



## Large companies boost startups innovation in the Innovation Hub forum in DES2019

The approximately 30 participating startups will present their business proposal to investors, large companies, accelerators and scale-ups

**Madrid, April 29, 2019.** - [DES - Digital Enterprise Show \(2019\)](#) celebrates the fourth edition of **Innovation Hub**, a forum dedicated to innovation and startups in which ideas and transforming projects from multiple verticals are shared through technology. The objective of this forum is to connect entrepreneurs with potential investors, accelerators and large companies to establish business relationships in the future. For its part, large corporations find Innovation Hub a space in which to access innovative and disruptive models and highly talented professionals who can help them in their digitalization strategy.

**The Innovation Hub** is held on May 22, within the framework of DES2019 at IFEMA, the largest event on digital transformation. *"We understand that, within the process of transforming a company, innovation and how it is conceived within the corporation, is a fundamental ingredient to be in the group of leading companies. The Innovation Hub brings together all the benchmarks of the innovative ecosystem and forms a large space to share and discover new business models, new digital value chains and new digital economies"* comments Lluís Altés, managing director of DES, Digital Enterprise Show 2019.

About 30 startups from various sectors such as Industry 4.0, Urban Mobility, Energy Services, Cities and Public Sector, Banking and Insurance, Digital Health, TELCO, Media and Entertainment, Tourism and Retail, Electronic Commerce and Logistics; They will have a space for a 5-minutes *elevator pitch* with investors, large corporations and accelerators from all over the world.

The day will also feature the participation of leading international experts who will provide these new entrepreneurs with the keys to develop their business model and innovate hand in hand with large corporations. Among them **Dan Toma**, author of the book *The Corporate Startup*, who will talk about open innovation, focusing on the need to combine the internal knowledge of each company, as well as the external one, coming from professionals and external corporations, as a new strategy of innovation and growth.

Together with him, **Itai Green**, renowned expert and investor in several startups, has led initiatives to connect multinationals with Israeli startups to develop advanced technological solutions through Innovate-Israel.com. For its part, **In Hsieh**, co-founder of Chinnovation, an initiative dedicated to creating business opportunities for startups, venture capital firms and internet companies, will share innovation strategies of Chinese startups in the Innovation Hub. Not in vain, China is the largest Internet market in the world in number of users, it houses 4 of the 10 leading technology companies listed, and 4 of the 10 largest unicorns.



This new edition, from May 21 to 23, plans to gather more than 23,000 professionals from around the world in Madrid. The new edition will feature Germany as guest country and plans to gather 17 international delegations from around the world such as the USA, Norway, India, Belgium, Brazil or China, among others. Together with them, 4,400 small and medium-sized companies and more than 1,400 large corporations will also be present during the three days of the event.

**DES2019**, with the collaboration of IFEMA Feria de Madrid, brings together more than 450 world experts in Industry 4.0, Blockchain, Artificial Intelligence, Cybersecurity, or Digital Marketing, among many others; together with professionals and leading companies in the technology sector, such as IBM, Altran, Deloitte Digital, EY, T-Systems, Globant, KPMG, Santander, Telefonica, UST Global, Nutanix, Ferrovial, SAP, Seidor or Improve, the more of 300 signatures. It also has the support of institutions such as the City of Madrid, the Community of Madrid, several Ministries of the Government of Spain, Business Europe, the CDTI, the Eurieam Commission, the Enterprise Europe Network, the European Investment Bank, ICEX or Watify.