



WMF Innovation Fair: the new frontiers of global innovation will converge in Rimini

From June 15 to 17, the Innovation Fair will return to Rimini inside the exhibiting areas of WMF - We Make Future, the largest digital innovation festival on the planet. The Innovation Fair will feature companies and realities from various innovation industries such as AI, AgriTech, MarTech, robotics, and sustainability, with vertical events on advanced technologies, and much more. The event will also include networking activities involving international industry players, as well as business matchmaking moments and B2B meetings, and an entire pavilion dedicated to the international startup ecosystem, featuring global delegations of startups and investors.

Bologna, 01/27/2023

Building a better future by harnessing digital and social innovation is possible, and it will be for everyone to witness next June, at [WMF - We Make Future](#), the largest Digital Innovation Festival on the Planet.

After the 2022 edition which featured over 300 exhibitors from 49 countries, the halls of WMF, a **certified international trade fair**, will once again be an unmissable stop for all realities operating in the sectors adjacent to digital innovation: **AI, robotics, deep-tec, MarTech, international digital-forward startups, space economy**, and more.

The **11th edition of WMF**, scheduled from **June 15 to 17 at the Rimini Expo Centre**, will detect and identify all the digital-tech trends at play, a unique opportunity for sharing, up-skilling, and educating, inside a multinational environment, a benchmark event among global innovation companies, institutions, startups, and makers. The 3-day calendar is vast, and the [first 100 names](#) that will take part in WMF have already been disclosed.

"We are expecting realities, companies, and innovation players from all over the world," says Cosmano Lombardo, CEO of Search On Media Group and founder of WMF. "Rimini will become an unmissable stop for all innovation-driven corporations, investment funds, and startups, as well as institutional and local delegations from all over the world,





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also thanks to the work carried out throughout the year by the WMF International Roadshow. The Innovation Fair inside the WMF will be a not-to-be-missed appointment: the new frontiers of Artificial Intelligence, cutting-edge robotic solutions, and the very best of digital technologies will be showcased to participants and global realities attending, a unique opportunity to meet and get in touch with realities from all over the world."

The [WMF Innovation Fair](#) will also set up the opportunity for international market players to enter the Italian landscape and vice-versa, with a set of networking opportunities and dedicated events: **B2B meetings, business matchmaking, and job interviews** (the European agenda dedicated the year 2023 to the digital skills). Worth mentioning is the variety of thematic districts (AI, robotics, sustainability, climate change, cinema, and publishing among the others) as well as vertical stages on web marketing and innovation - 77 educational stages in the past edition - to research together on different themes such as the Metaverse, NFT, Aerospace, Creator Economy, E-commerce and much more. Attendants at the Innovation Fair will also be able to get hands-on with the newest self-driving cars and unreleased automotive prototypes and take part in test drives.

Acknowledged as a European reference point for the startup ecosystem, the Innovation Fair will occupy an entire pavilion inside WMF, allowing startups and scaleups to introduce their business ideas to a highly-targeted audience, and meet companies, entrepreneurs, and international delegations during dedicated networking moments.

Substantial space will be dedicated to the **delegations of startups and investors from all over the world**, an opportunity to get in touch with the global entrepreneurial innovation system, and discover all the multiple facets of Open Innovation.

Entertainment is also on the agenda: after welcoming Sophia the robot, the world's most advanced humanoid, Spot, the avant-garde four-legged robot, and iCub, the humanoid robot designed by the Italian Institute of Technology, **Gravity Industries's** "flying man" will be back in Rimini to demonstrate the incredible **Jet Suit**. Some of the world's best prototypes will be on-site, ready to deliver the future to the WMF's audience.





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Useful links

- [WMF - We Make Future](#)
- [WMF Innovation Fair](#)
- [First 100 names](#)

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 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 platform, which hosts online, hybrid, and offline events in a highly customizable and flexible environment.

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