



The World gathers in Italy to build the Future: from June 13 to 15, appointment at WMF - We Make Future

Economic, social, and political leaders from all continents, who drive the global future through technological and digital innovation, will gather at WMF - We Make Future. This international fair and festival on AI, Tech, and Digital Innovation, to be held in Bologna, promises an immersion into the future. Conceived and organized by Search On Media Group, WMF 2024 will involve over 90 countries, more than 600 sponsors and exhibitors, over 3,000 startups and international open innovation stakeholders, more than 1,000 speakers from around the world, and over 90 educational stages. At BolognaFiere, there will be B2B meetings, exclusive business events, robotics, AI, eSports, gaming, and tech shows featuring Drone Soccer and the Gravity Jet Suit, while the Mainstage will present a broad schedule covering current affairs and the future with representatives from international brands like Open AI, Google, Microsoft, Intel, ESA, IIT, ICE, CINECA, Ford Italia, Monge, WWF Italia, Emergency, and guests such as Stefano Bonaccini, Peter Fleischer, Enrico Mentana, Lucilla Sioli, Moojan Asghari, Simone Bianco, Milena Gabanelli, Ott Velsberg, and Pierpaolo Bombardieri. Each day will also feature concerts and live performances by artists like Fatoumata Diawara, Dardust, Manuel Agnelli, GAIA, and Colapesce Dimartino. Over 130 institutional representatives will discuss global innovation policies, Europe, and local communities. The event is supported by MAECI - Ministry of Foreign Affairs and International Cooperation and ICE - Agency for the promotion abroad and internationalization of Italian companies.

Bologna, 28/05/2024

Three days of total immersion into the future that awaits us, but also three days to understand how to make it sustainable, inclusive, and equitable thanks to AI, Tech, and Digital technologies. From June 13 to 15, [WMF - We Make Future](#) arrives at BolognaFiere, the International Fair and Festival on innovation that brings together the expertise and projects of professionals, companies, startups, investment funds, and institutions from over **90 countries**, with representatives from **Europe, Africa, North and South America, Asia, and the Middle East**, bringing together the best of global innovation.

Conceived and organized by Search On Media Group, the event is the **only certified international fair on innovation in Italy**, with **Ford Italia as the Main Sponsor**, and is supported by the Emilia-Romagna Region, Rai Regione Emilia-Romagna, the Regional School Office for Emilia-Romagna, ADCI - Art Directors Club Italiano, and Visit Emilia-Romagna as a Partner.

At the launch press conference, **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of WMF, stated: “We are happy with this first edition in Bologna. We were very keen to keep the event in Italy. This edition, which will bring together more than 90 countries, further emphasizes that WMF is not just an international fair and festival, it is



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truly a tool, a platform serving the many global actors who share the same values and apply them to the tools of innovation with the goal of building a better, inclusive, and innovative future.” He concluded, “WMF 2024 will therefore be a physical meeting place and exchange, where new commercial, social, and cultural synergies can be created, making it possible to cooperate globally for the common good using the great technological potential we have.”

Bologna Mayor **Matteo Lepore**, also present at the press conference, expressed his thoughts on the event coming to the city for the first time:

“We strongly wanted this event in Bologna because we believe it can add value to the city’s innovation ecosystem, which is experiencing unprecedented development. Bologna is increasingly establishing itself as the European data capital, attracting energies and realities from all over the world. In this path, We Make Future represents an important showcase and accelerator for sharing experiences, building relationships, and value. An opportunity we wanted to seize as institutions, with the Municipality and the Metropolitan City of Bologna having their own stand. In these spaces, we will present some of our most important projects, which combine technological and democratic dimensions and economic development for our territory: from Bologna Innovation Square to the Casa delle Tecnologie Emergenti, from the Digital Twin to Tek, the new district dedicated to innovation and entertainment, located right between the Fair and the Technopole area.”

Gianpiero Calzolari, President of BolognaFiere, added:

“We are proud to host We Make Future in Bologna for the first time, after years of small collaborations with Search On. This event, which talks about the technological and digital future, fits perfectly into the city’s development driven by the administration. Just a few meters from BolognaFiere is the Technopole with the Meteo Center and the Leonardo Supercomputer of Cineca. This event is an example of how the link between the Technopole and the fair district can generate a positive impact in the medium term,” said Gianpiero Calzolari, President of BolognaFiere. “We Make Future has already surpassed 60,000 visitors, and the international stage of BolognaFiere can help compete with events in the same sector that in Lisbon exceed 70,000 visitors and in Paris 150,000. Once again, Bologna, at the center of the country’s logistics with a large and efficient fair district, demonstrates its attractiveness for major events.”

