



DIGITAL
ENTERPRISE
SHOW

11-13 JUNE 2024

MÁLAGA - FYCMA

#DES2024

FEEL

***THE EXPONENTIAL
INTELLIGENCE***

FEEL THE EXPONENTIAL INTELLIGENCE

In the fast-paced world of technology-driven industries, **Exponential Intelligence is a transformative force, central to gaining a competitive edge through seamless integration of cutting-edge tech.** Artificial Intelligence (AI) leads this revolution, permeating personal and professional spheres, reshaping industries, and enhancing daily life, promising exponential potential in problem-solving and decision-making.

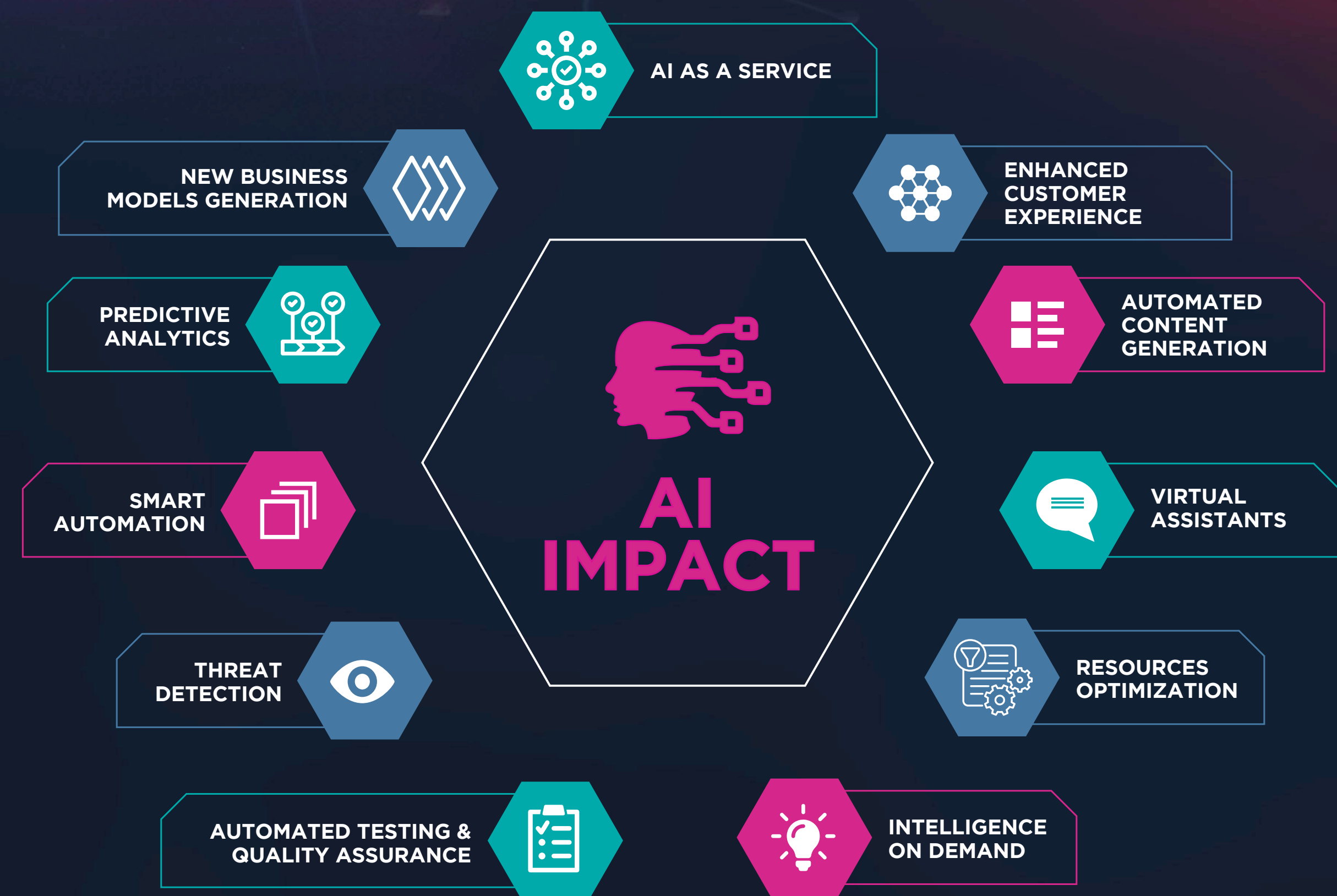
Humanizing technology is crucial in this digital evolution. The convergence of Exponential Intelligence and AI unlocks unprecedented possibilities, emphasizing human-centered design. By infusing empathy and ethical considerations, technology extends our collective human experience.

