



## The WMF International Roadshow continues: after Prague, Valencia, Vienna, Malta and Wroclaw, on December 17th it will stop in Thessaloniki, Greece

*After an intense fall tour, WMF's traveling project returns to Thessaloniki. In the pipeline educational speeches, networking moments, and a pitch competition with 15 Greek startups. The top three will fly to Italy on June 15, 16, and 17 to take part in WMF 2023 with their innovative projects. The Greek event is developed in collaboration with CISCO, the Italian-Hellenic Chamber of Commerce of Thessaloniki, and the Chamber of Commerce and Industry of Thessaloniki. Institutional guests in attendance include Margaritis Schinas, Vice-President of the European Commission, European Commissioner, and Coordinator of the Commission on Migrations.*

### Bologna, 12/16/2022

WMF - We Make Future, the largest Digital Innovation Festival on the Planet, returns to Greece with the International Roadshow to strengthen the bridge between the entrepreneurial ecosystems of the two countries, and establish the presence of the Greek tech ecosystem within the Festival's global network of innovators.

The event, held inside CISCO's **Digital Transformation and Digital Skills Center (DT&S)**, is **scheduled for December 17** and will be featuring educational speeches, and networking moments between startups and jurors - including Leonidas Bakouras (General Manager EDA THESSALONIKI-THESSALIA S.A) and Kyriakos Loufakis - and a pitch competition in which 15 Greek startups will participate. The top 3 will fly to Italy to take part in WMF 2023, scheduled for June 15-17 at the Fiera di Rimini, where they will have the opportunity to access to the Startup District, B2B meetings with investors from around the world and pitch sessions on the Startup Stage. Participants of the Greek leg of the WMF International Roadshow also include Margaritis Schinas, Vice-President of the European Commission, European Commissioner and Coordinator of the Commission on Migration and Asylum, Konstantinos Zervas, Mayor of Thessaloniki, Nikos Lambrogeorgios (CISCO Greece), Konstantinos Vaitsas (Deloitte Startup Program).

The WMF International Roadshow implemented thanks to the collaboration with the Italian local tourism office #InEmilia-Romagna, is an international cooperation project, a traveling itinerary that aims to create a global network of innovation and encourage innovative and sustainable entrepreneurship. The goal of the Thessaloniki event, where the inaugural stop of the Roadshow was held back in 2021, is to generate a **virtuous flow of exchange** between the two countries and to scout the best local startups to welcome inside the WMF network of global innovators.





"We are building an innovation ecosystem called Innovation Valley, and the WMF International Roadshow is one of the key tools to make it happen", says Cosmano Lombardo, Founder & CEO of Search On Media Group and creator of the WMF. "We make this journey happen thanks to the collaboration of the many countries that take part in the Roadshow, such as Greece, which for the second year in a row is hosting one of the main stops of the roadshow, which aims to promote cooperation and spread the culture of digital innovation, to tackle the global challenges harnessing innovation and skill-sharing".

As told by Marco Della Puppa, Secretary General of the Italian-Hellenic Chamber of Commerce of Thessaloniki, "Today we are following up on the project that started last year. The collaboration between Greece and Italy in the field of innovation and technology has very high potential and we hope that the near future will bring positive collaborations between companies, startups, and institutions of the two countries."

The event in Greece is held with the collaboration of the Italian-Hellenic Chamber of Commerce of Thessaloniki and the Greek Chamber of Commerce and Industry of Thessaloniki.

## A fall roadshow focused on Central-Eastern Europe and the Mediterranean area.

The latest stops of the WMF International Roadshow included the Czech Republic, Poland, and Austria on one side and, Spain and Malta on the other.

Thanks to a partnership with the leading tech event **Disruptors**, the Roadshow stopped in **Prague** on October 11 with a delegation of 2 startups selected during WMF - Golee, and Aerariumchain. The startups, already winners of the Festival's Startup Competition, had the opportunity to exhibit and participate in the pitch competition whose first prize was the chance to fly to San Francisco, USA, to take part in the Startup World Cup. The Czech Republic stop allowed the WMF to strengthen its network with local investors and entrepreneurs, some of whom will participate in the next edition of the Festival.

In **Berlin**, on October 13 and 14, the WMF held institutional meetings with the faculty of the Technical University of Berlin and the Ministry of Innovation. The tour then continued to **Wroclaw**, Poland, at the Made in Wro partner event, with meetings between investors and startups, and the presentation of Nimrod, a startup selected during the WMF that, through the development of bone-conduction earphones, is capable of enabling simultaneous translations of 36 languages through AI.

On **October 20 and 21**, at the Wolves Summit in **Vienna**, the WMF awarded *circuitmess.com*, the winning startup in the local competition, with a desk in the exhibition area of the next WMF, the chance to pitch in the Startup Stage, and access to networking moments with investors at the Festival. The following **Valencia** stop, from October 24 to 26, saw a





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reinforcement of the partnership with the **Startup Valencia network**, organizer of the Valencia Digital Summit, and the presence of 7 startups selected by WMF, who were given the opportunity to exhibit in the dedicated area and present their entrepreneurial project.

Finally, in **Malta**, from November 16 to 18, thanks to the partnership with the event SIGMA and AIBC Malta, WMF was among the judges of the GAMEFI competition where 6 startups in the gaming sector were evaluated and the startup Arena Games won the first place. The International Roadshow will then take the selected innovative realities abroad to the Rimini Expo Centre, on **June 15, 16, and 17 2023**, during the next edition of WMF.

## 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 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.

## For information and materials

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