



From the world to WMF 2026: a record of over 800 exhibitors, international business, and tech shows in the expo area

From June 24 to 26, the WMF – We Make Future expo area will bring the best of AI, Tech, and Digital innovation from Europe, Africa, Asia, the Middle East, and the Americas to BolognaFiere. Over 800 exhibitors, more than 3,000 startups, SMEs, VCs, and open innovation stakeholders, international pavilions, and delegations are expected across the 9 exhibition halls, featuring business matching areas and thematic districts. Great prominence will also be given to the Future Show, featuring a Drone Show, the flying man's Gravity Jet Suit Display, the European Drone Soccer Championship, advanced robotics, and immersive experiences, alongside gaming, traditional and inclusive sports, partner side events, and Open Stages: a journey encompassing technology, business, entertainment, and new networking opportunities.

Bologna, 08/06/2026

WMF – We Make Future unveils its [expo area](#), open to visitors from **June 24 to 26** inside BolognaFiere, which returns to host the International Fair and Festival on AI, Tech, and Digital Innovation, anticipating an edition packed with business opportunities and technological entertainment. Inside **9 exhibition halls** covering over **70,000 sqm**, the fair will host [more than 800 exhibitors](#) from all over the world—a historical record for the event—as well as **more than 3,000 startups, SMEs, VCs**, and open innovation stakeholders available for establishing major synergies. Visitors will also benefit from the presence of **international pavilions**, including **Switzerland, the United Kingdom, the United States, the Netherlands, Germany, and France**.

As the only **certified international innovation fair** in Italy, WMF offers a global overview of AI, Tech, and Digital developments across the event's **14 strategic sectors**: from **artificial intelligence** to **robotics**, space economy to cybersecurity, **fintech** to **health**, as well as mobility, energy, tourism, digital culture, and the future of **work**.

*“The WMF expo area is one of the places where the event most concretely expresses its international vocation: companies, startups, institutions, research centers, investors, and partners from all over the world meet to present solutions, initiate relationships, and build new business opportunities,” explains **Cosmano Lombardo, Founder and CEO of Search On Media Group and creator of WMF**. “Once again this year, the pavilions offer technologies, projects, and shows that talk about innovation in a direct and accessible way: from AI to robotics, mobility to space economy, all the way to tech shows, immersive experiences, and sporting and cultural activities that will make the expo area a meeting space for the market, research, businesses, and the public.” He concludes, “We are also very pleased that, through startup attraction programs such as the WMF Soft Landing Program, WMF confirms its role as an international platform capable of bringing innovative entrepreneurial projects from all over the world to Bologna, Italy, and Europe. This work strengthens the dialogue between global ecosystems and local territories, generating new opportunities for startups, innovative SMEs, investors, and corporations.”*



Record number of Exhibitors, along with sponsors and international pavilions

The over [800 exhibitors](#) populating the WMF 2026 expo area come from all over the world: big tech companies, corporations, agencies, SMEs and startups, institutions, research centers, investment funds, accelerators, and innovation players active in the main fields of AI, tech, and digital. Among the entities present are the **Main Sponsors** of this edition, **Dell Technologies and Intel**, and **Philip Morris International**, alongside organizations such as **Credem Banca**, **ESA - European Space Agency**, **IIT - Istituto Italiano di Tecnologia**, **Cineca**, **MiC - Ministry of Culture**, **Bocconi University**, **Legacoop**, **Qonto**, **UIBM - Italian Patent and Trademark Office**, **Netval**, **Cosmofarma**, **Amazon AWS**, together with international brands, bodies, and organizations that will bring solutions, projects, and applications dedicated to the main sectors of innovation to the fair. Space is also dedicated to **+20 international pavilions** and **+50 delegations** that will turn the expo area into a meeting point for innovative ecosystems from **Europe, Africa, Asia, the Middle East, and the Americas**. Represented countries include: **Switzerland, Indonesia, the United Kingdom, the United States, the Netherlands, Germany, Saudi Arabia, Greece, Estonia, Pakistan, Turkey, Palestine, Serbia, Albania, Ivory Coast, Qatar**, and many others.

