

The WMF - We Make Future is now a Certified International Trade Fair, further affirming its role as a global accelerator of innovation.

WMF - We Make Future, the largest digital innovation festival on the planet, has been certified as International Trade Fair according to the ISO Standard, and officially included in AEFI's international trade fair calendar. This acknowledgment attests to We Make Future's constant work in building a transversal dialogue between market players and Italian and foreign operators within the digital and social innovation fields.

Bologna, 01/09/2022

The path pursued by WMF - We Make Future during its ten editions, marked by sharing valuable knowledge and establishing a productive dialogue between international realities in the field of tech and digital innovation, has led to **its official recognition as an international fair**. A certification that confirms the Festival's commitment to creating a global ecosystem of innovators, to generate a positive and tangible impact on communities, and that strategically opens the Festival, and its parent company **Search On Media Group**, to new possibilities in creating international synergies and strengthening dialogue with foreign industry players.

"We are aware of the role as an economic, social, and cultural accelerator that We Make Future has always played, and we are confident that this certification as an international fair will bring with it further opportunities to consolidate the foundations of a global ecosystem of exchange of experience and know-how, which can generate improvement for the whole community. The goal, in the long run, is to foster a global Innovation Valley, in which Italy would play a significant role", comments **Cosmano Lombardo, CEO of Search On Media Group and creator of the WMF**.

The global identity of the WMF, clear since its first editions, has led the event over the years to create a network of connections and projects with innovative digital entrepreneurial realities worldwide, an Innovation Valley. The 2022 edition welcomed **more than 36,000 participants, 1,000 startups, 300 investors, more than 300 exhibitors, and 700 speakers and guests from 49 countries**, including the UK, France, Israel, Germany, the Netherlands, Lebanon, Saudi Arabia, and Egypt. The Startup District exhibition area, set inside the World Startup Fest, hosted **120 startups from**

13 countries, who showcased some of the most advanced projects in technology and digital innovation to the festival audience.

Within the internationalization path, WMF has conceived an **International RoadShow**, a traveling project that sees We Make Future involved in the main world events of the digital and tech industry, to bring **abroad outstanding Italian digital startups**, and at the same time **bolster connections with foreign companies and realities interested in exhibiting within WMF**, the largest international event dedicated to digital innovation to date. The International Roadshow will be on **October 11th in Prague** (Czech Republic) inside the **Disruptors Summit**, and then off to **Wroclaw** (Poland), **Valencia** (Spain), **La Valletta** (Malta), and **Cairo** (Egypt), moving **overseas** in spring 2023.

During the last editions, the WMF has also intensified its dialogue with **national entities and institutions** dedicated to the **internationalization of the valuable material and intellectual heritage of Made in Italy**. This includes the institutional partnership with **ICE, the Agency for the promotion abroad of Italian companies**, thanks to which a large delegation of international investors had the opportunity to meet startups from Italy and from all over the world, present at the Festival within the World Startup Fest, **originating more than 200 one-to-one business meetings**.

The certification as an international fair is also an advantage for all partners, sponsors, and SMEs who will exhibit at the Festival, and who will be able to **benefit from privileges and contributions allocated for participating in certified international fairs**.

For more information

<https://en.wemakefuture.it/>

About us

We Make Future - The Planet's Largest Digital Innovation Festival

The next appointment with WMF, the international event entirely dedicated to the world of innovation, is scheduled on June 15, 16, and 17th, 2023, at the Rimini Expo Centre. Once again, the event will bring together the very best of digital and social innovation, leading market players, startups and investors, institutions, universities, and non-profit associations. With more than 36,000 attendees in 2022, more than 700 speakers and guests from around the





il più grande Festival sull'Innovazione Digitale del Pianeta

#WeMakeFuture

world, 1,000 startups, and 77 educational stages, now towards its 11th edition the WMF is a reality with a global identity, a catalyst for innovation for concrete collective improvement.

The event is conceived and produced by Search On Media Group.

Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing and coordinating communities, supporting sharing activities, and carrying out strategic and operational consulting, with the Search On Consulting department, in the field of Digital Marketing and Digital Transformation for large companies. From the experience and professional assets of Search On Media Group, were later born the Education Business Unit, which organizes the WMF and other training events, and the hybrid.io platform, which hosts online, hybrid, and offline events in a highly customizable and flexible form.

For information and materials

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