



## AI, Creators, Startup, and Digital Tech: WMF 2026 is a hub of events to explore the future of innovation

*From June 24th to 26th at BolognaFiere, in Bologna, Italy, over 100 events will be on the agenda, with dozens of thematic and vertical appointments bringing together businesses, professionals, startups, and institutions from all over the world. From the AI Global Summit to the Creators Fest, through to the Web Marketing Festival, World Startup Fest, and Digital Job Fair: an ecosystem of initiatives for training, business, networking, and entertainment.*

Bologna, 05/12/2026

**WMF – We Make Future** is confirmed as a [hub of events](#) once again for the 2026 edition, scheduled from **June 24th to 26th at BolognaFiere, in Bologna, Italy**, with a proposal that integrates thematic and vertical events for a *deep dive*, from different perspectives, into the world of innovation.

From **artificial intelligence** to the **creator economy**, from **digital marketing** to **innovative entrepreneurship**, through to cinema, **tourism**, information, and **work**: WMF brings together multiple events in a single context that combine training, business, entertainment, and discussion, involving thousands of professionals, companies, startups, and institutions at an international level every year.

*"WMF was created as a platform designed to connect diverse sectors through innovation," says **Cosmano Lombardo**, Founder and CEO of Search On Media Group and creator of WMF. "While each event serves as an entry point into a specific field, it is the intersection of these industries that generates new opportunities for development, collaboration, and growth."*

### AI and Creator Economy: AI Global Summit and Creators Fest

Among the most prominent international events, the [AI Global Summit](#) returns to bring together global companies, research centers, and stakeholders to explore the latest applications and impacts of artificial intelligence. Key experts confirmed so far include Silicon Valley pioneer **Alberto Sangiovanni Vincentelli**, **Marco Pavone** (NVIDIA), **Corey Ching** (OpenAI), **Daniele Pucci** (Generative Bionics), **Matteo Mille** (Microsoft), **Bryan Madden** (AMD), and **Uljan Sharka** (Domyn).

Alongside the AI Summit, the [Creators Fest](#) – partnering this year with **Chimera Agency & Talia Media**, **Wonty Media Factory**, and **Doom Entertainment** – remains one of the most highly anticipated events in the creator economy. It will feature interviews, panel discussions, live shows, and networking opportunities for creators, agencies, and brands. Among the confirmed creators are **Awed**, **Camihawke**, **Guglielmo Scilla**, **Gabriele Vagnato**, **Jakidale**, and many others, who will share their stories and insights on the event's stages.



## Training for AI & Digital Tech: Web Marketing Festival, E-commerce, Koders

As always, significant space is dedicated to AI & Digital Tech professionals through specialized events focused on advanced training and industry updates.

The [Web Marketing Festival](#) – the legacy event from which WMF evolved—remains a benchmark for digital marketing. It is joined by **E-commerce Fest** and **Koders Fest** (sponsored this year by **Amazon AWS**), which focus on online sales strategies and technical development, respectively.

The educational program is further enhanced by [Premium stages](#), featuring **advanced** sessions, case studies, and panel discussions with industry-leading experts and companies.

## Culture, Information, and Institutions: Cinema, Tourism, and GovTech

The agenda also features **cultural and social initiatives** exploring the intersection of innovation and contemporary languages.

These include the **Innovation Film Fest**, the **Tourism Fest**—organized in partnership with **Visit Emilia-Romagna** and the **Emilia-Romagna Region**—the **Book Fair**, and the **Journalism Fest**. The latter brings together authors and media professionals, with confirmed speakers such as **Leyla Elchehly (Al Jazeera)**, **Enrico Mentana**, **Corrado Formigli**, and **Cecilia Sala**, highlighting the vital role of information within the innovation landscape.

Joining these is the [GovTech Summit](#), a key fixture for European, national, regional, and local institutions. The summit features a prestigious lineup of confirmed speakers, including **Henna Virkkunen** (*Executive Vice-President for Tech Sovereignty, Security and Democracy, European Commission*), **Lucilla Sioli**, and **Michiel Scheffer**. Other high-level participants include **Alberto Barachini** (*Undersecretary to the Presidency of the Council of Ministers*), **H.E. Abdulla Ali Ateeq Obaid Alsubousi** (*UAE Ambassador to Italy*), and **Burak Dağlıoğlu** (*President of the Investment and Finance Office of Türkiye*).

Together, they will lead discussions on the digital transformation of public administration and global innovation policies.

