



Data, cloud protection and post-quantum security: The new frontlines in the evolution of cybercrime

DES2025 will examine, with CISO and international experts, the new digital risks facing the business ecosystem due to the accelerated technological transformation and the current geopolitical context

The largest European event on exponential technologies will also study emerging threats in key areas, such as healthcare, with leaders from Bayer, Sanofi, Ferrer, Doctoralia and Vitaldent, among others

Madrid, May 27, 2025. – Last year, the National Cybersecurity Institute from Spain (INCIBE) handled more than 97,000 cyberattacks, an increase of 16.6% over the previous year. This situation highlights the exponential growth of virtual threats in an environment characterized by geopolitical tensions, the accelerated digitalization of industries, the increased value of data and access to more sophisticated intelligent solutions, among other factors.

In this context, [DES – Digital Enterprise Show 2025](#), the reference event in Europe on exponential technologies that will take place in **Málaga from June 10 to 12**, will explore how crimes are migrating to the digital world, becoming one of the main risks for companies, public administrations and citizens. Experts of the stature of **Pedro Baños**, a reserve army colonel and well-known geo-strategy analyst, will provide a comprehensive overview of the responses being given by law enforcement agencies and organizations to respond to this new reality of cybercrime and ensure competitiveness.

The double face of AI and quantum computing

Technology has become a priority to strengthen the profitability and sustainability of companies, but at the same time it has become a powerful tool to deal with digital offensives. Examples of this are AI and quantum computing, which make it possible to detect attacks in real time or offer new ways of decrypting hijacked data. **Aitor Aguirre**, Security Advisor at T-Systems; **Julio Gómez**, Principal Solutions Architect at Elastic technology company; **Raúl Moreno**, CISO and CTO at Fertiberia, will discuss these topics at DES2025 Security and Defense forum, promoted by ManageEngine; **Nieves Gutiérrez**, Head of Cybersecurity of Operational Technologies for Europe at Campofrío Food Group; and **Josep Bardallo**, CISO at Recoletas Salud, who will also delve into the technical progress being made in online crime.

And it is precisely the development of AI together with the adoption of quantum solutions that is raising the level and volume of attacks. For this reason, commissioners and experts from the Spanish National Police and Spanish Civil Guard, together with **Floren Molina**, CTO of the CyberGuardian platform by Banco Santander, which aims to protect SMEs, will present the challenges and opportunities faced by Spanish companies in terms of cybersecurity. Along the same lines, **Álex Romero**, Founder and CEO at the

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company specialized in AI, Alto Intelligence, will point out the strategies needed to navigate this new era of emerging technologies in a secure way.

Likewise, **Ángel Manuel Siles**, Chief Inspector of the Security and Air Protection Service at the Spanish National Police, will reveal the digital trends that are transforming security, with emphasis on border protection and critical infrastructure surveillance.

The “treasure” within data

Currently, one of the most coveted assets by cybercriminals is personal and corporate information. Thus, in this increasingly interconnected world, it has become a priority for organizations to implement mechanisms to store and safeguard data in the cloud, ensuring its confidentiality, integrity and availability. In this regard, **Andrés Mendoza**, technical director for Southern Europe and LATAM at ManageEngine, will share in DES2025 the best practices to protect cloud environments, while **Pedro Galdon**, CIO & CISO at Empresa Municipal Aguas de Málaga, and **David Esteban**, CISO at Barcelona City Council, among other specialists, will share ideas on how to recognize scams and protect confidential information.

They will be joined by **Valentina Ponasova**, Security Awareness Analyst at TUI; **Belén Brunet**, Director of Digital Technology and Partner Operations at Coca-Cola Europacific Partners; and **Eugenia Hernández**, member of the Observatory of Military Life at the Spanish Parliament, who will show the measures being taken by companies and governments to protect confidential data, highlighting innovations such as biometric systems.

The meeting will also look at the human factor in cybersecurity with **Mark Brown**, Founder and CEO at the Psybersafe platform, which protects users against digital threats. Brown will highlight the behavior and technique of hackers, who increasingly act based on people's own patterns.

Health and cybersecurity, a critical priority

The growing vulnerability of the healthcare sector to cyber-attacks has raised the alarm in terms of data protection. In 2024 alone, this type of threat increased by 47% over the previous year, according to market reports. Against this backdrop, the ninth edition of DES will bring together **Meritxell Corbeto**, RPA Project Manager at Bayer; **Silvia Sastré**, Head of Omnichannel Capabilities Iberia at Sanofi; and **Sergio Cortes**, Chief Digital, Data & Artificial Intelligence Officer at Ferrer, who will present their companies' success stories in terms of secure digitalization and innovation.

In turn, executives from **Doctoralia**, **Donte Group** -which has brands such as Vitaldent in its portfolio-, **GO fit LAB**, **KI Labs** -which offers hyper-personalized skin care products- **Legit.Health** -which uses AI for the diagnosis and monitoring of dermatological diseases-, will share the advances of technology in the medical sphere and in primary care.



About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

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