Welcome to DES | Digital Enterprise Show, the ultimate convergence of talent, technology and business. Here, cutting-edge experts unite to ignite innovation and revolutionize industries. Over three days in June, Málaga becomes the epicenter of digital innovation, driving the identification and creation of unprecedented business and professional opportunities.

At DES, you'll immerse yourself in a world of limitless potential, with state-of-the-art conferences, a disruptive exhibition area, and immersive networking opportunities. Our platform magnetizes top-tier executives, decision-makers, transformers, innovators, and visionary entrepreneurs from both private and public sectors. With participants from over 50 countries, DES fosters an unparalleled international exchange of knowledge, sparking inspiration, and facilitating the sharing of extraordinary success stories. Together, let's embrace the digital age and embark on a transformative journey towards unparalleled success!

IT IS TIME TO FEEL THE EXPONENTIAL INTELLIGENCE!

THE NEW ERA INTELLIGENCE



DES
PROFILE



+17,000
C-LEVEL
EXECUTIVES



+3,500
CIOs



+400
EXHIBITING
BRANDS



+700
INNOVATIONS
SHOWCASED

Geographic origin



89%
EUROPE

- 58% SPAIN & PORTUGAL
- 10% UK
- 8% FRANCE
- 6% ITALY
- 5% GERMANY



6%
AMERICA

- 4% USA & CANADA
- 2% LATAM



3%
ASIA

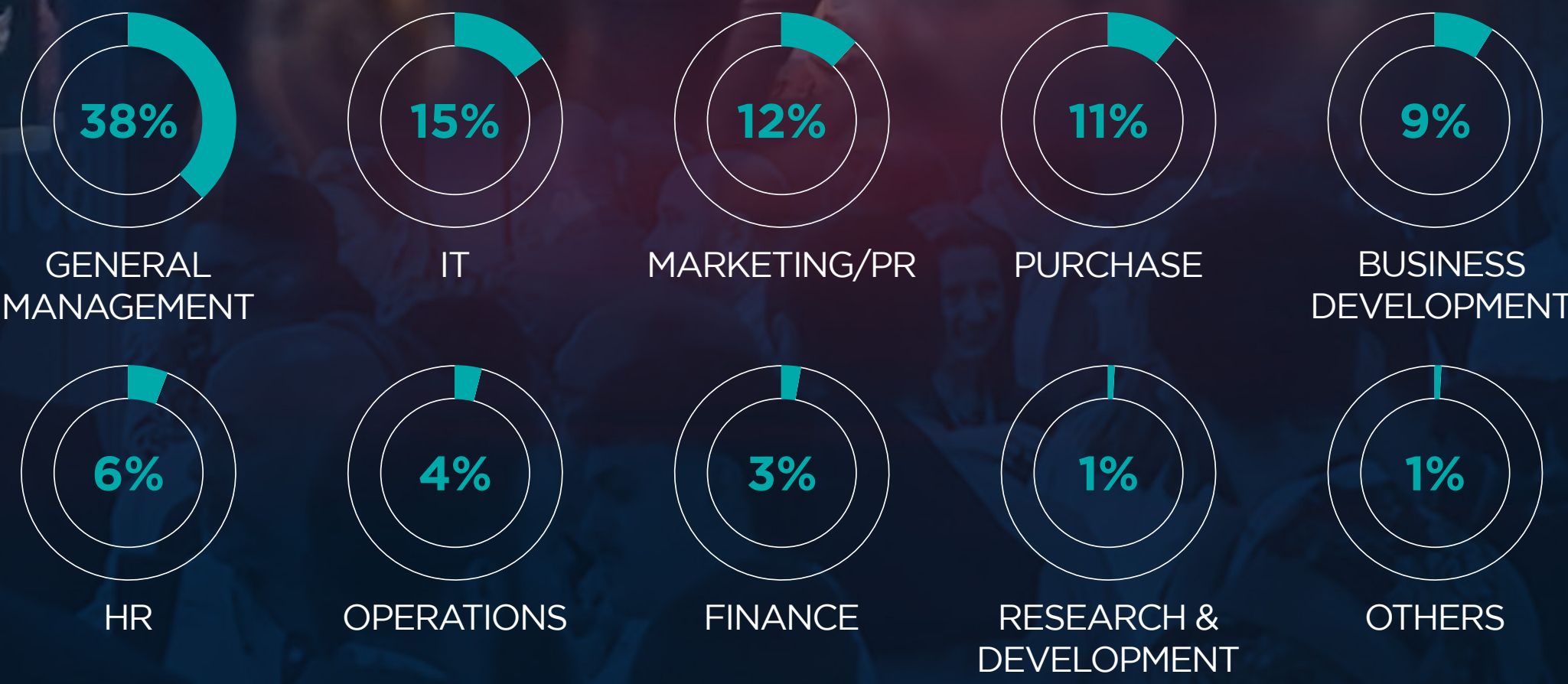


2%
REST OF THE WORLD

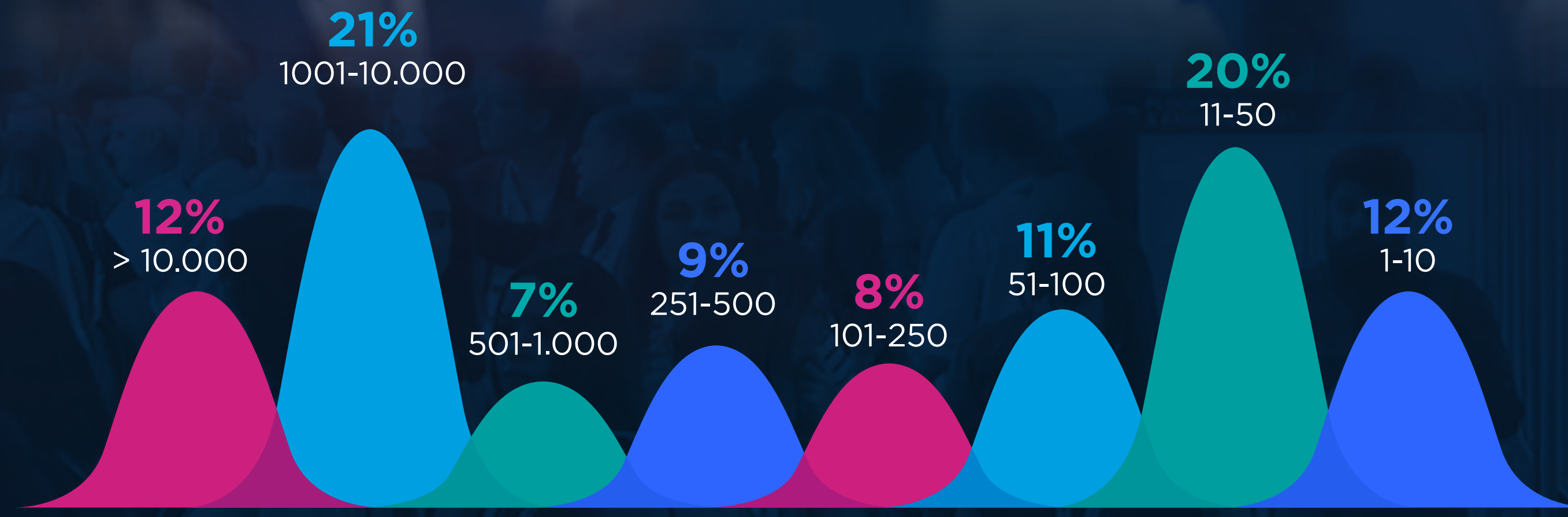
DES is the most relevant tech event for
TOP DECISION MAKERS



Visitor's professional profile



Company size by number of employees



Leading Industries visit DES looking for innovative solutions



SHOWROOM

SOFTWARE - TECH SOLUTIONS

Artificial Intelligence
Data & Analytics
Cloud - Multicloud
Cibersecurity
Blockchain
IoT
AR / VR Solutions
Web 3.0
Open Source, low code, no code solutions
Apps
ERP
CRM & Workplace tools
BPA (Business Process Automation)
Business Intelligence
Digital Twins
Quantum Computing
Machine Learning
Data Visualization, dahsboard
Edge Computing
Geospatial
Connectivity (5G)
RPA (Robotic Process Automation)
Software as a Service (Saas)
ECM (Enterprise Content Management)
X Management
Marketing Solutions

PROFESSIONAL SERVICES

Consulting services
System Integrators
Marketing Services & Agencies
Digital Talent & RRHH Services
Education & Training services
Support & Maintenance Services
Banking & Financing services

HARDWARE MANUFACTURERS

A multispecialist event designed to boost COMPETITIVENESS ACROSS ALL ORGANIZATIONS THROUGH EXPONENTIAL TECHNOLOGIES & ESG

