

Madrid will host once again DES-Digital Business World Congress, the largest international event on digital transformation in the business world

DES2017 - Digital Business World Congress, the largest global event dedicated entirely to the transformation of companies and their management areas, will once again transform Madrid into the worldwide capital of digitalization

The second edition will focus on the concept of 'Digital Maturity' with the objective of helping companies to identify their state of digitalization and to provide the solutions and itineraries to integrate their business models in the digital economy

Madrid, November 24, 2016. - **DES-Digital Business World Congress** (DES2017), the largest global meeting on digital transformation, today presented the main lines of its second edition. The fair will return to Madrid (IFEMA) on **23, 24 and 25 May 2017**, with the objective, once again, of turning Madrid into the world capital of digital transformation. To this end, the organizers are developing an exhaustive internationalization plan presenting the **DES-Digital Business World Congress**, in different capitals with the most important technological ecosystems worldwide.

DES2017 will be an edition marked by the organization's commitment to help identify the state of digitalization that companies have compared to the game changers that lead the market in each industry, through what they call the "Digital Maturity Journey". And at the same time, presenting all the technological solutions that are driving the transformation. If in 2016 solutions such as Cybersecurity, Cloud, Internet of Things, Social Business, Digital Marketing or Big Data took the most attention, it is expected that in 2017, Machine Learning, Supercomputing, Blockchain or The Artificial Intelligence, among others will incorporate to the mix.

DES2017 is becoming the great global business conference on digital business, in which to present all the technological innovations that help improve the customer experience, processes and daily business operations, as well as develop new business models. For this reason, DES2017 will keep in its roadmap, not only the experience of discovering all these technologies, but also the developing of an agenda for each one of the directives of a company, since there is no management area that should not drive their digitalization. Therefore, from the CEOs with the Leadership Summit, to IT managers with the CIO Summit, to marketing managers with Digital Marketing Planet, as well as the financial or human resources director, everyone has an ineludible and personalized appointment during May in Madrid.

For this reason, DES2017 will again gather, during the three days of the event, the best international experts in subjects such as Digital Leadership, Cybersecurity, Internet of Things, Digital Marketing, Social Business or trends that are starting to emerge as

Blockchain or Artificial Intelligence. Again, more than 400 speakers and game changers from industries as diverse as banking, tourism, commerce, logistics, smart cities or the automotive industry. And that in addition to its own agenda, professionals who visit DES2017 have a program with the best cases of success in each of its industries, through the so-called Vertical Forums.

"Promoting a digital national plan for Spain through the creation of the Ministry for the Digital Agenda is nothing more than excellent news for our industry, since only those who anticipate and embrace digitalization will be able to compete in an economy that is becoming more globalized. Congratulations to Minister Álvaro Nadal for taking on this challenge, as we are sure that digitalization will be the real engine of growth and competitiveness of the Spanish economy in the coming years," says Albert Planas, CEO of Digital Enterprise Show.

DES2017, has a strong international profile with which to support the European Digital Agenda promoted by the European Commission, which was already highlighted in its first edition, and for which it makes a clear commitment in the second one. The event, which plans to bring together more than 18,000 professionals from 40 different nationalities in its second edition, is currently conducting an international roadshow that through UK, Ireland, France, Israel, Portugal and Sweden, among other countries.

"The commitment of DES with Madrid emphasizes the involvement of the city in the digital revolution that benefit both citizens and companies, while projecting to the rest of the world the image of Madrid as digital capital. Projects like this also contribute to the touristical promotion of our city, benefiting also the hotel industry and tourism," said Luis Cueto, General Coordinator of the City of Madrid.

What's New in DES2017

The second edition of Digital Enterprise Show will focus on the concept 'Digital Maturity' providing three different itineraries that the company must follow according to their level of digital maturity from where it starts its transformation process. "This year we intend to go a step further in our training proposal. That is why we wanted to introduce the concept of Digital Maturity, with which companies can determine where they are currently in the process of digital transformation, and what are the future steps to take," says Lluís Altés, director of the **Masterminds Congress**.

DES2017 will once again gather the knowledge of 450 international speakers in the matters of Digital Leadership, Cybersecurity or Big Data and Analytics, or on technologies that are coming as Blockchain or Robotics, within the framework of the **Masterminds Congress**. The congress will also have 12 vertical forums that will discuss the state of the sector in digital transformation, the challenges they face and the best practices and solutions to deal with the process. The sectors represented are: Banking, Insurance, Media and Entertainment, Automotive, Tourism and Hotels, Cities and Public Sector, Retail, Health and Pharmaceutical, Industry 4.0, Logistics, Telecommunications and Energy and Consumer Goods.

Along with all this, the Masterminds Congress is complemented by professional forums dedicated to profiles and key areas in the process of digital transformation, which during the three days will have discussions and presentations uninterrupted. To the CIO Summit, there are added to the 2017 edition the CDO Summit (Chief Digital Officer) and CFO Summit (Chief Financial Officer); Also, the Digital Marketing Planet directed to marketing managers; The HR Summit, which will analyze the new professional profiles that are demanding the companies; The Cybersecurity Forum on cybersecurity and the Open Innovation Market Place, where the most prominent Startups will be presented.

DES2017 is committed to inclusion and diversity

The new edition of Digital Enterprise Show makes a clear commitment to the diversity and inclusion of different ethnicities, ages or sexes, in a transversal way. This is shown in the commitment to have presentations by women who have played a key role in the development of today's world and the technologies that move it. It will also feature activities and forums in which the protagonists will be the Millennial generation. "The young people have a lot to say about digital transformation, and in DES2017 we want to give them a space to expose their challenges and vision," says Lluís Altés.

Sweden, guest country

The second edition of **Digital Enterprise Show** has Sweden as a guest country, a referent in innovation and European technology, which is currently leading the digital transformation in Europe. Sweden thus takes over from Israel, the guest country of the first edition.

Companies like Skype, Spotify, MineCraft, Candy Crush, TocaBoca or TicTail are the result of this country's commitment to innovation and the generation of new business models. A fact that has taken its capital, Stockholm, to be placed as the second city of the world per capita in creation of startups after Silicon Valley.

The Fintech sector plays a key role in this development and in the last 5 years companies established in Stockholm have received 18% of all European investments through Fintech systems. Internet of things is another area where Nordic nations are leading. By 2014 the number of connected devices in the Nordic regions exceeded the population ratio, and by 2017 there will be 2.6 connected devices per person in the Scandinavian region. Swedish giants like Ericsson and Electrolux are pioneers of the paradigm shift, with smart devices and devices that will transform homes.

What is Digital Enterprise Show?

Digital Enterprise Show is the leading event in Digital Transformation that offers CEOs, CIOs, CDOs, CMOs, political leaders and Human Resources managers, along with the most innovative technology companies and consultants, the most innovative solutions and products to guide big Corporations and SMEs towards the Digital Transformation. This includes technological solutions to improve the customer experience, operational processes and business models of all industries.

Digital Enterprise Show is the only international event that approaches Digital Transformation as a holistic phenomenon that has repercussion in all areas of the company. For this reason, the DES2017 proposal is based on providing **experience**, through the exhibition area with the participation of the main international corporations that are currently developing technological solutions that facilitate the process of transformation, as well as **knowledge**, through the Masterminds Congress, a program that integrates more than 450 international speaker presentations on Digital Leadership, Cybersecurity or Big Data and Analytics, or on technologies that are to come such as Blockchain or Robotics.

Digital Enterprise Show also aims to "bring light" in the field of digital transformation to each economic sector through the celebration, on the same days, of the Masterminds Congress, a program with the most inspiring and disruptive conferences on digital transformation. The event will bring together more than 300 speakers who will help senior business executives and the European public administration improve their skills and digital business strategy.

Digital Enterprise Show has the support of the Secretary of State for Telecommunications and for the Information Society (SETSI), the Community of Madrid and the City Council of Madrid so that together they can convert Madrid into the capital of digital companies. In addition, DES2017 also has the support of ICEX commercial offices to promote this event with a double objective: to attract the big technological companies that are looking to increase their sales in the European market and to help the Spanish technological sector to export its business and expand internationally.

The first edition counted with more than 18,000 attendees and more than 200 exhibiting companies that showed the latest technological innovations to guide the great corporations and European SMEs towards Digital Transformation and the most disruptive business models. In addition, DES2017 had more than 40 partner companies, 450 speakers and 172 talks and round tables that added more than 120 hours of digital transformation in 10 different industries.