Emanuele Burioni, Director of APT Servizi Regione Emilia-Romagna, concluded the institutional greetings by saying: *“You, like WMF, have always evolved, you have always interpreted evolution in the right way, bringing it back to the territory. We have a great opportunity for the internationalization of the city of Bologna and the Emilia-Romagna Region. I believe that bringing the WMF to this city will give a great boost not only at the regional and national level but also at the European level, taking a new step forward to create further wealth for this territory and make it the most innovative.”*



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Many new features mark this edition, **expanding** and **enhancing** the entire offering: from **business opportunities** with areas and events dedicated to meetings between **national and international stakeholders**, to **exhibition spaces**, to vertical events and educational stages.

Exhibition Area: +600 Exhibitors and Sponsors, International Pavilions, and Startups from Around the World

The exhibition area, which will host **more than 600 exhibitors and sponsors**, will offer significant business opportunities through **B2B meetings** in dedicated areas and networking events with **job interviews**, speed meetings, and many events designed to facilitate meetings between companies and professionals, as well as between **startups, investors, and funds** from around the world. As in previous editions, WMF 2024 will be an **international showcase for selected startups from around the world**, presenting their innovative projects, including AI applications, to an audience of **investors, VCs, and incubators** each year at WMF.

International pavilions will include **Germany, the Dominican Republic, Ukraine, France, Albania, Bulgaria, Spain, and Switzerland**, chosen and awarded as the innovative country of the year. Italian regions such as **Calabria, Puglia, and Basilicata** will present themselves to the international innovation scene. Notable is the **Data Valley pavilion**, where the innovative ecosystem of the Emilia-Romagna Region can be explored.

High-level business with stakeholders from around the world will be available, as well as the chance to **experience the future firsthand** through tech shows, technological prototypes, robotics, **immersive AI experiences**, and test drives. **For the first time in Europe and Italy**, the WMF will host the *International DroneSoccer Club Challenge*, where clubs from South Korea, China, and Italy will compete in an area of over 260 sqm, while participants will also have the **opportunity to try this eSport** themselves with the help of the FIDA - *Federation of International Drone Soccer Association*. Exclusive driving experiences will be available with test drives of two **Mach-E vehicles** provided by **Ford Italia**. Additionally, the 300 sqm eSports & Gaming District will offer gaming enthusiasts and gamers the chance to engage in various types of games, from **simulators** to **AR, VR experiences, retro gaming**, and arcade.

Lastly, the **flight exhibition**, a significant first for the city of Bologna, will showcase the **jet suit by Gravity Industries**, a technological spectacle reminiscent of humanity's oldest dream: autonomous flight, a must-see for both adults and children.

During the launch press conference, **Sabina Grixoni**, *Director of Communication and External Relations at Ford Italia*, stated: "We are very happy to participate in such an important event. The role of technology today represents an incredible opportunity for the entire automotive industry. We, as Ford, constantly invest and work so that all the



innovations we bring to our vehicles aim to increasingly improve safety and sustainability. Being able to showcase this commitment in such a prestigious setting allows us to give even more concrete meaning to our ultimate goal, which is to ensure freedom of mobility for everyone.”

Luis Ureta, Executive Vice President Europe of **Globant**, added: “The partnership with We Make Future for the 'AI for Future' stage represents a unique opportunity for us to share our experiences and successes. **Martin Nanni**, our CTO Europe, will illustrate Globant's vision and commitment in the field of artificial intelligence. Over the years, we have collaborated with over 50 leading Italian companies, providing innovative digital strategies that have revolutionized their activities. Our commitment to investing in talent and high-level innovative practices will continue to create a positive impact on the Italian business landscape and beyond.”

Mainstage: Concerts, Live Performances, Guests, and Events

The Mainstage of the event offers a **comprehensive overview of the current world and what lies ahead** through the analysis and discussion of numerous technological, digital, and social innovation themes, thanks to the voices of personalities, guests, and experts from around the globe. **Stefano Bonaccini**, *President of the Emilia-Romagna Region*, is expected to open the event by inaugurating the first Bolognese edition with a ribbon-cutting ceremony. This year's Mainstage will also feature prominent figures such as **Alec Ross** (Bologna Business School), **Enrico Mentana**, **Nestor Maslej** (Stanford University), **Simone Bianco** (Altos Labs Bay Area Institute of Science), **Francesco Ubertini** (CINECA), **Pinar Demirdag**, **Joe Zadeh** (AirBnB), **Alan Friedman**, **Francesco Profumo** (Politecnico di Torino), **Francesco Milicia** (Vice President Global Sales, Member of the Board at Ducati Motor Holding), **Lama Nachman** (Intel), **Nicola Gratteri**, **Giuseppe Lombardo**, **Milena Gabanelli**, **Francesco Billari** (Bocconi), **Carlotta Vagnoli**, **Martina Strazzer**, *actor and WWF ambassador* **Maccio Capatonda**, and many others who will discuss a variety of topics: from **artificial intelligence in biomedicine and cinema** to social issues like **legality, accessibility, sustainability, and integration**, up to **investigative journalism and data protection**, which will be the focus of an unmissable panel.

Data Protection & AI: Panel with Open AI, Google, Italian Data Protection Authority, AGCOM, Agid, and European Parliament

The highly anticipated panel on **Data Protection & AI** will bring together **Big Tech and Institutions**, featuring **Emma Redmond**, *Associate General Counsel and Head of EU Data Protection at Open AI*, **Peter Fleischer**, *Senior Privacy Counsel at Google*, **Guido Scorza** from the *Italian Data Protection Authority*, **Antonello Giacomelli** from **AGCOM** (*Communications Regulatory Authority*), **Mario Nobile**, *General Manager of AgID (Agency for Digital Italy)*, and **Brando Benifei**, *MEP and co-rapporteur of the AI Act, representing the European Parliament*.



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This year's Mainstage will also host concerts and **live performances** thanks to the [WMF Music Fest](#) lineup, with **Rolling Stone Italia** as *Media Partner*. It announces major international names like **Fatoumata Diawara**, who will open the three-day event, as well as high-profile artists like **Manuel Agnelli**, **Dardust** (returning to WMF after the success of the previous edition), **Colapesce Dimartino**, **Gaia**, **Sarafine**, **Mimmo Cavallaro**, **Kenobit**, **Santino Cardamone**, and **Psycodrummers**.

This year's **co-hosting** lineup is more extensive than ever, featuring **Cosmano Lombardo**, *Founder and CEO of Search On Media Group and creator of WMF*, alongside TV journalist **Veronica Maffei**, beloved *Drag Artists* duo **KarmaB**, *AI expert and Founder of Reimagine Story Lab* **Anatola Araba**, *actor and content creator* **Tommaso Cassisa**, and *content creator & Founder of Breaking Italy*, **Alessandro Masala**.

Thematic and Vertical Events on Startups, Artificial Intelligence, Creators, Coding, and More

WMF continues to be a container of thematic and vertical events. The [World Startup Fest](#)—an international reference event for startups, scaleups, and investors—and the [Open Innovation & VC Fest](#) will feature a dedicated pavilion welcoming over **3,000 startups and open innovation stakeholders** from around the world. Countries represented include **Italy, Germany, USA, UK, Ireland, Singapore, Spain, Poland, Czech Republic, Ukraine, Switzerland, Thailand, Albania, Latvia, Greece**, and many others. The event will feature **business meetings** between **startups and investors**, **investors with investors**, or funds from the WMF international network. The **Startup Stage** will host pitches from **over 300 Italian and international startups**, the Future of Open Innovation & VC stage will dive into various ecosystems and approaches, the *Startup District* will showcase innovative projects from around the world, and the eagerly awaited WMF International **Startup Competition Final** will reveal its six finalists: **BaseTrack** (Estonia), **Devengo** (Spain), **ResilientX** (Italy), **Intuos** (Italy), **BARIN SPORTS** (Bulgaria), and **Necture GmbH** (Austria).

Stakeholders involved in the Open Innovation & VC Fest and World Startup Fest include *EIT Digital, SAP, Invitalia, CDP Venture Capital, BOOM powered by CRIF, European Defence Fund, European Investment Bank, Intesa San Paolo Innovation Center, Opstar, Zest, Axon Partner, Indra, Caixa, LG Nova, Neva, Sopra Steria Ventures, Big Idea Venture, EBG Capital, Seraphim Venture*; **media & Ecosystem Partners** include *Sifted, Dealroom, Medyness, Eustartup, O100 Conference, Italian Tech Alliance, Innovup, Italian Angel for Growth, Bolzano Slush, The Bologna Gathering, and many others*.

The [AI Global Summit](#) will offer professionals, companies, and AI enthusiasts opportunities to find **new business synergies** through **AI solutions** presented both in the exhibition area and on stage, and to discuss its applications and developments with experts. The [Future Show](#) will return, bringing participants closer to **futuristic**



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technological attractions like robotics, artificial intelligence, tech shows like Gravity's Jet Suit flight demonstration, immersive rooms, and more. The [Koders Fest](#) will offer educational stages including *front-end, back-end, cloud coding, and cybersecurity*, the [eSports and Gaming Fest](#) will feature tournaments and meetings with gamers, the [Creators Fest](#) will host guests like **Martina Strazzer, Claudio di Biagio, Samuel Dibe, Leonardo Calderone (Leolucifero), Muriel**, and many others. Additional events include the **Innovation Film Festival, the Digital Job Fair, Book Fair, E-commerce and Tourism Fest**, and many other thematic events designed for professionals and entities across various sectors.

The Most Advanced education Ever, Thanks to 1,000 Experts from Around the World Over 90 educational stages—both reserved and open—will be active during the three days, exploring all the main themes of innovation with a particular focus on **artificial intelligence**, which will have **7 stages** dedicated to analyzing its contribution and impact on different *industries*. Other stages will cover **Coding, Google Innovations, Social Media Strategies, Brand, Machine Learning, Advertising, TikTok, SEO**, and many more, providing insights into the multifaceted world of innovation, including **global social issues** like *sustainability and climate change, human rights, and tech for non-profit*.

This year will also feature substantial space dedicated to **AI and digital regulation**, and **global innovation policies** with **4 open stages** at the GovTech Summit. This event aims to involve citizens in dialogue with representatives from **international, national, and local institutions**, fostering an inclusive exchange beneficial for the innovative development of all territories. Speakers will include **Lucilla Sioli**, *Director for "Artificial Intelligence and Digital Industry" within the Directorate-General CONNECT at the European Commission*, **Chiara Daneo** from the *Department for Digital Transformation at the Council of Ministers*, **Angelantonio Orlando** from the *Ministry of Culture*, **Vincenzo Colla**, *Regional Minister for Economic Development and Green Economy, Labour, Training and International Relations of Emilia-Romagna*, **Fabrizio Morgera** from the **European Investment Bank**, **MPs Ylenja Lucaselli, Giulio Centemero, Senator Marco Lombardo, Ivano Gabrielli**, Director of the Postal and Communications Police, and **Davide Casaleggio**.

Sponsors and exhibitors at WMF 2024 include **Ford Italy** (Main sponsor), MiC - Ministry of Culture, MIMIT - Ministry of Enterprises and Made in Italy, HAI (Human-Centered AI Institute) of Stanford University, Intel, ESA - European Space Agency, Amazon, Monge, Qonto, Intesa San Paolo Innovation Center, Bocconi, Invitalia, Globant, PWC, Aruba, TikTok, Emergency, Rai Pubblica Utilità, Serverplan, Clust - ER, Basilicata Region, Amperry, IT.COM, SAP, Netval and Knowledge Share, PNI, LegaCoop, EURID, Netsons, 3b METEO, Data Valley, Opstart, Fondazione Amaldi, FITSTIC, Sensation Profumerie. Media partners include RDS, RDS Next, IgersItalia.



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Join us on **June 13, 14, and 15** at **BolognaFiere** to discover and experience the best of global innovation at **WMF - We Make Future**: tickets available from €9 + VAT.

Useful Link

- [WMF - We Make Future](#)
- [Mainstage Program - Mainstage Guests](#)
- [WMF Music Fest](#)

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

For information and materials

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