Also noteworthy is the presence of several **Italian Regions and institutional bodies**, including the **Tuscany Region**, the **Calabria Region** with **Fincalabra**, and the **Sardinia Region**, as well as the **MiC - Ministry of Culture**, **MIMIT - Ministry of Enterprises and Made in Italy**, **UIBM - Italian Patent and Trademark Office**, **MAECI - Ministry of Foreign Affairs and International Cooperation**, **ICE - Agency for the promotion abroad and the internationalization of Italian companies**, **UIL**, the **Municipality of Bologna**, the **Chieti Pescara Chamber of Commerce**, and the **Bergamo Business Incubator**, all of whom have chosen WMF to present themselves to the global innovation ecosystem, highlighting local projects, services, and territorial strategies. This provides an opportunity to connect public policies, businesses, research, and new technologies. Furthermore, a dedicated stand for **Saudi Makes Future**—the first edition of WMF in the Middle East, scheduled to take place in Riyadh from December 14 to 16, 2026—will be present in the expo area, where visitors can explore opportunities for participation, partnerships, and **business development within the MENA region's innovation ecosystem**.

Thematic districts: startups, AI, fintech, digital business, gaming, and new industries

The exhibition area will be organized into **thematic districts** designed to guide participants through the discovery of key innovation sectors. Among these is the **Startup District**, dedicated to startups and entrepreneurial projects from all over the world, where visitors can discover innovative solutions, services, tools, and technologies—including AI-based ones—presented by internationally selected founders and teams. Ample space will also be given to districts dedicated to **AI, Digital Business, AI Manufacturing, Martech, E-commerce, Sports and Gaming, Publishing, Startups, Tourism, Automotive, Health, Sustainability, and Open Innovation**, as well as the **FinTech & Digital Assets District**, dedicated to the latest evolutions in digital finance, payments, blockchain, and digital assets, and the **Music & Arts District**, a meeting space for the music industry, creativity, art, technologies, and new cultural



languages. Each district will allow for the exploration of **technologies, products, and new applications**, creating opportunities for scouting, networking, and business matching among companies, professionals, investors, startups, and sector stakeholders.

Business, B2B, and networking opportunities

The WMF expo area will also be a space dedicated to **business matching** and creating new synergies among companies, startups, investors, funds, institutions, professionals, and public administrations. Throughout the three days, dedicated areas for **B2B, B2C, and B2G** meetings will be operational, designed to foster dialogue between the demand and supply of innovation, initiate collaborations, and grant access to new markets: from the **B2B Investors Area powered by ITA - Italian Trade Agency** and the **B2B Investors + Startup Area powered by Search On**, both located in Hall 29, to the **B2B-B2G SME and Startup Area powered by Sellalab** in Mall 19, and the **B2B SME and Startup Area powered by Legacoop** in Hall 30.

Alongside professional meetings, the expo area will host the **Digital Job Fair**, a vertical event powered by **ALTEN** dedicated to matching companies with professionals from the AI, Tech, and Digital sectors. For this edition, the free recruiting service **Digital Job Placement** will also be active, allowing participants to find their match through WMF's interactive platform and physically conduct interviews in the designated areas inside the fair.

Partner side events: vertical content and networking at the fair and in the city

The expo area program will be further enriched by **+30 partner side events**, which are appointments organized by companies, institutions, universities, communities, and entities from the innovation ecosystem. The schedule includes private meetings, **speakeasies, networking aperitifs, workshops, training sessions**, and business-oriented events designed to explore markets, technologies, and collaboration opportunities.

Scheduled events include those by **Invitalia**, with Investor Day, the **University of Bologna** with **Startup Day**, as well as **Chora Media, Assintel, Gruppo Euris Spa - Miro Italia Community Day, Nana Bianca, Arsenalia, and Zest Innovation** with speakeasies, **Motor1** with training and test drives, **Komen Italia** with the metabolic walk, **Il Network Perfetto, CNR-IIT, Flowerista, Aruba Digital School, ITSSI, ITS Piemonte, ITS Emilia Romagna, EPO, Ricca, Consorzio ReLUIS, AI4I, and the International Association for Artificial Intelligence in Structural Engineering**, which will bring further opportunities for discussion, training, business matching, and vertical networking to WMF.

