



ACCELERATING PERFORMANCE

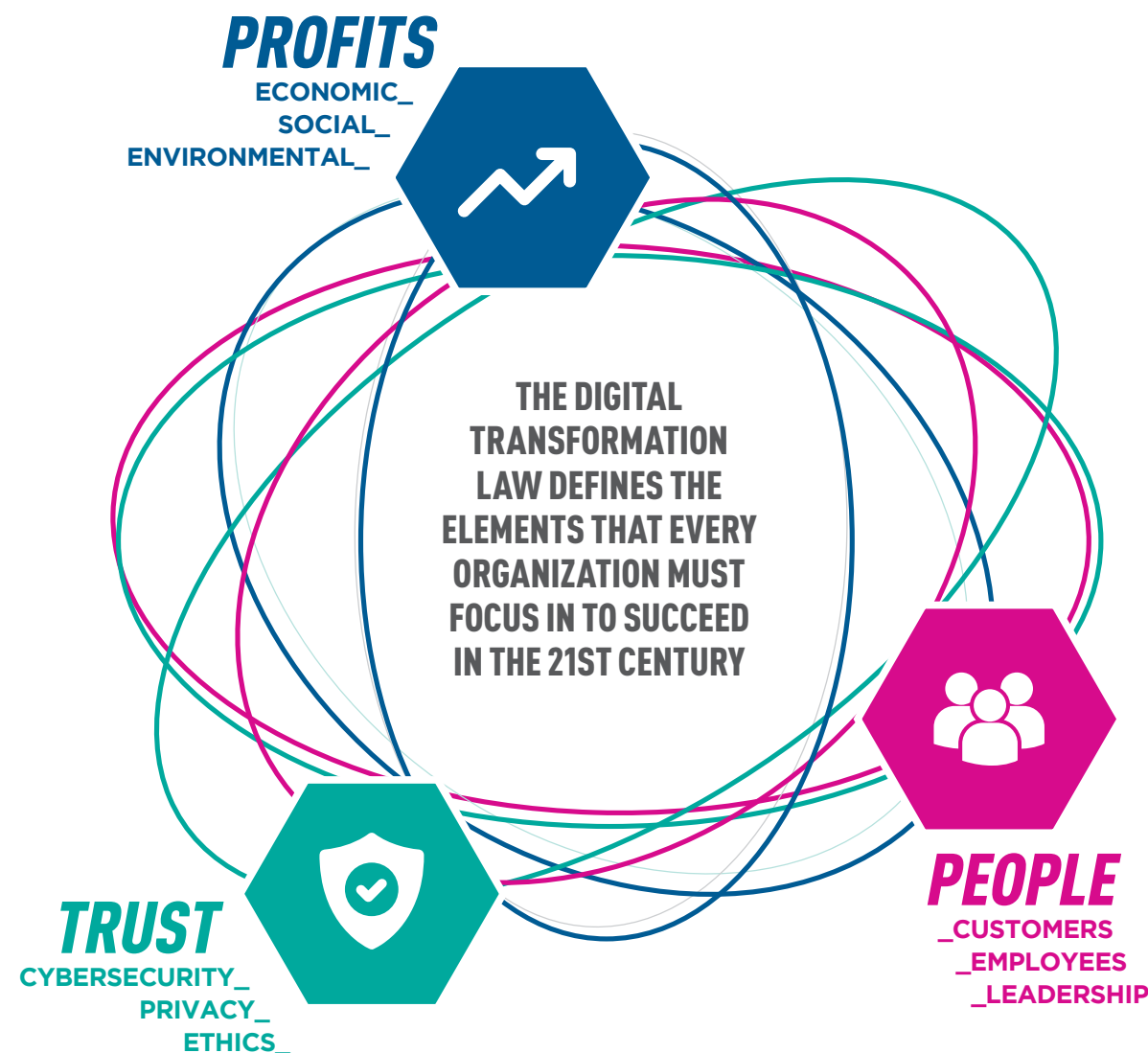


18-20 MAY, MADRID #DES2021
WWW.DES-MADRID.COM

THE DIGITAL TRANSFORMATION LAW

We have been hearing the concept of Digital Transformation for some years now; it is time to prove that transforming your organization pays back.

