



DES2025 outlines its roadmap to strengthen Malaga as a global tech innovation hub

The benchmark meeting on exponential technologies has gathered its Advisory Board in Madrid –featuring firms such as Google, IBM, and T-Systems– to share insights on the sector and shape the event’s agenda

From 10-12 June, DES2025 will bring together more than 17,000 executives to discuss the development of AI, the quantum computing revolution and cybersecurity challenges

Madrid, May 6, 2025. – [DES – Digital Enterprise Show 2025](#) continues to shape its roadmap to position **Malaga**, Spain, as a global tech innovation hub, from **10 to 12 June**. The event, which will bring together more **than 17,000 executives and more than 400 exhibiting firms**, will focus on the evolution of Artificial Intelligence in all its forms, as well as exploring the progress of quantum computing and security and defence, among other issues, to promote the competitiveness of large companies, SMEs and public administrations.

For this reason, DES2025 has brought together its Advisory Board in Madrid –which includes major technology firms such as Google, IBM, T-Systems, Fhios, Canon, MásOrange and Lenovo– to finalise the design of its ninth edition in accordance with the industry's priorities. The companies that have attended have contributed their perspectives, based on the current economic and geopolitical situation, in order to be discussed at the meeting.

Sandra Infante, director of DES, has advanced that *“in this edition we will see the most outstanding technological strategies of the business community and administrations that, at this time, can respond to the challenges and times of uncertainty that we live in. From the opportunities arising from the integration of AI with other digital solutions, to initiatives in the areas of cybersecurity, protection and defence, quantum computing and data sovereignty, which have become protagonists in recent months due to the competitive advantage they are bringing to companies, will be analysed”*.

International voices of inspiration

More than **500 leading global experts** will address the evolution, challenges and prognosis of digitalisation at the **Digital Business World Congress**, Europe's leading forum on AI and exponential technologies, taking place at DES. Among them are **Margaret Mitchell**, founder and co-director of Google's AI ethics department and current Chief Ethics Officer of Hugging Face; **Jo De Boeck**, Chief Strategy Officer and Executive Vice President at IMEC, the world's leading independent nanoelectronics R&D centre, which has confirmed its installation in Malaga; or **Fernando Domínguez Pinuaga**, Vice President of Sandbox AQ, a company born from Alphabet, which combines AI and quantum technologies. Likewise, the well-known businessman and entrepreneur, **José**

DES – Digital Enterprise Show es un evento de:



Elías, the Spanish army colonel and specialist in geo-strategy, intelligence and security, **Pedro Baños**, and the General Director for the south and north of Europe of the ODEON Cinemas group, **Ramón Biarnes**, among many others, will share their approaches on the congress stages.

They will be joined by executives from Grupo Afflelou, Scotta 1985, the NBA, Campofrío, Audible, L'Oréal, Allianz, The Adecco Group, Nestlé, Ferrovial, Airbus, PepsiCo, Cabify and Grosso Napoletano, in a programme with **more than 350 sessions**. In this sense, the content agenda will be aimed at the segments of Banking and Insurance, Security and Defence, Manufacturing Industry, Health, Tourism, Entertainment and Sport, Retail and E-commerce, Mobility and Public Administration; and will be designed taking into account the interests of strategic professional profiles such as CEO, CIO, CMO, CDO, Human Resources Managers and the new AI Managers.

Alezeya Sánchez, director of **Digital Business World Congress**, underlined the relevance of the forum explaining that *"it will be a great summit with a wide representation of global leaders, who will share their vision on the current key trends. For this reason we will have more CEOs, more success stories, more practical sessions and more 'testimonials' that will inspire the attending professionals"*.

Retail Tech Fest

DES2025 will host for the first time, with the help of Adigital, the **Retail Tech Fest**, the meeting point for the retail and e-commerce sector, where executives from well-known organisations will explain how to accelerate online sales. Leading figures from **Alibaba.com, Miravia, Just Eat, Ikea, Destinia and Conforama** are some of those who will be present at the forum. The Retail Tech Fest will also host a showroom, where technological solutions for the sector will be on display, and will be the venue for the Ecommerce Awards, organised by the Ecommerce Observatory.

Get your press pass for DES2025 [HERE](#)

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.

DES – Digital Enterprise Show es un evento de:

NEBEXT
NEXT BUSINESS EXHIBITIONS