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DES2017 – Digital Business World Congress, the largest international event on digital transformation in the business, invites innovative polish companies to join the event

The second edition of the Digital Enterprise Show starts on 23rd of May in Madrid

February 3rd, Warsaw, Poland – **The next edition of DES2017 – Digital Business World Congress, the largest international event regarding Digital Transformation, will start already in four months, on the 23rd of May 2017.** One of the main objectives of the meeting is to activate international exchange in the business industry, within technology companies, startups, clusters, incubators, business accelerators, consultants, business angels and venture capital funds. To this end, on the 7th of February the organization will meet the representatives of Polish ICT and tech Industry in the headquarters of Polish Information and Foreign Investment Agency in Warsaw.

Polish companies will showcase the innovative technologies in front of an international audience

Jarosław Tworóg, Vice President of the Executive Board of the Polish Chamber of Commerce for Electronics and Telecommunications, Krzysztof Węglarz, Advisor of the Executive Board of the Polish Chamber of Commerce for Electronics and Telecommunications, Anna Katarzyna Nietyksza, President of the EuroCloud Poland, member of the Board Cloud Community Europe and Javier Sosnowski, President of Cámara de Comercio Hispano Polaca at the Warsaw meeting will discuss the challenges and opportunities that digitalization brings to any organization.

"Poland is becoming a leader in ICT solutions in Central and Eastern Europe. The partnership with DES means for our innovative entrepreneurs the opportunity to showcase their new technological solutions in front of nearly 20 thousands of potential business partners. This is a huge opportunity to export Polish technological ideas all over the world" explains Anna Katarzyna Nietyksza, President of the EuroCloud Poland, member of the Board Cloud Community Europe.

DES2017 will be an edition marked by the organization's commitment to help identify the state of digitalization that companies have compared to the game-changers that lead the market in each industry, through what they call the "Digital Maturity Journey". And at the same time, presenting all the technological solutions that are driving the transformation. "Organizations need guidance to figure out what is on the horizon and to define the vision to disrupt, not to be disrupted." Affirmed Lluís Altés, Strategy Director DES – Digital Business World Congress.

Digital Enterprise Show is an annual exhibition and congress visited by **over 18.000 C-level executives from nearly 50 countries**, over 450 speakers from all over the world and almost 60 public and government institutions. Visitors, exhibitors and speakers will discuss the development of SMEs, corporations and the public sector at the dawn of the technology change known as the Digital Revolution. The leading companies from the USA, Great Britain, Israel, Germany, France, the Netherlands, Brazil, Belgium, Canada, Ireland, Poland, Spain and Sweden (the guest of honor and



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Country Partner of 2017 edition) will showcase the most innovative technological solutions, such as Cloud, Big Data & Analytics, Cybersecurity, IoT, Business Intelligence, Digital Marketing, and many others, will present during three days of the event.

DES2017 is becoming the global business conference on digital business, where to present the technological innovations that help improve the customer experience, processes and daily business operations.

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