



Digital Enterprise Show will gather over 30,000 executives in the next edition

Robotics, AI, voice technology and cybersecurity will be the hottest trends at DES 2020.

Madrid, January 30, 2020.- [DES-Digital Enterprise Show](#), the largest event in Europe on digitalization for companies returns to Madrid from May 19th to 21st at IFEMA. **Accelerating Performance** is the claim of its next edition, with the purpose of promoting the digitalization of SMEs and large corporations and demonstrating the profitability of companies with success stories and applications in any industry. DES has already become the largest event on Digital Transformation in Europe and has just opened registration for managers who come every year from more than 50 countries. With a growth of 14% of visitors compared to 2019, they expect to reach 30,000 attendees. A figure that shows the interest that professionals have in Digital Enterprise Show since the first edition to learn the benefits of digitize their business and teams.

“The growth we experience each year in the number of attendees is undoubtedly the best example of the good health that Digital Enterprise Show has among managers who are making the decision to digitize their business processes and management areas, with all the competencies and technological solutions adopted during the event. In addition, more visitors from new countries are added every year, from the closest in Europe to Asia and America,” says Lluís Altés, Managing Director of DES-Digital Enterprise Show.

The organization has presented the pillars on which the contents of this fifth edition are based. In Altés words, “each organization must focus its strategy to succeed in its digital transformation in this decade.” **Benefits, People and Trust** are the three pillars on which to build companies in the era of the digital economy where companies must know how to measure and produce economic, social and environmental benefits, build trust with customers and employees through cybersecurity, the development of privacy policies and the promotion of corporate ethics; and improve the relationship with people, from the client, to employees and company leaders. “Digitalization and technology not only provide economic benefits; they also have positive impacts on the environment and society in general. Boosting these benefits and integrating them into the income statement is part of the digitization process,”.

5 years boosting Digital Transformation

The event that combines practical experience and knowledge, Digital Business World Congress has laid the foundations for digital transformation to companies and organizations that have begun their digitalization. Industry 4.0 and Digital Marketing will be two of the most outstanding topics of 2020 and that have grown the most in content, solutions and innovations, with special prominence of technologies such as Artificial Intelligence, robotics, the industrial internet of things, cybersecurity or voice technologies, which will have an exclusive space within the exhibition area.

The impact of the environment on technology have led the end of the year 2019 and this has been reflected in the congress program, which will host a session dedicated to Clean Tech and



the application of ICT to improve the management of waste. The commercial war between the United States and China in the geopolitical area will be another of the main topics where prestigious international experts will try to shed light so that senior management knows the impact on their business and how to prevent negative repercussions.

The challenges of Globalization in digitalization in Spain

The national focus will once again be carried out by the Spain Pyme Digital forum, in which, during the three days, professionals from small and medium companies will find the keys to digitalize their businesses.

The diversity and visibility of women within the technology sector will be another of the star themes of this new edition. "In 2019 we already have more than 170 women as speakers, a figure that makes us one of the events with the greatest gender diversity in the world and that we aim to overcome with the presence of more than 200 leaders this year,".

With this new edition, Digital Enterprise Show celebrates 5 years promoting the transfer of knowledge and technology among business leaders, experts and senior managers to promote the digital transformation of companies, and with it, generate sustainable economic and social growth in the environment and long term. An event that in each edition has had the support of local and international institutions such as the Madrid City Council and the Community of Madrid, the Government of Spain and the European Commission.