



DES2024 gets underway with the leading role of exponential technologies

From June 11th to 13th, the eighth edition of DES will bring together more than 17,000 international executives who will come in search of the latest solutions in AI, Blockchain, Multicloud, data analytics, or cybersecurity

The event will host great gurus of the sector at the Digital Business World Congress, who will advance what is on the horizon of technological evolution in companies and administrations

Madrid, November 6, 2023. – Exponential technologies will conquer Malaga (Spain) in 2024 with the celebration of the eighth edition of [DES – Digital Enterprise Show](#). The largest multi-specialist event on exponential digital solutions at European level will disembark again in the capital of the Costa del Sol, **from June 11th to 13th, 2024**, with the purpose of guiding companies, SMEs and administrations on their way to the ultimate digitization to be more competitive.

Under the slogan '**Feel the Exponential Intelligence**', DES2024 aims to highlight the convergence between the potential of exponential technologies, currently led by Artificial Intelligence, and the capabilities of human talent. Thus, the summit will highlight the synergies created from these two factors, which have led to the improvement of customer experience optimization, operations, and the development of new business models.

The director of DES2024, **Sandra Infante**, highlights that "*we come from years in which companies have evolved digitally at great speed, incorporating technologies such as Artificial Intelligence, Data Analytics and Advanced Computing; and Multicloud solutions, Blockchain, Cybersecurity or Virtual or Augmented Reality, among others. Consequently, the next step, and what we will address at DES, is how to integrate and manage such tools in an intelligent way with the aim of being more efficient and competitive in each market.*"

In this context, more than 17,000 managers from around the world will gather at DES – Digital Enterprise Show to find a technology partner and discover the digital strategies that will help them improve their processes and business areas. In addition, more than 400 exhibiting firms will be the ones in charge of offering all the innovations linked to disruptive technologies, with the aim of meeting the requirements of today's demand.

Technology gurus meet at Digital Business World Congress

In the framework of DES2024, a new edition of **Digital Business World Congress**, the European reference technology forum, will take place. It will bring together great gurus of the industry, who will reveal what the next steps are in terms of digital evolution. Specifically, the congress will welcome more than 450 international experts, who will share their knowledge, success stories and inspirations in a very detailed agenda oriented to the sectors of Banking, Manufacturing, Health, Mobility, Retail, Tourism, Energy and, as a novelty, Entertainment. In total, there will be more than 375 sessions in a program that is completed with eight vertical forums, and agendas focused on each



professional profile (CEOs, CIOs, CMOs, CDOs, Purchasing and Human Resources Directors).

Among the great voices that have passed through the stages of the Digital Business World Congress are **Barack Obama**, 44th President of the United States of America; **Gunter Pauli**, creator of the 'Blue Economy' concept; **Nina Schick**, expert in generative AI and advisor to President Biden, or **Jerome C. Glenn**, CEO of the think tank The Millennium Project, and independent consultant to the World Bank and the UN.

[About DES | Digital Enterprise Show \(June 11th-13th, 2024, FYCMA, Málaga\)](#): DES - Digital Enterprise Show is an event of Nebext - Next Business Exhibitions in collaboration with the City of Malaga and the Junta de Andalucía. Along its seven editions, it has become the largest European professional event on exponential technologies and one of the global benchmarks that offers senior management of companies the latest solutions and products to accompany large corporations, SMEs and European Public Administrations towards digital transformation. Throughout 3 days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products for all industries.