

## The WMF International Roadshow stops in Cairo, Egypt for two days of startup-centered events

First time in North Africa for the WMF International Roadshow, for an event in Cairo, Egypt on February 10-11 in partnership with Startups Without Borders. A two-day event aimed at boosting the flow of new great ideas, and sharing insightful knowledge on the innovation industry, tech-driven entrepreneurship, investors' ecosystem, and digital culture. 176 startups applied to the startup competition scheduled on February 10th: the highest number of applications across all the International Roadshow events this year.

Bologna, 10/02/2023

[WMF - We Make Future](#) just landed in North Africa with its [International Roadshow](#), getting ready to host an event in partnership with **Startups Without Borders**, and entirely dedicated to the international startup ecosystem, the innovation industry, and networking between field stakeholders. On **February 10-11**, inside the **Cairo Business Park** in New Cairo, the WMF innovation network will merge with the Egyptian startup ecosystem, laying out an outstanding opportunity for all **tech-forward startups** seeking to expand their network, and tackle the right audience.

The WMF Innovation team selected **13 startups** to be part of the scheduled **Startup Competition**, among **176 applications** (the highest number recorded for an International Roadshow competition this year). The selected startups are categorized between MENA-based startups and startups from the WMF ecosystem and will be joining from all over the world: Esaal, Talents Arena, Disco, MEDEX, Notchnco, Yalla, Cosmo, BlaBla Connect, Odyxer (**Egypt**), Ardkon (**Lebanon**), SkillGym (**Switzerland**), AR MARKET, Robota, Golee, AerariumChain (**Italy**).

Jurors of the competition will be international industry experts and representatives from VCs and investors funds, such as **Tarek El Kadi**, Founder and Chairman of Med Angels, **Mohammed AIMunifi**, Associate at Faith Capital Holding, **Giuseppe Oppedisano**, Head of Innovation of WMF - We Make Future, **Hossam Shafick**, Senior Associate at Silicon Badia, **Rana Ezz**, Entrepreneurship & Venture Capital specialist at MSMEDA.

The main focus of the two-day event will be "**Go Borderless** - investments and connections between Europe and the MENA region". On February 11th, WMF's Head of Innovation **Giuseppe Oppedisano** will be joining other international speakers in a panel discussion exploring *borderless investments*, called "**Middle East & Europe ecosystem: What is similar, what is different?**"

Also on February 11th, a **second startup competition** will take place, the **Startup World Cup by Pegasus Ventures**. Winners of this competition will be granted the opportunity to gain access to the grand finale of the **Startup World Cup in San Francisco**.

## WMF - encouraging a borderless flow of great new ideas.

The Cairo event is part of a broader program, the **International Roadshow**: the WMF traveling project designing and hosting events abroad since 2021, aimed at bridging **different local innovation ecosystems** and **strengthening connections** between worldwide innovation players and stakeholders.

WMF is an international trade fair and festival on tech and digital innovation that in 2022 reached over **36,000 attendees** from **49 countries**, and more than **1,300 startups and investors** from around the world. During the Cairo event, WMF will bring along a **delegation of startups from its network**, which will take part in the local Startup Competition, hosted in collaboration with the partner **Startups Without Borders**, a prominent international network of +10.000 entrepreneurs, focused on **connecting uprooted entrepreneurs** to the best fitting **resources and opportunities** to establish and strengthen their businesses. The **WMF Innovation Team**, together with **Startups Without Borders**, has selected some of the most outstanding startups from Italy and the MENA region to take part in the pitch session.

The awarded startups will be also granted full access to **WMF 2023**, scheduled in **Rimini (Italy) on June 15-17**, with the opportunity of exhibiting inside the Startup District, and access to reserved networking activities and **B2B meetings** with leading industry players and investors. The **first-place winner of the WMF startup competition** will also have the possibility to **pitch on the Startup Stage** or the Mainstage during the Festival, competing for a prize of up to 1 million € in services.

The next WMF is scheduled for **June 15-17, 2023** at the Rimini Expo Centre (Italy).

### We Make Future - International Trade 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, and 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 Transformation for





# International Trade Fair and Festival on Tech and Digital Innovation

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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](https://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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## Useful links

- [WMF Egypt event](#)
- [WMF official website](#)
- [The International Roadshow](#)
- [WMF World Startup Fest](#)

