



DES2025 puts Malaga at the forefront of global conversations on AI and quantum computing

From June 10 to 12, Europe's largest event on exponential technologies will gather over 17,000 business leaders to explore the latest digital innovations driving competitiveness in enterprises and administrations

Margaret Mitchell, ex-Google and Chief Ethics Scientist at Hugging Face; Jo De Boeck, Executive Vice President at IMEC; and Ulrich Ahle, CEO of Gaia-X, among others, will discuss the impact of digitalization across key economic sectors

A wide range of activities will take place across the city of Malaga during the event, with hotels almost fully booked at 97% occupancy

Madrid, June 9, 2025. – [DES – Digital Enterprise Show 2025](#) has everything ready to open its doors tomorrow in Malaga, Spain. From Tuesday, **June 10, until Thursday, June 12**, the largest event of exponential technologies and AI in Europe will receive **more than 17,000 executives** who will come to learn about the latest digital solutions and strategies that are boosting the competitiveness of large corporations, SMEs, startups and public administrations.

The organization of the event will generate an economic impact of **more than 30 million euros** for Malaga, which **recorded a 97% hotel occupancy rate during the event**. In this way, DES2025 reinforces the projection of the city and its positioning as a hub of technological innovation worldwide.

Precisely, **408 firms** have chosen Malaga and DES2025 to present **681 innovations** related to AI, cloud, cybersecurity, quantum computing, blockchain, IoT, Extended Reality or data, along with other key technologies. Among the companies present, brands such as IBM, Lenovo, Google, MasOrange, Clear Channel, Santander, T-Systems, Oracle, Eurecat, Fhios, Westcon or TotalTech stand out.

Mexico will also play an important role as the guest country. Thus, a delegation formed by companies and executives of the territory will present success stories and digital initiatives that have developed to introduce them in the market.

Inspiration and discussion with 612 experts

The future of technology will be discussed at DES2025, as part of the **Digital Business World Congress**, the great European forum where global gurus, entrepreneurs, managers and specialists meet. In numbers, **612 experts** will share their vision of how exponential technologies are reshaping the industries of **manufacturing, healthcare, tourism, banking and insurance, entertainment and sports, mobility and public management**.

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As a novelty, retail and ecommerce will have their space at the **Retail Tech Fest**, the meeting point for this sector that, with the help of Adigital, will showcase the technological innovations, trends and experiences transforming the industry. Executives from well-known firms such as Alibaba.com, Miravia, Just Eat, Ikea, Destinia and Conforama will be present.

In reference to the content program, Digital Business World Congress will focus mainly on the **development of AI**, with the expansion of generative AI or the emergence of agentic AI - capable of automating complex tasks autonomously - and its fusion with other technologies such as Virtual Reality or blockchain. In parallel, the irruption of **quantum computing** and the relevance of **cybersecurity** solutions in the current context will be addressed. The ethical dilemmas posed by digital tools and the role of recent **regulations** will also be discussed.

Among the big names to be cited at the forum are figures such as **Margaret Mitchell**, founder of Google's AI Ethics Department and current Chief Ethics Scientist at technology company Hugging Face; **Jo De Boeck**, Chief Strategy Officer and Executive Vice President at IMEC; **Richard Benjamins**, co-founder and CEO at the observatory of the social and ethical impact of artificial intelligence, OdiselA; **Fernando Domínguez Pinuaga**, vice president of Sandbox AQ, an Alphabet spin-off company specializing in AI and quantum computing; and **Ulrich Ahle**, CEO at Gaia-X.

They will share the stage with a wide range of executives from organizations such as Alain Afflelou, TikTok, L'Oréal, Allianz, PepsiCo, Nestlé, Four Seasons, Airbus, Cabify, Diageo, Toyota, Unilever, Repsol, and DHL, as part of a program featuring 345 sessions.

Entrepreneurial talent will also be part of the pulse of DES2025 with **The Scale-Up! World Summit**, the event that brings together the most innovative startups to present their digital innovations for different industries. The purpose of the meeting is for companies to find their partner and scale their value proposition.

DES2025 activities

Beyond the exhibition and congress area, the largest European event for exponential technologies and AI has prepared an agenda of activities with the aim of stimulating the creation of synergies. These include the **European Digital Mindset Awards**, which recognize organizations leading the incorporation of exponential technologies; the **Leadership Summit**, meals that bring together industry leaders and institutional representatives; and the **Closing Party**, which will feature an exclusive performance of the musical Malinche, by Nacho Cano.

Likewise, in order to facilitate the consolidation of professional ties outside the DES, a network of bars and restaurants has been created in which executives attending the event, upon presentation of their event accreditation, will be able to enjoy special conditions.

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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.

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