Digital Transformation has swepted across multiple industries and it is not all about potentialities, but business. Companies are created to generate sustainable economic and social profits.



DES|Digital Enterprise Show brings together the best minds to spur the identification and creation of business and professional opportunities every year in May.

The myriad of conferences, the exhibition area and the many networking possibilities equally attract top executives, decision makers, transformers, innovators and entrepreneurs.

The range of topics and formats along with the mix of participants from around +50 countries, stimulates knowledge, inspiration and success stories sharing.

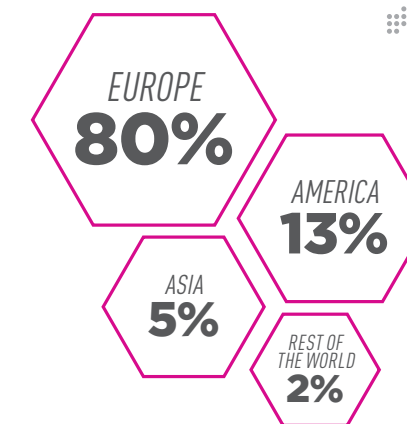
EXPERIENCING DES MAKES A DIFFERENCE

"I PRESENT AT MANY EVENTS EVERY YEAR - RANGING FROM THE LARGEST SHOWS TO THE MOST PRESTIGIOUS NICHE ONES. SO FAR, DES|DIGITAL ENTERPRISE SHOW HAS BEEN THE MOST PROFESSIONAL SHOW I HAVE EVER KEYNOTED. WHILE THERE YOU UNDERSTAND WHY IT IS KNOWN AS THE CONTENT-DRIVEN SHOW THAT TAKES EXPERIENCE AND QUALITY TO A NEXT LEVEL"

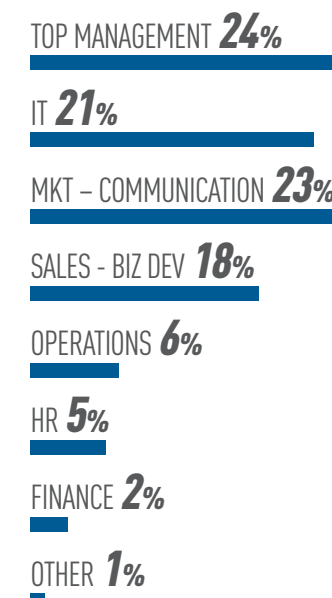
HENRIK VON SCHEEL,
ORIGINATOR OF THE INDUSTRY 4.0

"DIGITAL TRANSFORMATION REQUIRES A NEW WAY OF THINKING. AS A LEADING GLOBAL INTELLIGENCE COMPANY, IDC TRACKS AND SUPPORTS ENTERPRISES AS THEY NAVIGATE THROUGH WHAT IS REQUIRED TO THRIVE IN THE DIGITAL ECONOMY. DIGITAL ENTERPRISE SHOW (DES) PROVIDED A PLATFORM FOR US TO DISCUSS WITH IT AND BUSINESS EXECUTIVES THE DIVIDE THAT IS DEVELOPING BETWEEN ORGANIZATIONS THAT ARE TRANSFORMING AND THOSE THAT ARE STRUGGLING"

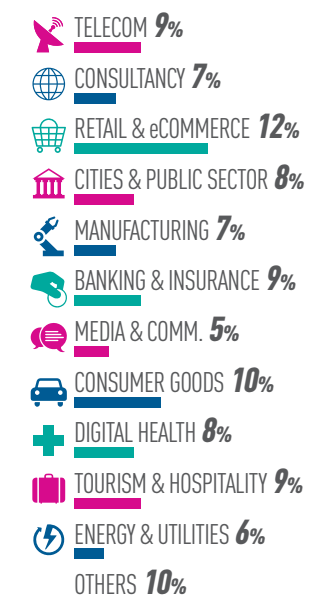
PER MELKER,
GROUP VICE PRESIDENT AND GENERAL MANAGER, IDC



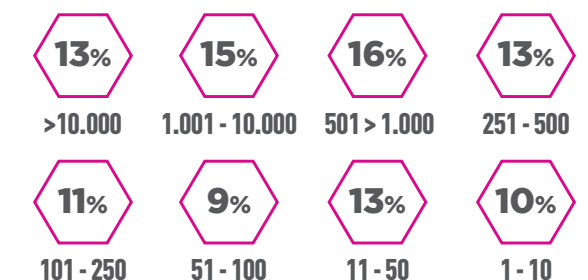
AREA OF RESPONSIBILITY



DES UNITES THE MOST IMPORTANT SECTORS



COMPANY SIZE



26.342 PROFESSIONALS
+26% ATTENDEES VS DES2018

17 COUNTRY DELEGATIONS
125 EVENT SUPPORTERS
62 MEDIA PARTNERS
8.020 SMES
1.700 LARGE CORPORATIONS
249 PUBLIC SECTOR

TRANSFORMING TO WIN

TECH SOLUTIONS

- ARTIFICIAL INTELLIGENCE 
- AR/VR 
- ROBOTICS 
- BLOCKCHAIN 
- CLOUD COMPUTING 
- OPEN SOURCE 
- AUTOMATION 
- CYBERSECURITY 
- 5G 
- CRM 
- X MANAGEMENT 
- ERP 
- DRONES 
- BIG DATA 
- EDGE COMPUTING 
- ANALYTICS 
- DIGITAL TRUST TECHNOLOGIES 
- GEOSPATIAL 
- IoT 
- INFRASTRUCTURE 
- DevOps 
- RPA 

TECH SERIES

- BLOCKCHAIN SERIES -
- INTELLIGENCE VOICE SERIES -
- VR/AR SERIES -
- DATA SERIES -
- AI SERIES -
- CYBERSECURITY SERIES -
- IOT SERIES -
- CLOUD SERIES -
- DIGITAL MARKETING PLANET -
- CLEAN TECH SERIES -

C-LEVEL AGENDAS

- LEADERSHIP SUMMIT
- STRATEGY SUMMIT
- CIO SUMMIT
- CMO SUMMIT
- CDO SUMMIT
- HR SUMMIT
- GOVERNMENT SUMMIT
- CFO SUMMIT

INDUSTRY FORUMS

-  BANKING
-  INSURANCE
-  INDUSTRY 4.0
-  URBAN MOBILITY & SMART CITIES
-  RETAIL & eCOMMERCE
-  LOGISTICS
-  ENERGY & UTILITIES
-  DIGITAL HEALTH
-  PUBLIC SECTOR
-  TELECOMMUNICATIONS
-  MEDIA & ENTERTAINMENT
-  TOURISM & HOSPITALITY
-  EDUCATION
-  eSPORTS & GAMING

EXHIBITION + CONGRESS

GLOBAL NETWORK

- DIGITAL DEMOS -
- INNOVATION HUB -
- TECHNOLOGY ZONES -
- COUNTRY PAVILIONS -
- WELCOME PARTY -
- EUROPEAN DIGITAL -
- MINDSET AWARDS
- GALA DINNER -
- DES STUDIO TV -

LOCAL FOCUS

- ESPAÑA PYME DIGITAL
- MAKING DIGITAL INCLUSIVE
- MODERNIZACIÓN DE LA ADMINISTRACIÓN PÚBLICA ESPAÑOLA
- MADRID TECHNOLOGY TRANSFER ZONE
- AGENDA DIGITAL ESPAÑA

ACCELERATING PERFORMANCE THROUGH CREATIVITY



DIGITAL MARKETING PLANET

Digital marketing is the fastest transforming area in all kind of organizations. One of the most innovative areas that faces the challenge to outpace customers and employees demands.

Keep out with tech. In our Digital Marketing Planet we help marketing professionals to navigate digital. At DES we provide our audience an extensive program of the latest relevant industry topics, with plenty of use cases and success stories. It is not only about topics of tomorrow and current marketing trends, but nowadays realities.

