



DES2025 brings together top global experts in exponential technologies

Europe's leading event on technology innovation to host Digital Business World Congress, where leading figures will examine the evolution of AI and the rise of quantum computing and cybersecurity

Margaret Mitchell, ex-Google and Director of Ethics at Hugging Face; Jo De Boeck, CSO of the global nanoelectronics R&D center IMEC, and executives from Repsol, Alain Afflelou or Four Seasons, will take part in the congress

Experts and entrepreneurs who want to participate in the summit can apply until April 20

Madrid, March 28, 2025. – Artificial intelligence has been a business game changer and has been the technology of the last few years. According to experts, the digital solution is already considered to have started a new cycle after the emergence of smartphones and social networks. An indication of this theory is that AI, and specifically Generative AI (GenAI), is entering the set of tractor industries of global economies developing business and improvements in operations and equipment.

In this context, [DES – Digital Enterprise Show 2025](#), the reference event in Europe dedicated to exponential technologies, that will take place in **Malaga from June 10 to 12**, will host a new edition of **Digital Business World Congress**. This is the largest EU-wide forum specialized in emerging technology solutions, which on this occasion will focus on examining the evolution of Generative AI and General AI (AGI), as well as the advancement of quantum computing and the application of cybersecurity, among other digital initiatives, to stimulate business competitiveness.

To this end, the meeting will host **more than 500 international experts**, who will share their success stories in digitization. They will inspire the more than **17,000 executives who will gather at DES 2025** on their way to incorporate the most cutting-edge technological tools to optimise processes and increase the profitability of their respective organisations. In order to maximize the leading voices participating, **Digital Business World Congress has opened its [call for visionaries](#)**, entrepreneurs, executives and academics to take the stage to present their own achievements and perspectives.

In this regard, representatives of innovative technology initiatives in the following segments are called: *banking and insurance, manufacturing, health, tourism, entertainment and sports, retail and e-commerce, mobility and public administration*. Likewise, speakers will be able to share their track record in AI, quantum computing, data analytics, multicloud, cybersecurity, blockchain, digital marketing, IoT, virtual reality and augmented reality, among others. Specialists who want to apply to be part of the congress can submit their proposal **until April 20**.



A full agenda of leaders

Digital Business World Congress continues to expand its list of prominent figures in order to make up a first-class agenda. **Jo De Boeck**, Chief Strategy Officer and Executive Vice President at IMEC, the world's leading independent nanoelectronics R&D center, which has confirmed its installation in Malaga, will be in its auditoriums. The expert will show how this entity combines its nanotechnological knowledge with data and artificial intelligence to create and support applications for a smarter future.

Also present will be **Ricardo Enriquez**, Head of Quantum Technologies Team at Repsol, who will offer the opportunities that quantum computing brings to accelerate the energy transition; or **Nieves Gutiérrez**, Head of Operational Technology Cybersecurity in Europe at Campofrío Food Group, who will delve into the protection strategies against cyber-attacks that are being implemented. They will be joined by the well-known businessman and entrepreneur, **José Elías**, who is also president of Audax Renovables and owner of La Sirena; **Abelardo M. Vecino**, FBI attaché at the Spanish Embassy; **Eva Ivars**, CEO of Alain Afflelou in the Iberian market; **Rafael Juan**, CEO of Vicky Foods; or **Paloma Arias-Perero**, Director of People and Culture at the Four Seasons Hotel in Madrid, among many others.

They will also be joined by some of the world's biggest names in artificial intelligence who have confirmed their attendance at the conference. This is the case of **Margaret Mitchell**, founder and co-director of Google's AI ethics department and current Chief Ethics Officer of Hugging Face; **Richard Benjamins**, co-founder and CEO of the observatory of the social and ethical impact of artificial intelligence, OdiselA; and **Fernando Domínguez Pinuaga**, vice president of Sandbox AQ, a company born out of Alphabet, and which unites quantum with AI to solve conjunctural challenges such as improving GPS navigation.

About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.