Among the appointments organized by WMF within the city during the three days are the **Special Partner Night**, scheduled for the evening of **June 23 at Tecnopolo DAMA**, dedicated to stakeholders, institutions, corporates, and innovation leaders; the **WMF Innovation Night**, dedicated to investors and founders, taking place on **June 24 from 6:00 PM** at Palazzo Re Enzo, the **exclusive Search On networking event**, and the **WMF Official Party** open to the entire community.



Future Show: Drone Show, Gravity Jet Suit Display, robotics, and immersive technologies

The expo area will also be enhanced by the spectacular attractions of the **Future Show**, WMF's vertical event dedicated to the most futuristic and scenic technologies. Once again this year, the public will be able to witness high-impact tech shows and demonstrations, including the **Drone Show** created by **Allumee Italia**, the **flying man's Gravity Jet Suit Display**, and the first **European Drone Soccer Championship**, organized by FIDA - Federation of International Dronesoccer Association and sponsored by **Michelin Inflatable Solutions**.

Considerable space will be dedicated to advanced robotics and technological prototypes: humanoid robots, **quadruped robots**, Skippy—which operates via a neural interface system—and the experiential delivery robot by **E-Novia**. Room will also be given to immersive activities dedicated to space, art, and interactivity: from the **Museum of the Sky and Earth**, featuring a traveling planetarium and VR headsets to step aboard the International Space Station, to installations by **Aelion**, and the Vitruvian VR simulator. Present in the expo area will also be teams from the University of Bologna engaged in developing cutting-edge technologies, including drones, experimental rockets, motorsport prototypes, and clean energy catamarans, with **AirOne**, **Aurora Rocketry**, **UniBo Motorsport** and **UniBoAT**.

Gaming, traditional and inclusive sports, and test drives

The expo area will also offer experiences dedicated to gaming, sports, and entertainment. This includes a gaming area of over **300 sqm** created in collaboration with **Gamers Arena**, featuring stations, simulators, video game activities, and formats dedicated to the history of video games, retrogaming, and vintage games, thanks also to the presence of **La Storia del Videogioco**, **Vintage Games Party**, and **Kranos** with tournaments and showmatches.

Ample space will be dedicated to traditional and inclusive sports, with playing fields, simulators, activities open to the public, and exhibitions designed to engage participants and the community. Among the entities present are **Aero Club Pavullo**, with a sports flight simulator, **FIGH - Italian Handball Federation**, **Vero Volley**, **FIPAV - Bologna Territorial Committee**, with two courts also dedicated to Sitting Volley, and **Western Academy**, bringing country dancing to the fair.

Special attention will be paid to sport as a tool for inclusion and participation, thanks to the presence of the Italian Inclusive Sports Board (**Ente Italiano Sport Inclusivo**) with **Baskin**—a discipline created in Italy to allow people with and without disabilities to play together—alongside activities like a Baskin tournament and a football tournament for youths with disabilities. Dance performances are also scheduled with **G.R.D. - Down Syndrome Youths Parents Association (Associazione Genitori Ragazzi Down)** and **In.Da.Co.**, featuring the National Co-Champions of wheelchair dancing. Completing the experiential journey are activities dedicated to electric mobility, with the opportunity to take **test drives with Tesla vehicles**, cars provided by Rattix, and the electric vehicles featured in the “**Perché Comprarla? Live**” format produced with **Motor1**.



Open Stage: dissemination, ideas, and cross-sector contamination

The expo area will also host **Open Stages**, stages dedicated to popular dissemination with talks on society and politics, education, space economy, gaming and sports, music, cinema, geopolitics, and conscious innovation. Active stages include: **Start the Future, Music & Art, GovTech, EduTech, Space Economy, Book Presentation, Innovation Film Fest, Geopolitics, Gaming & Esports, AI for Civil Engineering, Made in Italy Futures, and Future-Conscious Innovation.**

