



Technological sovereignty, results-driven AI and professional leadership will shape the DES 2026 agenda

From June 9 to 11 in Málaga, Europe's largest event gathering on exponential technologies will welcome more than 15,000 executives who will discover the latest digital innovations on the market

Global leaders from Microsoft and the World Bank, together with academics from Silicon Valley and New York University, among others, will share their insights at the Digital Business World Congress

Madrid, April 1, 2026. – [DES – Digital Enterprise Show 2026](#) is warming up to become Europe's largest event dedicated to exponential technologies, with a special focus on artificial intelligence. From **June 9 to 11 in Málaga**, Spain, the gathering will welcome **more than 15,000 international executives**, who will attend to discover the digital innovations that are driving competitiveness among large companies, SMEs and government agencies.

With this goal in mind, DES 2026 has already opened registration, bringing together the key figures driving the technological revolution: from CEOs, CIOs, CISOs or CTOs to CAIOs (Chief Artificial Intelligence Officers), as well as directors of procurement and human resources. The latest digital developments in the market will be showcased by **more than 400 companies** participating in the event, which will present solutions in areas such as AI, cloud computing, cybersecurity, quantum computing, blockchain, IoT, Extended Reality and data, among others.

This year's event features the "DES Universe", where **more than 700 innovations** will be presented across seven thematic areas, three of which are new: **The IAnomics**, focused on advancements in artificial intelligence; **CyberXponential World**, which will highlight the strategic role of security, defense and quantum computing as drivers of competitiveness; and **Cloud to Sky Connect**, aimed at analyzing the current state of the cloud from a global perspective.

In addition, the **Retail Tech Fest** will return, organized by Adigital and The New Retail News, it will become the go-to event for the commerce and e-commerce sectors. Alongside this, DES 2026 will continue to promote **España Empresa Digital**, to bring SMEs closer to technologies that enable them to gain resilience, profitability, and efficiency; as well as **Digital Marketing Planet**, which will highlight proposals based on immersive environments that are transforming communication and persuasion, such as AI and virtual and augmented reality.

Leading international experts

The tenth edition of DES will convene **more than 500 international leaders** at the **Digital Business World Congress**, Europe's largest forum on trends and digitalization. They will discuss how technologies are impacting the development of productive sectors, the challenges of digitalization arising from the current context, and the trends that will emerge in the coming months.

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One of the world's leading technology gurus attending the conference is **Yongdong Wang**, Corporate Vice President at Microsoft and head of the company's Asia-Pacific R&D Group, from where he oversees the region's product research and development strategy. Joining him are other notable figures such as **Ricardo Baeza-Yates**, Director of Research at the Institute for Experiential AI in Silicon Valley and a leading authority on responsible AI; and **Margaret Chen**, recognized by the Chinese government as one of the 100 most influential people abroad and a key figure in relations between China and Spain.

Also confirmed to speak at the event are **Stefaan Verhulst**, a scholar at New York University specializing in the use of data and technology for public decision-making, who has served as an advisor to the European Commission, UNESCO and the World Economic Forum; and **Trevor Monroe**, Senior Program Manager at the World Bank, where he plays a central role in the institution's Big Data program.

Key topics at DES 2026

All the experts are part of a comprehensive program that will examine in detail the advancement of AI as a technology that has revolutionized business models, processes and teams. In this edition, the discussion will center on how companies and government agencies are taking **artificial intelligence** a step further by driving results and return on investment. In this regard, the focus will also address the evolution of **corporate technology infrastructures**, where AI converges with cloud and cybersecurity initiatives, among other solutions, to which quantum computing is now being added, opening new avenues for development.

Another major topic that will shape the agenda of the Digital Business World Congress is **technological sovereignty and geopolitics** at a time of heightened international uncertainty due to conflicts in Europe and the Middle East. This issue will be analyzed from a digital perspective, underscoring the importance of cyberdefense strategies, data protection and the competitiveness of European industry.

At the same time, the forum stages will explore the role of professional leadership and critical thinking as fundamental elements in companies' digitalization. Along these lines, the summit will look at methods and tools for strengthening decision-making, leveraging technology while also expanding its boundaries. It will additionally address the **rise of EdTech**, highlighting the digital solutions that are most effectively improving teaching and learning.

In addition, global success stories and flagship projects from Spanish companies will be presented, demonstrating how innovation, internationalization and technological trends are transforming the business landscape and public administrations.

[About DES | Digital Enterprise Show \(June 9-11, 2026, FYCMA, Malaga\)](#): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Malaga City Council and the Regional Government of Andalusia. Over nine editions, it has become the largest European professional event on exponential technologies and one of the world's leading events, offering senior management the latest solutions and products to accompany large corporations, SMEs, and European public administrations towards digital transformation. Over three days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of

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operational processes and the identification of new business models, services and products from all industries.

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