



From Over 90 Countries to Italy for WMF 2026: The Largest Edition Ever Kicks Off This Wednesday

From June 24 to 26, BolognaFiere will host WMF – We Make Future, the world's largest event on innovation, AI tech, and digital. Featuring over 1,000 speakers, more than 800 exhibitors, 70,000 sqm of exhibition space, 90 educational stages, 3,000 startups, SMEs, and investors, over 50 international delegations, 20 foreign pavilions, and more than 40 partner events, this three-day festival is fully dedicated to AI, business, education, research, GovTech, culture, and new technologies. Among the headlining voices are Henna Virkkunen, Anna Maria Bernini, Adolfo Urso, Brunello Cucinelli, Roberto Saviano, Mathew Knowles, Alberto Sangiovanni Vincentelli, alongside global entities like Google, ESA, and CINECA. The theme of this edition is "Build What Matters".

Bologna, 22/06/2026

On Wednesday, June 24, the 2026 edition of [WMF – We Make Future, The Largest Event on Innovation: AI Tech and Digital](#), conceived and organized by **Search On Media Group**, officially kicks off. Until June 26, Bologna will welcome the largest and richest edition in the event's history: an international platform where technology, business, institutions, research, startups, capital, education, culture, and entertainment converge to discuss ongoing transformations and chart new paths for development.

WMF 2026 spans 70,000 sqm of exhibition space across 9 halls and 90 stages, bringing together over 1,000 speakers, more than 800 exhibitors, 3,000 startups, SMEs, and investors, alongside over 50 foreign delegations and 20 international pavilions representing more than 90 countries. This scale cements the event as an international observatory on global transformations and a strategic meeting point for core innovation chains. The festival spans **14 strategic industries** identified by WMF: from *Artificial Intelligence and advanced tech to the space economy, healthcare, fintech, cybersecurity, e-commerce, future skills, sustainability, mobility, GovTech, cultural and creative industries, and open innovation.*

“WMF 2026 is seeing an incredible response from companies, institutions, startups, investors, universities, research centers, creators, and artists from all over the world. They are coming to Italy to contribute to a global dialogue on innovation and the major transformations currently underway,” states **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of WMF. “Such broad participation underscores WMF's value as an international laboratory for relationships, ideas, and concrete actions. *Build What Matters* stems precisely from this: the need to unite different skills, visions, and responsibilities to create real value for people, territories, and communities.”

The **Mainstage** of WMF 2026 will host some of the most influential figures from the institutional, scientific, entrepreneurial, cultural, and technological landscapes. Expected guests include **Henna Virkkunen** (Executive Vice-President of the European Commission for Tech Sovereignty, Security, and Democracy), Minister of University and Research **Anna Maria Bernini**, Minister of Enterprises and Made in Italy **Adolfo Urso**, **Francesco Paolo Sisto** (Deputy



Minister of Justice), **Lucia Borgonzoni** (Undersecretary of State at the Ministry of Culture), **Brunello Cucinelli**, **Alberto Sangiovanni Vincentelli**, **Filippo Ghirelli**, **Roberto Morandi** (Southern Europe AI Business Development Executive at Dell Technologies), **Mathew Knowles**, **Francesca Albanese**, **Roberto Saviano**, **Enrico Mentana**, **Corrado Formigli**, and **Chris Smalls** (founder of the Amazon Labor Union, the first union for Amazon workers in American history).

Top global organizations will also take the stage, including **Google**, **ESA**, **IIT**, **CINECA**, **AMD**, **Fincantieri**, **Dell Technologies**, **Intel**, **Rai Pubblicità**, **eToro**, **28 Dgtl**, and **Trade Republic**. Key highlights include the panel "*Physical AI: The Next Work Revolution*", featuring **Daniele Pucci** (CEO of Generative Bionics), **Bryan Madden** (Global Head of Developer, Sovereign AI & Physical AI Marketing at AMD), and **Claudio Cisilino** (EVP Operations, Corporate Strategy and Innovation at Fincantieri); and the "*Made in Italy Futures*" panel, with **Piergiorgio Marini** (Senior Manager External Affairs at Philip Morris), **Dario Costantini** (President of CNA), **Vincenzo Colla** (Vice President of the Emilia-Romagna Region), and **Davide Borghi** (Manager Partnerships & Academia at Tetra Pak).

Addressing the future of work and the impact of Artificial Intelligence, the "**Work and Artificial Intelligence**" **Observatory** will be officially launched during WMF alongside **Pierpaolo Bombardieri** (General Secretary of UIL). Structured jointly by WMF and UIL, this observatory aims to analyze the transformations, opportunities, and challenges generated by AI within production processes, professional skills, and employment.

Ample space will also be dedicated to digital languages and the creator economy, featuring leading figures from the Italian digital scene such as **Camihawke**, **Awed**, **Guglielmo Scilla**, **Gabriele Vagnato**, **Jakidale**, **Giulia Lamarca**, **Filippo Caccamo**, and **Pierluca Mariti**. Alongside institutional keynotes and talks, the Mainstage will come alive with a rich musical and live performance lineup, including concerts by **Ditonellapiaga** (making her only Bologna tour stop at WMF), **Dardust**, **Valerio Lundini** and **the VazzaNikki**, **I Patagarri**, **N.A.I.P.**, and **Francesco Cavestri**.

Among the core events, the **GovTech Summit** returns—a WMF vertical dedicated to public innovation, AI governance, technological sovereignty, digital democracy, and service transformation—bringing European institutions, government bodies, administrations, universities, and research centers to Bologna. Simultaneously, the startup and venture capital ecosystem will take center stage at the **World Startup & VC Fest**, gathering founders, scaleups, investors, accelerators, and corporate leaders from over 80 countries. The program features the **International Startup Competition Final** (now in its 14th edition) with 7 global finalist startups competing on stage, alongside over 40 partner events, including Invitalia's Investor Day and UniBo's Startup Day.

Education remains a foundational pillar of the event, with **90 vertical stages** exploring the main innovation sectors, with a widespread focus on Artificial Intelligence and its real-world applications. From 12 stages exclusively dedicated to AI applied to marketing, commerce, tourism, and services, to verticals on cybersecurity, legal tech, fintech, health, digital business,



accessibility, sustainability, robotics, and the space economy, the program offers unmatched professional development for the global innovation community.

The WMF 2026 Exhibition Area is organized into specialized thematic districts reflecting the plurality of the ecosystem: *AI, Startup, Fintech & Digital Asset, Tech Transfer, Health, Automotive, Gaming, and the Creative and Cultural District*. Among the 800+ exhibitors are major corporations, institutions, and international partners, including Main Sponsors **Dell Technologies, Intel, and Philip Morris International**, alongside entities like Credem Banca, IIT (Italian Institute of Technology), MiC (Ministry of Culture), the *Case del Made in Italy* of the Ministry of Enterprises and Made in Italy, and the UIBM (Italian Patent and Trademark Office). With over 20 international pavilions and 50+ delegations, the floor will connect ecosystems from Europe, Africa, Asia, the Middle East, and the Americas, with participating countries including Switzerland, Indonesia, the UK, the USA, Germany, Saudi Arabia, Greece, Turkey, Palestine, Ivory Coast, and Qatar. Furthermore, an entire pavilion will be dedicated to **Sports & Gaming**, featuring fields, tournament stations, the first-ever **European Drone Soccer Championship** (with 7 nations competing across 3 tournaments), and interactive entertainment at the intersection of sport and immersive tech.

WMF 2026 will double as a massive live experience filled with tech shows, installations, and performances. Highly anticipated highlights include the **Future Show** (showcasing the most spectacular and futuristic tech), the launch of the **ICARUS project** (attempting a world record for the largest flying paper airplane), the **Drone Light Show by Allumee** (which will paint the Bologna sky with 500 synchronized luminous drones on June 25), and a breathtaking **Jet Suit Flight Display**. Humanoid and quadruped robotics, prototypes, and gaming experiences will complete a lineup designed to engage diverse audiences through education and entertainment.

From June 24 to 26, WMF returns as the ultimate international platform where business, education, research, culture, and institutions converge. A record-breaking edition designed to interpret ongoing transformations, bridge markets, and build, together, what truly matters. [Tickets available from €14+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 internationalization of Italian companies, and the Emilia-Romagna Region.** In partnership with **Visit Emilia-Romagna**. In collaboration with **BolognaFiere, Cineca and ESA – European Space Agency.** Main Sponsors of the 2026 edition: **Philip Morris, Dell Technologies and Intel.**

Useful Links

- [WMF - We Make Future](#)



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

Search On Media Group SRL
Via Ugo Bassi 7, 40121 Bologna (BO)
Press Office: press@wemakefuture.it
Tel: 051 0951294
<https://en.wemakefuture.it/>

#WMF2026 | International Trade Fair and Festival on Innovation: AI, Tech and Digital.

POWERED BY



WITH THE SUPPORT OF



UNDER THE PATRONAGE OF



SCIENTIFIC PARTNERS