SESSIONS

- THE FUTURE CMO
- CUSTOMER ENGAGEMENT/INTELLIGENT VOICE
- SOCIAL PLATFORMS
- THE AGENCIES
- CONNECTING MARTECH AND ADTECH
- MARKETING INNOVATION

SOME TOPICS

- THE FUTURE OF MARKETING
- CONSUMER BEHAVIOR
- CUSTOMER SERVICE
- MOBILE FIRST
- EXPERIENCE MANAGEMENT
- GROWTH HACKING
- PERSONALIZATION
- AI DRIVEN MARKETING

THE MANUFACTURING SIDE OF DIGITAL TRANSFORMATION



INDUSTRY 4.0

Manufacturing is a key industry for every country and region that wants to be future proof. To be ready for its maturity waves that disrupt everything it is a must to understand the specifics of Industry 4.0, not only of Industry.

In our Industry 4.0 tracks we help manufacturing professionals to navigate digital. At DES we provide our audience an extensive program of the latest relevant industry topics, with plenty of use cases and success stories.

SOME TOPICS

- SUPPLY CHAIN OPTIMIZATION
- EFFICIENT AND SAFER OPERATIONS
- WORKER SAFETY
- AUTOMATION
- ROBOTICS
- AI
- VR/AR
- DIGITAL TWIN
- OT/IT
- IIOT
- INDUSTRIAL APPS
- CYBER-PHYSICAL SYSTEMS
- INTEGRATED SENSORS
- MINIMIZE RISKS
- CLOUD
- SECURITY
- OPEN INNOVATION
- BLOCKCHAIN
- UNLOCKING MACHINE DATA



DIGITAL BUSINESS WORLD CONGRESS

STIMULATING KNOWLEDGE TRANSFER



+500

INTERNATIONAL
SPEAKERS

10

AUDITORIUMS

320

SESSIONS

+270

HOURS OF
CONFERENCES

14

VERTICAL
FORUMS

9

TECH SERIES

8

C-LEVEL
AGENDA

THE KEY PLATFORM FOR BUSINESS LEADERS

90%

RECOMMENDS DES
TO THEIR
COLLEAGUES

8 in 10

WANTS TO
EXPERIENCE
DES2021

8,3

AVERAGE VISITOR
RATING OF
DES2019



NETWORKING ACTIVITIES IN MADRID

During 3 days a year, DES turns Madrid into the world's capital of Digital Transformation, thanks to the pioneering exhibition, congress, and numerous networking events. Make sure to be a part of it.



NETWORKING EVENTS

EUROPEAN DIGITAL MINDSET AWARDS AND WELCOME PARTY

After an intense day filled with business meetings, hundreds of conferences and innovative presentations, it is time to relax! Join our unique afterwork parties and European Digital Mindset Awards gala dinner in the beautiful city of Madrid. Enjoy a more casual conversation and have fun networking as a local.



BE THE TRUSTED CHOICE MAKE A DIFFERENCE



EVENT MEDIA COVERAGE



+323M IMPRESSIONS
of #DES2019 during three days
of the show



**#DES2019
TRENDING TOPIC**



**378 JOURNALISTS
REGISTERED**

PARTICIPATION MODELS



PARTNER



EXHIBITOR



NEWCOMER



BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORK

- **BARCELONA** spain@nebext.com
- **BOLOGNA** italy@nebext.com
- **BRUSSELS** belgium@nebext.com
- **DELHI** india@nebext.com

- **FRANKFURT** germany@nebext.com
- **LISBON** portugal@nebext.com
- **MADRID** info@nebext.com
- **MEXICO CITY** mexico@nebext.com

- **MOSCOW** russia@nebext.com
- **SAO PAULO** brazil@nebext.com
- **SHANGHAI** china@nebext.com
- **SILICON VALLEY** usa@nebext.com



#DES2021
www.des-madrid.com

DES IS AN EVENT OF:

NEBEXT
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:

