



DES – Digital Enterprise Show 2023 prepares a new edition in Spain with leading IT companies

IBM, Telefónica, KPMG, Kyndryl, Oracle, Banco Santander, VMWare, Globant, T-Systems, Fujitsu, Seidor and Siemens, among others, took part in the first DES2023 Advisory Board

From 13 to 15 June, Malaga (Spain) will once again host DES2023 after the big success of the previous edition with the participation of Barack Obama

More than 16,000 C-Level executives and decision makers in search of technological partners will bring together in DES2023, the largest event in Europe on technological innovation, trends and cutting-edge solutions to boost the digital transformation in the private and public sector

Madrid, 25th January 2023.- The seventh edition of DES - Digital Enterprise Show already has a date on the calendar. From **13 to 15 June**, the city of Malaga (Spain) will once again host the benchmark event on digital transformation to turn the city into the international capital of technological innovation and boost its commitment as a hub in southern Europe. Representatives from more than 50 countries will participate at the event, where leading international speakers will share their expertise and knowledge to boost digital transformation across industries and governments.

After a more than successful seven editions with the participation of the 44th President of the United States of America, Barack Obama, as one of the Keynotes Speakers, DES will reunite over 16.000 C-Level executives and decision-makers in search of an IT partners to accelerate the digital transformation of their businesses.

Sandra Infante highlights the synergies between DES and Malaga, from which *"it has been possible to establish in the capital of the Costa del Sol an event that is already an international benchmark event for IT leading companies and IT and digitalization keen professionals. Furthermore, the DES model, which combines innovation, knowledge and networking activities, such as the European Digital Mindset Awards, has attracted leaders of international corporations who have shown their interest in Malaga, as well as in Spain."*

In line with its mission, DES will continue to emphasise the need for large corporations, SMEs and public sector to increase their profitability and become competitive through digitalisation, with a strong focus on sustainability and talent challenges that are facing the industry.

In addition, DES2023 will pay special attention to the continuous innovation that companies and other organizations must embrace as the use of technologies increase and new disruptions such as the invasion of Ukraine or the energy crisis, emerge. In this context, this three-days event will bring together more than 400 leading IT companies to present their innovations and cutting-edge solutions in Artificial Intelligence,



Hyperautomation, Web 3.0, Metaverse, Cybersecurity, Data Intelligence, LowCode/NoCode Solutions, Multicloud, Blockchain, IoT, 5G or Clean Techs, among others.

More than 450 international experts and over 16.000 C-level and decision makers to join DES2023

Within the framework of DES2023, a new edition of the **Digital Business World Congress** will be held. The largest international congress on digital transformation will bring together more than 450 international experts in eight stages. IT and management strategies, disruptive solutions and success stories will star a very detailed content agenda for industries from Banking to Commerce, from Industry to Mobility or Health and Tourism.

Nacho Villoch pointed out that "at Digital Business World Congress 2023 we will debate a wide range of topics around digital transformation challenges for different role management with a special focus on CIOs that will have a special summit inside the congress, the CIOs Summit. We will reunite experts on cybersecurity; analyse the emergence of potential new players in the social media landscape; we will explore robotisation and automation for efficiency and energy savings; and will discuss the relevance of ESG in digitalization, which also include the social side. All this, without forgetting the challenge of the lack of talent or the rise of new trends such as Electromobility or Clean Technologies, among many other."

There will be more than 270 hours of presentations in a content agenda that includes eight vertical forums focused on different industries (Banking and Insurance, Industry 5.0, Retail, Health, Smart Cities, Urban Mobility, Energy and Tourism) and special agendas focused on each management role from CEOs to CIOs, CMOs, CDOs, CPOs or Human Resources Managers