## Startups, Scaleups, VCs, and Open Innovation: An International Ecosystem

Among the event's core pillars are its flagship programs dedicated to innovative entrepreneurship and investment: the [World Startup Fest](#) and the [Open Innovation & VC Fest](#).



These two highlights unite **startups, SMEs, scaleups, investors, and corporations from across the globe**, providing a platform for project pitches, high-level meetings, and the growth of strategic collaborations within the WMF international network.

### Work and Skills: The Digital Job Fair

Significant focus is also placed on the labor market through the [Digital Job Fair](#), an event dedicated to connecting talent with opportunities in the AI, Tech, and Digital sectors, in partnership with **ALTEN**. Through the free **Digital Job Placement** service, B2B meetings, and networking sessions, companies and professionals can connect directly to **hold interviews** and explore new collaborations. Additionally, participants can access specialised training tracks to acquire new skills and enhance their competitiveness in the global market.

### Entertainment and Innovation: Music Fest, Future Show, and Sports & Gaming

Rounding out the WMF experience are events dedicated to entertainment and immersive technology. The [Music Fest](#), [Future Show](#), and [Sports & Gaming Fest](#) showcase the intersection of music, tech, and gaming culture through live performances and interactive experiences.

The Music Fest lineup features a diverse range of genres and styles, with confirmed artists including **Ditonellapiaga, Dardust, N.A.I.P., Patagarri, and Valerio Lundini e i Vazzanikki**, pairing established names with emerging talent.

Meanwhile, the [Future Show](#) promises high-octane highlights such as **Jet Suit** flight demonstrations, **Tesla** and electric vehicle test drives with **Edimotive**, flight simulators, and the **Vitruvian** installation. The show will also feature a massive display of advanced robotics, including humanoid robots and cutting-edge prototypes.

### A Single Hub to Explore 360° Innovation

WMF is a dynamic ecosystem of events that offers a truly unique international experience. By bridging sectors, skills, and markets, it empowers participants and companies to curate their own journey through world-class training, business opportunities, and networking.

Join us from **June 24th to 26th at BolognaFiere, Italy**, for a full immersion into the future of innovation.

**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 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: **Dell Technologies and Intel**.

## USEFUL LINKS

- [The Events of WMF](#)

**WMF - We Make Future**, is the largest International Trade Fair and Festival dedicated to Artificial Intelligence, Technology, and Digital Innovation.

From June 24 to 26, 2026, WMF returns to BolognaFiere (Italy) as a certified international event fully focused on the future of innovation. A global hub for the AI and tech ecosystem, WMF brings together each year the most advanced developments in artificial intelligence, digital and social innovation, alongside leading international companies, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 73,000 attendees from 90 countries in 2025, more than 700 exhibitors, 1,000+ speakers and guests from around the world, 2,800+ organized B2B meetings, and 3,000 startups and investors involved, WMF represents a unique convergence point for innovation-driven business and policy dialogue.

Its partner network includes organizations managing a combined €1.5 trillion investment portfolio, €304+ billion in assets under management (AUM), \$72.8+ billion in funded transactions, and over 17,000 investment rounds, positioning WMF as a global benchmark event for the innovation economy.

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

Saudi Makes Future is the Saudi edition of WMF – We Make Future, a certified international trade fair and global platform for innovation, artificial intelligence, and emerging technologies. Developed through the collaboration between Search On Media Group, WMF – We Make Future, and PNG Saudi, the event will take place December 14–16, 2026, in Riyadh at the Riyadh International Convention & Exhibition Center. Building on WMF's vision, experience, and thematic architecture, Saudi Makes Future adapts the format to a strong AI-driven focus, structured across 14 strategic sectors exploring the impact of artificial intelligence on business, industry, society, and institutions. Aligned with Saudi Vision 2030, the event positions itself as an international platform for dialogue, cooperation, and development, designed for companies, startups, investors, and stakeholders seeking new opportunities for growth, training, and innovation in the Middle East and on a global scale.

**Search On Media Group - Humans Leading Innovation** Founded in 2004, Search On Media Group works to advance digital culture and innovation by managing professional communities, supporting knowledge-sharing initiatives, and delivering strategic and operational consulting through its Search On Consulting division, specializing in Digital Marketing and Digital Transformation for large organizations. From the expertise of Search On Media Group stem both the Event Agency Business Unit—responsible for organizing WMF and other proprietary and client events—and Hybrid.io, a flexible and customizable platform designed to manage online, hybrid, and on-site events.

### **Per informazioni e materiale**

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

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