



Deadline to apply: until 10 of May 2016

Digital Enterprise Show will award the best digital leader, the best digital transformation enterprise and the best digital disruptor start-up

The *European Digital Mindset Awards* will recognize the most outstanding companies and professionals in digital transformation gathered in 5 categories:

Best digital leader executive of 2016, Best digital transformation enterprise, Best journalistic work on digital transformation, Best digital campaign and Best digital disruptor start-up

Madrid, May the 04th 2016.- **Digital Enterprise Show (DES2016)**, the global leading Digital Transformation event will be held May 24th-26th in Madrid. The show, that is expected to join over 18,000 international, will have an economic impact over 27 Million Euros to the city of Madrid.

Moreover, the latest trends and the most innovative projects in digital transformation will be shown during this show. Following this line, the European Digital Mindset Awards has been announced by the organization to recognize the most innovative proposals that offer a disruptive approach to Customer Experience and IT Management or submit new digital business models. Values such as **innovation, leadership, disruption or strategy** will be considered by the Committee of International Experts in order to select the winners.

The European Digital Mindset Awards are intended to companies, managers, universities, business schools, analysts, journalists, start-ups, accelerators, technological parks or innovation centers around the world which want to apply until next 10th of May by filling the online form in the Digital Enterprise Show site.

The projects and professionals awarded will be released during a gala dinner on May the 25th in Madrid celebrated in the framework of Digital Enterprise Show.

5 categories to apply

The *European Digital Mindset Awards* will recognize both professionals and companies that stand out for its digital transformation leading in the following categories:

Best digital leader executive of 2016, will recognize the best President or CEO that is leading the digital transformation of its organization having stunning results, while improving the value of the share.

Best digital transformation enterprise, will award the company that better executed the change from the traditional to the digital business model or that better combined both models with success.

Best journalistic work on digital transformation, will recognize the best journalistic work that shows the impact of the Digital Transformation in a specific industry or in an economic region.

Best digital campaign, will award the best advertising campaign based on digital channels and platforms with more impact and results during the last year from public to private sector.

Best digital disruptor start-up, will recognize the start-up with a high impact into the sector that represents thanks to its business model and with a higher projection during the upcoming years.

Check out the basis of the competition [here](#)

Contact: press@des-madrid.com

What is *Digital Enterprise Show*?

Digital Enterprise Show is the leading event in Digital Transformation that brings CEOs, CIOs, CDOs, CMOs, political leaders and HR departments together with the most innovative tech companies and consultancy the most cutting-edge technology solutions and products to guide European large corporations and SMEs to the Digital Transformation. This includes technological solutions to improve their businesses customer's experience, operational processes and business models from all industries.

The 6 main business areas to highlight at *Digital Enterprise Show* (DES2016) are: Cloud, Mobile, Big Data & Analytics, Social Business, Cyber security and Internet of Things. Thanks to the 200 top tech companies in Networks, Connectivity, Digital Transformation and Business Accelerators, Madrid will host during *Digital Enterprise Show* more than 18.000 business leaders and executives looking for solutions to become more competitive in the digital era. More than 160 tech companies will show up their innovations at DES.

Furthermore, a *Masterminds Congress* will transfer the digital skills needed with content exclusive to each profile of the company. More than 300 speakers are going to show the path to business leaders and European political leaders, to help them think long-term digitally.

Digital Enterprise Show has the support of the Secretary State for Telecommunications and Information Society (SETSI), the Community of Madrid and the City Council of Madrid with the aim to become Madrid in the worldwide capital city in digital business. Moreover, DES2016 has the support of the international Trade Offices from ICEX to help them promote the event in a double meaning: to attract top tech companies that want to increase their sales in the European market; and on the other hand to help Spanish IT sector to export their businesses and expand internationally.