



The WMF International Roadshow stops in Cairo, Egypt for two days of startup-centered events.

First time in North Africa for the WMF International Roadshow, which will be holding an event in Cairo, Egypt on February 10-11 in partnership with Startups Without Borders. A two-day event aimed at boosting the flow of new great ideas, and sharing insightful knowledge on the innovation industry, tech-driven entrepreneurship, investors' ecosystem, and digital culture. A startup competition is also in the pipeline: applications will close on January 20.

Bologna, 01/13/2023

WMF - We Make Future will soon land in Africa for the next stop of its **International Roadshow**, to hold an event in partnership with **Startups Without Borders**, and entirely dedicated to the international startup ecosystem, the innovation industry, and networking between field stakeholders. On **February 10-11**, inside the **Cairo Business Park**, the WMF innovation network will meet the Egyptian startup ecosystem, laying out an outstanding opportunity for all **tech-forward startups** seeking to expand their network, and tackle the right audience.

The North-African event is part of a broader program, the **International Roadshow**: the WMF traveling project designing and hosting events abroad, aimed at bridging **different local innovation ecosystems** and **strengthening connections** between worldwide innovation players and stakeholders.

WMF is a leading European innovation event that in 2022 reached over **36,000 attendees** from **49 countries**, and more than **1,300 startups and investors** from around the world. During the Cairo stop, WMF will bring along a **delegation of startups from its network**, which will take part in the local Startup Competition, hosted in collaboration with the local partner **Startups Without Borders**, a prominent international network of +10.000 entrepreneurs, focused on **connecting uprooted entrepreneurs** to the best fitting **resources and opportunities** to establish and strengthen their businesses.

The **WMF Innovation Team**, together with **Startups Without Borders**, has selected some of the most outstanding startups from Italy and the MENA region (Middle East and North Africa) to take part in the pitch session. The awarded startups will be granted full access to **WMF 2023**, scheduled in **Rimini (Italy) on June 15-17**, with





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the opportunity of exhibiting inside the Startup District, and access to reserved networking activities and **B2B meetings** with leading industry players and investors. The **first-place winner** will also have the possibility to **pitch on the Startup Stage** or the Mainstage during the Festival, competing for a prize of up to 1 million € in services. **The selection process will close on January 20.**

The WMF startup delegation will also be granted the opportunity of **networking with investors from the MENA region**, thanks to the Startups Without Borders network of industry players and stakeholders.

The next WMF is scheduled for **June, 15-17, 2023** at the Rimini Expo Centre (Italy).

We Make Future - The Largest Digital Innovation Festival on the Planet

The next appointment with WMF, the international event entirely dedicated to the innovation ecosystem, is scheduled on **June 15, 16, and 17, 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 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 created 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 and curates the WMF and other training events, and the ibrida.io platform, which hosts online, hybrid, and offline events in a highly customizable and flexible environment.

For information and materials

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Useful links

- [WMF Egypt event](#)
- [WMF official website](#)
- [The International Roadshow](#)
- [WMF World Startup Fest](#)

