

Saudi Makes Future takes the stage at WMF 2026

From June 24 to 26, at WMF – We Make Future, Saudi Makes Future will take the stage before the global innovation ecosystem, presenting its AI vision for Riyadh (December 14 to 16 2026) and new opportunities connecting Europe and the Middle East.

Bologna – Riyadh | June 23, 2026

Following its international debut at **CES in Las Vegas**, **Saudi Makes Future** has chosen **WMF – We Make Future** as its first major European event to engage with the global innovation market and introduce itself to companies, startups, investors, and stakeholders from around the world.

The **2026 edition of WMF** will span **70,000 square meters of exhibition space**, featuring **9 exhibition halls, 90 stages, more than 1,000 speakers, over 800 exhibitors, 3,000 startups, SMEs and investors, more than 50 international delegations, 20 international pavilions, and participants from over 90 countries**, further strengthening its position as one of the world's leading meeting points for Artificial Intelligence, technology, business, and innovation.

For the first time, WMF – We Make Future and Saudi Makes Future will be showcased together, offering companies an international growth pathway connecting Europe and the Middle East while opening new opportunities for participation, partnerships, and business development across two of the world's most dynamic AI, technology, and innovation ecosystems.

Saudi Makes Future will welcome visitors at a **dedicated exhibition stand**, where companies, startups, investors, and innovation stakeholders will be able to explore participation opportunities, partnership programs, and business development initiatives within the **MENA innovation ecosystem**.

Attending the event will be **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of **WMF – We Make Future**; **Sheikh Nasser bin Saeed Al-Hajri**, member of the **Saudi International Council for Business and Investment** and Chairman of the Board of Directors of **PNG**; and **Saud Al-Futaih**, CEO of **PNG Saudi**.

*"Since its inception, WMF has been created to connect innovation ecosystems from around the world. Today, that mission reaches another important milestone: presenting Saudi Makes Future at WMF means offering companies, startups, and investors a new gateway to one of the world's most dynamic and strategic markets, creating tangible opportunities for collaboration and international growth," said **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of WMF – We Make Future.*

"Saudi Makes Future is a concrete platform designed to connect innovation, investment, and international talent. Presenting the project at WMF allows us to engage with one of the world's most qualified innovation ecosystems and begin building relationships that will continue to grow in Riyadh," said

Sheikh Nasser bin Saeed Al-Hajri, member of the Saudi International Council for Business and Investment and Chairman of the Board of Directors of PNG.

"We are building an international event where innovation, technology, and business opportunities converge into a single platform. WMF provides the ideal setting to introduce companies and international stakeholders to the opportunities Saudi Makes Future will offer this December and to the role they can play in shaping its future," said **Saud Al-Futaih**, CEO of PNG Saudi.

The 14 AI Verticals of Saudi Makes Future

WMF will also provide the opportunity to unveil, for the first time, the **14 Artificial Intelligence verticals** that will shape the program of the inaugural edition of Saudi Makes Future.

Developed from the **14 strategic industries** that have long been a defining element of the WMF model, these verticals represent an evolution of the format entirely focused on Artificial Intelligence, exploring AI's transformative role across the key sectors driving economic and social change - from **Smart Cities** and **Healthcare** to **Energy, Agritech, FinTech, Education, Open Innovation**, and **AI-driven entrepreneurship**.

Taking place from **December 14 to 16, 2026**, at the **Riyadh International Convention & Exhibition Center**, Saudi Makes Future will feature a major international exhibition, a Mainstage hosting global leaders, experts, and innovators, four thematic stages dedicated to the AI ecosystem, B2B meetings, networking opportunities, and **the world's largest international Startup Competition dedicated to Artificial Intelligence**.

A Bridge Between Europe and the Middle East

Saudi Makes Future's participation at WMF marks its first direct engagement with the international market ahead of its inaugural edition in Riyadh and reinforces the shared commitment to **building a lasting bridge between the European and Middle Eastern innovation ecosystems**.

Companies attending WMF will have the opportunity to discover the project firsthand, explore participation and partnership opportunities, and establish strategic relationships within one of the world's most promising ecosystems dedicated to Artificial Intelligence.

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.