



The Scale-Up! World Summit calls for startups shaping the future of technology

The global event will take place as part of DES 2026, from June 9 to 11 in Malaga, and will bring together the most innovative digital entrepreneurs with investors and potential partners

Interested companies can submit their applications until May 4, in an edition that includes a new category dedicated to cybersecurity

Madrid, 15 April 2026. – Exponential technologies, led by artificial intelligence, are unlocking new opportunities for the private sector and public administrations by accelerating pioneering business models, optimising processes, and strengthening teams. In this context, emerging companies play a key role by contributing innovation, knowledge, and diverse perspectives, all of which drive the advancement of digital solutions in enterprises to boost their competitiveness.

In this context, [DES – Digital Enterprise Show 2026](#), Europe's largest event dedicated to exponential technologies and AI, which will take place **May 9–11 in Malaga**, Spain, will serve as a meeting place for entrepreneurial talent to showcase their unique projects to **more than 15,000 executives**, investors and potential partners. All of this will take place at **The Scale-Up! World Summit**, the global forum where startups selected as the most innovative will share their value propositions with the goal of making them scalable.

In addition, the chosen companies will have the opportunity to present their initiatives in the DES 2026 exhibition area, and the top 10 will automatically become finalists in the European Digital Mindset Awards. These are the industry's most prestigious awards, held as part of DES, and they distinguish organizations that are leading the way in technological innovation.

Companies interested in participating in The Scale-Up! World Summit can [submit their applications](#) through **May 4** in the following categories: Banking & Insurance; Retail & eCommerce; Manufacturing; Education, Sports & Entertainment; Health, AI & The Next Wave – focused on advancements in artificial intelligence – and Cybersecurity & Dual-Use Technologies, which is taking place for the first time against a backdrop defined by geopolitical instability and the rise of cyberattacks.

Through this call for entries, the tenth edition of DES will recognize startups' commitment to digital tools as key to a more profitable, efficient, sustainable and secure business ecosystem.

DES 2026 and its commitment to innovation

The Scale-Up! World Summit will be one of the innovation areas featured at DES 2026, which has been redesigned to host seven parallel events highlighting the most rapidly evolving technologies. Alongside it will be **The IAnomics**, focused on AI applications; **CyberXponential World**, dedicated to security, defense and quantum computing;

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Cloud to Sky Connect, covering the latest developments in cloud computing; **Retail Tech Fest**, showcasing digital solutions for the retail industry; **España Empresa Digital**, bringing the latest technologies to SMEs; and **Digital Marketing Planet**, exploring technological innovations in the field of communication and persuasion. In total, more than 400 companies will participate in the event.

At the same time, DES 2026 will welcome more than 500 international experts, who will discuss the digital trends expected in the coming months and examine the impact of technology on business and institutional environments. Some of the big names set to take the stage include **Randi Zuckerberg**, entrepreneur, former Head of Marketing at Facebook and CEO of Zuckerberg Media; **Yongdong Wang**, Corporate Vice President at Microsoft; and **Trevor Monroe**, Senior Program Manager at the World Bank, among many others.

[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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