



DES - Digital Enterprise Show, rewarded for boosting the city of Málaga as an international technology hub

DES, which held its first edition in Malaga last June, has been awarded in the 3rd 'City of Málaga' Tourism Awards

DES-Digital Enterprise Show returns to Málaga from 13 to 15 June 2023 to embrace new technologies and digital transformation in a changing environment of continuous innovation

Malaga, 21st December 2022.- [DES-Digital Enterprise Show](#), the leading event in digital transformation in southern Europe, has won an award at the 3rd 'City of Málaga' Tourism Awards. DES, which held its first edition in Malaga last June and will return in 2023 from 13 to 15 June, has been awarded in the category **External Tourism Promotion of Malaga**. DES2022 brought together more than 14,800 attendees from all over the world and generated an economic impact of more than 30 million euros in the city of Málaga. With these figures, DES helped boost Malaga's positioning as a technology hub in southern Europe. In addition, the event was attended by the 44th President of the United States of America, **Barack Obama**, as one of the Keynotes Speakers.

"It is an honour for us to contribute to the city of Malaga's continued positioning as a major international technology hub. In the last edition of DES, we did our bit by bringing together the global technology ecosystem and promoting the city as an epicenter of technological innovation. And we will continue to do so in the coming years with the support of Malaga City Council, the Malaga Provincial Council and the Andalusian Regional Government," said **Sandra Infante**, director of DES-Digital Enterprise Show.

In the last edition, DES2022 congress brought together more than 600 experts from all over the world who shared their strategies, knowledge and success stories of the application of technology in different industries. In addition, a total of 336 exhibiting firms presented their latest innovations and solutions in Artificial Intelligence, IoT, cybersecurity, multicloud, data analytics, Virtual Reality, blockchain and 5G. It also hosted for the first time the Scale-Up! World Summit, a forum that brought together more than 2,000 startups with the aim of boosting the entrepreneurial ecosystem.

"This award motivates us even more to continue working so that DES grows every year and puts Malaga on the world map of technology events," adds Infante. The next edition of DES-Digital Enterprise Show will return to **Málaga from 13 to 15 June 2023** under the theme **'Next is Now'** to address the importance of embracing new technologies and digital transformation in a changing environment of continuous innovation.