



Digital DNA

for Augmented Organizations

**POST-SHOW
REPORT 2019**

21-23 MAY MADRID #DES2019

DES2019, the world's leading event dedicated to Digital Transformation

26.342
PROFESSIONALS

+26%
ATTENDEES VS DES2018

AMERICA
13%

EUROPE
80%

ASIA
5%

REST
OF THE
WORLD
2%

17 COUNTRY DELEGATIONS

125 EVENT SUPPORTERS

62 MEDIA PARTNERS

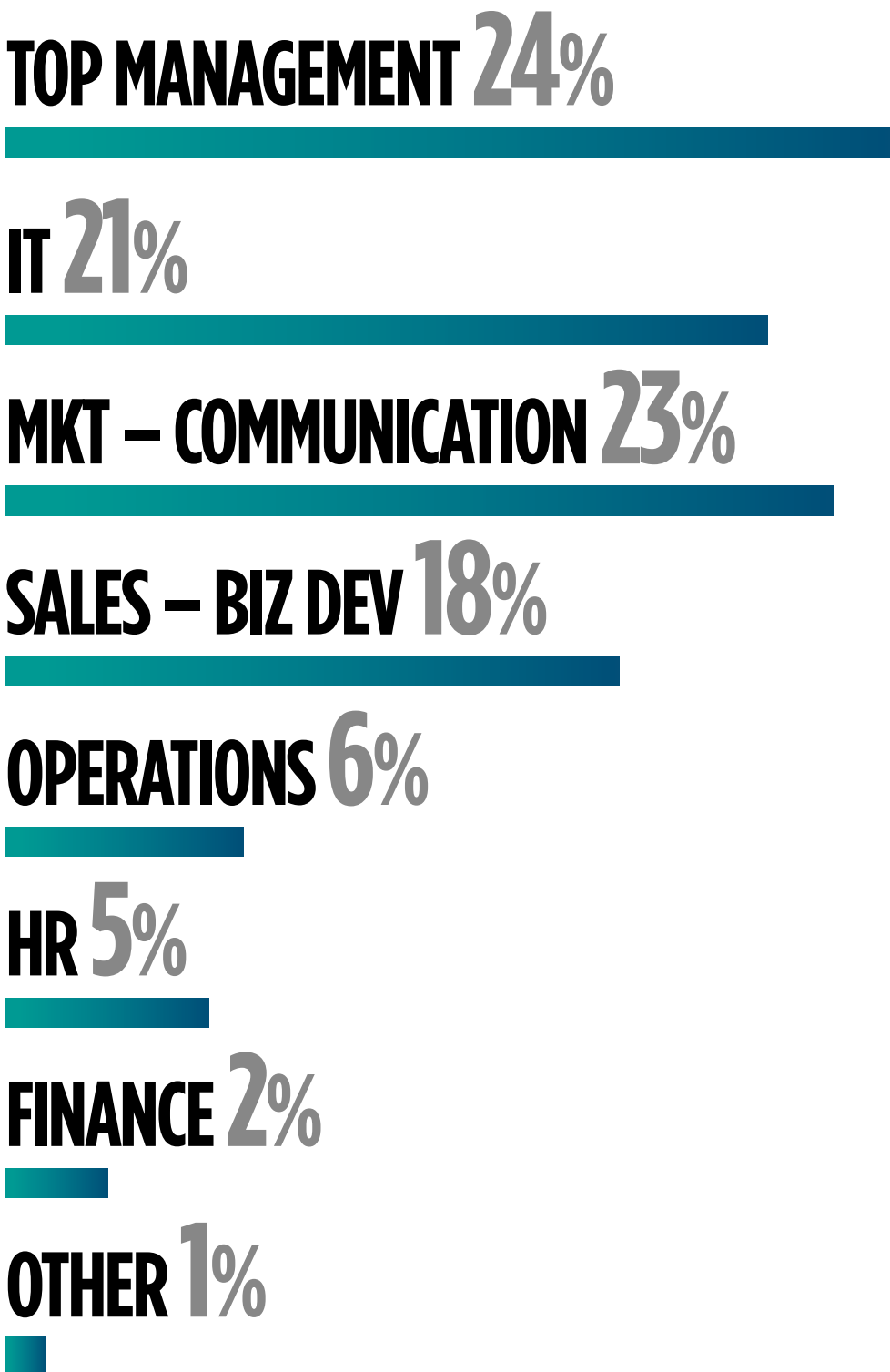
8.020 SMEs

1.700 LARGE CORPORATIONS

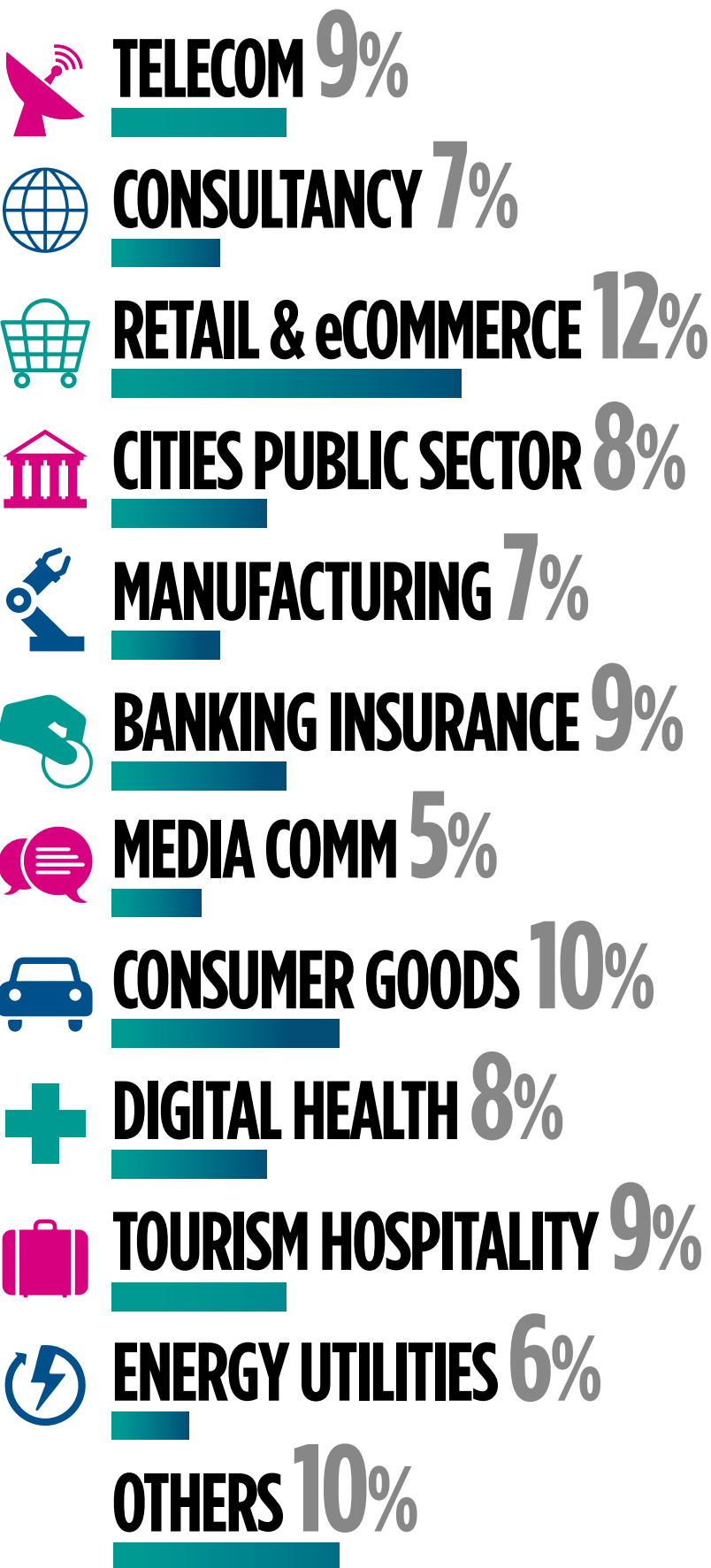
249 PUBLIC SECTOR

The event that gathers executives from TOP companies and SMEs

AREA OF RESPONSIBILITY



DES UNITES THE MOST IMPORTANT SECTORS



COMPANY SIZE



THE KEY PLATFORM FOR BUSINESS LEADERS



Business Leaders and companies choose DES



300 brands partnering with DES

GLOBAL PARTNER LEADERS














GLOBAL PARTNERS










EVENT PARTNERS









INDUSTRY DIGITAL LEADERS





THE AGENCIES WORLD



INSTITUTIONAL SUPPORTERS

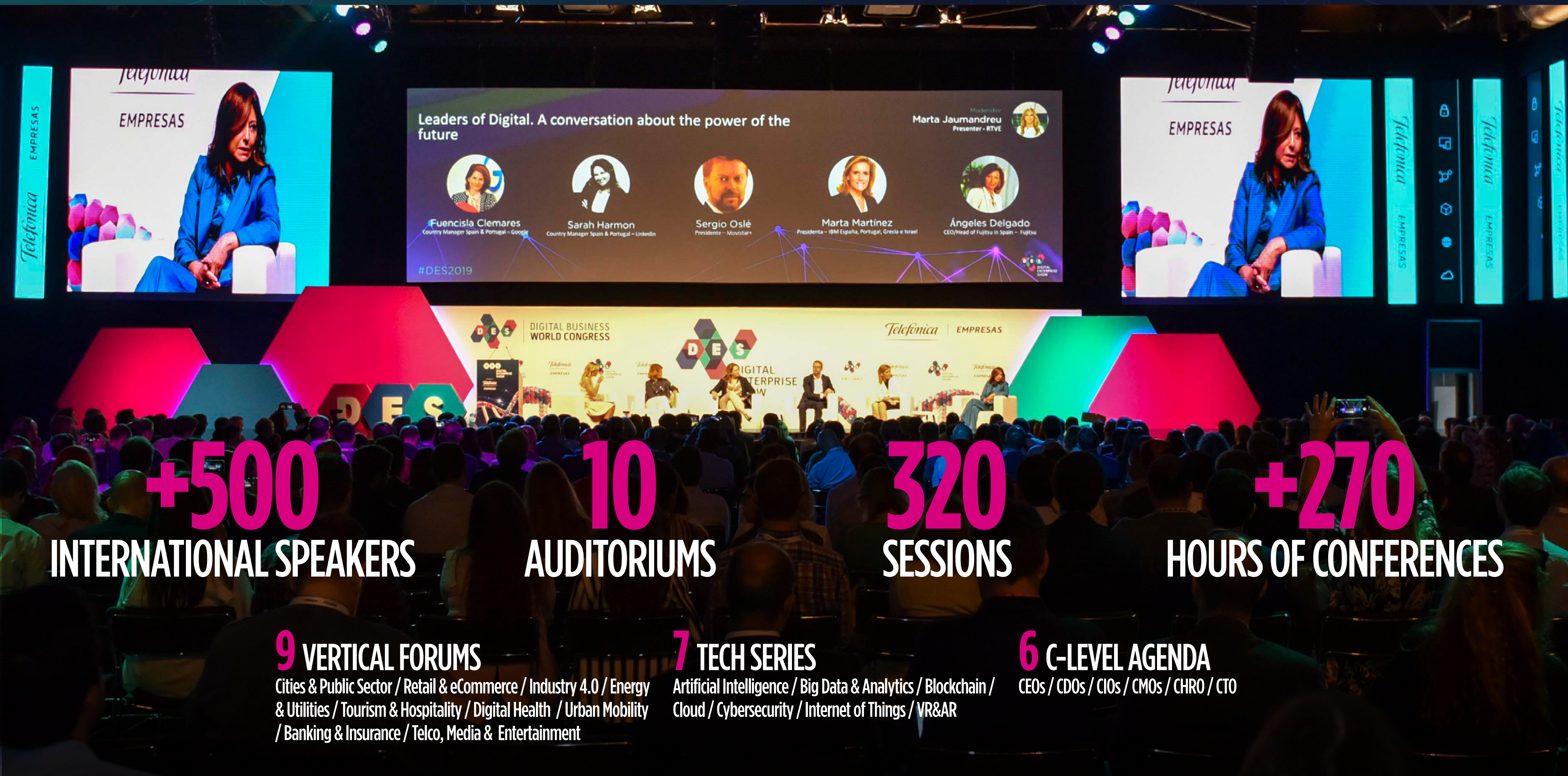








Digital Business World Congress



+500
INTERNATIONAL SPEAKERS

10
AUDITORIUMS

320
SESSIONS

+270
HOURS OF CONFERENCES

9 VERTICAL FORUMS
Cities & Public Sector / Retail & eCommerce / Industry 4.0 / Energy & Utilities / Tourism & Hospitality / Digital Health / Urban Mobility / Banking & Insurance / Telco, Media & Entertainment

7 TECH SERIES
Artificial Intelligence / Big Data & Analytics / Blockchain / Cloud / Cybersecurity / Internet of Things / VR&AR

6 C-LEVEL AGENDA
CEOs / CDOs / CIOs / CMOs / CHRO / CTO

Digital Marketing Planet is where marketers discuss the future



ECOMMERCE

CRM

DIGITAL TRUST

SOCIAL MEDIA

MARKETING
AUTOMATION

EMAIL
MARKETING

DIGITAL
MARKETING

USER
EXPERIENCE

World-class experts shared their knowledge at DES Digital Business World Congress



George Beebe
ex CIA Head of Russia Analysis



Jack Cheng
Co-Founder of NIO, Chief Executive Officer at XPT



Jacques Bughin
Director, McKinsey & Company



Sukhi Jutla
2018 FT Leading Tech European, MarketOrders COO



Christian-Marc Liflander
Head Cyber Defence, NATO



Chema Alonso
Chief Data Officer, Telefónica



Michael Casey
Advisor MIT Media Lab's Currency Lab Advisor, CoinDesk



Meredith Whalen
Chief Research Officer, IDC



Viola Llewellyn
Co-founder & President, Ovamba Solutions



Didier Bonnet
Senior Vice President & Global Practice Leader Digital Transformation, Capgemini



Henrik von Scheel
Originator of the Industry 4.0



Dimas Gimeno
Former CEO, El Corte Inglés



Marina Specht
CEO, MRM/McCann



Nancy Harhut
B2B Behavioural Marketing Expert and Influencer



Bruce Temkin
Head of the XM Institute, Qualtrics | SAP



Cristian Citu
Digital Transformation Lead, World Economic Forum



Gil Adato
VP, Head of New Business Development & Connected Value Propositions, Philips Health



Ferran Adrià
Telefónica Ambassador since 2010, Innovative Chef



Natalia Wiechowski
TOP Personal Branding Expert



Holly Chen
Head of Digital Marketing, Slack



Leadership Summit: a new level of networking

HIGH-PROFILE
NETWORKING
OPPORTUNITIES

ANNUAL MEETING
OF PRESIDENTS AND CEOS OF WORLD'S
LEADING COMPANIES AND PUBLIC
ADMINISTRATION



Welcome Party powered by Estrella Damm

HIGH-PROFILE
NETWORKING
OPPORTUNITIES



Innovation Hub

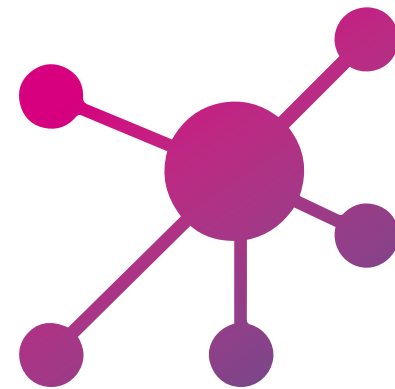
HIGH-PROFILE
NETWORKING
OPPORTUNITIES

A UNIQUE BUSINESS MATCH-MAKING ACTIVITY FOR STARTUPS AND INVESTORS.

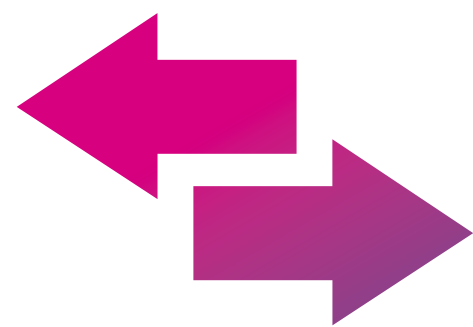
From over **200 applications** in call for innovation, we selected 27 most promising companies, who presented their cutting-edge solutions and business models in front of **investors and venture capitals** during the show.



**START-UPS
AND SCALE-UPS**



VENTURE CAPITALS



INVESTORS



GROWTH HACKING



European Digital Innovation Hubs Summit



European Digital Mindset Awards



PABLO JACOBO RUIZ
Head of Digital, Amadeus

Awarded on:
**BEST DIGITAL LEADER
EXECUTIVE OF 2019**
POWERED BY TELEFÓNICA EMPRESAS

ALEJANDRO DE ZUNZUNEGUI
Director of Marketing & Digital Transformation, SANITAS

Awarded on:
**BEST EUROPEAN
CDO OF 2019**
POWERED BY T-SYSTEMS

SONAE ARAUCO

Awarded on:
**BEST DIGITAL
TRANSFORMATION ENTERPRISE**
POWERED BY SANTANDER

INNOVADORES

Awarded on:
**BEST JOURNALISTIC WORK
ON DIGITAL TRANSFORMATION**
POWERED BY NUTANIX

RANKINGCOACH

Awarded on:
**BEST MARKETING
INNOVATION**
POWERED BY MASTERCARD

LIME

Awarded on:
**BEST DIGITAL
DISRUPTOR START-UP**
POWERED BY SEIDOR

Local focus



ESPAÑA
PYME DIGITAL

MODERNIZACIÓN
DE AAPP

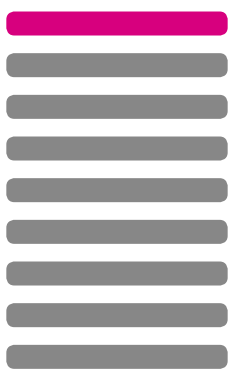
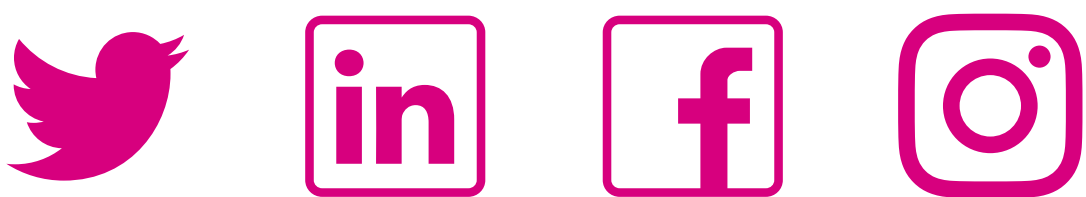
Germany Guest Country Partner 2019



- 2016
Israel
- 2017
Sweden
- 2018
India

#DES2019 impact

+323 million impressions
of #DES2019 during
three days of the show



#DES2019
TRENDING TOPIC



378 JOURNALISTS
REGISTERED





DES Supporters and Media Partners





















INTERNATIONAL
MEDIA PARTNER




TECH MEDIA PARTNERS





MEDIA PARTNER



BROADCAST
MEDIA PARTNER



BUSINESS MEDIA PARTNER



RADIO MEDIA
PARTNER






Official Mobility Platform







Special Thanks



DES Academy






TECH ASSOCIATION PARTNERS




PROFESSIONAL ASSOCIATION PARTNERS



INDUSTRY MEDIA PARTNER









































Guest Country Partner



Global Research Partner



DIGITAL ENTERPRISE COMMUNITY & EVENT CONTRIBUTORS





SEE YOU AT
#DES2021
18-20 May, Madrid

www.des-madrid.com

