



WMF 2026: Global Innovation Hub Hits Bologna with Record 800+ Exhibitors, International Pavilions, and Immersive Tech Shows

From June 24 to 26, BolognaFiere will host over 800 exhibitors, 3,000+ startups, and international delegations across 9 exhibition halls. The event will blend high-level B2B networking with futuristic live entertainment, including a Drone Show, Gravity Jet Suit Display, and advanced robotics.

Bologna, June 9, 2026 – WMF – We Make Future has unveiled the lineup for its upcoming Expo Area, running from June 24 to 26 at BolognaFiere. Italy's only certified international trade fair for artificial intelligence, tech, and digital innovation is returning with a record-breaking edition packed with global business opportunities and cutting-edge tech entertainment.

Spanning over 70,000 square meters across 9 exhibition halls, the fair will host more than 800 international exhibitors—an all-time record for the event—alongside 3,000+ startups, SMEs, venture capitalists, and open innovation stakeholders. The exhibition floor will also feature dedicated country pavilions, including Switzerland, the United Kingdom, the United States, the Netherlands, Germany, and France.

The event offers a comprehensive global overview of tech developments across 14 strategic sectors, ranging from AI, robotics, and the space economy to cybersecurity, fintech, healthtech, future of work, and clean energy.

“The WMF Expo Area is the ultimate expression of the event's global reach. It serves as a meeting ground where companies, startups, research centers, and investors from every corner of the world connect to launch new business ventures,” says Cosmano Lombardo, Founder and CEO of Search On Media Group and creator of WMF. “Through landmark initiatives like our Soft Landing Program, WMF strengthens its role as a premier platform capable of drawing innovative international projects to Italy and Europe, driving meaningful dialogue between global ecosystems and local markets.”

A Global Gathering: Tech Leaders, International Pavilions, and Public Institutions

The 800+ exhibitors joining WMF 2026 bridge the gap between institutional research and corporate market demands. This year's Main Sponsors, **Dell Technologies**, **Intel**, and **Philip Morris International**, lead an elite lineup of participants that includes organizations such as Credem Banca, ESA (European Space Agency), IIT (Istituto Italiano di Tecnologia), Cineca, the Italian Ministry of Culture (MiC), Bocconi University, Legacoop, Qonto, Amazon AWS, and the Italian Patent and Trademark Office (UIBM).

The global market will converge across over 20 international pavilions and 50 trade delegations representing countries such as Saudi Arabia, Indonesia, Greece, Estonia, Pakistan, Turkey, Palestine, Serbia, Albania, Ivory Coast, and Qatar.

Italian regional authorities—including Tuscany, Calabria (with Fincalabra), and Sardinia—alongside national bodies like MIMIT (Ministry of Enterprises and Made in Italy), MAECI (Ministry of Foreign Affairs), ICE (Italian Trade Agency), and the Municipality of Bologna, will also highlight local tech strategies and territorial projects.



Spotlighting the Middle East: "Saudi Makes Future"

A dedicated booth will showcase **Saudi Makes Future**, the first Middle Eastern edition of WMF, scheduled to take place in Riyadh from December 14 to 16, 2026. Visitors will be able to explore partnership and business development opportunities within the rapidly growing MENA innovation ecosystem.

Targeted Thematic Districts

The exhibition floor is mapped into specialized thematic districts designed to facilitate targeted scouting and business matching:

- **Startup District:** A dedicated hub for international founders showcasing AI-driven tools, proprietary tech, and innovative services.
- **FinTech & Digital Assets:** Focused on the future of digital finance, blockchain, and next-gen payment systems.
- **Specialized Verticals:** Dedicated spaces for AI Manufacturing, Martech, E-commerce, Publishing, Healthtech, Sustainability, and Automotive.
- **Music & Arts & Gaming:** Over 300 square meters created with Gamers Arena exploring new cultural languages, retrogaming tournaments, and digital creativity.

High-Impact B2B Matchmaking and Talent Acquisition

WMF 2026 prioritizes structured networking through dedicated spaces designed to connect capital with innovative supply chains:

- **B2B Investors Area** (Hall 29): Powered by ITA (Italian Trade Agency) and Search On, tailored for venture funds and late-stage startups.
- **SME & Startup Hubs** (Mall 19 & Hall 30): Powered by Sellalab and Legacoop, focusing on corporate-to-startup collaborations.
- **Digital Job Fair:** Powered by ALTEN, this vertical recruiting hub features the *Digital Job Placement* service, allowing tech professionals and corporations to match online and conduct on-site interviews.

Partner Side Events and City-Wide Networking

The three-day program features over 30 partner-led side events, including private workshops, speakeasies, and networking mixers organized by key players like Invitalia (Investor Day), the University of Bologna (Startup Day), Chora Media, Assintel, Nana Bianca, Zest Innovation, and Motor1.

The networking extends into the city of Bologna with exclusive evening events:

- **June 23: Special Partner Night** at Tecnopolo DAMA for institutions and corporate leaders.
- **June 24: WMF Innovation Night** at Palazzo Re Enzo, an exclusive mixer for investors and founders, followed by the WMF Official Party.



The Future Show: Cutting-Edge Entertainment and Robotics

Beyond business, WMF's *Future Show* brings the future to life with high-impact public demonstrations:

- **Live Shows:** The Allumee Italia Drone Show, a live Gravity Jet Suit Flight Display, and the first European Drone Soccer Championship (organized by FIDA and sponsored by Michelin Inflatable Solutions).
- **Advanced Robotics:** Humanoid and quadruped robots, E-Novia's delivery autonomous vehicles, and *Skippy*—a prototype operating via a neural interface system.
- **Aerospace & VR Simulations:** Immersive installations including a traveling planetarium from the Museum of the Sky and Earth, VR International Space Station tours, and the Vitruvian VR flight simulator.
- **University Innovations:** Cutting-edge prototypes from University of Bologna student teams, including experimental rockets (Aurora Rocketry) and clean-energy catamarans (UniBoAT).

Inclusive Sports and Electric Mobility Test Drives

The outdoor areas will merge social inclusion with tech experiences. The **Italian Inclusive Sports Board (EISI)** will host a tournament of *Baskin*—a basketball-derived discipline created in Italy to allow athletes with and without disabilities to compete together—alongside wheelchair dancing showcases by national co-champions.

Automotive enthusiasts will also be able to test drive the latest electric vehicles from **Tesla** and **Rattix**, organized in collaboration with Motor1's "Perché Comprarla? Live" team.

Open Stages: Shaping the Global Narrative

Eleven open stages will feature cross-sector panels covering geopolitics, GovTech, EduTech, Space Economy, and conscious innovation. Key highlights include the *Start the Future* stage—featuring speakers from Doctors Without Borders and Oxfam—and the *Music & Art Stage* (powered by Billboard Italia), hosting industry heavyweights like Enzo Mazza (CEO of FIMI) and creative executives from Netflix and Sony.

Join the Future: Tickets to access the trade fair, open stages, and live tech shows at BolognaFiere (June 24–26) are available on the official website starting from €9 + VAT.

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

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Access the press kit



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

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