



Las Vegas welcomes WMF - We Make Future: innovation for a better future at CES

WMF - We Make Future lands in the USA: from January 7th to 10th, 2025, the International Certified Trade Fair dedicated to AI, Tech, and Digital Innovation will be a key player at CES in Las Vegas, the world's leading technology event. As part of the Italy Pavilion and a national mission organized by the ITA Agency, WMF will feature awards for international startups, exclusive announcements, and business meetings with key stakeholders. The aim is to showcase and promote the innovative ecosystems in Italy and Europe. This mission will bring the top AI startups, selected during the "Road to WMF 2025" events, to BolognaFiere on June 4th, 5th, and 6th.

Bologna, Italy, 07/01/2025

The countdown is on for the first event of 2025 organized by [WMF - We Make Future](#), international brand of **Search On Media Group**. Las Vegas, and specifically **CES (Consumer Electronics Show)**, will be the stage for the innovation brought by this global event dedicated to AI, Tech, and Digital, which in 2024 attracted over 70,000 attendees from 90 countries. The 2024 edition also brought together more than 3,000 startups, 700 exhibitors, and over 1,000 speakers from around the world.

This marks the beginning of a new year that promises to be packed with opportunities, launching the "Road to WMF 2025" with a series of **national and international events, business ventures, and new global networking opportunities.**

"Opening the 2025 calendar in Las Vegas, at the world's leading technology fair, is a clear sign that further cements WMF's role as a global player," says Cosmano Lombardo, Founder and CEO of Search On Media Group and creator of WMF - We Make Future. "Being at CES gives us a fresh push to spread the core values that have always driven WMF – now a true platform for shaping the future. We explore, understand, and harness technological innovation, AI, and all the tools that come with them to create a positive impact on global society and build a better future," he adds. "Startups and businesses are key to this challenging journey. They're the pioneers introducing new business models focused on the common good. They're the partners we engage with year-round through business initiatives, networking, and education. In Las Vegas, we'll continue working towards these goals with even greater energy and commitment."

The event will take place within the **Italy Pavilion, organized by ITA - the Italian Trade & Investment Agency**. It will trigger numerous **business opportunities, discussions, and knowledge-sharing moments.** As a global reference for innovation, **WMF will present its mission, showing its commitment to supporting global innovation and promoting the culture of AI, Tech, and Digital.**

Some key highlights include exclusive updates about **European AI Factories**, the next stop of the WMF International Roadshow in **San Francisco in March**, and the official launch of the "**AI For Future**" startup

powered by



supported by



website: www.wemakefuture.it
email: press@wemakefuture.it

telephone: 00 39 051 09 51 294
HQ: via Ugo Bassi, 7 - Bologna (IT)



International Trade Fair on Innovation: AI, Tech and Digital

#WeMakeFuture

competition. This competition targets AI startups, with the final taking place on the main stage at the **AI Festival**, *international AI event organized by WMF*, set to take place in **Milan on February 26th and 27th**, at Bocconi University. The winning startups will then be showcased at the **WMF in Bologna (June 4th-6th)** alongside the world's top AI startups. The event will also offer ample opportunities for business meetings and networking, further promoting the Italian and European innovation ecosystem.

Startup Awards and the path to Italy at WMF (June 4th-6th, BolognaFiere)

Startups will receive significant attention at this event. Among the **46 Italian startups** and those pitching from abroad, WMF and Search On Media Group will present awards to those with AI solutions that best align with the values and objectives of WMF. Priority will be given to startups addressing the "**12 Challenges of the Future**," which also meet **ESG (Environmental, Social, Governance)** criteria and can measure the impact of their projects on one or more of the **17 Sustainable Development Goals** defined by the UN's 2030 Agenda. **Winners** will have the opportunity to **showcase their solutions in Italy**, at the AI Festival in Milan on February 26th and 27th, and at the WMF in Bologna from June 4th to 6th. Additional prizes include the chance to attend the WMF International Roadshow in San Francisco in March 2025, offering yet another prestigious platform to expand their business and network.

Useful Link

- [WMF - We Make Future](#)

WMF - We Make Future - International Fair and Festival on Tech and Digital Innovation

From June 4th to 6th, 2025, at BolognaFiere, the WMF - We Make Future will return. It is an internationally certified trade fair fully dedicated to the world of innovation. A globally significant event, it annually brings together the best of digital and social innovation, key international players, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 70,000 attendees from 90 countries in 2024, more than 700 sponsors and exhibitors, over 1,000 speakers and guests from around the world, 3,000 startups and investors, and more than 90 educational stages, the WMF is the leading international trade fair for the world of innovation.

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

WMF Press Office

mail: press@wemakefuture.it

tel.: 0039 051 0951294

powered by



supported by



website: www.wemakefuture.it

email: press@wemakefuture.it

telephone: 00 39 051 09 51 294

HQ: via Ugo Bassi, 7 - Bologna (IT)