



DES – Digital Enterprise Show 2022 hold its sixth edition in Malaga from 14th to 16th June

Barack Obama shares his vision on technology, the future of jobs, climate change and new generations at DES – Digital Enterprise Show 2022

The former president has focused his message on the need to automate and robotize industries in order to restore the value of human talent

Barack Obama's session has brought together more than 1,000 executives from international corporations and has attracted a great deal of media attention from journalists from all over the world

Malaga, 15 June 2022.- The former President of the United States and Nobel Peace Prize winner, **Barack Obama**, has been the undisputed star of the first day of [DES-Digital Enterprise Show 2022](#), the largest technology event in Europe after the Mobile World Congress, that is being held in Malaga and expected to attract more than 14,000 congress participants and 600 international experts.

During his speech, the former President of the United States has reviewed the great challenges facing the world today in terms of digitalization, transparency and sustainability, and the acceleration of the changes we are experiencing thanks to technology. *"We should not forget that smartphones are only 12 years old, but when you go to any small town, everyone has one. We have never seen such a great and rapid technological change"*, he has stressed. A change that has led us to become a connected world of which *"social networks are a good example of how information flows, but also of how this information can be toxic"*.

The geopolitical situation has been another of the main topics of conversation with Barack Obama at DES2022. *"To win in this context of ideas between democracy and authoritarianism, we have to seek an inclusive capitalism that reduces inequalities,"* he has said. Taking advantage of his visit to Malaga, the former president also has claimed that *"we must think at the local and regional level, people need a sense of belonging, but it has to be healthy, without creating enemies"*.

Obama has also addressed the migration crisis that has worsened in recent years and its relationship with climate change. *"I think there's strong evidence that the migration crisis that we're experiencing in the world has been triggered by climate change. People may have no choice but to leave their land"*. For this reason, he has underscored that *"we have to go for clean energy. Governments must promote initiatives for energy transition. If I were in the technology sector, I would probably be thinking about how to use existing technologies and apply them"*.

Technology to foster an ecosystem of progress

In a setting such as the DES – Digital Enterprise Show 2022 and in a city such as Malaga, the former US president has also spoke of the importance of the technology sector in



social and economic development. *"If a company grows, it can directly hire people and will have the capacity to research and seek commercial alliances,"* he has declared. Obama has also defended the digitalization of industry because, in his words, *"robotization is what is going to reduce repetitive and tedious jobs that do not require transformation or creativity"*. Having good universities and an ecosystem of venture capital has been the two recipes that the former American president has pointed out to the attendees for developing a strong technological fabric. He has also highlighted that in order to encourage the entrepreneurial ecosystem, it is essential to be willing to take risks, and that good risk management is what will lead to the emergence of innovative projects and new business models.

Technology brings changes and new ways of working that we must be prepared to deal with. *"It is time to reimagine how to redistribute work and we will have to make social and political adjustments to adapt to the new reality that is coming. We need to train people more, pay them more for jobs that can't be automated". "It's time to have the conversation about the four-day workday, because things are evolving fast"*.

Obama has closed his speech in front of 1,000 senior executives from major international corporations with optimism, highlighting the role of the younger generation in today's and tomorrow's world. *"The problems we are talking about today will not be solved in our short lifetime, so we must prepare the next generation to do it"*. And he has stressed that *"the most important thing we can do today is to encourage and accompany the younger generation towards leadership. All over the world I see young people who are very prepared and my message to them is: I am here to help you. The younger generations are increasingly innovative and have a more holistic and inclusive view of the world"*.

Malaga at the world's technological epicentre

Following the former President's session at DES2022, **Sandra Infante**, Director of DES – Digital Enterprise Show 2022, has emphasised that *"Barack Obama's presence in Malaga has had a very positive impact for the whole city and for Spain, as it has put Malaga and Andalusia at the global epicenter of innovation, reinforcing its position as a technological hub of reference in southern Europe"*. Infante has added that *"we have filled the hotels in Malaga and we know that many companies participating in DES are organizing their own events in the city, creating much more impact on its economy"*.

More than 250 media from all over the world are covering this great digital transformation event, where there are more than 336 exhibiting firms presenting their latest innovations in Artificial Intelligence, IoT, Cybersecurity, Multicloud, Data Analytics, Virtual Reality, Blockchain or 5G.