

The WMF continues its journey towards innovation and entrepreneurship abroad: in Zagreb, the second stop of the International Roadshow, which saw the awarding of the best Croatian Startups that will fly to Rimini for the WMF2022.

WMF - the biggest Festival on Digital and Social Innovation in Europe, scheduled from June 16th to 18th at the Rimini Expo Center - continues its International Roadshow with the second stop in Croatia. A bridge between the Italian and Croatian innovative ecosystems that saw 18 Startups challenging each other in a competition of over €30,000 in awards given. At the event, the Presidency of the Croatian Republic, the Italian Embassy in Croatia, the Italian Trade Agency in Croatia (ICE) and the Italian-Croatian Chamber of Commerce (CCIC), who took part in talks on innovation, green, tech transfer and entrepreneurship.

Bologna, April 19th 2022

*"Very interesting, fun and dynamic, with the **We Make Future** you have brought to Zagreb a valuable piece in a revival of relations between Italy and Croatia that is developing all-round"*

—
Pierfrancesco Sacco
Ambassador of Italy in Zagreb

The **WMF International Roadshow** landed in Zagreb on March 31st.

The Croatian Capital hosted the second stop of the international project of WMF - The biggest Festival on Digital and Social Innovation, realized by **Search On Media Group**.

The **WMF** is creating, with its International Roadshow, an itinerant journey that aims to create a global network of innovation and innovative entrepreneurship, promoting the internationalization of innovation and sustainability Made in Italy. The Croatian stop - like the previous Greek one (Thessaloniki - 16/10/2021) - has consolidated a bridge, between the entrepreneurial ecosystems of Italy and Croatia, that works to bring the innovation of Italian companies and startups in the world, to realize a scouting part of the best startups in the country and, at the same time, to generate a virtuous flow of exchanges between Italy and abroad. A journey, that of the WMF

International Roadshow, that will bring the innovative realities selected abroad to the Rimini Expo Center, on **June 16th, 17th and 18th**, on the occasion of the **WMF2022**, International Trade Fair of the sector.

The new stop of the International Roadshow was held at **ZICER - Zagreb Innovation Centre** in the presence of the **Ambassador of Italy in Zagreb Pierfrancesco Sacco** and the **Vice-councillor for the Economy of the President of the Republic of Croatia, Martina Ciglević**. During the WMF event, talks on innovation and green, on tech transfer and entrepreneurship, business matching & networking opportunities in the exhibition area and the WMF Startup Competition between Italian and Croatian startups. The event was realized thanks to the cooperation between the **WMF**, the **Italian-Croatian Chamber of Commerce (CCIC)** and the **Italian Trade Agency in Croatia (ICE)**, the agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

Speeches and Talks of the event

Broad, the agenda of the event, built around innovation, entrepreneurship and networking: wide, the institutional *parterre*. Among the speakers: the Ambassador of Italy in Zagreb **Pierfrancesco Sacco**, the Vice-councillor for the Economy of the President of the Republic of Croatia **Martina Ciglević**, the WMF Head of Global Partnerships **Vito Esposito**, the Head of Public Relations of ZICER **Ivana Rajković Pavlić**, the Italian-Croatian Chamber of Commerce (CCIC) General Secretary **Andrea Perkov**, the Italian Trade Agency in Croatia (ICE) Director **Sandra Di Carlo**.

«*In recent years, Croatia has become an attractive destination for startups and high tech companies and it is witnessing a period of strong growth in the ICT sector, one of the most important driver of innovation*» has declared at the opening of the event the **ITA Director Di Carlo**, recalling also that «*in Italy the number of innovative and high tech Startups is constantly increasing and today we have about 14.000 companies, numbers doubled in the last 4 years*».

The **Ambassador Sacco** stated that the reason for his participation in the Roadshow is in the "very title of the event that will take place in the beautiful and extraordinary city of Rimini: **We Make Future**. We need to innovate, in the world, in all sectors, we need digital innovation in particular. Obviously in close connection with the concept of sustainability".

Also taking the stage at the event was **'Spot'**, the futuristic robot dog, accompanied by **Prof. Bojan Jerbić**, Director of CRTA - Regional Center of Excellence for Robotic Technologies, both upcoming guests at **WMF2022**.

To conclude the cycle of speeches and institutional greetings, the creator and Chairman of the WMF **Cosmano Lombardo**: *"The objective of the International Roadshow is not to promote the WMF, but is the construction of an ecosystem of innovation that we call **Italian Innovation Valley**. When we talk about innovation in this ecosystem, we don't only mean startups, scaleups and investments, but we want to conceive innovation through the inclusion of concepts such as integration, sustainability and, now more than ever, peace. As actors of this ecosystem, we all have the right to live in a world that contains these principles, but more importantly we have the duty to work to achieve it."*

The Italian-Croatian Startup Competition

From the call for startups opened for the Croatian stop of the Roadshow, 10 Italian and 8 Croatian startups were selected, which were then involved in the expo area and in the Italian-Croatian Startup Competition. The participating startups came into contact with key stakeholders thanks to the presence of the **University of Zagreb** and big players such as **OVHcloud**, **Zagrebačka banka** (UniCredit Group) and **Privredna Banka Zagreb** (Intesa Sanpaolo Group). The Startup Competition was won by the 3 Italian Startup **True Tissue on Platform**, **BIORISTOR**, **re.corder** and the 3 Croatian Startups **Makabi Agritech**, **Elnav.ai**, **Gamechuck Arcades**; furthermore **Spiritus** was awarded the special prize of 10.000€ by the sponsor **OVHcloud**, for a total prize pool of 30.000€. The 6 winning startups will join the WMF 2022 scheduled from June 16th to 18th at the Rimini Expo Center, where they will present their projects to investors and incubators present thanks to a *customized booth in the Startup District* - within the exhibition area - and through *pitch sessions on the Startup Stage* that will see also the 36 selected startups from the international calls of Roadshow.

On the agenda, during the three days of the Festival, the 10th edition of the largest international startup competition in Italy, which will see this year startups from all over the world competing on Mainstage during the Finals. The themes include the 12 Future challenges identified by WMF, which will be addressed during the finalists' pitches. The jury will be composed of investors, corporate partners, representatives of startup incubators and venture capital funds from around the world. In the past editions there were **more than 3,300 startup applications** and prizes totaling **2 million euros** were awarded.

The presentation of the prizes for the Italian-Croatian Competition took place at the end of the event at the hands of the CEO of Search On & Chairman of the WMF **Cosmano Lombardo**, of the President of the Italian-Croatian Chamber of Commerce **Claudio Canaccini** and of **Alberto Gusella** of Zagrebačka banka. Then, the day ended with a tour organized by the **Italian Trade Agency in Croatia (ICE)** within the main research centers of the Capital, which was attended by the teams of the winning startups and representatives of the WMF.

Useful Links

- [WMF - the biggest Innovation Festival](#)
- [WMF International Roadshow - Croazia](#)
- [Finalists of the Italian-Croatian Startup Competition](#)
- [WMF International Roadshow](#)
- [WMF World Startup Fest](#)
- [WMF Startup Competition](#)

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

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