian startups a €2.500 voucher in services to set up meetings and networking with the relevant Czech market.

The 4 Italian startups that will participate in the WMF International Roadshow in Prague are **Aerarium Chain**, **Popularise**, **Nimmrod2p**, **Robota** while the 11 Czech startups that will compete for participation at WMF2023 in Rimini are **MoistureGuard**, **ARBO Technologies**, **VisionCraft**, **RoboTwin**, **ECOTEN**, **TELMA AI**, **EduVision**, **GreenTech**, **IONT tech s.r.o.**, **JALUD Embedded**, **BeiT**.

Jurors in Prague included **David Procházka**, chair of the city's IT and smart city committee; **Petra Balladares** of CzechTrade; **Magdaléna Radová** of Tilia Impact Ventures; **Karin Straková** of Generali Group; **Sandro Bacan** of Accenture; **Tobias Ratari**, Angel Investor; and **Giuseppe Oppedisano** of WMF - We Make Future.

Useful Link

- [WMF - We Make Future](#)
- [WMF International Roadshow](#)
- [WMF International Roadshow - Prague](#)
- [WMF - Call For Startup](#)

WMF - We Make Future - International Fair and Festival on Tech and Digital Innovation

The next appointment with WMF, the international event entirely dedicated to the innovation ecosystem, is scheduled on June 15, 16, 17, 2023, at the Rimini Expo Centre. Once again, the event will bring together the very best of digital and social innovation, leading market players, startups and investors, institutions, universities, and non-profit associations. With more than 36,000 attendees in 2022, more than 700 speakers and guests from around the world, 1,000 startups, and 77 educational stages, now towards its 11th edition the WMF is a reality with a global identity, a catalyst for innovation for concrete, collective improvement. The event is created and produced by Search On Media Group

Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing and coordinating communities, supporting sharing activities, and carrying out strategic and operational consulting, with the Search On Consulting Department, in the field of Digital Marketing and Digital



International Trade Fair and Festival on Tech and Digital Innovation

#WeMakeFuture

Transformation for large companies.

From the experience and professional assets of Search On Media Group, were later born the Education Business Unit, which organizes and curates the WMF and other training events, and the ibrida.io platform, which hosts online, hybrid, and offline events in a highly customizable and flexible environment.

For information and materials

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