

## The WMF International Roadshow will land in Albania: speeches, b2b meetings, and a startup competition on the agenda.

*The journey continues for the WMF International Roadshow: next stop will be Tirana, Albania on March 15, with an event dedicated as usual to connecting different innovation ecosystems and strengthening the bridges between the two countries. A full schedule packed with activities, including a startup competition and the participation of prominent personalities for this WMF-branded event. Also expected to attend the event are Albanian Entrepreneurship Protection Minister Edona Bilali, Mayor of Tirana Erion Veliaj, and Italian Vice Ambassador to Albania Luigi Mattiolo.*

Bologna, 13/03/2023

The next stop of the WMF - We Make Future's **International Roadshow** is approaching, scheduled to take place in Tirana, Albania, on March 15 at the **Maritim Hotel Plaza**. The entire event will be live-streamed on WMF's official web app and Youtube channel. The event's calendar will include keynotes, success cases analysis, and round tables, as well as a startup competition that will select the best 3 startups from the Albanian ecosystem, which will have the opportunity to join WMF 2023 - scheduled on June 15-17 in Rimini (Italy).

Among the guests who will speak during the event, hosted by Albanian presenter **Blendi Salaj**, there will be institutional presences such as **Albanian Minister of Entrepreneurship Protection Edona Bilali**, **Italian Vice Ambassador to Albania Luigi Mattiolo**, **Mayor of Tirana Erion Veliaj**, and **Director of Tumo Center in Albania Shqipe Berisha**. Also present during the day will be **CEO of Coca-Cola Albania-Sicily Luca Busi**, who will give a speech on sustainability in logistics, **CEO of Armundia Group Gianluca Berghella**, and **Huawei's Head of Marketing Ecosystem and Operation Stefano Nkazi** and **Vienna Business Agency's Dražen Šimičević** in live-connection.

*"The innovation ecosystem in Albania is extremely dynamic, fast-paced, agile, and ever-evolving, and deserves recognition for its hard work and promotion of local entrepreneurs and our community around the world. These kinds of events, like WMF, pave their road towards meeting like-minded people, great potential collaborations, new investors, exploring new technologies and, more important, new customers, which leads to more revenue for their startups"* adds Edona Bilali, Minister of State for the Protection of Entrepreneurship.

The centerpiece of the event will be the **startup competition**, including some of the most outstanding realities from the Albanian innovation ecosystem, with **14 startups** selected by the WMF Innovation Team: **Skaitech, iNegotio, ConsciESG, Switch Technologies, LekoTech, Kungul, Magoware, Pyramid DEV, IMA - Innovation Academy, Praktika.al, Symmetric Group Sh.p.k, Kreatx, Inotecalbania, Decimali.**

*"We embarked on this journey with the WMF International Roadshow with the desire to create and strengthen connections between the innovation ecosystems of the many countries that have taken part in the project, and of the many that will be soon part of it" adds Cosmano Lombardo, CEO of Search On Media Group and creator of the WMF. "The goal is to help spread a spirit of productive cooperation and collaboration among the different countries, disseminating the culture of digital innovation, in order to be well-equipped in facing the collective challenges that await us."*

A jury of 11 international and local industry personalities will select the finalists: **Councillor of the Albanian Minister of State for the Protection of Entrepreneurship** Anna Petani, Head of Marketing of **Fongit Geneve** AnaMaria Meshkurti, Partner & CFO of **Feel Ventures VC** Antonio Baccari, CEO of **Edilcentro Group** and President CCIA Antonio Nidoli, Founder of **Tonucci&Partners** Mario Tonucci, CEO of **Coca-Cola Albania and Sicily** Luca Busi, Founder & Managing Partner of **Over Ventures** Giancarlo Vergine, CEO **Baboon Albania, Kosovo and Macedonia** Genti Selenica, CEO of **Armundia Group** Gianluca Berghella, General Manager of **TUMO Tirana** Shqipe Berisha, **WMF** Head of Innovation Giuseppe Oppedisano.

The top three runners-up will have the opportunity to attend WMF 2023, June 15-17 in Rimini, thanks to various prizes offered by the Festival:  
the 1st runner-up will be granted a desk in the Startup District, access to B2B and networking activities with investors, and a pitch on the Startup Stage;  
the 2nd runner-up will be granted a desk in the Startup District and access to B2B and networking activities;  
the 3rd runner-up will be granted access to B2B and networking activities.

The event is held in partnership with the **Italian Chamber of Commerce in Albania, Albania Economia, and Moneys Magazine.** Media supporters also include Geek Room, PC World, and Business Magazine.



The next stops of the International Roadshow, which will be the last before WMF 2023, will land in **Prague** (Czech Republic) on April 19 and in **Berlin** (Germany) on April 27. Startups can apply for the competitions scheduled in Prague and Berlin by completing the **dedicated forms on the website pages**.

## Useful links

- [WMF in Albania - official website](#)
- [WMF Startup Competition](#)
- [WMF official website](#)
- [WMF in Czech Republic - official website](#)
- [WMF in Germany - official website](#)

## For information and materials

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## 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, 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 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.

