



The Scale-Up! World Summit is looking for the most disruptive startups on the tech scene

From 10 to 12 June, DES2025 will host the international meeting dedicated to entrepreneurial talent where selected startups will present their innovative projects to investors and potential partners

Leading start-ups in high-impact digital solutions have until 18 May to apply

Madrid, May 6, 2025. – The emergence of AI has brought with it professional and business development opportunities, while at the same time highlighting the importance of addressing new socio-economic and regulatory challenges. In this context, startups play a key role by contributing their knowledge with perspectives on the present and future of digitalization for the competitiveness of business environments and social impact. But beyond AI, entrepreneurial talent is also contributing to its innovation in the development of solutions fostered in data analytics, multicloud, blockchain, augmented reality and virtual reality, or cybersecurity, among others.

For this reason, [DES - Digital Enterprise Show](#), the largest European event dedicated to exponential technologies, will once again become the platform where leading international startups will have the opportunity to present their initiatives to more than 17,000 executives, industry representatives, investors and potential partners. And they will do so at **The Scale-Up! World Summit**, the forum dedicated to the entrepreneurial ecosystem where only the startups selected as the most disruptive will be able to present their value propositions with the aim of making them scalable.

The firms will also have space in the DES2025 exhibition area to showcase their solution, while the top 10 will be direct finalists in the European Digital Mindset Awards, which take place within the framework of DES and recognise those organisations that have managed to stimulate their competitiveness through digitalization.

Companies interested in participating in The Scale-Up! World Summit [can apply](#) until **18 May** in the vertical industries of Banking & Insurance, Retail & e-Commerce, Manufacturing & Industry 5.0, Digital Health, Sports & Entertainment and Tourism & Hospitality. New this year, start-ups with solutions based exclusively on artificial intelligence will also be able to apply in the category of **'Business Innovation Based on AI'**. In this way, the tool is highlighted for the opportunities it offers when it comes to transforming business models, teams and processes.

DES2025 connects with the future of business

From **10 to 12 June, Malaga** will be the host city of DES2025, which in this edition will emphasize the evolution of AI, and its combination with other technologies, as a driver of profitability and business sustainability. In this sense, strategic professional profiles related to digitalisation -CEO, CIO, CMO, CDO, Chief Sustainability Officers or AI

DES – Digital Enterprise Show es un evento de:

NEBEXT
NEXT BUSINESS EXHIBITIONS



directors- will meet at the summit, consolidating the capital of the Costa del Sol as the European epicenter of technological innovation. The event will also bring together **more than 400 exhibiting firms** and **more than 500 world experts**, who will be responsible for advancing trends and delving into the technological concepts that are revolutionising the different economic activities.

[About DES | Digital Enterprise Show](#) (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

DES – Digital Enterprise Show es un evento de:

NEBEXT
NEXT BUSINESS EXHIBITIONS