

DES2021 returns to Madrid from May 18 to 20 to accelerate the digital transformation of Spanish SMEs

The fifth edition of Digital Enterprise Show confirms its celebration in person at IFEMA, bringing together the entire technological ecosystem

DES2021 will guide Spanish companies to take advantage of NextGeneration EU European recovery funds and find the technological partner to drive the transformation of their business model

Madrid, February 11, 2021.- [DES - Digital Enterprise Show](#) confirms the celebration of its fifth edition from **May 18 to 20, 2021 at **IFEMA (Madrid)**. With the aim of accelerating the digital transformation of Spanish SMEs, DES2021 becomes an essential event that brings together thousands of SMEs every year in search of a technological partner. In this edition, it aims to help them identify the opportunities offered by NextGeneration EU funds for the transformation of production models.**

"DES2021 is committed to the necessary public-private collaboration to promote the modernization and digital transformation of all industries, crucial to achieving business competitiveness in modern society. This path of growth is our reason for being and for this, we are an essential platform and bridge between technology, companies and public entities. The celebration of DES2021 is essential for us to accelerate business processes, streamlining and optimizing their impact on improving the competitiveness of businesses", says Malin Svensson, director of Digital Enterprise Show.

The event will bring together once again the entire technological ecosystem, public representatives and managers so that, tangibly, they can learn about all the latest solutions that respond to the new social and economic challenges after the health crisis.

Also, the European recovery funds NextGeneration EU, which promote a change in the production model of the economy through digitization and sustainability, will be the main topics of the Digital Business World Congress. In the congress, Spanish SMEs would be able to identify how to take advantage of these funds through digitization, as well as tools they can use to improve their competitiveness. In this sense, the congress will also feature the Public Administrations Forum, in which the different digital solutions available for better governance will be presented and in which digitization goes through the example of the administration of our country itself.

Three days to transform your business



This new edition of DES will have the added challenge of redefining the roadmap for the digital transformation of leading sectors of the world economy such as the industrial sector, banking, retail or tourism, key to the economic reactivation after the pandemic. In this context, the Digital Business World Congress will have six vertical forums for different industries (Retail, Health Care, Industry 4.0, Smart Cities, Banking & Insurance, and Tourism & Hospitality), in addition to agendas for managers, focused according to the area responsibility of each one: CEO's, CIO's, CMO's and Human Resources professionals.

Digitization has experienced a sharp acceleration this year. In fact, according to data from Statista, investment in technology grew worldwide. Specifically, investment in Cybersecurity increased by 84%, in Cloud by 74% and in Automation technologies by 66%. An increase to which are also added investments in Artificial Intelligence (59%), 5G (49%), or IoT (43%), among others. All these technologies will be widely analysed at DES2021, focusing on those that enable digital transformation through an exhibition area and seven specialized forums for these technologies: Artificial Intelligence, Data Analytics, Cybersecurity, IoT, 5G, Cloud, and VR / AR.

As every year, DES will host a series of networking activities such as the European Digital Mindset Awards 2021, the Innovation Hub for the most disruptive technology startups on the current scene, or the Women Leadership on Digital Transformation to empower women in the technology sector, among many others.

DES, a safe event

The organization will ensure the safety of all DES2021 attendees with the development of a comprehensive [Safety and hygiene protocol](#) following all the recommendations of the health administrations and the UFI (Union of International Fairs). NEBEXT already has the experience of TIS - Tourism Innovation Summit, an event that was held in Seville last November and in which more than a thousand professionals attended in person and in which they performed antigen tests at origin and in the venue itself to ensure the safety of all attendees.