



With 12 events around the world, WMF is going global to spread innovation. Chairman Cosmano Lombardo: "The Festival is a tool to encourage digital cooperation on a global level"

WMF will be exported all around the globe through events and initiatives created to spread ideas and knowledge from the world of innovation and to encourage the construction of a worldwide network. It will be starting in October and the events that are already included in the program will be taking place in Croatia, Malta, Australia, China, Spain, Canada, Serbia, Vietnam, France, Greece, Bulgaria and Tunisia.

WMF - the largest Innovation Festival in Italy created by **Search On Media Group** - crosses Italian borders, placing itself as a key reference on the **international innovation scene**.

After organizing **the first hybrid Festival in the world**, the Web Marketing Festival presents [WMF Worldwide Events](#) and a new ambitious project: gathering ideas and knowledge related to innovation, entrepreneurship, startups, and digital technology all over the world.

The starting stages of this journey coincide with the main cities of **12 nations**, through a very dense calendar that will open in October and continue into 2021, it will cover all the continents, traveling between **Malta, Australia, China, Spain, Canada, Serbia, Vietnam, France, Greece, Bulgaria, Croatia and Tunisia**.

The new international plan will result in a series of events that will take place in collaboration with **partners identified in the areas and cities** that are part of the project: from Sydney to Barcelona, from Vancouver to Chengdu, passing through Belgrade, Hanoi, Valletta, Lyon, Thessaloniki, Sofia, Zagreb and Tunisia.

Here WMF aims to bring - in addition to its mission - **events, insights and debates** on issues related to technological and social innovation, business worlds, aspects of the environment and sustainability, the many facets of digital technology and the effects on the world communities. All of this, including the original Festival and, in particular, the Mainstage the central stage with guests, inspirational talks and live shows.

That is it not all: on the entrepreneurial side, calls will be opened up in each nation for companies and brands in the area, thus allowing an increase to various **on-site startup competitions**. These challenges will follow the model of the largest Startup Competition in



Italy, which for 7 years has characterized the WMF program, creating development opportunities for **over 2,600 startups** and acting as a driving force for the growth and innovation of the entire Italian and European business landscape.

The various winning startup companies in the competitions will then be involved in the subsequent editions of the Festival in Italy, thus ensuring the circulation of ideas and international projects between our country and abroad.

*"In recent months we have seen how much the cooperation between various actors has proved to be the fundamental basis for the developing of coordinated and effective actions for achieving shared objectives. Promoting the spread of innovation and expanding its ecosystem has always been among the primary goals of WMF, which confirms its vocation as an accelerator and a platform that starts from the bottom", explains **Cosmano Lombardo**, CEO of Search On Media Group and creator of WMF. "It is with this in mind that we are now embarking on a new, global approach, but which we believe is the natural evolution of the work that the Festival has conducted over the years. We have decided to go beyond national borders and to act as referents able to attract startups and foreign companies to Italy".*

The first of the scheduled events will be held in **Croatia (6 October)** and **Malta (14 October)**: information on the program and all the WMF events around the world can be found in the [Worldwide Events section](#) of the official website of the Festival.

WMF - The Digital and Social Innovation Festival

With over 21,000 admissions recorded in three days at the past edition, 500 exhibitors and partners and 500 speakers from all over the world, WMF is the largest Festival on Digital and Social Innovation in Italy. Created and produced by Search On Media Group, WMF in 2020 comes with a double edition: WMF Online - the first hybrid and widespread festival in the world held on 4, 5 and 6 June and WMF2020, to be held in Rimini and Online on November 19th, 20th and 21st 2020.

For more information

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