



The potential of Artificial Intelligence and the prevention of cyber-attacks will set the agenda for DES2023

The summit will look at the challenges facing businesses and administrations with an eye on growing technologies, the current socio-economic situation and climate targets

DES2023, which will be held from 13 to 15 June in Malaga, has opened accreditations with which it expects to bring together more than 16,000 professionals looking for technological partners

Madrid, 14 April 2023. – The seventh edition of [DES – Digital Enterprise Show](#) is preparing to turn Malaga into the capital of technological innovation and boost its leadership as a digital hub of reference in southern Europe. From 13 to 15 June, the city will be the meeting point for all professionals from SMEs, companies, large corporations, startups and administrations that are looking for a technological partner with the aim of transforming themselves and becoming more competitive.

To attend the summit, DES2023 has already opened its accreditations. The global event expects to bring together more than 16,000 CIO's, CMO's, CEO's, Chief Data Officer's or Chief Purchasing Officer's, among other high-value professional profiles. Under the slogan "Next is Now", the event will continue to emphasise the need to incorporate exponential technologies in order to convert companies or management areas into efficient models. In addition, this edition will highlight the continuous innovation that companies and institutions must adopt due to the increased use of technologies, and the disruptions that have arisen in recent months, such as the rise of cyber-attacks or the energy crisis.

"These factors are what make us realise that digitalisation is never-ending. Each disruption or innovation generates new challenges that have to be dealt with from the union of digital talent, technology and business at the core of organisations. And as a result, in each situation, we will see the emergence of new competitive, differential and resilient business models," says Sandra Infante, director of DES.

For their part, more than 400 exhibiting companies will present their latest innovations and technological solutions in Artificial Intelligence, Hyperautomation, Web 3.0, Metaverse, Cybersecurity, Data Intelligence, Multicloud, Blockchain, IoT, 5G or clean techs, among others, for sectors that are immersed in a continuous evolution such as Banking, Manufacturing Industry, Health, Mobility, Commerce, Tourism or Energy. In total, the two FYCMA pavilions will host leading companies such as **Banco Santander, Clear Channel, Convertix, Easyvista, Fhios, Globant, Grupo Aire, Havas Media Group, IBM, Inetum, KPMG, Personio, RedK, Stratio, Tealium, Telefónica Tech, T-Systems, WeHumans, VMware**, among many others.



All the latest news from the Digital Business World Congress

At DES2023, the **Digital Business World Congress**, the leading congress on digital transformation, will bring together more than 450 international experts in more than 270 sessions. All of them will analyse how the application of new disruptive technologies contributes to increasing productivity, reducing costs, limiting errors, predicting failures and, consequently, increasing competitiveness in the corporate and business sphere.

In terms of exponential technologies, **Artificial Intelligence** is currently in full expansion. For this reason, the Digital Business World Congress will devote a large part of its agenda to specialised sessions that will evaluate the potential of the combination of algorithms to carry out tasks and their constant improvement. In this sense, the revolution we are experiencing with GPT-4, the language model used to produce texts that simulate human writing, will be on the table. In addition, other ways of using Generative AI will be presented, with which different professional profiles can gain value through, for example, the creation of images, presentations, audios or videos.

Another of the technologies that will be studied at a transversal level is the development of the **metaverse**, following its emergence last year. DES2023 will address where this virtual parallel universe, which blurs the boundaries between physical and digital reality, is heading. It is expected that 2023 will be a key year for defining its practical functions and its mass applicability.

This year has also seen an increase in cyber-attacks on companies, institutions, and public services. These actions pose a real threat that directly affects confidential personal data. According to the analytics company Check Point Research, it is estimated that **cyber-attacks** will continue to grow in the coming months due to the momentum of technologies such as AI, which allow malicious code to be generated at greater speed. For this reason, DES2023 will place special emphasis on measures to address this challenge and will explore the "zero trust" strategy where systematic user verification is prioritised.

In terms of the environment, and as a novelty, the summit will feature the **Energy & Cleantech Forum**, a space that will highlight the technologies that help to reduce environmental impact in line with climate objectives for 2050. Software, data analytics and AI are some of the options that will be analysed at DES and which are currently at the service of smart grids and green hydrogen to advance the energy transition.