



DIGITAL
ENTERPRISE
SHOW

10-12 JUNE 2025
MÁLAGA - FYCMA
#DES2025
www.des-show.com



POST SHOW REPORT 2025

AI-Driven Business Success

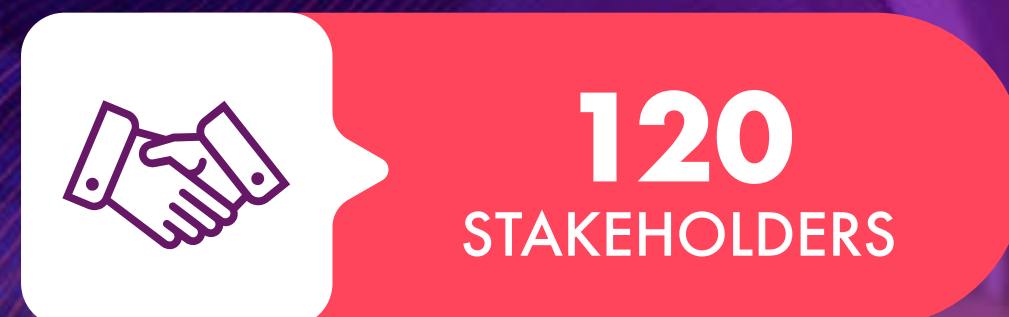
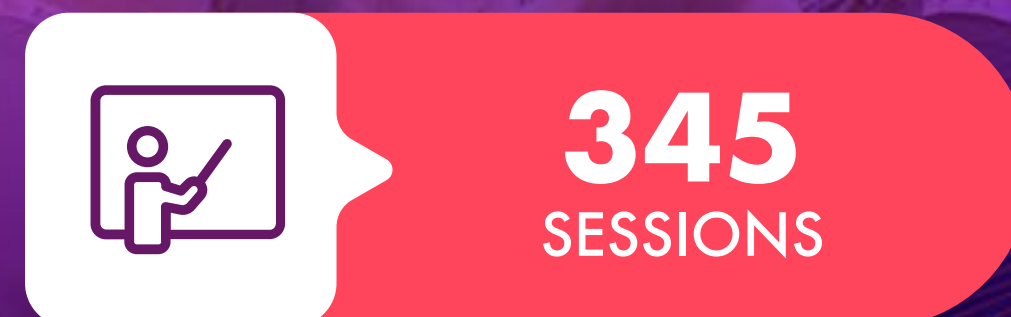
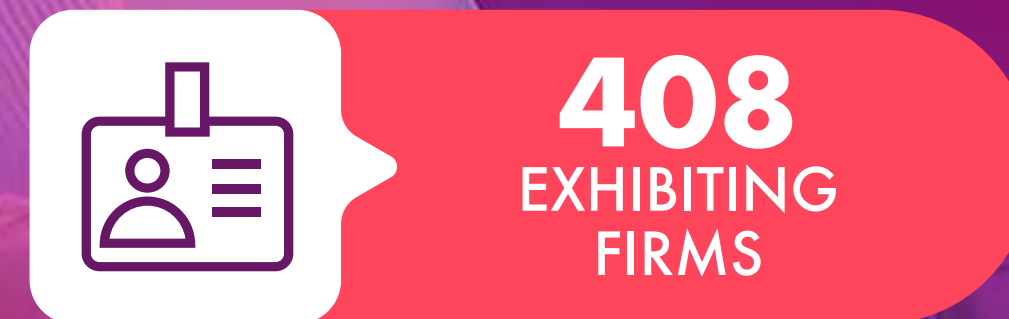
CLOUD | CYBERSECURITY | MARTECH | AI

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AI-DRIVEN BUSINESS SUCCESS EDITION



THE BUSINESS PLATFORM THAT BRINGS MORE VALUE TO THE SECTOR

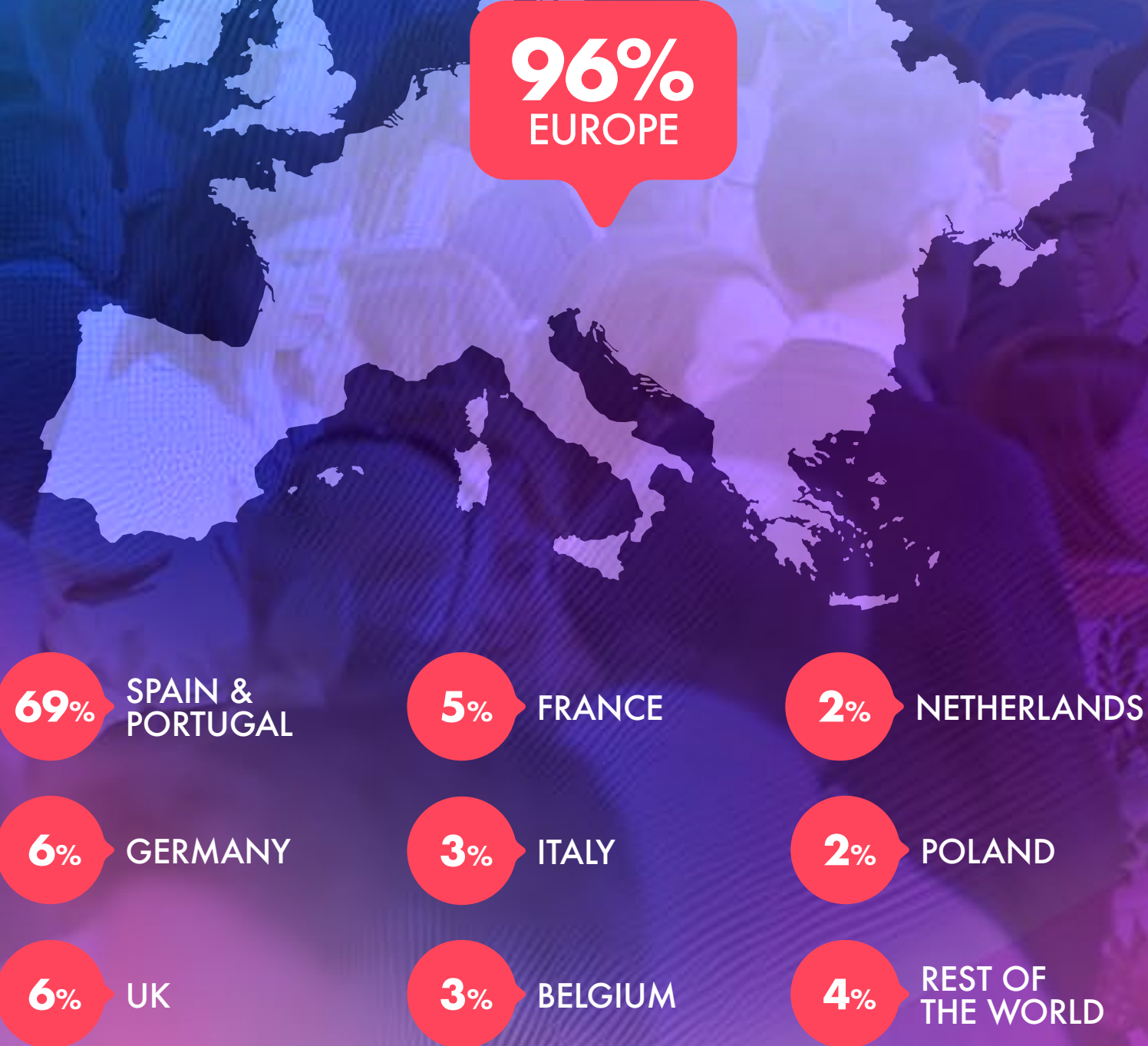


FACTS & FIGURES

VISITOR'S PROFESSIONAL PROFILE



GEOGRAPHIC ORIGIN



COMPANY SIZE BY NUMBER OF EMPLOYEES



LEADING INDUSTRIES VISIT DES LOOKING FOR INNOVATIVE SOLUTIONS



COMPANIES ATTENDING DES



PARTNERS & EXHIBITORS

GLOBAL PARTNERS



EVENT PARTNERS



DES CLUB



GLOBAL RESEARCH PARTNER



INSTITUTIONAL SUPPORTERS



INDUSTRY DIGITAL LEADERS



DISCOVER DES2025

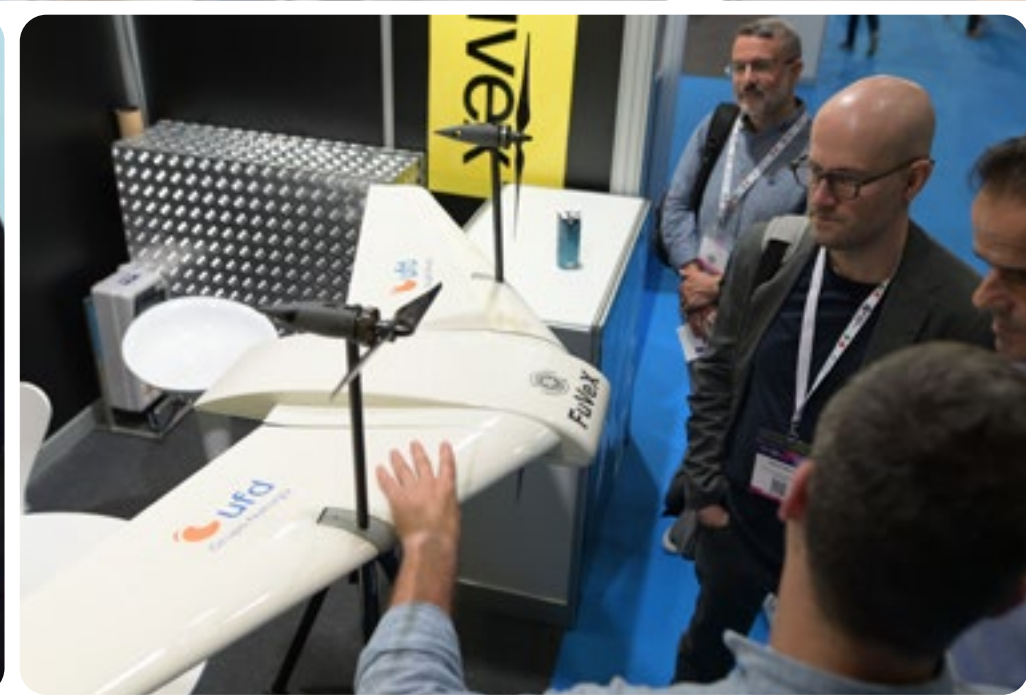
 [CLICK HERE TO SEE THE WHOLE GALLERY](#)



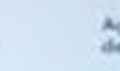
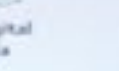
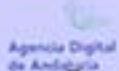
SHOWROOM AND NETWORKING



