



Outstanding success for the Greek stop of the WMF International Roadshow. The 3 finalist startups will fly to Rimini next June, to attend WMF 2023.

The last stop of the WMF International Roadshow for 2022 took place last Saturday, December 17, in Thessaloniki. 15 Greek startups challenged each other in a pitch competition during the event, and the 3 finalists will fly to Rimini from June 15-17 for WMF 2023. Among the institutions at the event, was the European Commission Vice-President for the Promotion of European Lifestyle Margaritis Schinas. The event was organized by the WMF in collaboration with CISCO Greece, the Italian-Hellenic Chamber of Commerce of Thessaloniki, the Chamber of Commerce and Industry of Thessaloniki, and the Italian tourism promotion agency #inEmiliaRomagna.

Bologna 12/22/2022

"Skills and digitization are at the heart of European plans," said **Margaritis Schinas, vice-president of the European Commission for the Promotion of European Lifestyle**, during the Greek stop of the WMF International Roadshow, adding that "the key to competitiveness and development is outlined in the European agenda. It's not nuclear physics, but four very simple things: innovation, digitalization, the greening of the economy, society and business, and, finally, skills."

These are precisely the **main goals of the International Roadshow**, WMF -We Make Future's traveling project started in 2021: to create a virtuous circle of skills and connections among innovators from different ecosystems around the world, to broaden their reach towards new opportunities of discussion and business, enabling them to join forces and offer concrete solutions to the most pressing challenges for the community.

"We are back in Thessaloniki to strengthen this Italy-Greece bridge, boost the osmosis between the two entrepreneurial ecosystems, and continue the cooperation started over a year ago," remarks Cosmano Lombardo CEO of Search On Media Group and creator of WMF - We Make Future. "In addition to the work to spread the culture of innovation and entrepreneurship, the Roadshow is also a vessel for training in digital skills, now more than ever a key asset for Europe. Digital skills are the gateway to the development of strong European innovation ecosystems."

The event - which was held with the collaboration of CISCO, the Italian-Hellenic Chamber of Commerce of Thessaloniki, the Chamber of Commerce and Industry of





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Thessaloniki, and the Italian tourism promotion agency #inEmiliaRomagna - featured educational speeches, networking activities among attendees, and a pitch competition between projects from the Greek innovation pool. **Fifteen startups** competed on stage in front of a panel of judges, that decreed three winners: startup **Along Route** was the first runner-up, which uses AI to make marine transportation routes more environmentally friendly; second place was achieved by **Agro U**, which connects highly targeted professional supply & demand in the agri-food sector; and third place was for **Vivestia**, which offers vacation solutions and luxury experiences in VR.

Thanks to their participation in the Thessaloniki event, the three finalist startups will be attending the WMF 2023, scheduled for June 15, 16, and 17, 2023 at the Rimini Fair, where they will have the opportunity to present their business project to an international network of innovators, one of the most extensive globally. The three startups will be exhibiting in the Startup District, accessing B2B meetings with investors from around the world, and taking part in pitch sessions held on the Startup Stage.

Jurors for the pitch competition at the Greek event included **Leonidas Bakouras**, General Manager EDA THESSALONIKI-THESSALIA S.A, **Nikos Lambrogeorgios** (CISCO Hellas), **Konstantinos Vaitzas** (Deloitte Startup Program).

The next steps of the International Roadshow will bring WMF to **Cairo**, Egypt, on February 10 and 11, 2023, for an event in collaboration with **Startups Without Borders**, the international ecosystem connecting uprooted and displaced entrepreneurs, and then on to **Tirana** (Albania), **Sofia** (Bulgaria), **Zagreb** (Croatia), **Belgrade** (Croatia), **Prague** (Czech Rep.), **Monterrey** (Mexico), **Vancouver**, and **Toronto** (Canada).

Useful links

- [WMF website](#)
- [WMF International Roadshow](#)
- [WMF Startup Competition](#)

WMF - We Make Future, the largest digital innovation Festival on the Planet

The next appointment with WMF, the international event entirely dedicated to the innovation





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ecosystem, is scheduled for June 15, 16, and 17, 2023, at the Rimini Expo Centre. 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, over 700 speakers and guests from around the world, 1,000 startups, and 77 educational stages, now towards its 11th edition WMF is a benchmark reality with a global identity, a catalyst for innovation towards 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 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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