Saudi Makes Future at CES 2026: the vision of one of the world's largest global AI events

The first official international presentation of Saudi Makes Future - the Saudi edition of We Make Future - took place at CES 2026 in Las Vegas, the world's most important global event for technology and consumer electronics, marking the launch of an initiative set to become The World's Gateway to the Future of AI.

Bologna - Riyadh, January 15 2026

CES 2026 in Las Vegas hosted the first official international presentation of **Saudi Makes Future** (Dec. 14-16, 2026 in Riyadh), marking a key milestone in the project's global development and positioning it at the intersection of Artificial Intelligence, business, training, and investment.

Saudi Makes Future is developed through a strategic partnership between **Search On Media Group, WMF – We Make Future,** and **PNG Saudi**, bringing together complementary expertise to support the growth of a global Artificial Intelligence ecosystem aligned with the objectives of **Saudi Vision 2030**.

During the CES presentation, **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of **WMF - We Make Future**, outlined the vision behind the initiative, scheduled to take place in **Riyadh from December 14 to 16, 2026**, at the Riyadh International Convention & Exhibition Center.

> *"Saudi Makes Future represents a new phase of global cooperation on Artificial Intelligence and innovation,"* said **Cosmano Lombardo**.
> *"It is designed to connect different innovation ecosystems, accelerating opportunities for development, investment, and growth for companies and startups worldwide."*

Following Lombardo's remarks, **Mr. Nasser bin Saeed Al-Hajri**, **member of the Saudi International Council for Business and Investment and Chairman of the Board of Directors of PNG**, highlighted the strategic importance of the initiative:

> *"Saudi Arabia is not just hosting a global exhibition - it is shaping the future of innovation and investment. Saudi Makes Future will connect brilliant minds with real opportunities, reflecting the Kingdom's Vision 2030 and its growing role as a global hub for technology and business."*

The World's Gateway to the Future of AI

Saudi Makes Future builds on the consolidated vision and experience of **WMF – We Make Future**, adopting its long-standing thematic structure and coherently reinterpreting it through a strong Artificial Intelligence focus.

The event is structured around **14 strategic sectors**, a defining element of the WMF format, which Saudi Makes Future applies to the AI domain to reflect the transformative impact of artificial intelligence across business, society, and industry.

Spanning smart cities, healthcare, energy, agritech, fintech, and education, as well as digital creativity and open innovation, the event presents AI not merely as a technology, but as a fundamental driver of a smart, sustainable, and interconnected ecosystem.

Format and experience

Saudi Makes Future will feature a **high-level international exhibition**, welcoming exhibitors and sponsors from around the world.

Alongside the exhibition area, the event will host a **main stage** bringing together leaders from major global technology companies, AI experts, innovators, and decision-makers, through visionary talks, international roundtables, and award moments.

The experience will be complemented by **four thematic stages**, designed to foster dialogue among entrepreneurs, investors, startups, and institutions, with a focus on product showcases, AI-driven projects, market perspectives, and investment opportunities.

The world's largest international AI Startup Competition

During the CES presentation, the launch of the **world's largest international Startup Competition dedicated to Artificial Intelligence** was announced, with the final set to take place on the main stage of Saudi Makes Future. The competition will bring to Riyadh **a selection of the most promising AI-driven entrepreneurial projects** from across the globe, offering a concrete overview of technologies set to reshape global markets.

In addition, CES 2026 marked the selection of three innovative startups - **Volumio, Aida Innovazione, and Intelligearth** - which will travel to Riyadh to take part in Saudi Makes Future and engage directly with its international ecosystem and business opportunities.

Free access and collaboration opportunities

Free to attend with mandatory registration, Saudi Makes Future is the premier gathering for companies and innovators aiming to expand into the Middle Eastern market by leveraging the power of Artificial Intelligence and advanced technologies.

Collaboration opportunities are available for companies interested in engaging with both WMF – We Make Future and Saudi Makes Future, capitalizing a global platform that connects innovation, expertise, and growth opportunities.

For more information, please visit the official event website.

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WMF -International Trade Fair on innovation: AI, Tech e Digital - JUNE 24 · 25 · 26 2026 at BOLOGNAFIERE, the WMF - We Make Future returns—an internationally certified trade fair entirely dedicated to the world of innovation. As a globally recognized event, WMF annually brings together the best of digital and social innovation, top international players, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 73,000 attendees from 90 countries in 2025, more than 700 exhibitors, over 1,000 speakers and guests from around the world, 3,000+ startups and investors, and partners involved in an investment portfolio worth $1.3 billion, $214 billion in assets under management (AUM), over $60 billion in funded deals, and more than 13,000

investment rounds managed, WMF stands as the leading international trade fair for the world of innovation.

Search On Media Group - Humans Leading Innovation Since 2004, the company has aimed to spread digital culture by managing communities, supporting sharing activities, and providing strategic and operational consulting through Search On Consulting in Digital Marketing and Digital Transformation for large companies. From the expertise and professionalism of Search On Media Group, the Education Business Unit was born, organizing WMF and other training events, as well as the ibrida.io platform, managing customizable and flexible online, hybrid, and offline events.