



DES 2026 positions Malaga as Europe's AI agent hub, generating an economic impact of more than €30 Million

From 9 to 11 June, the event will showcase the latest technology solutions to more than 15,000 international executives, helping businesses and public administrations accelerate their competitiveness

The Digital Business World Congress will explore the challenges of digitalization with prominent figures such as Randi Zuckerberg and global decision-makers from Microsoft, Tencent Cloud, the World Bank and the European Space Agency

Leaders from Renault, Airbus, TAG Heuer, American Express, LinkedIn, BBVA, Carrefour and Glovo, among others, will share their insights on the use of AI agents to boost productivity in their companies

Madrid, June 8, 2026. – [DES – Digital Enterprise Show 2026](#), Europe's largest event dedicated to AI, is all set to open its doors tomorrow in **Malaga, Spain**. From **Tuesday, June 9, through Thursday**, the event will bring together **more than 15,000 international executives** who will learn about the market's most cutting-edge technological solutions designed to boost the competitiveness of large corporations, SMEs and public administrations.

Hosting DES 2026 will generate an economic impact of **more than 30 million euros** for the capital of the Costa del Sol, which **is reporting a 98% hotel occupancy rate** this week. As a result, the event also contributes to the city's international profile and helps fuel its economy.

DES 2026 promises to be a very special event as it **celebrates its tenth anniversary**. As a new feature, its format has been redesigned to become an "event of events", featuring seven thematic areas that will showcase advancements in AI, cybersecurity, cloud computing, solutions for retail, marketing and SMEs, as well as a space dedicated to entrepreneurial talent. All of this is organized under "**DES Universe**" and "**DES Arena**", bringing together 403 exhibiting companies that will actively participate by showcasing a total of 706 technological innovations.

Among the most significant innovations that will be presented are AI agents and integrated platforms that enhance productivity, task delegation, creativity and hyper-specialization. In this regard, the event will showcase AI agents that organize corporate travel using hyper-personalization criteria or that help optimize routes for the logistics sector. Additionally, other proposals will be unveiled, such as haptic technology that, with AI, transforms music into physical sensations; or a digital experience that blends extended reality with real-world mobility.

China, in turn, will play a significant role as the guest country. In its relationship with Spain, the global powerhouse has emerged as the country's leading trading partner in Asia, with bilateral trade reaching nearly 48 billion euros in 2025. Against this backdrop

DES es un evento de:

NEBEX T
NEXT BUSINESS EXHIBITIONS



of cooperation, DES 2026 will welcome a delegation from China led by **Yongdong Wang**, Corporate Vice President at **Microsoft** and President of the Asia-Pacific R&D Group; and **Fred Sun**, General Manager for Europe at **Tencent Cloud**, the cloud computing division of **WeChat**'s parent company. Both will explain how they are accelerating the large-scale adoption of AI to make it a practical solution for businesses and governments to strengthen their competitiveness.

An event teeming with inspiration

These cutting-edge technological innovations will be explored at the **Digital Business World Congress**, Europe's largest digital transformation forum, which will take place at DES. On its stages, **637 international speakers** will share insights on how to leverage AI tools to enhance organizational efficiency, productivity and sustainability.

One of the most anticipated speakers at this year's event will address this topic: **Randi Zuckerberg**, a tech entrepreneur and former head of marketing at Facebook. She will outline the strategies companies can adopt to translate AI into measurable growth, turning it into a real driver for business development. The summit will also discuss the **implementation of artificial intelligence alongside other solutions**, such as cloud, quantum computing, data analytics and virtual reality, to build robust and more resilient digital infrastructures.

In addition, and for the first time, the Digital Business World Congress will host a forum focused on technological developments in the defense sector. At the forum, leaders from the **European Space Agency**, the **German aerospace agency DLR GfR mbH**, **C** and the **Spanish National Police**, among others, will delve into the progress of dual-use solutions, such as drones and satellites, which are proving essential for military operations and for ensuring the protection of critical infrastructure and organizations.

Similarly, the event will examine **the importance of technological sovereignty and cybersecurity** in the business ecosystem, including concepts such as "Zero Trust", while also exploring the **rise of EdTech**. In keeping with this year's slogan, "Machines Learn, People Lead", the gathering will also analyze the **role of human talent**, which is what guides machines to be truly useful.

To discuss these issues, the conference agenda will feature prominent figures such as **Trevor Monroe**, Senior Program Manager at the World Bank; **Ricardo Baeza-Yates**, an AI expert at Sweden's KTH Royal Institute of Technology, one of Europe's most prestigious technical universities; **Stefaan Verhulst**, a researcher at New York University focused on data usage, who has served as an advisor to the European Commission and UNESCO; and **Margaret Chen**, recognized by the Chinese government as one of the 100 most influential people abroad.

The program will also bring together executives from well-known brands such as **Renault**, **Airbus**, **TAG Heuer**, **American Express**, **LinkedIn**, **Stellantis**, **Naturgy**, **BBVA**, **Carrefour**, **Renfe**, **Seat** or **Glovo**, at the "DES Arena," where they will share their perspectives on digital integration and how to implement it profitably.

DES es un evento de:

NEBEX T
NEXT BUSINESS EXHIBITIONS



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.

DES es un evento de:

NEBEXT
NEXT BUSINESS EXHIBITIONS