



DES – Digital Enterprise Show 2023 and The Futurum Group sign partnership agreement to drive digital transformation in business

The Futurum Group has joined forces with DES2023 to anticipate trends and provide companies with new digital concepts to make them more competitive

The leading digital transformation event in Southern Europe will take place in Malaga from 13 to 15 June

Madrid, 14 March 2023.- [DES – Digital Enterprise Show](#), the leading event in digital transformation in southern Europe, and [The Futurum Group](#), a family of industry research, advisory, consulting, media, and marketing strategy companies focused on analyzing emerging and market-disrupting technologies, have signed a partnership agreement with the aim of weaving synergies and boosting innovation and digitalisation in companies.

DES 2023 will take place in Málaga from 13 to 15 June. In its latest edition gathered more than 17,000 international delegates with the purpose of contributing to the digital transformation of administrations and companies of sectors such as banking, commerce, industry, mobility, health and tourism.

For its part, DES2023 will host the Digital Business World Congress, the largest international meeting on digital transformation. In its past editions, the Congress has brought together global top speakers such as Barack Obama, 44th President of the United States of America, and Gunter Pauli, creator of the "Blue Economy" concept. In case of the Digital Business World Congress 2023, the forum will congregate more than 450 international experts in 8 auditoriums.

For **Sandra Infante**, director of DES – Digital Enterprise Show, *"it is because of collaborations with leading organisations such as The Futurum Group, that at DES we will be able to anticipate trends that will happen in a few months in the digital industry and resolve doubts that professionals in the sector are facing. Thus, it is essential to have stakeholders who have top-level data, as they bring us closer to new disruptions and inform us of the global digital needs"*.

Shelly Kramer, president of The Futurum Group, stated that: *"We are thrilled to be a research sponsor for DES2023. This event and its leadership, sponsors, and participants have long been on the cutting edge of all things digital transformation and we are excited to be involved, and looking forward to sharing some of our research on the current state of digital transformation in June in Malaga."*