

Call for Awards, DES2019 celebrates a new edition of the European Digital Mindset Awards

***European Digital Mindset Awards* recognize the most relevant international initiatives and projects in digital transformation carried by startups, business leaders and large organizations to boost into the digital economy**

Till April 19th the candidates can present their achievements and projects while prizes will be awarded on May 22nd during DES2019 celebration

Madrid, April 9th 2019.- DES, Digital Enterprise Show (DES2019), the largest international event on digital economy for executives celebrated from **21 to 23 May in Madrid (IFEMA), calls for the fourth edition of the **European Digital Mindset Awards**. These awards recognize every year standing out professionals and organizations in the implementation of digitalization projects in their sector and/or company.**

The projects will be evaluated by an international jury formed by experts in digital transformation, prestigious entrepreneurs and investors, who will consider the innovation, leadership, disruption, strategy and implementation stage of each applications in their decision.

Until next April 19th, companies, institutions, CEOs, CIOs, CDOs, CMOs, startups, hubs and innovation centers from around the world can submit their candidacy through [DES, Digital Enterprise Show](https://www.des-madrid.com/network-activities/european-digital-mindset-awards-application/) website. Registration have to be made through the form at <https://www.des-madrid.com/network-activities/european-digital-mindset-awards-application/>.

The finalists will be announced on May 6th and the winners of this fourth edition will go public during a gala dinner to be held on May 22nd.

The biggest challenge that are facing organizations is to digitalize their traditional business model into new realities, consumer habits and market competitors. The objective of the **European Digital Mindset Awards** is to recognize those companies that are leading the path to digital economy by introducing increasingly efficient technologies, and by attracting and retaining talent with strong competencies and technological capabilities, while fostering new opportunities, improving their performance, reinforcing the corporate culture to direct to the entire organization towards the digitalization of business.

European Digital Mindset Awards will award 6 professionals and projects in the following categories:

- **Best Digital Leader Executive**, which recognizes the best business leader in the digital transformation of his/her company.

- **Best Digital Transformation Enterprise**, focused on projects that have moved on to digital business from traditional business model, or that have better combined both models.
- **Best Digital Disruptor Start-up**, which focuses on the creation of an innovative business model with a high impact within a sector.
- **Best Journalistic Work on Digital Transformation**, which recognizes the article or report published in a media that best reflects the impact of digital transformation on society or in an industry sector.
- **Best Marketing Innovation**, which highlights the campaign that has obtained the best results using marketing tools, platforms and digital channels.
- **Premio European CDO of the Year**, in collaboration with CDO Club, which recognizes the work carried out in terms of digital transformation by these managers.

Through this new call for awards, DES2019 shows its commitment to show those projects and professionals that are already making possible the digital transformation of businesses. *"Candidates and winners are examples that can help professionals who are still looking for the roadmap for the digital transformation of their companies. We firmly believe that making them known is a way to help any other company to take advantage of the opportunities of the digital economy in business development,"* says Lluís Altés, Managing Director of DES, Digital Enterprise Show 2019.

More than 250 registered candidacies from 38 countries participated during the last edition of **European Digital Mindset Awards**. Some of the companies recognized with these awards are **NH Hoteles** for their Digital Transformation Plan, that lay upon the interconnection of almost 350 hotels technological systems and supported the implementation of innovative steps that have transformed the business model towards the digital economy; **eCooltra** for the sustainable mobility solution that has registered more than 250,000 users in three European countries in just two years or business leaders such as **Cristina Ruiz, General Director of Minsait (a company by INDRA)**, awarded for leading her company's digital transformation and being responsible for creating Minsait by Indra or **Joaquín Sevilla, Liberbank CDO**, for his work in evangelizing and integrating digital channels into the bank's work.

About DES | Digital Enterprise Show: DES | Digital Enterprise Show is the largest professional European event on business digital transformation and one of the world's benchmarks that offers top management the latest solutions and cutting-edge technology products to go along with large corporations, SMEs and European Public Administrations towards digital transformation. For 3 days DES2019 combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products from all industries.

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