



## WMF 2025: Big Tech, Nobel Prize winners, and Change Makers among the First Global Innovation Speakers in Bologna

### WMF 2025: First Speakers Announced for the Global Innovation Event in Bologna

The event will feature institutional figures, prominent journalists and representatives from Google, Microsoft, Lenovo, and IBM, as well as organizations like Netflix and the ESA.

**Bologna, March 7th 2025**

The WMF - We Make Future confirms its status as a global reference point for innovation with today's announcement of [over 160 speakers](#), a small preview of the speakers expected, **over 1.000**—true **change makers**—who will gather at **BolognaFiere from June 4 to 6** for the 13th edition of the **International Fair on Innovation: AI, Tech, and Digital**, conceived and organized by **Search On Media Group**.

Following the 2024 edition, which recorded over **70,000 attendees** from **90 countries**, more than **700 exhibitors**, and over 1,000 Italian and international speakers, this year's WMF once again brings together an outstanding lineup of guests, featuring the brightest minds and **most innovative companies** from around the world in sectors such as digital tech, artificial intelligence, open innovation, and social innovation. Participants will come from the **USA, Qatar, China, Germany, the United Kingdom, the Netherlands, Vietnam**, and many other countries.

Among the first announced speakers, standouts include **Luc Julia**, Co-Creator of Siri and CSO of Groupe Renault; **Federico Faggin**, inventor of the **4004 microprocessor**; **Alicia Hanf**, Head of Institutional Ecosystem Partnerships at **LG NOVA, LG Electronics**; **Tejas Chopra**, Senior Engineer at **Netflix**; **Giorgio Metta**, Scientific Director of **IIT**; **Nestor Maslej**, Research Manager at the **Stanford Institute for Human-Centered Artificial Intelligence (HAI)**; **Andreas Horn**, Head of **AIOps** at **IBM**; **Scott Yusuke Sugino**, President & CEO of **Yamaha Music Innovations**; and **Luigi Traldi**, Head of **Southern Europe** at **Klarna**.

Alongside them, representatives from major corporations and big tech companies such as **Google, Microsoft, Lenovo, Netflix, Mastercard, and IBM** will also take the stage.

Between the **Mainstage and the training stages**, these **change makers** will share future visions, advanced expertise, and global development perspectives, offering insights into **tools, market trends, and emerging technologies**.

"Il WMF è molto più di una fiera: è un acceleratore di innovazione a livello globale" dichiara **Cosmano Lombardo**, Founder & CEO di Search On Media Group e ideatore del WMF. "Qui, aziende, startup, esperti,

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# International Trade Fair on Innovation: AI, Tech and Digital

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*ricercatori e professionisti si incontrano per tracciare nuove rotte verso un futuro più sostenibile e inclusivo. La nostra missione è offrire una piattaforma a coloro che stanno ridefinendo il concetto stesso di innovazione, in tutti i settori. Se è vero che l'Intelligenza Artificiale avrà un ruolo di primo piano, e che l'Europa ha l'opportunità di affermarsi in questo ambito, il WMF è il luogo dove esplorare l'intero spettro dell'innovazione, dalle tecnologie emergenti ai nuovi modelli di business, dalle sfide sociali alle opportunità ambientali. Al WMF 2025, vogliamo mostrare come l'innovazione possa essere la forza trainante di un progresso che mette al centro le persone e il pianeta. Ogni speaker, ogni progetto, ogni idea presentata contribuirà a costruire un futuro in cui la tecnologia è al servizio della società, un futuro in cui l'innovazione è sinonimo di benessere per tutti."*

**WMF 2025** will also host representatives from **institutions and academia**, who will contribute with in-depth insights on crucial topics for the development of innovation. Among the announced speakers from public institutions are prominent figures such as **Michiel Scheffer**, Board President of the **European Innovation Council**, **Luigi Di Maio**, EU Special Representative for the Gulf Region, and **His Eminence Cardinal Matteo Maria Zuppi**, President of the **Italian Episcopal Conference (CEI)**, along with academic leaders like **Francesco Ubertini**, President of **Cineca**, **Nestor Maslej**, Research Manager at the **Stanford Institute for Human-Centered Artificial Intelligence (HAI)**, and **Nino Cartabellotta**, President of **Gimbe**.

