

The world meets the Future at the WMF 2022: the curtain closes on the three-day event which writes the tomorrow of the Planet among innovation and activism

The international leading event for innovators, citizens, students, companies and institutions, thinking and working on a different future, has just concluded. More than 36,000 attendees, more than 700 speakers and guests, 300 exhibiting companies and more than 1,000 startups contributed to the planning and construction of the Future during the WMF2022 three-day event - the largest Digital Innovation Festival on the Planet, organized by Search On Media Group. In Rimini, the concrete representation of the Innovation Valley that starting from Italy is conquering the world, guiding it towards a sustainable Future.

Bologna, June 24th 2022

On Saturday, June 18th, the curtain closed on the 10th edition of **WMF - the largest Digital Innovation Festival on the Planet**, conceived and realized by **Search On Media Group**. The company made Italy the center of the innovative revolution of the Future, welcoming the world of innovation, for the first time, at the Rimini Expo center with a renewed and enhanced format.

From June 16th to 18th, at the Rimini Expo Centre, the **WMF 2022** confirmed and relaunched, even more, its role as an accelerator of innovation, culture and education for the entire international context. This was confirmed by the presence of **more than 26 countries, more than 36,000 attendees, more than 300 exhibiting companies, 700 speakers and guests, and more than 1,000 startups and investors** who chose the Festival as a platform for discussion and debate on the Future.

"For us, the WMF is a useful platform to connect different worlds, skills and ideas, all oriented towards building a better future," explains Cosma no Lombardo - CEO of Search On Media Group and creator of the WMF - "the challenge was enormous but we have found great commitment from all those who share this vision, with whom we collaborate throughout the year as a Festival and as Search On Media Group, and whose projects flow into the three days event." He continued, "This year, more than ever, We Make Future made explicit the mission we have always had: the one of building a better future through the tools of technological and digital innovation, considering the great social impact they can offer. Those who were present at the event, and those who followed it from home, certainly captured this great collective enthusiasm towards an increasingly active and engaged present time, for the future we leave to the next generation."

The event, this year **sponsored and patronized by Regione Emilia-Romagna**, brought together at the Rimini Expo Center the brightest minds from the world of innovation and digital, territories and local communities from northern to southern Italy - members of the WMF Hubitat project - **foreign**

countries such as **Croatia, Spain, Greece, Saudi Arabia, France and many more** - part of the WMF International Roadshow - **research institutes, universities**, agencies, companies and startups from all over the world, who have spread experience and expertise.

The Mainstage

The Festival's Mainstage, great container of events, has seen **Cosmano Lombardo** as host of the stage and as co-hosts **Natasha Stefanenko** and **Anna Safroncik** - one Russian and one Ukrainian to deliver a message of peace - **Diletta Leotta** and **Danielle Frédérique Madam**. It featured more than 100 speeches and show moments, with great national and international guests bringing true inspirational speeches. On Stage, exclusive interviews with **Mimmo Lucano, Nicola Gratteri, Robot Sophia** - the world's most advanced humanoid robot - and AI experts, such as microprocessor 4004 inventor **Federico Faggin**.

Also present, human and civil rights activists such as **Linda Sarsour, Savo Heleta** and **Siyabulela Mandela**, anti-mafia figures such as DIA Director **Maurizio Vallone**, institutions such as Undersecretary of State at the Ministry of Health **Andrea Costa** and Vice President of Regione Emilia-Romagna **Elly Schlein**, and young Creators such as **Giorgia Soleri, Camihawke** and **Mattia Stanga**.

Then, entertainment and shows framed the most intense moments, giving the audience insights and hints for reflection: space for concerts and live sets such as the one of **Irama** - in collaboration with RDS 100% Greatest Hits - and those of **Roy Paci** and **Frankie hi nrg mc**, (all translated into LIS by Rai Pubblica Utilità) but also moments of pure technological show such as the Italian premiere, exclusively at the WMF, of the human flight performed with the **Gravity industries Jet Suit**.

The Innovation Fair, World Startup Fest and Internationalization

More than 300 companies and realities from all over the world found space and opportunities within the **Innovation Fair** at the WMF, in a Expo Area never before so large and full of events, designed to facilitate business meetings, networking and **development of new projects between Italy and abroad**.