Among these, **Start the Future** will offer a visionary space dedicated to innovation, leadership, and new opportunities, with presentations designed to inspire participants and anticipate ongoing changes, thanks also to the presence of representatives from **Doctors Without Borders (Medici Senza Frontiere), Oxfam, University of Milano-Bicocca, and Radio 24.** Space is also given to the Music & Art Stage, powered by Billboard Italia, featuring interventions by **Enzo Mazza**, CEO of FIMI – Italian Music Industry Federation, **Federico Durante**, Editor-in-Chief of Billboard Italia, and a discussion between representatives from **Netflix** and **Sony.** Other appointments include **Future-Conscious Innovation**, an event by **Clust-ER Innovate**, alongside events organized by **Clust-ER Tourism, Clust-ER Build, Clust-ER Agrifood,** and **Made in Italy Futures**—an event by **Philip Morris International** dedicated to the future of SMEs, industrial innovation, and the Italian production system.

The appointment is therefore at BolognaFiere from June 24 to 26 to experience the technology of the future firsthand, do business on a global scale, and enjoy the entertainment of sports, tech shows, immersive experiences, and entertainment. [Tickets to access the fair and public events are available on the official WMF website starting from €9 + VAT.](#)

WMF – We Make Future is conceived, organized, and produced by Search On Media Group. The event takes place under **the Patronage of the European Commission, MAECI – Ministry of Foreign Affairs and International Cooperation, the Emilia-Romagna Region, and the Municipality of Bologna.** With the support of **MAECI – Ministry of Foreign Affairs and International Cooperation, ICE – Agency for the promotion abroad and the internationalization of Italian companies, and the Emilia-Romagna Region.** In partnership with **Visit Emilia-Romagna.** With the collaboration of **BolognaFiere, Cineca, and ESA – European Space Agency.** Main Sponsors of the 2026 edition: **Philip Morris, Dell Technologies and Intel.**

USEFUL LINKS

- [Expo area](#)
- [+800 exhibitors](#)

WMF - We Make Future, is the largest International Trade Fair and Festival dedicated to Artificial Intelligence, Technology, and Digital Innovation.

From June 24 to 26, 2026, WMF returns to BolognaFiere (Italy) as a certified international event fully focused on the future of innovation. A global hub for the AI and tech ecosystem, WMF brings together each year the most advanced developments in artificial intelligence, digital and social innovation, alongside leading international companies, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 73,000 attendees from 90 countries in 2025, more than 700



exhibitors, 1,000+ speakers and guests from around the world, 2,800+ organized B2B meetings, and 3,000 startups and investors involved, WMF represents a unique convergence point for innovation-driven business and policy dialogue.

Its partner network includes organizations managing a combined €1.5 trillion investment portfolio, €304+ billion in assets under management (AUM), \$72.8+ billion in funded transactions, and over 17,000 investment rounds, positioning WMF as a global benchmark event for the innovation economy.

Saudi Makes Future – The Largest AI Exhibition in the Middle East

Saudi Makes Future is the Saudi edition of WMF – We Make Future, a certified international trade fair and global platform for innovation, artificial intelligence, and emerging technologies. Developed through the collaboration between Search On Media Group, WMF – We Make Future, and PNG Saudi, the event will take place December 14–16, 2026, in Riyadh at the Riyadh International Convention & Exhibition Center. Building on WMF’s vision, experience, and thematic architecture, Saudi Makes Future adapts the format to a strong AI-driven focus, structured across 14 strategic sectors exploring the impact of artificial intelligence on business, industry, society, and institutions. Aligned with Saudi Vision 2030, the event positions itself as an international platform for dialogue, cooperation, and development, designed for companies, startups, investors, and stakeholders seeking new opportunities for growth, training, and innovation in the Middle East and on a global scale.

Search On Media Group - Humans Leading Innovation Founded in 2004, Search On Media Group works to advance digital culture and innovation by managing professional communities, supporting knowledge-sharing initiatives, and delivering strategic and operational consulting through its Search On Consulting division, specializing in Digital Marketing and Digital Transformation for large organizations. From the expertise of Search On Media Group stem both the Event Agency Business Unit—responsible for organizing WMF and other proprietary and client events—and Hybrid.io, a flexible and customizable platform designed to manage online, hybrid, and on-site events.

For information and materials

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