



DES – Digital Enterprise Show 2022 hold its sixth edition in Malaga from 14th to 16th June

Experts call for more public-private collaboration at DES2022 to accelerate economic transformation through Blockchain

Another of the issues analysed has been the emergence of new, more energy-efficient blockchains to tackle the climate crisis

The largest digital transformation event has shown the application of Blockchain or NFTs in different sectors such as tourism or logistics

Madrid, 21 June 2022.- Data from IDC Spain indicates that, only in Spain, Blockchain will contribute more than 20,000 million euros to the national GDP by 2030, and that it will grow by 47% in the next two years. These figures show the importance that the blockchain is gaining in the growth of the global economy, however, there are still many questions to be answered. How does the Blockchain impact on each industry? How can individual companies take advantage of its capabilities to grow? What are its challenges and how should we face them? These questions were answered last week at [DES – Digital Enterprise Show 2022](#), the leading event in digital transformation, which was held from 14 to 16 June in Malaga and brought together almost 15,000 attendees.

Blockchain technology opens up new opportunities for traditional businesses and generates high added value for industries. **Cristina Martín**, CEO of the specialised distribution platform Usyncro, has stated that *"in the logistics sector, the Blockchain allows traceability of all transport and adds transparency to the entire process"*.

Mirko Ross, cybersecurity specialist and CEO of Asvin, has highlighted the shift towards decentralised systems, which is causing a transition from a concept of ownership to one of subscription. This could change the way we produce, for example, vehicles. Ross has also underlined how the security and transparency provided by the Blockchain *"reduces the possibility of fraud in financial transactions"* and he has reaffirmed that *"security is fundamental to gaining the trust of consumers in order to develop new services and accelerate them"*.

Santiago Cabezas, CEO of real estate technology company Datacasas Proptech, has underscored the way in which the Blockchain is transforming the real estate sector, providing security to consumers in their off-plan purchases in which *"the notary does not exist"*. *"The Blockchain gives us more security at this point in the transaction,"* has added Cabezas. Likewise, the CEO has emphasised that blockchain is also the gateway to making the metaverse real in the industry. *"The difference between the metaverse and Second Life is that the avatar now has a wallet with cryptocurrencies"* with which it can make purchases in the real world.

Blockchain to promote sustainability

One of the great challenges in relation to blockchain technologies is that of sustainability, due to the high electricity consumption of this system. For this reason, DES2022 has presented the success story of Algorand, a blockchain that is much more energy efficient



than others, and which also offsets its carbon footprint in partnership with the organisation ClimateTrade.

In addition, the traceability guaranteed by the Blockchain makes it possible for companies to identify which processes or links in the chain are less environmentally friendly in order to implement a specific solution and make the transition towards improving sustainable objectives.

New business opportunities through the Blockchain or virtual currencies

Another disruptive technology addressed at DES2022 was virtual currencies, also known as cryptocurrencies, which are expected to change the financial system as we understand it today. Although there is currently no central body to regulate them, which poses an added risk, the easy access to different types of crypto and the agility of investment has led many young people to sign up for this market.

Alberto López, VP Digital Assets Security Products at Mastercard, has argued that consumer protection "*is basic*", and that "*we must make cryptocurrencies a safe money*". In addition, he stated that in order to generalize the use of cryptos as a currency "*we need price stability*", an aspect that, according to the expert, still needs to be worked on. Likewise, at DES2022, more agility has been demanded from the administration to develop legislation that achieves the creation of a financial structure for cryptocurrencies.

For his part, **Qian Jiang**, Director Business Solutions at Fireblocks, a company dedicated to managing digital assets, has opened the door to new business opportunities that begin with the Blockchain and Smart Contracts (contracts that are automatically executed as clauses are fulfilled) in the financial sector, pointing out that regulators need to understand what a Smart Contract means and what it ensures. "*These contracts also need to be audited*", he has said.

The experts also pointed out at the Blockchain & NFT's Series forum, which was supported by Alastria, the necessary collaboration between companies and governments to overcome traditional bureaucracy and "*develop scalable solutions implemented on a massive scale*", has stated Cristina Martín.

NFTs become a reality in Malaga

At DES2022, Malaga City Council has presented the first and only NFT platform for tourism management in the world, which will allow the city to get closer to travellers while generating a more sustainable and inclusive tourism model.

Jonathan Gómez, head of tourism at Malaga City Council, has been in charge of presenting this space built with Blockchain and that offers visitors to interact with the city and participate in sweepstakes, make donations securely to preserve its historical heritage, or receive notifications to promote trips to certain areas. In addition, this platform uses one of the most decentralised blockchains in the world with 350,000 nodes, and consumes only 0.16% of Bitcoin's annual energy, making it possible to reuse data and join circular economy projects.