CLICK HERE TO SEE THE WHOLE GALLERY



DIGITAL BUSINESS WORLD CONGRESS



612
SPEAKERS



9
INDUSTRY
FORUMS



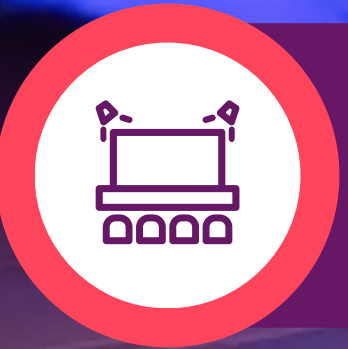
6
TECH SERIES



+134h
CONTENT
SESSIONS



6
C-LEVEL
AGENDAS



8
AUDITORIUMS



**RETAIL &
eCOMMERCE**



**BANKING &
INSURANCE**



MANUFACTURING



**TOURISM &
HOSPITALITY**



HEALTH



**SPORTS &
ENTERTAINMENT**



PUBLIC SECTOR



**SECURITY &
DEFENSE**



**eMOBILITY
& SMART CITIES**



TECH SERIES

AI SERIES

CLOUD SERIES

CYBERSECURITY SERIES

MARTECH SERIES

BLOCKCHAIN SERIES

DATA SERIES



C-LEVEL AGENDAS & MORE

LEADERSHIP SUMMIT

CIO SUMMIT

CMO SUMMIT

CDO SUMMIT

HR SUMMIT

AI DIRECTOR SUMMIT

DIGITAL MARKETING PLANET

ESPAÑA PYME DIGITAL

THE SCALE-UP! WORLD SUMMIT

INNOVATION THEATRES

345 INNOVATIVE SESSIONS AND 612 INTERNATIONAL SPEAKERS



José Elías
Entrepreneur & President



Albert Triola
CEO



Meinrad Spenguer
CEO



Jordi Saez
CEO



Margaret Mitchell
Researcher and Chief
Ethics Scientist



Oriol Segarra
CEO



Javier Tebas
President



**Javier San Juan
Martin**
Former President
LATAM Region



Miguel Escassi
Head Of Government
Affairs And Public Policy,
Google Spain And Portugal



**Richard
Benjamins**
CEO / President



**Victor Ivan
Contreras**
CEO & Founder



Marc Planas
CIO



Ernesto Gallardo
CEO



Ulrich Ahle
CEO



Rafael Juan
CEO



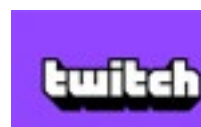
Julio Merele
CIO



Álvaro Ontañón
CIO



Paula Palomino
Director of Twitch Global
Spanish Partnerships -
Spain & Spanish Speaking
Americas



Ángel Nigorra
General Manager



Guille Lorbada
Head of New Ways of
Working



345 INNOVATIVE SESSIONS AND 612 INTERNATIONAL SPEAKERS



Antonio Sanz
Regional Minister for the
Presidency, Interior, Social
Dialogue and Administrative
Simplification



Francisco de la Torre
Mayor



Francisco Salado
President



Jo De Boeck
EVP and Chief
Strategy Officer



Lisa Martin
Tech news reporter
| CMO Advisor



Carmen Prada
Cloud Platform Director



Álvaro Vázquez
People Management
Director Securitas Direct
Iberia, Italy & Latam



Aleida Alcaide
Chief AI Officer



Natalia Bustos
AI-driven cultural
transformation



Idoia Salazar
President & Founder



Carme Artigas
Senior Fellow at Harvard
Belfer Center.
Co-Chair UN AI Advisory
Body (2023-2024)



Fernando Domínguez
Vice President



Rafael Blesa
Chief Information Officer



Basilio García
Managing Director



Hazel Diez
Chief Information
Security Officer



Marcel Queralt
VP Strategic Partnerships
and Corporate
Development



Aitor Cubo
General Director of
Digital Transformation



Belén Brunet
Director of Digital and
Operational Technology



Javier Porras
Director of Artificial
Intelligence
in Innovation



Antonio Joaquín Duro
Data Expert Sales



345 INNOVATIVE SESSIONS AND 612 INTERNATIONAL SPEAKERS



Elisa Torres
Founder & CEO



Ildefonso Vera Gómez
Director Innovación
Procesos y Transformación
Digital



Rafael Guzmán
AI Catalyst



Eva Montoro
Scib Global Head Of Chief
Data, Digitalization & Ai



Pablo De La Puente
Chief Information Officer



Nieves Gutiérrez
Head of OT Cybersecurity



Jesús Mantas
Board of Directors at
Biogen Global Managing
Partner



Nestor Álvaro
Director of AI and
Advanced Analytics



Mateo Ramón
Chief Technology &
Transformation



Josep Manel Sillero
Infrastructure & Cloud
Architecture Director



DIGITAL
ENTERPRISE
SHOW



DIGITAL MARKETING PLANET

MAIN TOPICS

AI FOR MARKETING

TOP 50 BRANDS
SUCCESS STORIES

AGENCIES AND BRANDS
LOVE STORIES

CMO SUMMIT
BUSINESS & GROWTH STRATEGY

SOCIAL PLATFORMS
AND DIGITAL RIGHTS



Ana Belén García
Ecommerce Director

PULL&BEAR



Beatriz Calzada
Head of Performance
Marketing



Ceyhun Necati
Counsel Head of TMTIP

Linklaters



Esther Checa
Global Head of
Innovation

t2ó



Florian Fellner
Head of Advertising



Gerardo Casas
Former-Head of
Ecommerce



Laura Palomo
General Manager



Manuel Royo
Marketing Director

Beko Europe



Natalia Bustos
AI-driven cultural
transformation



Pedro Fernández
Marketing and Product
Manager



ESPAÑA EMPRESA DIGITAL

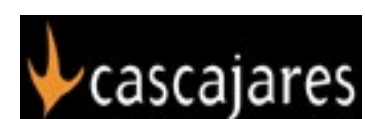
MAIN TOPICS

- The 5 Forces Redefining the Future of Business: AI, IoT, Robotics, Automation, and Blockchain
- The Digital Leadership of the New SME (Success Stories)
- Innovating with AI in Spain: Regulation, Data Protection and Ethics

- Quantum Spain: Application Projects in Spain
- Cybersecurity in the Context of Quantum Computing and AI
- Humanizing Organizations in the Age of AI
- Internationalization and Competitiveness



Alfonso Jiménez
President



Aurea Benito
Corporate People
Director



Jonathan Chacón
Accessibility lead



Lorenzo Cotino
President



Nuria Avalos
General Manager



Rodolfo Carpintier
Partner & Founder



RetailTech Fest CONGRESS

Co-organized by:
 

MAIN TOPICS

- Retail 4.0 & Customer Experience
- E-commerce Revolution
- Data-Driven Retail
- Marketplaces & Cross-Border Commerce
- AI & Automation in Retail
- Cloud & IT Solutions
- Cybersecurity & Trust
- Last-Mile & Logistics Tech
- Next-Gen Payment Solutions



PREMIOS eCOMMERCE BY ADIGITAL



NETWORKING



RETAIL TECH FEST CONGRESS



Felipe Martín
CEO



David Cerdán
Director of Strategy and
Business Intelligence



Fernando Herranz
Director of Digital
Experience



Susana Voces
President



Oriol Ripoll
CEO



Francesc Pi
Supply Chain Director



Laura Durán
General Director of
Business Development
and Sustainability



Cristina Cartes
Andres. Public Policy
Manager



Ricardo Fernández
CEO



Irene Salido
Beauty Head



Juan Carlos Peña
Chief Digital Officer



Aitor Farragut
Chief Data Officer



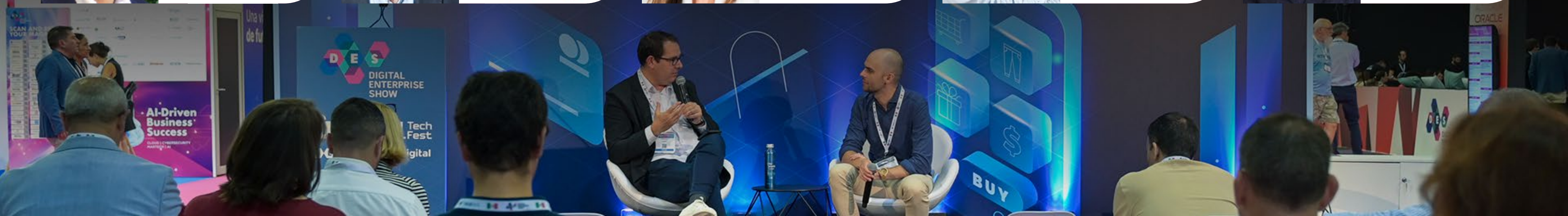
Lucía Martínez Álvarez
CIO



Nuno Martins
Marketing &
Communication Director



Francisco Castejón
CEO



EUROPEAN
DIGITAL MINDSET
AWARDS 2025

EUROPEAN DIGITAL MINDSET AWARDS 2025

EUROPEAN
DIGITAL MINDSET
AWARDS 2025



Best Digital Transformation
Enterprise Award

GSK

Best Inspiring/Influential
Journalistic Work Award

TELOS | **Fundación
Telefónica**

Best Marketing
Campaign Award

Flecher.co

Best Tech Innovation,
Public Sector Award

**Diputación Provincial
de Málaga**

Best Digital Project
Oriented Towards ESG
Award

BIOTONOMY
THE DESIGN LANGUAGE OF NATURE

Best Digital Disruptive
Start-Up Award

CLONEBYME

Sponsored by:

Lenovo

IBM

DISRUPTORES

T Systems

orange **Empresas**

Santander

The Scale-UP!

WORLD SUMMIT

1st Place

BIYECTIVA
TECHNOLOGY

2nd Place

ARAGNE
TEXTILE SOLUTIONS

3rd Place

**Waggy
Boo**



214
STARTUP
APPLICATIONS



35
FINALISTS



3
WINNERS



36
SPEAKERS



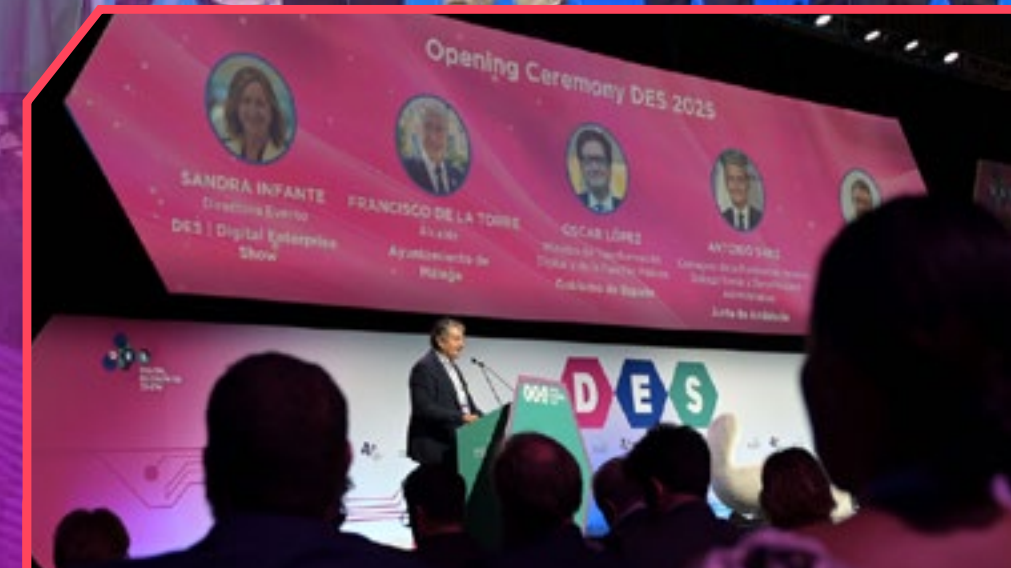
STRATEGIC AGENDA AND NETWORKING ACTIVITIES



AUTHORITIES RECEPTION



LEADERSHIP SUMMIT LUNCH



OPENING CEREMONY



WELCOME PARTY



CIO SUMMIT LUNCH



**EUROPEAN DIGITAL MINDSET
AWARDS 2025**



MÉXICO, GUEST COUNTRY PARTNER



1-TO-1 BUSINESS MEETINGS



AFTERWORK SESSION BY OKTICKET



TECHNOLOGICAL TOURS



**NETWORKING AND NIBBLES IN
DOWNTOWN MÁLAGA**



CLOSING PARTY 2025

#DES2025 IMPACT



39,4K
impressions in Twitter during
the month of the event



2,234
app downloads



145K
impressions in LinkedIn during
the month of the event



213
journalists registered
from 79 Media

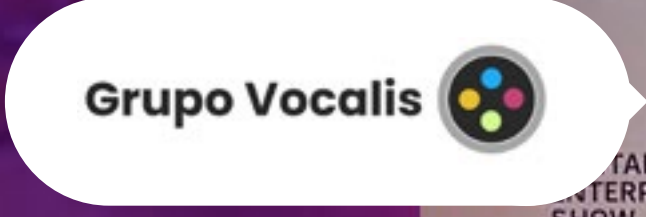


140,1K
visits to the website during
the month of the event



#DES2025
trending topic

PODCASTS



El Digital Enterprise Show (DES) 2025 congregó en Málaga a más de 17.600 profesionales de 30 países



DES2025 Wrap-Up: Cybersecurity, quantum disruption and Europe's race for digital sovereignty



DES2025: Málaga, escaparate mundial de la IA y la computación cuántica



DES2025 generará un impacto económico de más de 30 millones de euros en Málaga



HR strategies redefined to keep the human factor in organizations in the age of AI.



El DES 2025 convierte a Málaga en el epicentro mundial de la innovación



DES 2025: el 'backstage' donde los artífices de la economía digital trazan el mapa del futuro



El Digital Enterprise Show (DES) 2025 congregó en Málaga a más de 17.600 profesionales de 30 países



DES2025 regresa a Málaga con la IA y la integración de tecnologías como motor de competitividad empresarial



DES2025 brings together top global experts in exponential technologies

MEDIA PARTNERS & COMMUNITY

TECH MEDIA PARTNERS

DISRUPTORES

it User
TECH & BUSINESS

MIT
Technology
Review

RADIO OFFICIAL

SER

BUSINESS MEDIA PARTNERS

elEconomista.es

Expansión

europa press

LA VANGUARDIA

TECH ASSOCIATION PARTNERS

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MEDIA PARTNERS

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DIGITAL ENTERPRISE COMMUNITY & EVENT CONTRIBUTORS

ACOCEX. AEC ASOCIACIÓN ESPAÑOLA DE EMPRESARIOS DE CONSULTORÍA AECTA tecnología e innovación AED ASOCIACIÓN ESPAÑOLA DE DIRECTIVOS a3en asociación española de escuelas de negocios AEFI aemener aer ASOCIAIÓN ESPAÑOLA DE RENTING DE VEHÍCULOS ANDALUCÍA AEROSPACE CLUSTER EMPRESARIAL Ametic AOTEC Apiumhub APTE AREA IOI AICA Asociación de Estudios de Servicio y Promoción AER Asociación Española de Retail ASPE atelan BARCELONA INSURHUB branded content marketing association BIOSPHERE SKYLAB Cámara CECV CEEC Cluster de Energía Eficiente de Catalunya CEM Empresas de Málaga CENTRO ESPAÑOL DE PLÁSTICOS CEM CONFEDERACIÓN DE EMPRESARIOS DE MÁLAGA enisa ethink EUDE EUROPEA RED EWA FM Federación Andaluza de Marketing FNDB Mujeres Cyber-Líderes Andalucía Foro-ia Founders Andalucía GSG BUSINESS HUB Hispa Rob ice Junta de Castilla y León icono14 IDeMICE IEBs Digital School INCIPY INDESIA Intelectium ISMS forum spain laSalle Technova ITH ITH FUNDACIÓN ITH LATINAS en Tech LINKNOVATE Logistop PETA Parque Científico Tecnológico de Almería CEL Logística Quantum SPAIN Plan de Recuperación, Transformación y Resiliencia España digital RES MADRID Network MLGA tech Málaga TechPark Marina de Empresas mh Mujeres en Hospitality MADRID FORO EMPRESARIAL M4 OPINNO oportunea INtech Parque Científico y Tecnológico de Tenerife BUSARDO PARQUE TECNOLÓGICO Parke P&SI PLUGANDPLAY polo R RYDER CLUB ESPAÑA sernauto Smart City Cluster SPAINCAP SPANISH STARTUPS STARTUP VALENCIA TETUAN VALLEY Andalucía TRADE Junta de Andalucía UMA.es Unikemia UpAndalus VR/AR ASSOCIATION WOMEN CEO ZLC MIT GLOBAL SCALE NETWORK UPPERY CLUB

Ask for more information



BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORK

SEE YOU NEXT YEAR AT #DES2026

9-11 JUNE 2026

MÁLAGA - FYCMA



DES drives sustainable
digital business transformation

www.des-show.com

AN EVENT OF:

NEBEXT
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:

