



## **DES2024 will award the leading companies in the incorporation of exponential technologies**

**The eighth edition of the European Digital Mindset Awards will honour projects that have accelerated competitiveness and sustainability in industries as a result of digitalisation**

**The awards, which are open for applications until 26 April, will be presented in Malaga (Spain) at the DES - Digital Enterprise Show 2024**

**Madrid, January 18, 2024.**- Innovation will once again take centre stage at the European Digital Mindset Awards. The eighth edition of the awards, held as part of the [DES – Digital Enterprise Show](#), will recognise the leadership and efforts of those companies and professionals who are committed to adopting exponential technologies in their business model. In this sense, the awards will showcase the best projects that are driving digital transformation in the business world, as well as those that accelerate disruption in customer experience, sustainability, or in public administrations.

After receiving more than 250 applications in the last edition, the European Digital Mindset Awards have now opened their nominations, which will give visibility to the optimal incorporation and diffusion of exponential technologies, with the leadership of AI, in industries. In this regard, the categories for which participants can submit entries are:

- **Best Digital Transformation Enterprise Award**, for the company that has accelerated performance and achieved outstanding results based on digital transformation models and the application of exponential technologies.
- **Best Inspiring/influential media work Award**, which recognises the best media project that showcases the impact of digitisation on society, an industry or a specific company
- **Best marketing campaign Award**, which highlights the initiative that has achieved the best results by combining marketing tools, platforms and digital channels.
- **Best digital accelerator, public sector Award**, which distinguishes the efforts of the public administration in digital transformation initiatives.
- **Best digital project oriented towards sustainability Award**, which recognises a company that has worked and reoriented its activity and business to meet the SDGs of the 2030 Agenda.
- **Best digital disruptor start-up Award**, which honours the emerging company in any sector that has made a significant economic, social and/or environmental impact and has a high projection for the coming years.

The awards are aimed at companies, projects, initiatives, universities, business schools, academics, researchers, analysts, startups, accelerators, science and technology parks, and innovation centres from all over the world, whose objective is to propose some kind of innovation in the field of digitalisation or sustainability.



Those interested [can submit their proposals](#) until 26 April, although the winners will be revealed at a gala dinner at DES 2024 on 12 June.

*"The emergence of Artificial Intelligence has taken a further step in accelerating the digital transformation of the world as we know it and, together with other exponential technologies, is a clear lever for economic development. Thus, DES 2024 will recognise with the European Digital Mindset Awards these benchmark technological initiatives that are setting trends in the development of the industry of the future and that contribute so much to its evolution",* says Sandra Infante, director of DES.

In the last edition, the European Digital Mindset Awards recognised the good practices in digital transformation and digitisation of companies and institutions such as **RTVE, Thing or Two, Secuware, Éxxita Be Circular, Idoven and Gonvarri Industries.**

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**[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.