



DIGITAL  
ENTERPRISE  
SHOW



**9-11**  
**JUNE 2026**  
**MÁLAGA - FYCMA**  
**#DES2026**

# MACHINES LEARN PEOPLE LEAD

AI / CLOUD / CYBERSECURITY / DATA / QUANTUM / MARTECH



# MACHINES LEARN, PEOPLE LEAD

As machines evolve exponentially, absorbing information and perfecting their functions, it is the vision and leadership of people that chart the course of progress. In the dynamic landscape of the modern enterprise, "Machines learn, people lead" embodies the harmony between advanced technology and human ingenuity. AI and machine learning analyze vast streams of data, streamline workflows, and empower real-time innovation, but it is people—entrepreneurs, strategists, and change-makers—who set the direction, make impactful decisions, and drive transformation.

At DES2026, discover how true success emerges from this synergy: intelligent automation accelerates processes, while creative leadership propels organizations towards bold new horizons. Experience how forward-thinking leaders are leveraging data-driven insights to unlock fresh opportunities, cultivate talent, and shape agile, resilient businesses ready for tomorrow's challenges.

Join us in Málaga for the next edition of the Digital Enterprise Show, where trailblazers and technology converge in three immersive days of inspiration and growth. With interactive forums, a groundbreaking exhibition area, and dynamic networking opportunities, DES2026 gathers industry pioneers and visionaries from over 40 countries to exchange strategies and ignite innovation. Dive into the latest advancements in AI, Data, Cybersecurity, Quantum Computing, Cloud, IoT among others, and discover the emerging leadership models redefining the future of work.

DES2026 is where smart machines meet empowered people—creating a new era of digital excellence powered by both learning algorithms and leading minds. Inspire. Learn. Lead the way.

## EVERYDAY AI & EXPONENTIAL TECHNOLOGIES TO BOOST:



**THE ULTIMATE PROFESSIONAL  
BUSINESS PLATAFORM FOR  
DECISION MAKERS AND  
ENTREPRENEURS**



# DES IS THE MOST RELEVANT TECH EVENT FOR TOP DECISION-MAKERS

**74% DECISION-MAKERS**

**15,000+**  
C-LEVEL EXECUTIVES

**3,600+**  
CIOS

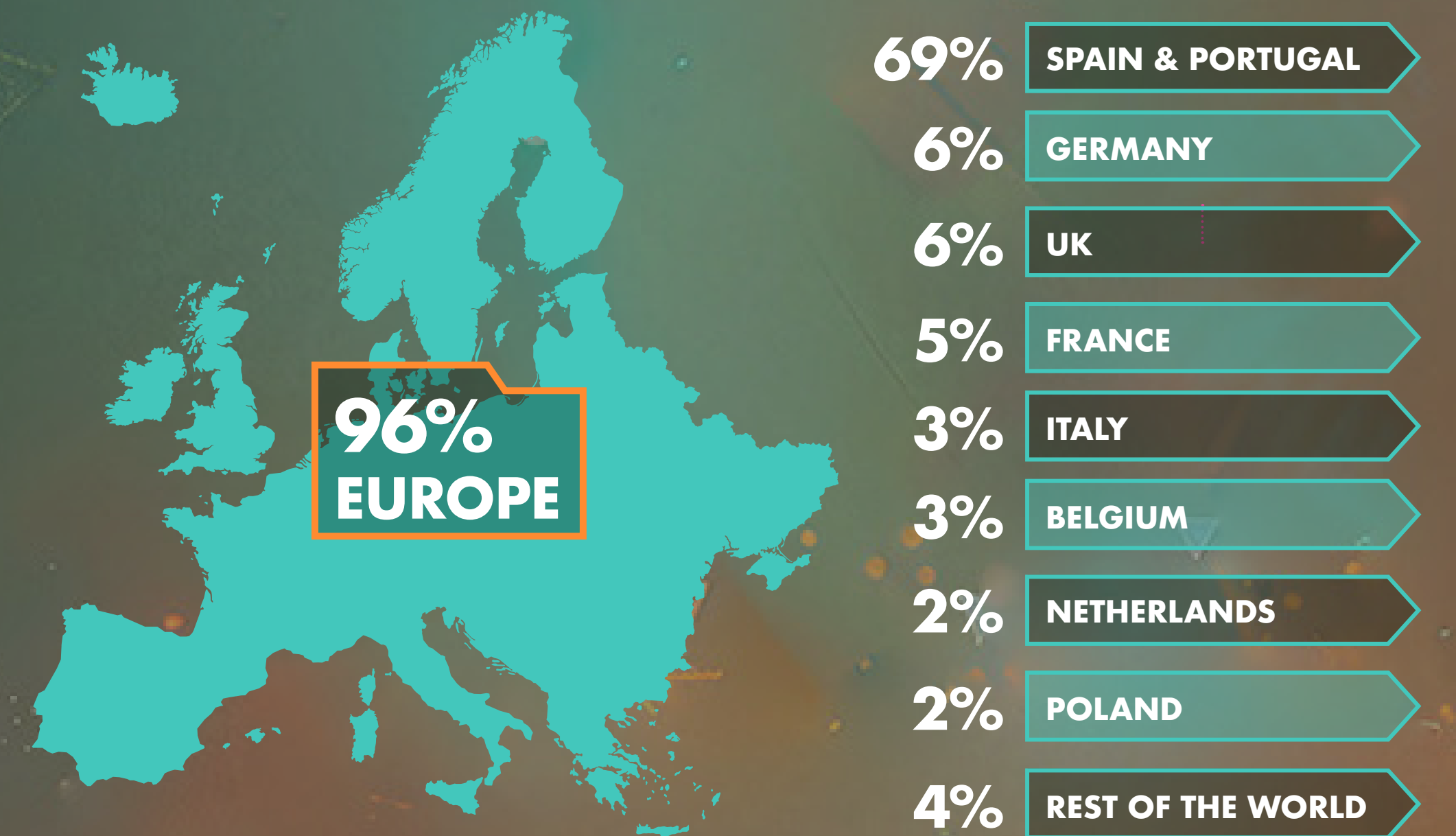
**400+**  
EXHIBITORS, SPONSORS & PARTNERS

