



The Spanish Finance Ministry, the Madrid Regional Government and City Hall join forces to boost digital transformation

DES2017 opened yesterday, beating expectations in terms of attendance

Directors from IBEX35 companies shared the challenges that their organisations face in terms of digital leadership as part of the Mastermind Congress

Madrid, May 24th 2017 - The second edition of DES2017, the world's largest digital transformation event, opened its doors yesterday with visitor numbers that exceeded those of the opening day of the first edition.

The Spanish Finance Ministry, the Madrid Regional Government and City Hall took part in the official inauguration of DES2017 to drive forward digital transformation in the business fabric as a motor for wealth creation.

In this respect, **Javier Garzón, CEO of ICEX** declared, "Internationalization and digital transformation are two unavoidable realities for all the sectors of the economy and they must be at the heart of business strategies. As such, ICEX supports DES wholeheartedly because we are convinced that Digital Transformation is a competitive element for the internationalization of companies."

For his part, **Javier Ruiz Santiago, the Madrid Regional Government's Vice-chancellor of Economy** highlighted that in "The Madrid region we have a cutting edge innovation ecosystem and we are working to facilitate the transfer of knowledge to the business network. This is why events like DES are fundamental and we support them without hesitation."

Luis Cueto, Coordinator of Madrid City Hall, made a similar statement: "Public Administrations have the duty to be facilitators, offering leverage rather than barriers to innovation. This is why Madrid City Hall firmly supports initiatives like DES that turn Madrid into the worldwide capital of digital transformation and bring the world's best experts together in the city."

The Mastermind Congress also kicked off with the participation of leading international speakers and directors from IBEX35 companies who shared information about how they tackle digitalization in their organizations. These are some of today's reflections:

- **Valentín González, CEO of Telefonica Spain:** "We are facing a new era in terms of productive and evolutionary processes in which data will be the most precious resource and it will be the management of the latter that will set companies apart. Telefonica's value proposition helps companies to manage digital transformation according to their needs."
- **Hugo Rovira, CEO of NH Hotels:** "The difficulty of the moment in which we are living lies in understanding the phase of digitalization that we are at, and the speed at which changes will happen. In NH Hotels we have carried out a transformation process led by

the whole management team across more than 400 hotels in 30 countries, which allows us to have a unique vision of our clients and of what they want, improving their experience and reducing maintenance overheads."

- **Fernando Candela, CEO of Iberia Express:** "Iberia Express acts like a start-up, allowing us to innovate and test projects and digital products to later export them to the whole IAG group without forgetting the fundamentals of our business or what the client needs."
- **Rosa María García, President of SIEMENS:** "We've never before had technology as powerful as it is today, but it still no more than a facilitator. The most important thing is to understand what clients need, to be capable of offering them personalized products and services at the speed they demand and the price that they are prepared to pay. The union between hardware, software and vertical knowledge will allow us to obtain the data we need to understand our customers and convert them into customer-fans."
- **Alfonso Imbroda, Accenture Digital Iberia:** "Artificial Intelligence is going to change the way in which we work and allow us to reduce costs by about 40%."

Among yesterday's Mastermind Congress conferences, the opening keynote speech by philosopher and consultant **Anders Indset** stood out with a inspiring presentation in which he highlighted how "we can all be leaders of change and create the future, and to do so we need to maximize empathy, the most important tool for leadership, and create trust, that will allow us to develop new digital solutions to successfully tackle changes."

Jens Meggers, Senior Vice-president and Managing Director of CISCO Cloud Collaboration, was another of the key speakers who placed emphasis on the importance of evolving communications tools in organisations: "Successful teams are always good communicators and for this reason we need to invest in digital technologies that represent a step forward in the current tools, that will allow us to share information instantly with the whole organization and make our teams successful."

The first day of DES2017 also welcomed the most disruptive start-ups from six key industries to present their business models in five-minute pitches within the Open Innovation Marketplace. This major encounter will continue today Wednesday and Thursday, converting Madrid into the World Capital of Digital Business and bringing together the most cutting-edge companies in technology and consulting, as well as the world's leading experts in digitalization.

Visit the full programme here: <https://www.des-madrid.com/congress/masterminds-congress-program/>

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