



Blockchain, IoT and Artificial Intelligence to take a leading role in DES - Digital Business World Congress

More than 18,000 professionals from the world over, more than 450 speakers and almost 200 conferences with more than 1,200 hours of expertise from the greatest experts in digital transformation

Madrid 2017 - The second edition of **DES Digital Business World Congress (DES2017)**, the world's largest international forum on digital transformation, will take place in Madrid (IFEMA) over the **23, 24 and 25 May**. International experts in **Cyber-security, the Internet of Things (IoT), AI, Cloud, Blockchain, Big data and analytics and leadership, diversity and talent in the new age of digitalisation** will be present at the event. To secure your place at the event please get your pass here <https://www.des-madrid.com/visit/registration/>.

Companies including Accenture, Fujitsu, IBM, Wypro, LinkedIn, Mediacloud, Microsoft, EMC, Everis, Google, HP Enterprise, Huawei, Intel, T-Systems, VMware, Berepublic, Altran, CA Technologies, Dynatrace, Ericsson, FHios, Improve, Konica Minolta, Lenovo, SAS, Schneider Electric, Seidor, Siemens and UST Global have already placed their trust in DES Digital Business World Congress as a meeting point for digital transformation.

Blockchain and Artificial Intelligence join current trends like Cyber-security and IoT

The world's largest digital transformation congress will once again bring together the knowledge of more than 450 international speakers on subjects such as Digital Leadership, Cloud, IoT, Cyber-security, Big Data and Analytics, as well as up-and-coming technologies such as Blockchain, AI and Robotics, in an international congress with a total of more than 120 hours of conferences.

Alex Tapscott, co-author of *'Blockchain Revolution: How the technology behind Bitcoin is changing money, business and the world'* will set forth the theory of how Blockchain will lead to a new landscape of development in areas as diverse as health, education, government and public administration, finance and business.

Artificial Intelligence will have a female spokesperson in DES2017; **Anita Schjøll**, who will explain the **Iris AI** project, an artificial intelligence system that will work as a scientific research assistant, helping to find the necessary information within multiple sources. With time, this system will acquire knowledge, turning it into an autonomous investigator.

Other names that stand out in the panel of speakers include **Susan Fonseca**, founder of Women@TheFrontier (a global association of female innovators) and founder of the Singularity University (SU) a business incubator and think-tank of future leaders that leverages exponential start-ups. In her presentation, Fonseca will cover the theme of diversity within the business world, the integration of genders and cultures, and the role of technology as a facilitator of this process.

Alongside her, **Martha Heller**, writer of the book *'The CIO Paradox: Battling the Contradictions of IT Leadership'* will analyse the challenges that CIOs have to overcome



to become key elements in fostering the digital transformation of their companies in her talk.

Roya Mahboob, one of the first Afghan women to become CEO of an IT company, and founder of Women's Annex, a platform that gives women from Afghanistan and Central Asia the chance to tell their stories to the world. In 2013, Time Magazine named her as one of the 100 most influential people in the world for her work in constructing Internet classrooms in secondary schools across Afghanistan.

More information about the line-up of speakers that will be attending DES – Digital Business World Congress here: <https://www.des-madrid.com/congress/2017-speakers/>

**** **Notes to Editors** ****

Should you require further information of the event or should you be interested in interviewing any of the speakers of the event, please don't hesitate to contact us.

Contacto: Juliana Lorenzo

EMAIL: press@des-madrid.com

PHONE: 00 34 917 69 15 31 - 00 34 673 270 351

ADDRESS: Paseo de la Castellana 18, 7ª Planta – 28046 Madrid (Spain)

Más información: www.des-madrid.com