**700+**  
INNOVATIONS SHOWCASED

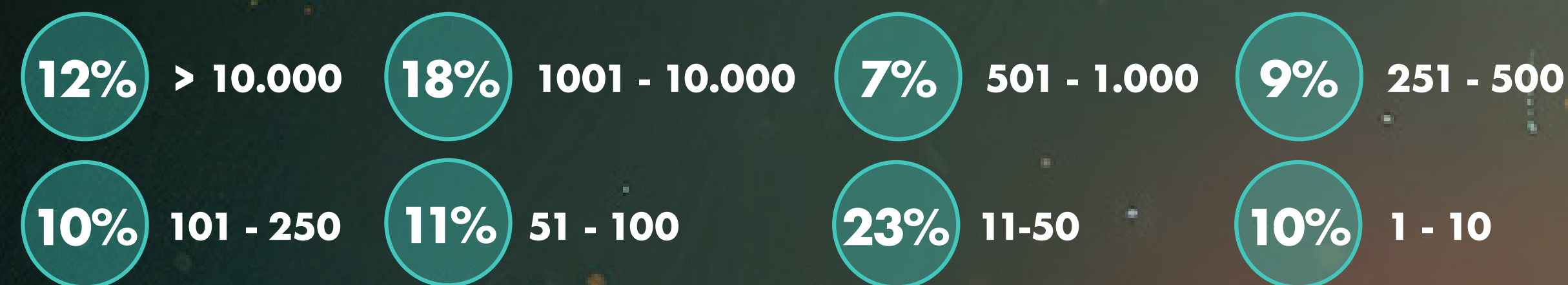
## VISITOR'S PROFESSIONAL PROFILE



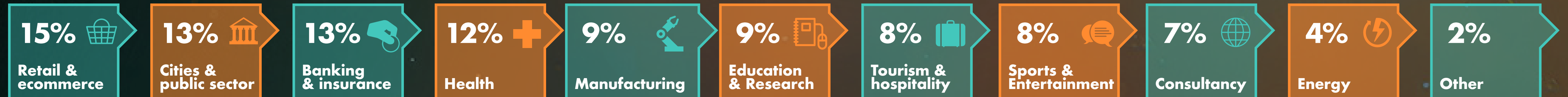
## GEOGRAPHIC ORIGIN



## COMPANY SIZE BY NUMBER OF EMPLOYEES



## LEADING INDUSTRIES VISIT DES LOOKING FOR INNOVATIVE SOLUTIONS



# EXPONENTIAL TECHNOLOGIES FOR INDUSTRIES COMPETITIVENESS



## GLOBAL TECH SOLUTIONS

- AI & AI Agents
- Data & Data Spaces
- Cloud
- Quantum
- Cybersecurity
- Blockchain
- Automation tools
- Connectivity
- AIoT - IoT
- Extended Reality (XR/AR/VR)
- Robotics
- Hardware & Tech Devices

## MANAGEMENT SOLUTIONS

- Business Process Management (BPM)
- ERP
- ITSM
- CRM & WORKPLACE TOOLS
- SaaS (Software as a Service)
- Analytic & Reporting Tools
- Project & Task Management Tools

## PROFESSIONAL SERVICES

- Consulting Services
- System Integrators
- Marketing Services & Agencies
- Legal Tech Services
- Tech talent & HR Services
- Education & Training Services
- Banking & Finance Services

### INDUSTRY FOCUSED

- Banking & Insurance
- Health
- Tourism & Hospitality
- Retail & Ecommerce
- Security & Defense
- Manufacturing
- Public Sector
- Sports & Entertainment
- Education

**DIGITAL BUSINESS WORLD CONGRESS**  
STRATEGY & INSPIRATION

### FOR C-LEVELS

- CEO Summit
- CIO Summit
- CMO Summit
- CDO Summit
- HR Summit

### NETWORK & MATCHMAKING OPPORTUNITIES

- 1to1 Business meetings platform
- Leadership Summit Lunch
- CIO Summit Lunch
- European Digital Mindset Awards Gala
- Welcome Party
- Network & Nibbles at Málaga
- Closing Party
- Afterwork sessions

## MARKETING SOLUTIONS

- Marketing Automation
- Content creation & Gen AI
- Campaign Management
- SEO & Voice Search Optimization
- Digital Advertising
- Social Media
- Online reputation

## RETAIL & eCOMMERCE SOLUTIONS

- Omnichannel Commerce Platforms (Marketplaces, POS Systems...)
- Smart Retail Technologies
- Customer Experience
- Conversational Commerce
- Social Commerce
- Payment Solutions
- Retail Store & Workforce Management
- Inventory, Supply & Order Fulfillment
- Compliance & Data Collection Tools
- Retail Media Solutions
- Sustainability

# DIGITAL BUSINESS WORLD CONGRESS

Europe's most relevant congress on Artificial Intelligence, Exponential Technologies and business growth strategies for industries transformation



  
**500+**  
SPEAKERS

  
**350+**  
CONTENT  
SESSIONS

  
**9**  
VERTICAL  
FORUMS

  
**5**  
C-LEVEL  
AGENDAS

  
**6**  
TECH  
SERIES

  
**8**  
AUDITORIUMS

PRESENTING



Co-organized by:



# THE MUST-ATTEND MEETING POINT FOR RETAIL & E-COMMERCE INNOVATION AND GROWTH

9-11 June, Málaga

**Retail Tech Fest at DES** - Digital Enterprise Show in Málaga is the premier event for **innovation in the retail and eCommerce industries**. Over three days in June, it brings together top executives, decision-makers, and disruptors to explore cutting-edge technologies transforming the way businesses connect with customers and streamline operations.

Leading growing business opportunities, the global retail market is projected to grow at a 5.8% CAGR, reaching approximately \$36.91 trillion by 2030! E-commerce projections are also extremely positive and are anticipated to hit \$6.4 trillion, accounting for 20,5 of global retail sales in 2025. By 2026, e-commerce transactions may exceed \$11.4 trillion, reflecting a shift from offline to online shopping boosting the the use of new technologies!

This exclusive platform offers **high-level conferences**, an interactive **exhibition space**, and unparalleled **networking opportunities**. From AI-driven personalization, omnichannel strategies, and next-gen eCommerce solutions to payment innovations, last-mile logistics, and smart supply chain management, **Retail Tech Fest showcases the latest trends redefining the industry**. As part of DES, it provides invaluable insights, success stories, and strategies to help businesses stay ahead in the rapidly evolving digital retail landscape.

## 2026 HIGHLIGHTS



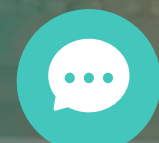
### AI HYPER-PERSONALIZATION

- AI, dynamic pricing, content generation



### UNIFIED COMMERCE

- omnichannel, phygital, seamless experience



### CONVERSATIONAL COMMERCE

- chatbots & AI assistants



### LIVE SHOPPING, VOICE COMMERCE, AR/XR

- immersive experiences and real-time selling



### MONETIZING EVERY TOUCHPOINT

- Retail Media, data revenue



### REGULATION AND DIGITAL ETHICS

- compliance, GDPR, responsible use of AI and data



### NEXT-GEN PAYMENTS

- BNPL, wallets, invisible payments



### MARKETPLACES

- partners or competitors, D2C, brand control



### SUSTAINABILITY AS PROFITABILITY

- recommerce, reverse logistics

## VISITORS PROFILE

4.000+ Retail Experts

- CEO
- CIO
- CMO
- CDO
- COO
- RETAIL MANAGER
- HEAD OF E-COMMERCE
- CUSTOMER EXPERIENCE MANAGER
- RETAIL DATA ANALYST
- RETAIL MEDIA MANAGER

## BENEFITS OF ATTENDING



SHOWROOM



NETWORKING



RETAIL TECH FEST CONGRESS



PREMIOS eCOMMERCE BY ADIGITAL

# MÁLAGA DIGITAL WORLD CAPITAL

During 3 days, DES – Digital Enterprise Show turns Málaga into the world's capital of Digital & Technological Transformation. This vibrant city welcomes executives, entrepreneurs, and innovators to connect and collaborate within an ever-evolving ecosystem. Engage in inspiring discussions, discover cutting-edge technologies, and be part of the movement driving exponential growth across industries. Don't miss this opportunity to shape the future!

## STRATEGIC AGENDA AND NETWORKING ACTIVITIES



INSTITUTIONAL AGENDA & SHOWROOM TOURS



LEADERSHIP SUMMIT LUNCH



OPENING CEREMONY



WELCOME PARTY



CIO SUMMIT LUNCH



EUROPEAN DIGITAL MINDSET AWARDS



COFFEE BREAKS



1 TO 1 MEETINGS PLATFORM



AFTERWORK SESSIONS



TALENT MARKETPLACE



NETWORKING AND NIBBLES DOWNTOWN



CLOSING PARTY



**CHINA  
GUEST  
COUNTRY**

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!

WHY SHOULD YOU INCLUDE DES2026 IN YOUR PLANS?

## REASONS TO PARTICIPATE

**GROW  
YOUR  
SALES**

**SHOWCASE  
YOUR  
SOLUTIONS TO  
TOP DECISION  
MAKERS**

**ACQUIRE  
QUALITY  
LEADS**

**TAKE PART IN  
HIGH QUALITY  
NETWORKING  
ACTIVITIES**

**BUILD VALUABLE  
RELATIONSHIPS  
AND BECOME  
PROVIDER OF  
CHOICE**

**BOOST YOUR  
CUSTOMER  
ENGAGEMENT**

**DRIVE THE  
DISCUSSION**

**DEMONSTRATE  
THOUGHT  
LEADERSHIP**

**POSITION  
YOUR BRAND  
IN THE INDUSTRY/  
TECH SERIES OF  
INTEREST**

**INCREASE BRAND AWARENESS**

## PARTICIPATION MODELS



**PARTNER**

The best option to show your leadership and oust the competition! Lead the debate in the Digital Business World Congress (or any DES universe auditoriums), 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 qualified 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

**9,1** DES2025  
VISITOR RATING

**92,9%** RECOMMEND DES  
TO OTHER PROFESSIONALS

**89,9%** CONSIDER DES  
THE MOST RELEVANT AND  
USEFUL PROFESSIONAL EVENT

**92,3%** WILL VISIT  
DES2026

Ask for more information



## BUSINESS OPPORTUNITIES



## KNOWLEDGE & INSPIRATION



## NETWORK

- **BARCELONA** [spain@nebext.com](mailto:spain@nebext.com)
- **BOLOGNA** [italy@nebext.com](mailto:italy@nebext.com)
- **BRUSSELS** [belgium@nebext.com](mailto:belgium@nebext.com)
- **DELHI** [india@nebext.com](mailto:india@nebext.com)
- **FRANKFURT** [germany@nebext.com](mailto:germany@nebext.com)

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DES drives sustainable digital business transformation

[www.des-show.com](http://www.des-show.com)

#DES2026

AN EVENT OF:

**NEBEXT**  
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:

