

The global innovation summit will be in Italy: experts from around the world are expected at WMF - We Make Future

Experts and speakers from the USA, UK, Canada, Ireland, France, Netherlands, Turkey, Belgium, and Spain are set to convene in Italy to discuss innovation and the future at the WMF - We Make Future, International Trade Fair and Festival on Tech and Digital Innovation. Confirmed attendees include figures such as Paul Roetzer, Matt Navarra, Cari Miller, and Gala Ivkovic, alongside tech industry giants like Google, Microsoft, Lenovo, and TikTok. Among the first confirmed names are also Stefano Bonaccini, President of the Emilia-Romagna Region, Francesco Ubertini, President of CINECA, Brando Benifei, Member of the European Parliament and rapporteur for the AI Act.

Bologna, Italy, 03/01/24

Italy confirms itself as a **point of reference for European and international innovation**, with hundreds of **change makers from around the world** choosing to be present at [WMF - We Make Future](#) for 2024 as well.

The twelfth edition of WMF - *International Trade Fair and Festival on Tech and Digital Innovation*, conceived and organized by Search On Media Group, today **announces the first confirmed speakers**, some of **the leading figures** who are redefining future development not only in the AI & Digital-Tech sector but also in global society, covering areas ranging from **Artificial Intelligence** to **climate change**, from scientific research to the fight against organized crime, to **open innovation**, and much more.

"This year too, it is a pleasure for us to welcome voices, creativity, and expertise from all over the world," says **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of WMF. "We have always provided the event as a platform for meeting, sharing, and building the future, precisely to facilitate the connection between brilliant minds, cultures, and global experiences. WMF 2024 will truly open its doors to the entire world."

On **June 13, 14, and 15, 2024**, at the new location **BolognaFiere**, there will be **over 1.000 speakers** bringing experiences and expertise; among the first confirmed are authoritative figures such as **Paul Roetzer**, Founder and CEO of the Marketing AI Institute, **Matt Navarra**, Social Media Consultant and Industry Analyst, **Matthew Chavira**, CEO of Prophet of AI, **Gilad Rosenzweig**, Executive Director of MITdesignX, **Dan Burgar**, CEO of Frontier Collective, **Agnieszka Oleksyn**, Head of the Institute of Sustainability at Łazarski University, **Elisabetta Rotolo**, CEO & Co-Founder of MIAT, **Daniele Pucci**, Head of Artificial and Mechanical Intelligence at IIT and **Noa Segre**, Head of Value Creation at Digital Magics.

The presence of representatives from **leading companies in the AI & Digital-Tech** sector is also confirmed, including Arthur Mosiak from **Google**, Monica Orsino from **Microsoft**, Massimo Chiriatti from **Lenovo**, and Valentine Leroy from **TikTok**, who will **present the latest**

innovations and impactful strategies for the future of technology in the international context of WMF.

In addition to experts from the private sector, the participation of important **institutional and academic figures** is announced, including: the *President of the Emilia-Romagna Region* **Stefano Bonaccini**, the *President of CINECA* **Francesco Ubertini**, the *Member of the European Parliament and rapporteur for the AI Act* **Brando Benifei**, **Massimo Carnelos**, *Head of Innovation, Startups, and Space Office at the Ministry of Foreign Affairs and International Cooperation* and **Vincenzo Colla**, *Councillor for Economic Development of the Emilia-Romagna Region*. Also present institutional bodies such as the **European Defence Fund of the European Commission** and the **European Investment Bank**, and university institutions with the rectors of **Bocconi University** and **Federico II University**, respectively. Finally, among the first announced, there are also authoritative representatives in the fight against organized crime, a theme that has always been dear to the event, including the *Public Prosecutor at the Naples Court* **Nicola Gratteri**, the *Deputy Public Prosecutor of the Antimafia District Directorate of Reggio Calabria* **Giuseppe Lombardo**, and *investigative journalist* **Floriana Bulfon**.

This prestigious lineup, destined to further **enrich itself from now until June**, involves **innovators, institutional figures, and leading companies in digital innovation**, as well as **activists for human rights and the environment**, emphasizing the strategic importance of the event in promoting collaboration between the public and private sectors and, more generally, among all actors in global society. The main objective is to **promote technological development and innovation**, aiming to build through these tools a **sustainable, inclusive, and better future for society as a whole**.

Useful Link

- [WMF - We Make Future](#)
- [First speaker announced](#)

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

On June 13-14-15, 2024, at BolognaFiere (Bologna, Italy), the WMF - We Make Future returns, an international fair certified and entirely dedicated to the world of innovation. A globally appealing event, it annually gathers the best of digital and social innovation, major international players, startups, scaleups, investors, institutions, universities, and non-profit organizations. With more than 60,000 attendees from 89 countries, over 1,000 speakers and guests from around the world, 2,000 startups and investors, and more than 100 stages in 2023, reaching its 12th edition, WMF is the international fair of reference for the world of innovation. The event is conceived and produced by Search On Media Group.

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 hybrid.io platform - managing online, hybrid, and offline events in a customizable and flexible way.



International Trade Fair and Festival on Tech and Digital Innovation

#WeMakeFuture

For information and materials

WMF Press Office

mail: press@wemakefuture.it

tel.: 0039 051 0951294