



Drone Soccer: First European Championship to Debut at WMF 2026 in Bologna

Teams from France, Hungary, Romania, Turkey, Slovakia, Morocco, and Kazakhstan will compete in the first-ever Drone Soccer European Championship. Main-sponsored by Michelin Inflatable Solutions, the event marks the sport's absolute premiere in Italy at WMF (June 24th-26th, BolognaFiere).

BOLOGNA, June 16th, 2026 – The future of high-tech sports takes center stage at WMF - We Make Future, the international trade fair and festival dedicated to AI, Tech, and Digital Innovation. From June 24th to 26th, 2026, BolognaFiere will host the first European Championship of Drone Soccer, solidifying Europe's role in this fast-growing, high-tech discipline. Michelin Inflatable Solutions joins as the event's Main Sponsor, alongside technical partners including Drone Soccer France, Drone Soccer European Championship, AMTECH, Faireplay, APF France Handicap, and FIDA.

The championship will feature clubs and national teams from strategic global regions, including France, Hungary, Romania, Turkey, Slovakia, Morocco, and Kazakhstan, alongside an official delegation from South Korea. Teams will face off inside a high-tech flight cage across three official Class 20 tournaments:

- **European Drone Soccer Cup** (for European national teams)
- **International Drone Soccer Club Challenge** (for international clubs)
- **European Drone Soccer School Challenge** (for schools)

The knockout stages will take place on June 24th and 25th, leading up to the grand finals on Friday, June 26th, which will culminate in the official Award Ceremony on the WMF Mainstage. Beyond the competitive arena, the Exhibition Area will feature a dedicated Test Area where visitors can fly drones under the guidance of professional pilots and instructors to experience the dynamics of Drone Soccer firsthand.

A Proven Track Record: WMF as the Home of Drone Soccer Since 2024

The partnership between WMF and this breakthrough Asian tech sport spans three consecutive years. WMF pioneered the discipline's introduction to European audiences by hosting the first historic Club Challenge in 2024, followed by exponential growth in 2025. What began as a spectacular tech show has now evolved into a structured, globally recognized competition.

Drone Soccer has also proven to be a highly effective tool for STEM training (Science, Technology, Engineering, and Mathematics) and problem-solving. Through aircraft maintenance, coding, and flight dynamics management, students acquire complex engineering and digital skills. Furthermore, the sport promotes total social inclusivity: the absence of physical barriers allows athletes with disabilities to compete on equal terms on the exact same playing field.

The context: the Sports & Gaming Fest - Adrenaline, innovation, and inclusion

The championship is integrated into the Sports & Gaming Fest, WMF's vertical event dedicated



to gaming, tech entertainment, and sports. The festival offers a dynamic mix of virtual and inclusive sports, ranging from Drone Soccer and VR motorsport simulations to Sitting Volley, Baskin, and handball courts.

Concurrently, visitors can experience cutting-edge digital art installations by Aelion, featuring interactive generative portraits, digital live painting, and movement-responsive holograms. The experience is completed by dedicated areas for eSports, gaming, and retro gaming. Adding to the tech entertainment lineup, Allumee will present a spectacular **Drone Light Show on June 25th at 9:15 PM** at BolognaFiere.

Institutional Synergy with FIDA and Partners

Bringing this international milestone to Italy is the result of a strategic collaboration between WMF and FIDA (Federation of International Dronesoccer Association) alongside FIDA Europe, the global governing body working to standardize regulations and promote robotics culture among younger generations.

The 2026 edition's Main Sponsor, Michelin Inflatable Solutions (a specialized division of the Michelin Group), brings advanced structural engineering to the event. The partnership leverages Michelin's expertise in high-tech advanced materials to meet the strict safety, flexibility, and modular requirements of the Drone Soccer flight arenas.

All visitors holding a Fiera Ticket (available at €9+VAT until June 19th) can attend the competitions and access the Test Area for free.

WMF – We Make Future is conceived, organized, and produced by Search On Media Group.

The event takes place with the Patronage of the European Commission, MAECI – Ministero degli Affari Esteri e della Cooperazione Internazionale, of Regione Emilia - Romagna and of Comune di Bologna. With the support of MAECI – Ministero degli Affari Esteri e della Cooperazione Internazionale, of ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane and of Regione Emilia-Romagna. In partnership with Visit Emilia - Romagna. With the collaboration of BolognaFiere, Cineca and ESA – European Space Agency. Main Sponsor of the 2026 edition Philip Morris and Dell Technologies and Intel.

Useful Links

- [Drone Soccer - The EU Championship](#)
- [Dronlight Show - June 25th at 21:15](#)

WMF - We Make Future, The Largest International Trade Fair and Festival on Artificial Intelligence, Technology and Digital Innovation On 24 - 25 - 26 JUNE 2026, at BolognaFiere, returns the WMF - We Make Future, certified international trade fair entirely dedicated to the world of innovation. An event of global appeal, it gathers annually the best of artificial intelligence, of technology and of digital and social innovation, together with the main international players, startups, scaleups, investors, institutions, universities and non-profit entities. With more than 73,000 attendances from 90 Countries in 2025, +700 exhibitors, over 1,000 speakers and guests from all over the world, + 2,800 B2B meetings organized, 3,000 among startups and investors, and partners involved for an investment portfolio equal to 1,500 billion, +304 billion of AUM, over 72.8 billion dollars in funded operations and more than 17,000 investment rounds managed, the WMF is the international reference Trade Fair for the world of



innovation.

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

Saudi Makes Future is the Saudi edition of WMF – We Make Future, certified international trade fair and global reference platform for innovation, Artificial Intelligence and technologies. Developed through the collaboration between Search On Media Group, WMF – We Make Future and PNG Saudi, the event will be held from 14 to 16 December 2026 in Riyadh, at the Riyadh International Convention & Exhibition Center. In continuity with the vision, the experience and the thematic architecture of the WMF, Saudi Makes Future declines the format in an AI key, articulating in 14 strategic sectors that explore the impact of Artificial Intelligence on business, industry, society and institutions. Inserted in the framework of the Saudi Vision 2030, the event proposes itself as an international platform of meeting, cooperation and development, turned to companies, startups, investors and stakeholders interested in new opportunities of growth, education and innovation in the Middle East and at global level.

Search On Media Group - Humans Leading Innovation Since 2004 the company has the objective of disseminating digital culture by managing communities, supporting activities of sharing and performing strategic and operational consulting, with the department Search On Consulting, in the sector of Digital Marketing and Digital Transformation for large companies. From the experience and from the professionalism of Search On Media Group are then born the Business Unit Event Agency - which organizes the WMF and other proprietary events and for clients - and the hybrid platform ibrido.io - which manages online, hybrid and offline events, in a customizable and flexible way.

For information and material

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