



## Italian innovation is spreading abroad with the WMF International Roadshow. First stop was in Thessaloniki, together with local institutions, companies and startups.

*Thessaloniki was the first official stop, with the participation of the Italian Ambassador to Greece Patrizia Falcinelli, of the WMF International Roadshow: the path of global cooperation to build an innovation ecosystem together with startups, companies and stakeholders from all over the world. The institutional parterre was wide with the Honorary Consul and President of the Italo-Hellenic Chamber of Commerce of Thessaloniki, Christos Sarantopoulos and the President of the Helexpo fair, Anastasios Tzikas. At the core of the event 15 Greek startups in challenge: 3 of these will be at WMF2022 - from 16 to 18 June, Rimini Fiera - to introduce themselves to new markets and investors.*

*Bologna, October 27th, 2021*

Created by Search On Media Group, **WMF** - the biggest Festival on Digital and Social Innovation - has officially kicked off its International Roadshow.

On 16 October, the Greek city of **Thessaloniki** hosted the first stage of the **global cooperation path** which over the next two years will touch the 5 continents with the aim of building an innovative and sustainable entrepreneurship ecosystem globally. A shared commitment with multiple countries to generate a flow of projects capable of encouraging the growth of innovative **Made in Italy** realities also abroad and, at the same time, of developing new investment opportunities for companies in new international markets. A path that, among other things, will bring the main international innovative realities to Rimini on **16th, 17th and 18th June**, on **WMF2022**, the International Trade Fair for the sector.

This first stage of the International Roadshow, organized in collaboration with the **Italian-Hellenic Chamber of Commerce of Thessaloniki** within the **Beyond 4.0** international fair, was held in the Greek capital on October 16th, 2021.

A busy schedule, structured around **innovation, entrepreneurship** and networking. The institutional parterre was wide, with special guests including the **Italian Ambassador to Greece Patrizia Falcinelli**, the President of the Chamber of Italian - Hellenic Commerce **Christos Sarantopoulos**, the Vice President of the Chamber of



Commerce and Industry **Emmanouil Vlachogiannis** and the President of Helexpo SA **Anastasios Tzikas**.

*"I am very pleased that the WMF International Roadshow starts from Greece, from Thessaloniki" said the Italian Ambassador to Greece Patrizia Falcinelli. "This is an important recognition and testimony to the collaboration of the two countries. I have closely observed the high level of innovation achieved here in Greece and I have had the opportunity to discuss this aspect with numerous ministries. Italy and Italian companies can be excellent partners for Greek companies in this work of digitization and innovation".*

**Cosmano Lombardo**, CEO of Search On Media Group and creator of the WMF: *"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, jointly.*

*The Italy-Greece bridge, consolidated today in Thessaloniki with the first stage of the WMF International Roadshow, is the starting 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".*

## **The Startup Competition, the Speakers and Sponsors**

The WMF event held in Thessaloniki - and streamed on [ibrida.io](https://ibrida.io) on **October 16th** - was a bridge between the business ecosystems of Italy and Greece as well as an opportunity to bring together institutions, startups, companies and international stakeholders in a single network.

Among the co-organizers of this first stage of the WMF Roadshow, **Beyond - Thessaloniki Innovation Capital**, the **Italian-Hellenic Chamber of Commerce of Thessaloniki** and the **Chamber of Commerce and Industry of Thessaloniki** and **OVHcloud**, joined by sponsoring companies including **Trainose-FS**, **Eda Thess**, **Eurobank**, **Vimar Spa**, **Zenith**, **El.Gek**, **Iakovidis Bros**, **Leaseplan** and local partners, such as Alexander Innovation Zone and OK! Thess.



In addition to the institutional interventions, which underlined the importance of a **solid and long-term cooperation** between the two countries and their respective socio-economic fabrics, the agenda also featured numerous talks by speakers and lectures such as **Dimitrios Lakasas** (CEO Olympia Electronics ), **Antonio Tufano** (Full Professor at PEGASO University, ITC Management & Telecommunication Engineering), **Dario Lo Bosco** (Full Professor at Mediterranean University - Reggio Calabria), **Roberto Biasin**, (President of the Board - TRAINOSE SA, Civil Engineering & Transport & Infrastructure ), **Argyrios Spyridis** (CEO Anthology Ventures, Co-Founder Innovation Farm), **Leonidas Bakouras** (General Manager EDA THESS - ENI Gas & Luce Spa) and **Emiliano Lepore** (Recornea - winner of the WMF2021 Startup Competition).

