

## The 10th edition of the WMF kicks off: the Opening Ceremony at Rimini Expo Centre focuses on the courage to take action for a different future

The 2022 edition of the Planet's largest Digital Innovation Festival kicks off with an opening dedicated to activism and peace building, featuring the voices of Linda Sarsour and Siyabulela Mandela. A common reflection and 'revolution' accompanied by a great show thanks also to the words in music of the intellectual rap of Frankie hi-nrg mc.

Rimini, 16/06/2022

Activism, respect for human rights, and unity among all people: this is how the 10th edition of the **WMF** - The Planet's largest Digital Innovation Festival - starts, closing the 18th of June at the Rimini Expo Centre after three days of workshops, cultural events, and entertainment.

The Festival, organised by **Search On Media Group** and sponsored this year by Emilia Romagna Region, has opened its doors, bringing together everyone on the Mainstage for a scenographic opening ceremony that confirms the WMF's mission: to build a better future by bringing together skills and knowledge from all over the world, between digital and social innovation.

"We are here to build the future together; today we have to move, activism is at the forefront", said **Cosmano Lombardo**, creator and Chairman of the WMF. "We have imagined a Valley of Innovation that starts in Italy and spreads constantly. The vision is clear: to use technology and innovation in light of the social impact they generate."

Indeed, it is activists **Linda Sarsour** and **Siyabulela Mandela** who take the stage first, bringing their message of revolution and action for constructive change and a more equal society.

"We all have the power to challenge the oppressors and demand justice and equality and to fight with and for the most oppressed people," introduced Women's March creator **Linda Sarsour**, muslim activist who lives in the US; she states "I think WMF had great courage to give someone like me a stage; voices like mine are often silenced."

*"None of us will be free until all of us are free," continued the activist and journalist, Nelson Mandela's grandson. "Our generation has a duty to build a better future for the generations that will come after."*

The words of the two international guests were strengthened by the lyrics and music of **Frankie hi-nrg mc**, who set the parterre of participants and companies from all over the world ablaze with his song "Rivoluzione", in a moment of great energy and excitement.

The WMF is this year taking place for the first time at the Rimini Expo Centre, with restyled and extended spaces for an **International Innovation Fair** that will welcome more than **250 Italian and international exhibitors**, as well as more than 100 events and 77 between formative and open stages dedicated to the main themes of innovation. More than 35,000 attendances are expected for the richest edition ever.

#### Useful Link

- [Startup Competition](#)
- [Video Startup Competition](#)
- [World Startup Fest](#)
- [Startup District](#)
- [Scaleup for future](#)

#### **WMF - The biggest digital and social innovation Festival - We Make Future**

On June 16th, 17th and 18th 2022, the appointment with the International Fair dedicated to the world of innovation returns: the WMF2022, scheduled at Rimini fair, will bring together - once again- professionals, sector player companies, startups, universities, NPOs and institutions for a 3 days-event entirely dedicated to digital and social innovation. With over 24,000 participants in 2021, 100 events in 3 days, more than 600 speakers from all over the world and over 500 exhibitors and sponsors in an Exhibition Area that also welcomed Ministries, Regions, Municipalities, Public Bodies and more than 700 startups and investors. The WMF - conceived and produced by Search On Media Group - is the largest Festival on Digital and Social Innovation.

#### **Search On Media Group**

Since 2004, the company has the goal of spreading digital culture by managing

communities, supporting the sharing of activities and carrying out strategic and operational consultancy, with the Search On Consulting department, in the Digital Marketing and Digital Transformation sector for large companies. The Education Business Unit - which organizes the WMF and other training events - and the hybrid.io platform - which manages online, hybrid and offline events, are then born from the experience and professionalism of Search On Media Group, in a customizable and flexible way.

**More information**

- Press WMF: [press@ilfestival.it](mailto:press@ilfestival.it) / Tel: 051 0951294