Truly important were the collaborations with **more than 18 Italian Chambers of Commerce Abroad** that animated the *Export Stage* for two days offering internationalization scenarios to startups, and also the collaboration with **ICE**, which attended the WMF 2022 with delegations of important investors from **UK, Israel, Turkey, France and Spain**. Investors who met the startups present at the Festival in **more than 200 one-to-one appointments** pre-organized by the WMF team. WMF's international activity will continue in September through important collaborations with local partners in order to organize our next events in *Poland, Czech Rep., Spain, Egypt, Valencia, Serbia, Malta, Australia, Canada, Mexico* and other stops within the **WMF International Roadshow** project.

Among the stands, those of **Regione Emilia-Romagna - Main Sponsor** of the event -, present with its own brands Data Valley, Motor Valley, APT and Visit Romagna, as well as the stand of **RAI Cinema** and **Rai pubblica Utilità**, Oplon, Intel, Eurid, Storyblock, Sprinkler, Aruba, Sole24Ore and Doxee. Also, within the Rimini Expo Center, the result of important and long-standing collaborations of the WMF, such as the one with the **Digital Library of the Ministry of Culture**, which brought several initiatives to the Festival and allowed interaction with one of the most advanced robots in the world, used for monitoring the Archaeological Park of Pompei: **the quadruped Spot from Boston Dynamics**.

An entire pavilion of the Rimini Expo Center hosted the events of the **World Startup Fest**, the leading international event dedicated to the world of **startups, scaleups and investors** that, besides the largest international Startup Competition in Italy, has created several stages. The **Startup Stage**, the **Entrepreneurship Stage**, exhibition spaces in the **Startup District** dedicated to Italian and foreign innovative projects, and networking and business opportunities thanks to the **B2B meetings with delegations of investors**, involved thanks to the partnership with **ICE - Italian Trade Agency** for the promotion abroad and the internationalization of Italian companies

Also noteworthy the **Digital Job Fair**, the fair dedicated to digital professions, which provided: **job placement** services capable of connecting supply and demand, **speed meetings**, **B2B meetings** in the dedicated area powered by Mondoffice and various networking opportunities; the **WMF Youth** hosted by the Postal Police truck; the **Hackathon Europeans For Future**, held in collaboration with the European Parliament during the European Year of Young People; and the **Innovation Film Fest** with projections, contests and meetings dedicated to the world of the ninth art, hosting names such as **Pupi Avati** and **Alessio Cremonini**.

+77 stages: the world's most comprehensive training on Web Marketing and Digital Innovation Education, which has always been at the heart of the event, allowed thousands of professionals from the web and STEM professions to compare and expand their knowledge with more than **77 educational trainings** and **thematic open stages**. More than 700 speakers, including professionals and industry experts, brought their experience to the Festival analyzing new trends: **NFT, crypto, blockchain, metaverse, the world of digital creators, activism on social, neuromarketing**.

Many **Open stages** then welcomed special guests, round tables and thematic *panels* dedicated to the most relevant topics of the near future, such as the stage **Future of Italy**, that hosted important meetings with representatives of national, regional and local institutions, debating on the fundamental use of the PNRR and its impact on the country's digitization process. To be mentioned, the stage **Start the Future**, which recounted the most visionary technologies and innovative entrepreneurial ideas ready to revolutionize the market, or even **Book presentation** - with the participation of Vera Gheno and Totò Cascio - **Creators Live** and **Women in Tech** but also **Sustainability, Space Economy, TikTok**.

The three-day WMF event placed **Italy at the heart of the Future's innovative revolution process** by creating and providing a **real platform for meeting, exchange and sharing, open to the whole world**. An all-round experience, a celebration under the name of the main principles of solidarity, equity, justice, legality that educates to technological innovation as a tool for building a better future. The WMF is the international Festival on innovation that cannot be missed. Already set the **WMF 2023**, the new edition that will come back to the **Rimini Expo Center on June 15th, 16th and 17th 2023**.

Useful Link

- [WMF Startup Competition Final](#)
- [Press Kit](#)

WMF - the largest Digital Innovation Festival on the Planet

On June 16th, 17th and 18th, the WMF2022, the largest Digital Innovation Festival on the Planet, was held at the Rimini Expo Center. Here, professionals, Industry players, startups, universities, NPOs and institutions came together for a three-day event entirely dedicated to digital and social innovation. With more than 36,000 attendees, 100 events in 3 days, more than 700 speakers and guests from all over the world, more than 300 exhibitors in an Exhibition Area that also welcomed Ministries, Regions, Municipalities, Public Entities and more than 1,000 startups and investors: the WMF - conceived and produced by Search On Media Group - is the most comprehensive event on innovation, culture, education.

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.

For Information and Materials

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