During the day's work at WMF, young innovative realities of the Greek territory were also present: WMF hosted **three pitch sessions** in which **15 startups** presented their business projects in front of the jury of companies and investors, as well as to the audience present in the room and online.

The competition was won by the startup **Clio Muse Tours**, while second and third place were respectively **Metab.io** - which also won the special prize awarded by OVH - and **Oliveex**. The three startups will thus have the opportunity to participate in WMF2022 - scheduled for 16th, 17th and 18th June 2022 at the Rimini Fair - directly within the Startup District in the Expo Area of the Festival, which will also host startups and scaleups from all over the world, which will have the opportunity to present themselves to Italian and foreign investors and incubators.

A dual opportunity therefore for startups on the one hand and Italian investors and companies on the other, to **expand their network of strategic contacts** and expand their business, further consolidating the international flow of ideas and projects activated by WMF with the International Roadshow project.

Also worth mentioning are the 12 other startups that competed during the day to win the prizes and who, by entering the competition, were able to present their innovative realities to a parterre of large companies and institutional representatives: **ACTIVE NEST**, **AidPlex PC** , **ClicktoTherapy**, **ComeTogether**, **deeptraffic**, **Emergency Response Profile**, **Hobsido**, **OVIVIEW**, **Intellig**, **TheList app**, **UPIRIA** and **φ-water**, the latter winner of a **special prize** awarded in the context of research.



*"We consider the collaboration with the WMF to be very important, which led us to organize this valuable event in Greece, in Thessaloniki" declared the President of the Italian-Hellenic Chamber of Commerce of Thessaloniki Christos Sarantopoulos: "for some time now, our Italian-Hellenic Chamber of Commerce from Thessaloniki has been approaching the technology and innovation sector and we are therefore convinced that also through these actions, business relations between Greece and Italy can only increase. "*

## **WMF International Roadshow**

To spread the culture of innovation, entrepreneurship and digital even beyond national borders, WMF has launched a **global cooperation** project that will touch the 5 continents and will stop in 12 countries with as many "satellite" events. *"With the International Roadshow we are starting a global journey that we believe is the natural evolution of the work that the Festival has conducted in recent years"* explains **Cosmano Lombardo**.

*"The approach that we as WMF have had since our inception, that of bringing value to companies and individual communities through digital and innovation, is now also translated into the International Roadshow that started in Greece, which projects this commitment at a global level, across multiple markets and scenarios, thanks to the involvement of local stakeholders: Investors, companies, startups and institutions"* adds **Vito Esposito**, Head of WMF Global Partnership.

From **Greece to Australia**, from **Canada to China**, passing through **Spain, France, Bulgaria, Croatia, Poland, Serbia and Tunisia**. In these countries, *the WMF will bring - in addition to its format and mission - events, insights, debates and show moments on issues related to digital and social innovation, the world of technology and businesses, the many facets of digital and related effects on the world community.*

All this, inspired from the original formula of the Festival: on the occasion of each International event, calls dedicated to regional companies and brands will be opened, thus giving rise to various **startup competitions** and opportunities for growth not only



of the participating realities, but also of the networks and the communities that surround them.

The winning startups of the various international competitions will then be involved in the subsequent editions of the **WMF in Italy**, which for over 10 years has acted as a driving force for the growth and innovation of the entire Italian and European entrepreneurial scene, ensuring the circulation of international ideas and projects between our country and abroad.

Suggested link:

<https://www.webmarketingfestival.com/worldwide-events/>

<https://greece.webmarketingfestival.com/>

### **WMF - We Make Future - The Digital and Social Innovation Festival**

On 16th, 17th and 18th June 2022, the appointment with the International Fair dedicated to the world of innovation returns: the WMF2022, on the agenda at the Rimini fair, will once again bring together professionals, sector player companies, startups, universities, NPOs and institutions for three days entirely dedicated to digital and social innovation. With over 24,000 participants in 2021, 100 events in 3 days, more than 600 speakers from the world and over 500 exhibitors and sponsors in an Exhibition Area that welcomed 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 - Event Agency**

Since 2004 it has had the goal of spreading digital culture by managing communities, supporting sharing activities and advising large companies on digital marketing issues. From the Search On experience, the Education Business Unit - which organizes the WMF and other training events - and the hybrid.io platform - which manages customizable and flexible online and onsite events for multiple Italian and international customers are born.

### **More information**

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