



# Malaga becomes the world's technology capital with DES2023

**From 13 to 15 June, the hotels in Malaga will have reached full capacity sign, with the visit of more than 17,000 executives from all over the world who come to DES in search of a technological partner to boost their business**

**DES2023 will feature international gurus in exponential technologies, such as Vala Afshar and Nina Schick, two of the world's leading experts in Artificial Intelligence**

**Málaga, 12 de junio de 2023.** – The seventh edition of [DES – Digital Enterprise Show](#), the largest European summit on exponential technologies, will open its doors tomorrow to put Malaga back on the world map of technological events. The event, which will last until Thursday and has once again sold out the city's hotels, will bring together more than 17,000 executives from all over the world who come in search of a technological partner to increase the competitiveness of their companies. The event will generate an economic impact of 34 million euros for Malaga, and will reaffirm the city as a major innovation hub in southern Europe.

Under the slogan "Next is now", a total of 581 international experts will share their strategies, knowledge and success stories on the application of disruptive technologies to different industries at DES2023. In total, there will be more than 270 hours of presentations in a very detailed content agenda, where the keys to developing new business models in the sectors of Banking, Commerce, Industry, Mobility, Health, Energy or Tourism will be given.

## **Artificial Intelligence drives the technological future**

In this edition, Artificial Intelligence will be the main protagonist after the revolution it is bringing to business as a whole and the regulations that are being envisaged by the European Union and the United States. Its profitability, the opportunities it offers, and the challenges it entails in industries such as marketing, human resources, mobility or even in the world of SMEs or public administration are issues that will be discussed at DES2023.

All of this will be carried out by world gurus who will share the capabilities of exponential technologies at the Digital Business World Congress, the largest forum on digitalisation at European level organised within the framework of DES. Names of the stature of **Vala Afshar**, "digital evangelist" known worldwide for highlighting AI as the key to progress; **Nina Schick**, expert in Generative AI and advisor to President Biden; **Shelly Palmer**, Co-Founder of Metacademy and considered a "Top 1 Voice in Technology"; or **Ben Hammersley**, editor of the technology magazine Wired UK, and creator of the term "podcast", will give their views on the current digital transformation and where it is leading us.



Similarly, DES has recognised Kiev as a City Partner 2023 for the digitalisation work that the city is carrying out with the aim of saving the lives of its citizens in the context of the conflict with Russia. Thus, the summit will receive a Ukrainian delegation led by **Oleg Polovynko**, CIO of the Kiev City Council, who will explain the technological strategies followed by the Ukrainian capital in order to prevent threats with just a mobile application.

### **From clean tech to cybersecurity: the technologies of 2023**

Apart from Artificial Intelligence, DES2023 will also dedicate its sessions to the other technologies that are marking the path of digitalisation, and will do so in the coming years. This is the case of **digital twins, Blockchain, Virtual Reality, Augmented Reality, multicloud, data analytics, hyper-automation, IoT, 5G and clean tech**. Likewise, the widespread concern about cyber-attacks and the increase in offensives that have been recorded in the first half of 2023 will make **cybersecurity** a central issue in this edition of the event. Senior representatives from NATO, the Spanish army, the police and security managers from companies such as CINFA laboratories, Iberia, Kyndryl, the Thyssen Museum and Codere will explain how to prevent an attack and what to do when you are already a victim.

A new feature of DES2023 will be the **Energy & Cleantech Forum**, a space where technologies aimed at reducing environmental impact and contributing to the climate targets for 2050 will be showcased.

### **Global summit to bring together the latest innovations**

The event's agenda will be completed with the activities in the exhibition area, which will feature 394 exhibiting firms in FYCMA's two pavilions, presenting their latest innovations and technological solutions to boost the efficiency of companies, organisations and institutions. Among the firms will be **Banco Santander, Clear Channel, Contents.com, Easyvista, Fhios, Globant, Grupo Aire, Havas Media Group, IBM, Inetum, Intel, KPMG, Kyndryl, Minsait, Oracle, Personio, RedK, Stratio, Tealium, Telefónica Tech, The Futurum Group, T-Systems, WeHumans, Vass or VMware**, among many others.

Another relevant aspect of DES2023 will be the celebration of the second edition of **The Scale-Up! World Summit**, the space dedicated to the entrepreneurial ecosystem where the most disruptive international startups will present their value proposition in order to evolve and become scaleups.