BUSINESS OPPORTUNITIES



DISCOVER

LEARN & SHARE

DIGITAL BUSINESS WORLD CONGRESS

INDUSTRY FORUMS

Banking & Insurance
Manufacturing
Retail & Ecommerce
eMobility & Smart Cities
Health
Media & Entertainment
Tourism & Hospitality
Public Sector

TECH SERIES

AI Series
Cloud Series
Martech Series
Cybersecurity Series
Blockchain Series
Data Series

C-LEVEL AGENDAS

Leadership Summit
CIO Summit
CMO Summit
CDO Summit
HR Summit
CPO Summit

ESG & SUSTAINABILITY FORUM

DIGITAL MARKETING PLANET

ESPAÑA PYME DIGITAL (Local Focus)

DIGITAL DEMO STAGE

NETWORK

NETWORKING ACTIVITIES

- LEADERSHIP SUMMITS
- AFTERWORK SESSIONS
- WELCOME PARTY
- EUROPEAN DIGITAL MINDSET AWARDS 2024 & GALA DINNER
- MATCHMAKING OPPORTUNITIES
- INTERNATIONAL DELEGATIONS
- WORKSHOPS

CEO & LEADERSHIP SUMMIT

A Conversation with President Barack Obama



Barack Obama

44th President of the United States

Introduced by
Silvia Avilés
Co-Founder & CMO
DES



DIGITAL BUSINESS WORLD CONGRESS

Europe's most relevant congress around digital transformation and business growth strategies



+450
SPEAKERS



+375
CONTENT
SESSIONS



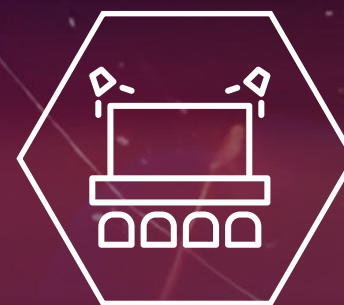
8
VERTICAL FORUMS



6
C-LEVEL AGENDAS



6
TECH SERIES



8
AUDITORIUMS



MÁLAGA DIGITAL WORLD CAPITAL

During 3 days, DES – Digital Enterprise Show turns Málaga into the world’s capital of Digital Transformation. A city full of light that welcomes executives, entrepreneurs, innovators, investors, public administration to gather and experience an innovative ecosystem that is growing exponentially. Make sure to be a part of it!

Networking Activities & Agenda



INSTITUTIONAL AGENDA



AUTHORITIES RECEPTION & SHOWROOMS TOURS



CIO SUMMIT



ESG & SUSTAINABILITY FORUM



FORO DE MODERNIZACIÓN DE LAS ADMINISTRACIONES PÚBLICAS



INTERNATIONAL DELEGATIONS



LEADERSHIP SUMMIT



THE NEW ERA INTELLIGENCE FORUM



DIGITAL MARKETING PLANET



ESPAÑA PYME DIGITAL



AFTERWORK SESSIONS



EEN BROKERAGE



EUROPEAN DIGITAL MINDSET AWARDS



WELCOME PARTY




TALENT MARKETPLACE


The annual meeting for every C-Level executive looking for their next technological or digital partner.
BE THE TRUSTED CHOICE OF YOUR CLIENTS. MAKE THE DIFFERENCE!




Participation Models



PARTNER
The best option to show your leadership and oust the competition! Lead the debate in the Digital Business World Congress, invite your best clients and prospects, locate your stand in the best area, gain maximum brand visibility and generate real business opportunities!



EXHIBITOR
The most competitive option to showcase your products and innovations to potential clients. Obtain new cualified leads at your hospitality area in the exhibition's Premium or Business Area.



NEWCOMER
Are you looking for the best profit at the lowest cost? Check out our most affordable turnkey packages to achieve that goal. Some day you will be a leader, and we want to help you get there!

The business platform that brings more value to the sector

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DES2023
VISITOR RATING

88,7%

CONSIDER DES
the most relevant and
useful professional event

89%

RECOMMEND DES
to other professionals

92,1%

WILL VISIT
DES2024

Ask for more information



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
- **DUBAI** uae@nebext.com
- **SAO PAULO** brazil@nebext.com

- **SHANGHAI** china@nebext.com
- **SILICON VALLEY** usa@nebext.com
- **TEL AVIV** israel@nebext.com
- **TORONTO** canada@nebext.com
- **WARSAW** poland@nebext.com



#DES2024
www.des-show.com



DES drives sustainable
digital business transformation

DES SUPPORTING CHILDREN RIGHTS WITH:



AN EVENT OF:



IN COLLABORATION WITH:

