



The Retail Tech Fest will turn DES 2026 into the largest technological showcase for the industry

The event, organized in partnership with Adigital and The New Retail News, will present the latest solutions driving more personalized, secure and responsible experiences across retail and digital commerce

The gathering will bring together executives from T-Systems, American Express, TAG Heuer and Scotta1985, among others, and will also host the Ecommerce Awards, which recognize the best projects transforming the sector

Madrid, April 29, 2026. – The retail and e-commerce sectors are at a turning point due to the expansion of AI, changing shopping habits and the current socioeconomic landscape. With this paradigm shift, digital commerce and models that blend online and offline channels are experiencing continuous growth in Europe, driven by the opportunities they offer in terms of convenience, variety and price. Market reports indicate that online sales on the continent will grow by 45% over the next three years, confirming the interest in this format.

For this reason, [DES – Digital Enterprise Show 2026](#), the largest European event dedicated to exponential technologies and AI, which will take place **from June 9 to 11 in Malaga**, Spain, will once again host the **Retail Tech Fest**, in partnership with Adigital and The New Retail News. It is the leading international gathering for professionals in retail and ecommerce, where the latest digital developments, strategies, and approaches are showcased to drive the competitiveness of both industries.

These developments will be presented by the companies participating in the event, which will unveil the most cutting-edge advancements in AI, cloud computing, data analytics, cybersecurity and virtual reality for commerce and digital commerce, among other solutions. In this regard, more than 400 companies will participate in DES 2026, showcasing over 700 innovations.

In addition to these state-of-the-art tools, the Retail Tech Fest will also feature an exclusive forum at the DES congress, which will bring together more than 500 international experts. The forum will include some thirty sessions addressing the issues that are shaping the growth of retail and online sales. Specifically, it will analyze the impact of geopolitics on brand internationalization; the rise of phygital environments; the integration of AI and data analytics across various corporate departments; concepts revolutionizing shopping, such as live shopping; and the role of TikTok, among other entertainment platforms, in today's customer relationships. All of this is aimed at creating more personalized, authentic and automated experiences.

Among the first confirmed speakers are **Alberto Centelles**, CEO of **Jocca**, an online store for appliances and home goods; **Fernando Pareja**, Head of the Retail, Services and Logistics Business Unit at **T-Systems Iberia**; and **Vlad Vita**, Policy Director at **Ecommerce Europe**, the association representing the sector in the EU.

In addition, the event, will feature prominent leaders such as **Julia López**, Vice President and General Manager of the Merchants Division at **American Express** for Continental Europe; **Fátima Doñoro**, Director of Communications at **TAG Heuer Iberia**; **Borja**

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Carvajal, Director of Marketing at **Scotta1985**; and **Juan Carlos Peña**, and Chief Digital & Commercial Officer at **Cash Converters Spain**, among others. The experts will share projects in which exponential technologies are enhancing customer experiences and refining interactions, as well as payments.

Best initiatives showcase at the Ecommerce Awards

The Retail Tech Fest will also highlight the companies' leading innovation in the field of online sales. This will take place at the **Ecommerce Awards**, organized by Adigital, which recognizes digital commerce initiatives that stand out for contributing to economic growth and competitiveness through their commitment to disruption, security, responsibility and consumer trust.

The accolades, which feature six categories, will honour the best international expansion through online commerce, the best sustainable e-commerce, the most outstanding technological innovation, the best data-driven e-commerce, the best e-commerce startup, the most significant omnichannel strategy, and the best transparent e-commerce. The deadline for [submitting nominations](#) is **May 4**.

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

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