



## DES2025 to focus on AI, quantum and cybersecurity breakthroughs shaping the future of global tech

From June 10 to 12, the international event brings together in Málaga over 17,000 executives to explore the latest technological solutions driving competitiveness for businesses and public institutions

Leaders from Google, Hugging Face, SandboxAQ, Gaia-X, IBM, Lenovo or T-Systems, and others will explore the digital concepts shaping the industry such as agentic AI or quantum technologies

**Madrid, May 30, 2025.** – [DES – Digital Enterprise Show 2025](#), the largest European event dedicated to exponential technologies, is almost ready to welcome, from **June 10 to 12 in Malaga**, Spain, major world leaders in artificial intelligence. All of them will come with the aim of studying the evolution of this tool on a global scale and defining their next steps. The meeting will also bring together more than **17,000 executives**, who will learn about the latest intelligent solutions that are boosting the competitiveness of companies and administrations.

With DES2025 taking place, Malaga will strengthen its position as an international tech hub, becoming the key meeting point to discover the most cutting-edge digital innovations on the market. In this sense, in the event **more than 400 firms** -among which IBM, Lenovo, Google, MasOrange, Clear Channel, Santander, T-Systems, Oracle, Eurecat, Fhios, Westcon or TotalTech- show their advances in AI, cybersecurity, data, multicloud, blockchain, Extended Reality, martech or IoT, along with other key technologies.

Likewise, DES2025 has Mexico as a guest country for its leadership in the adoption and development of AI, attracting investment and specialized talent. In this regard, the territory is traveling with an institutional delegation and companies, which will present their main proposals and digital solutions.

During the presentation, **Sandra Infante**, director of DES, highlighted the need to hold the event at a time characterized by *“the continuous and accelerated evolution of technologies. We are seeing this with artificial intelligence, from which concepts such as generative AI have emerged, and more recently, agentic AI, which is opening up new ways to automate processes that previously required human intervention. We will continue to see this trend with other digital tools, such as quantum computing. Therefore, visiting DES2025 is transcendental, as it is where the innovations of the technology market will be presented, and its challenges related to implementation, regulation and ethics will be answered”*.

**More than 500 experts discuss the future of technology**

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Within the framework of DES2025, the **Digital Business World Congress** takes place, a benchmark forum in Europe, where **more than 500 global experts** examine the technological concepts and trends that are shaping the future of banking and insurance, manufacturing, healthcare, tourism, entertainment and sports, retail and ecommerce, mobility and public administration.

Among the major topics on the agenda of the congress are the progress of AI, with its fusion with other technologies such as blockchain or IoT, or with the emergence of agentic AI; the expansion of quantum computing and the relevance of cybersecurity. Likewise, the social implications that technological applications entail are addressed, along with the regulations that are being adopted.

Some of the gurus confirmed for this summit are **Margaret Mitchell**, founder of Google's AI Ethics Department and Chief Ethics Officer at the U.S. technology company, Hugging Face; **Jo De Boeck**, Chief Strategy Officer and Executive Vice President at IMEC; Ulrich Ahle, CEO at Gaia-X; Richard Benjamins, co-founder and CEO at the observatory of the social and ethical impact of artificial intelligence, OdiselA; **Miguel Escassi**, director of Public Policy and Institutional Relations at Google Spain and Portugal; or **Fernando Domínguez**, vice president at Sandbox AQ, a company born from Alphabet, which combines AI and quantum computing.

Likewise, will share their perspective leaders from organizations such as Unilever, L'Oréal, Seat, Airbus, TikTok, TUI, Moeve, Coca-Cola, Diageo, Scotta 1985, Sanofi, Bayer, Bizum, PepsiCo or Isdin.

**Alezeya Sánchez**, director of Digital Business World Congress, explained that *“in this edition we have created a unique program in which we will have more success stories that will undoubtedly inspire professionals in their digitization processes”*.

In fact, the congress hosts an exceptional testimonial. This is the Spanish artist **Alicia Framis**, who offers the story behind her pioneering project: becoming the first woman to symbolically marry an AI hologram.

### **Innovation for ecommerce at the Retail Tech Fest**

As a novelty, DES brings, hand in hand with Adigital, the **Retail Tech Fest**, the meeting point for the retail and e-commerce sector in which technology companies present their solutions for the sector. The event also features a conference program where executives from Alibaba.com, Miravia, Just Eat, Ikea, Destinia or Conforama, among other companies, study the digital trends and experiences that are transforming retail and ecommerce.

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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

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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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