



The next wave of AI and global breakthroughs in quantum and cloud technologies arrive at DES 2026

From 9 to 11 June in Malaga, Europe's leading event on exponential technologies will showcase the latest solutions to boost the competitiveness of organizations before more than 15,000 international executives

In its 10th edition, the gathering will bring together major figures such as Randi Zuckerberg, along with executives from Microsoft, the World Bank, and Tencent Cloud, parent company of the Asian platform WeChat, among many others

Madrid, May 26, 2026. – [DES – Digital Enterprise Show 2026](#), is now putting the finishing touches on preparations to become Europe's largest event on AI and exponential technologies. Under the slogan "**Machines Learn, People Lead**", the global gathering will welcome **more than 15,000 international executives** to **Malaga, Spain, from June 9 to 11**, where they will discover the most cutting-edge solutions to boost the competitiveness of large corporations, SMEs and public administrations.

Today, the event was officially launched in Madrid as part of a particularly significant edition that marks its 10th anniversary and reinforces Malaga's position as the European capital of AI. **Sandra Infante**, director of DES, highlighted the summit's track record and its mission to "*enhance development across all sectors through technology that has evolved from a functional area into a strategic asset for businesses and government agencies*". Regarding this year's edition, Infante noted that "*we will focus on the new wave of AI, which promises to assist us in complex decision-making and return on investment, as well as the latest in quantum and cloud computing, as leading technologies*".

"DES Universe" and the tech gurus

DES 2026 will open its doors with a host of new features. The most significant change is its redesign into a hyper-specialized format that will transform the gathering into an event of events. Under the concept of "DES Universe," it will host seven themed spaces dedicated to AI, cybersecurity, the cloud, digital solutions for retail, marketing, and SMEs, as well as entrepreneurial talent. In terms of numbers, this ecosystem will showcase **more than 700 innovations** from the **over 400 companies** participating in the exhibition area.

Another highlight of this year's event is China's participation as the guest country. China is currently a global powerhouse in AI, telecommunications and the industrial sector, it is also Spain's top trading partner in Asia. For this reason, an executive-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 with Microsoft Copilot and Azure AI; and **Fred Sun**, General Manager for Europe at **Tencent Cloud**, the cloud computing division of **WeChat's** parent company, who will detail the organization's large-scale use of AI. **Margaret Chen**, recognized by the Chinese government as one of the

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100 most influential people abroad, will also participate, exploring the technological, innovative and economic ties between the two countries.

The **Digital Business World Congress**, Europe's largest digitalization forum, will serve as the platform where these experts will share their insights, bringing together **more than 500 international experts and leaders**. The event's lineup will also feature prominent figures such as **Randi Zuckerberg**, entrepreneur and former head of marketing at Facebook; **Trevor Monroe**, Senior Program Manager at the World Bank; **Ricardo Baeza-Yates**, an AI specialist at Sweden's KTH Royal Institute of Technology, one of Europe's most prestigious technology institutions; and **Stefaan Verhulst**, a researcher at New York University focused on data usage, who has served as an advisor to the European Commission, UNESCO, and the World Economic Forum.

All of them will examine the current state of technology, focusing on the main themes that will shape this year's conference, which are: the **next steps for AI** in maximizing profitability for companies and government agencies; the combination of tools, such as AI and the cloud, to create smarter **digital infrastructures**; the role of **dual-use technology**; **technological sovereignty** in the current uncertain context; and the importance of **human talent**, which is key to driving innovation.

Alezeya Sánchez, director of the Digital Business World Congress, said that *"this year we have more discussion time dedicated to the issues that truly concern the industry. That's why we've organized a forum focused exclusively on innovation in defense and another that addresses the latest developments in EdTech. We've also expanded the sessions covering the evolution of quantum computing and the impact of AI on ROI"*.

In this vein, the conference will be organized into forums that will analyze the impact of digital solutions, beyond defense and education, on banking and insurance, the manufacturing sector, sports and entertainment, healthcare, tourism and the hospitality industry, retail and e-commerce and public administration.

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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