

The WMF International Roadshow lands in Croatia!

On March 31st WMF, CCIC and ICE will carry out the International Event in Zagreb at ZICER - Zagreb Innovation Centre.

A bridge for innovation between Italy and Croatia and a growth opportunity for both local and Italian startups.

WMF - the biggest Festival on Digital and Social Innovation in Europe - lands in Croatia, with the second stop of its global Roadshow. The WMF International Roadshow in Croatia, result of cooperation between the WMF, the Italian-Croatian Chamber of Commerce (CCIC) and the Italian Trade Agency in Croatia (ICE), will create a bridge between the entrepreneurial ecosystems of Italy and Croatia, strengthening relations between the two countries and fostering the growth of an international network in the name of Innovation. During the event 10 Italian and 10 Croatian startups will present their pitch in front of a jury: 3 of them will gain the opportunity to join the Expo Area of WMF2022 in June.

WMF – We Make Future - the biggest Festival on Digital & Social Innovation in Europe - organized by Search On Media Group - lands in Croatia. **Zagreb** is the city of the second stop of the journey that will touch **5 continents** and several countries, with the purpose of enhancing global **cooperation** and **idea-sharing** in the **digital, social** and **entrepreneurial sector**.

The **WMF International Roadshow Event | Croatia** will take place on March 31st in Zagreb, thanks to the cooperation between the **WMF**, the **Italian-Croatian Chamber of Commerce (CCIC)** and the **Italian Trade Agency in Croatia (ICE)**.

The Event represents a **bridge between the entrepreneurial ecosystems of Italy and Croatia** and a great growth opportunity for **10 Croatian & 10 Italian Startups**, who will present themselves to a jury of local and international investors through a pitch elevator.

3 Italian startups & 3 Croatian startups will be selected at the end of the Croatian Competition and they will have the chance to win an **exhibition booth** within the [Expo Area of WMF2022](#) - scheduled from **June 16th to 18th** at the **Rimini Expo Center** - which will welcome startups and scaleups - with a dedicated **Startup District**, makers,

technological prototypes and projects of research from the 5 continents and several countries.

WMF2022

The WMF, the CCIC and the ICE have selected 10 Italian Startups and 10 Croatian Startups that will pitch in Zagreb. During the event they will reward the best 3 Italian Startups & the best 3 Croatian Startups with the great chance to come to Italy and join the WMF2022 - We Make Future.

After more than 3,300 nominations during the previous editions and over 2 million euros in prizes, on June 16th, 17th and 18th 2022, the best six selected international startups will take to the main stage of the Festival and will bring their innovative project in front of a jury of investors, corporate partners, incubators and venture capital from all over the world.

"In this historical moment, the key to solving humanity's major problems lies in the cooperation between all the players in global society: from citizens to institutions. Combining sustainability with innovation and growth is a fundamental step for our planet and it is a step that must be taken today, together, in order to create the ecosystem we call "Innovation Valley". The Italy-Croatia bridge, that will be consolidated in Zagreb with the second stage of WMF International Roadshow, is the key point for the construction of an ecosystem of international cooperation in the name of innovation and sustainability, an objective that has always been pursued by our reality, Search On Media Group, and developed through numerous projects including the WMF". explains **Cosmano Lombardo**, CEO of Search On Media Group and Chairman of the WMF.

The agenda of the event will be structured under the banner of **entrepreneurship** and **networking** with the aim of expanding the **network of international companies**, ideas and projects between Italy and Croatia. The participating startups will also have the opportunity to get in touch with important stakeholders thanks also to the intervention of institutional subjects, of the **University of Zagreb (Faculty of Electrical Engineering and Computing)** and companies of the Croatian market including **OVHcloud, Zagrebačka banka, Privredna Banka Zagreb**. A dual opportunity therefore for startups on the one hand and investors and companies on the other, to expand their network of strategic contacts for their business, consolidating the international flow of ideas and projects activated by WMF with the International Roadshow Events.

One of the main sponsors, OVHcloud will also deliver the prize of € 10.000 (in services) within its Startup Program.

Event Information

Day and time: March 31st, from 08.30 am

Location: ZICER - Zagreb Innovation Centre - Avenija Dubrovnik 15, Zagreb Fair, Pavilion 12, 1st Floor, 10020 Zagreb, Croatia

Meeting Room: Hall Accelerator

Useful Link

- [WMF Startup Competition | Croatia](#)
- [WMF2022](#)
- [CCIC-Italian-Croatian Chamber of Commerce](#)
- [ICE - Italian Trade & Investment Agency Croatia](#)
- [ZICER- Zagreb Innovation Centre](#)

Sponsors

- [OVHcloud](#)
- [Zagrebačka banka](#)
- [Privredna Banka Zagreb](#)
- [University of Zagreb, Faculty of Electrical Engineering and Computing](#)

WMF - International Roadshow Events

WMF International Roadshow are satellite events that take place in several Countries and Continents of the World, with the purpose of enhancing global **cooperation** and **idea-sharing** in the **digital, social** and **entrepreneurial sector**. Every WMF International Roadshow Event is designed to **reflect** the **culture**, needs and peculiarities that characterize the city where it's hosted: to enhance international cooperation every event will host a Startup Competition that will see National and International Startups competing, while also addressing social issues related to a specific Country or the whole **World**.

WMF - 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.

- **Press WMF:** press@ilfestival.it / Tel: 051 0951294

ZICER - Zagreb Innovation Centre

ZICER - Zagreb Innovation Centre is the nation's leading incubator and accelerator, and the largest startup ecosystem in Croatia, founded and owned by the City of Zagreb. ZICER's activities focus on supporting and advancing entrepreneurial climate as well as society at large. They promote the creation of stimulating entrepreneurial environments and strengthening of entrepreneurial competencies, clarify the best ways to finance entrepreneurial endeavors and help innovative high-tech companies and teams to turn their ideas into actual products. ZICER provides pre-incubation, incubation, post-incubation, acceleration, external membership as well as coworking services.

The Italian -Croatian Chamber of Commerce (CCIC)

Italian-Croatian Chamber of Commerce (CCIC THGK), a private-law organization whose aim is to promote economic exchanges between Croatia and Italy. The CCIC THGK has a central role in developing business between Italy and Croatia, offering different types of services for both Italian and Croatian entrepreneurs.

The Italian Trade & Investment Agency (ICE)

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.