



## DES 2026 brings together global AI leaders to examine its impact on profitability and geopolitics

The event will explore the opportunities and next steps for the solution, featuring experts from Google, the World Bank, the European AI Office, the KTH Royal Institute of Technology and New York University, among others

In its tenth edition, DES will welcome China as guest country, with a delegation led by senior executives from Microsoft and Tencent Cloud, who will explain how they are scaling up AI

**Madrid, May 22, 2026.** – AI has brought about a paradigm shift in decision-making. Recent market reports reveal that 77% of CEOs believe this technology is ushering in a new era of business. To analyze this impact and explore the future of artificial intelligence, [DES – Digital Enterprise Show 2026](#), Europe’s largest event dedicated to exponential technologies, will bring together leading global experts in the field from **June 9–11 in Malaga, Spain**.

One of the most anticipated speakers is **Randi Zuckerberg**, a tech entrepreneur and former head of marketing at Facebook, who will focus her session on examining how AI is becoming a real driver of business influence with measurable impact and growth. In fact, this effect on return on investment will be the central theme of DES 2026 and will also be the focus of sessions such as the one featuring **Miguel Escassi**, head of Government Affairs and Public Policy at **Google Spain and Portugal**, and **Kimberly Ware**, an international consultant with a track record at brands like **PayPal, Nike, HSBC and Michelin**. Joining her will be executives from **Hijos de Rivera, Securitas, Ilunion Hotels and Asisa**, who will share insights on the real value that AI brings and methods for scaling it.

**Ricardo Baeza-Yates**, an AI researcher at Sweden’s KTH Royal Institute of Technology, one of Europe’s most prestigious technological institutions, will likewise speak on this topic. The specialist will reveal the keys to implementing the tool responsibly in corporate environments and leveraging its capabilities to strengthen strategy and profitability. This profitability is further accelerated by the solution’s new advancements through the concept of agentics, which enables autonomous decision-making, as **Frank Moreno**, a member of the **European AI Office and the OpenAI Forum**, will explain.

The main challenges arising from this democratization of artificial intelligence, in addition to its scalability, are integrating technological sovereignty and ethics to make data more inclusive and transparent. This discussion will be led by **Stefaan Verhulst**, a **New York University** scholar specializing in data usage who has served as an advisor to the European Commission, UNESCO and the World Economic Forum. He will be joined by **Trevor Monroe**, Senior Program Manager at the World Bank, and **Vicent Botti**, a leading AI researcher, who will emphasize the proactive role the solution currently plays in fostering resilience across various sectors.

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## China, the guest country at DES 2026

On its 10th anniversary, DES will feature a guest country that plays a pivotal role in global technological progress: **China**. The nation has emerged as a global powerhouse in AI, telecommunications, and the industrial sector, and is also Spain's top trading partner in Asia. For this reason, a high-level delegation will attend the event to discuss the future of AI from their perspective. This includes **Yongdong Wang**, Corporate Vice President at **Microsoft** and President of the Asia-Pacific R&D Group, who will explore the scope of generative AI through initiatives such as Microsoft Copilot and Azure AI, while also analyzing collaboration between European and Chinese companies to foster innovation.

For his part, **Fred Sun**, General Manager for Europe at **Tencent Cloud**, the cloud computing division of the parent company of **WeChat and Riot Games**, the developer of the video game LOL, will explain how the company uses AI on a large scale. In terms of strategic relations with Spain, **Margaret Chen**, recognized by the Chinese government as one of the 100 most influential people abroad, will explore the ties between the two countries through notable examples of collaboration in technology infrastructure, innovation ecosystems and market expansion.

## The impact of AI on geopolitics

The technological revolution brought about by AI is redefining the new world order, the balance of power among nations and the future of multilateral cooperation. In this context, leading experts in Big Data, AI and technological innovation including **Carme Artigas**; **Osmar Polo**, CEO of **T-Systems Iberia**; and **Richard Benjamins**, CEO of OdiselA, will discuss the influence of digitalization on diplomacy and global governance, as well as the risks, opportunities and paths to further fostering competitiveness.

At the same time, DES 2026 will unveil initiatives that are helping to create smarter cities through AI. The event will showcase the EIRA project, an urban artificial intelligence infrastructure platform led by MIT that connects all of a city's data to facilitate decision-making. Additionally, the conference will address the impact of AI on new approaches to talent management, access to employment and professional retraining, led by **Ángel Sáez de Cenozo**, CEO at **LinkedIn** in Spain and Portugal.

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**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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