This edition also continues the established collaboration with the **Italian Data Protection Authority (Garante per la protezione dei dati personali)**, represented by the authoritative figure of **Guido Scorza**, who will provide an update on the state of AI regulation and offer a platform for institutional debate on **privacy and technological innovation**.

**WMF 2025** also announces the first international stakeholders in the fields of **Venture Capital and Open Innovation**. These initial names, including **SoftBank**, are just a preview of an investor lineup that, in total, will represent a portfolio value of **\$1.3 trillion**, with investments in transactions worth **\$60.7 billion** and assets under management (AUM) of **\$214 billion**. Over **300 VC firms** will participate in WMF, having managed a total of **13,630 funding rounds**. Experts in **open innovation**, such as **Pavel Lisev**, Executive Director of the **Fund of the Funds Bulgaria**, **Valentina Primo**, Founder & CEO of **Startups Without Borders**, and **Federico Menna**, CEO of **EIT Digital**, will discuss innovative business models that enable digital transformation and tackle global challenges. They will analyze success stories, investment theses, and strategies for building open ecosystems that foster creativity, entrepreneurship, and sustainable growth in an increasingly interconnected world.

The **fight against the mafia**, always central to **WMF**, will remain a core theme, with the return of **Prosecutor Nicola Gratteri**, who has long been at the forefront of the fight against mafia activities, and the participation of **Luciano Baglioni**, a police inspector involved in the **Uno Bianca** case.

A significant focus will also be placed on the world of **journalism and media in the age of artificial intelligence and digital technology**, with authoritative figures such as **Enrico Mentana**, **Carlo Lucarelli**, **Corrado Formigli**, and the Deputy Director of **Huffington Post**, **Alessandro De Angelis**.

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In addition to these names, the event will also feature **content creators** and **influential personalities** from **pop culture and the digital world**, who are able to capture and narrate the changes of contemporary society. Among them are **Fabio Celenza, Slim Dogs, Fjona Cakalli, Tasnim Ali, Vera Gheno, Cathy La Torre**, and chef and entrepreneur **Isabella Potì**.

This is just a small preview of the **WMF 2025 speakers**, who, in addition to the **Mainstage**, will also take part in the vertical event stages such as the **AI Global Summit, World Startup Fest, Open Innovation & VCs Fest, Creator Fest, GovTech Summit, Koders Fest**, and many others.

The ticket to participate in **WMF 2025** is available on the official event website and is on offer for **€99 + VAT** until **March 20**. To purchase, visit → <https://en.wemakefuture.it/ticket/>

## Useful Link

- [WMF - We Make Future](#)

## WMF - We Make Future - International Fair and Festival on Tech and Digital Innovation

From June 4th to 6th, 2025, at BolognaFiere, the WMF - We Make Future will return. It is an internationally certified trade fair fully dedicated to the world of innovation. A globally significant event, it annually brings together the best of digital and social innovation, key international players, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 70,000 attendees from 90 countries in 2024, more than 700 sponsors and exhibitors, over 1,000 speakers and guests from around the world, 3,000 startups and investors, and more than 90 educational stages, the WMF is the leading international trade fair for the world of innovation.

## Search On Media Group

Since 2004, the company aims to spread digital culture by managing communities, supporting sharing activities, and providing strategic and operational consulting through Search On Consulting, in the field of Digital Marketing and Digital Transformation for large companies. From the experience and professionalism of Search On Media Group also come the Business Unit Education - which organizes the WMF and other educational events - and the ibrida.io platform - managing online, hybrid, and offline events in a customizable and flexible way.

## For information and materials

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