



## DES 2026 seeks out leaders who are setting the standard for technological innovation

From 9<sup>th</sup> to 11<sup>th</sup> June in Malaga, Europe's largest event on exponential technologies and AI will host the Digital Business World Congress, where top gurus will gather to examine the future of the sector

**Experts and entrepreneurs who wish to participate in the forum can submit their applications until 26 April**

Madrid, 4<sup>th</sup> December 2025. – [DES – Digital Enterprise Show 2026](#) continues to prepare to become Europe's leading showcase for the latest innovations in exponential technologies and AI. From 9<sup>th</sup> to 11<sup>th</sup> June, the event will bring together **more than 15,000 international executives in Malaga, Spain**, who will attend with the aim of finding digital solutions, concepts, business models and strategies to improve the competitiveness of companies and administrations.

In this context, the event will host the **Digital Business World Congress**, the largest forum on technological trends, bringing together more than 500 experts who are leaders in their field at national and global level. They will discuss the impact of digitalisation on different industries, outline its evolution in the coming years and analyse success stories.

With the aim of adding new voices and enriching the debate with valuable experiences, the **Digital Business World Congress has opened its call** for specialists, academics, gurus and leaders to present their outstanding projects on its stages. Those interested should share their innovative technological initiatives capable of driving transformation in constantly evolving sectors such as banking and insurance, manufacturing, education, sports and entertainment, health, tourism and hospitality, defense, e-commerce and public administration. Applications can [be submitted until 26 April](#).

Proposals, which must be submitted in English as the official language of DES2026, will be evaluated by a committee of experts who will apply criteria including their impact on the industry they target, their contribution to solving challenges, their disruptive nature, and their effect on business objectives.

### **Over 350 presentations and new trends**

In its tenth year, DES has become highly specialised and will host seven parallel events dedicated to the exponential technologies with the greatest potential today. These will take place in the exhibition area, where their applications and developments will be showcased, and at the Digital Business World Congress, where their evolution, trends and challenges will be discussed.

Following this model, **The Alnomics** will study the progress of artificial intelligence, focusing on its strategic incorporation to achieve measurable results and its capacity to aid decision-making in companies and institutions. Issues related to corporate shielding, at a time marked by geopolitical uncertainty and the rise of virtual attacks, will be central to the debate at **CyberXponential World**. This forum will examine the need to establish preventive measures to protect corporate competitiveness, while highlighting the

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responsibility of European technology players and public-private collaboration in improving cyber defence, resilience and data sovereignty. Precisely, these data, their management and developments in cloud infrastructure will form the backdrop to **Cloud to Sky Connect**.

They will be joined by **Retail Tech Fest**, a hub for consumer-facing and e-commerce professionals and executives, where success stories and formulas for increasing online sales will be shared; **Digital Marketing Planet**, which will explore how technological solutions such as AI, virtual reality and augmented reality are transforming the consumer experience; and **España Empresa Digital**, which will emphasise the digitalisation of national SMEs to promote their profitability and internationalisation.

At the same time, entrepreneurial talent will have its own stage at **The Scale-Up! World Summit!**, a competition in which technology startups with proposals for different industries will present themselves to investors and potential partners.

With all this in mind, the 'DES Universe' will also address other key issues that are influencing the configuration of today's technological ecosystem, including **the role of professionals** in guiding AI towards the achievement of objectives; the **combination of digital solutions** to build more agile and scalable organisations; and the expansion of **EdTech** (*Education and Technology*) with the emergence of new tools that are helping teams to be more flexible.

These topics will be among those featured in the programme of the Digital Business World Congress, which over its 10-year history has welcomed prestigious figures such as **Barack Obama**, 44th President of the United States; **Zondwa Mandela**, grandson of Nelson Mandela and president of the Mandela Legacy Foundation; **Margaret Mitchell**, founder of Google's AI Ethics Department and director of ethics at the technology company Hugging Face; and **Gunter Pauli**, creator of the term "blue economy".

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**[Sobre DES | Digital Enterprise Show \(9-11 junio 2026, FYCMA, Málaga\)](#)**: DES – Digital Enterprise Show es un evento de Nebext – Next Business Exhibitions en colaboración con el Ayuntamiento de Málaga y la Junta de Andalucía. En nueve ediciones, se ha convertido en el mayor evento profesional europeo sobre tecnologías exponenciales y uno de los referentes mundiales que ofrece a la alta dirección de las empresas las últimas soluciones y productos para acompañar a las grandes corporaciones, a pymes y a las administraciones públicas europeas hacia la transformación digital. Durante 3 días, combinamos tecnología e innovación con liderazgo digital, soluciones tecnológicas para mejorar la experiencia de cliente y del empleado, optimización de los procesos operacionales y la identificación de nuevos modelos de negocio, servicios y productos de todas las industrias.

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