



## **The Scale-Up! World Summit is looking for the leading startups in exponential technologies**

**From 11 to 13 June in Málaga, Spain, the forum will give entrepreneurial talent the opportunity to present their innovative solution in front of investors, potential partners and large global companies**

**Startups can apply to participate in the meeting, which takes place within the framework of DES, until 19 May**

**Madrid, 17 April 2024.** - Exponential technologies have become an indispensable tool for boosting business competitiveness. In this regard, startups are positioned as key players when it comes to developing these solutions and accelerating the digital transformation of any industry with solutions such as Generative AI, data analytics, multicloud, Blockchain, AR/VR, or cybersecurity, among others.

For this reason, [DES - Digital Enterprise Show 2024](#), the largest European event dedicated to exponential technologies, will be the meeting point for emerging companies, which will have the opportunity to present their value propositions to investors, potential partners and large global companies. It will take place at The Scale-Up! World Summit, the forum dedicated to DES entrepreneurial talent, which aims to expand the technological impulse and digitalisation throughout the business fabric of our country and globally.

Interested startups can [apply](#) until 19 May in the vertical industries of Banking and Insurance, Retail and eCommerce, Manufacturing and Industry 5.0, eMobility, Smart Cities, Health, Entertainment, Tourism and Hospitality and Sustainability.

The most disruptive companies in each sector, chosen by a committee of experts, will be able to present their solution at the event, as well as having the opportunity to showcase it in the DES2024 exhibition area. They will also be automatic candidates for the [European Digital Mindset Awards 2024](#), in the category of "Best Digital Disruptor Start-Up Award", and will be able to meet with potential partners to develop their project. The Scale-Up! World Summit will promote the potential of emerging companies to an ecosystem of investors, leaders and representatives of institutions and organisations to generate connections and create an environment for collaboration and growth.

### **More than 450 top international experts**

From 11 to 13 June, DES2024 will consolidate Malaga as a strategic enclave in the panorama of global technology events, bringing together more than 17,000 CIO's, CMO's, CEO's, Chief Data Officer's, Chief Sustainability Officers or AI Directors, among other high-level profiles, who are looking for their technology partner to improve the competitiveness of their company or management area.

In addition, this year's summit will bring together more than 450 international experts, who will share strategies, projects and success stories with exponential technologies as protagonists and with a focus on human talent, regulatory changes and the impact on business models. Also, more than 400 exhibiting firms will reveal their latest innovations in data analytics, 'multicloud', cybersecurity, intelligent automation or hyper- among other



solutions that are transforming businesses as a whole, many incorporating Artificial Intelligence.

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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.