



Digital technologies reach their maturity at DES2019, where thousands of transformation projects developed by SMEs and large corporations were showcased

## **DES2019 become the must-attend event on digital transformation with 26,342 attendees from over 50 countries**

Over 60% of the visitors at the tradeshow are **decision-makers** from Portugal, UK, Germany, USA or Israel

DES2019 closes its fourth edition with a 26% growth on visitors and announced the upcoming edition in Madrid from **19th to 21st of May 2020**

**Artificial Intelligence, Blockchain and Industry 4.0** have been key technologies showcased in 30,000sqm of innovation. The latest solutions were presented by the major global companies such as Telefónica Empresas, IBM, Santander, EY, Deloitte Digital or T-Systems

**Madrid, May 23<sup>rd</sup>, 2019:** [DES - Digital Enterprise Show \(2019\)](#) closes its fourth edition focused on guiding enterprises to boost their digital transformation with 26,342 visitors from more than 50 countries. IFEMA gathered from May 21<sup>st</sup> to 23<sup>rd</sup> latest innovations from leading global companies such as IBM, Telefónica Empresas, Altran, Deloitte Digital, EY, T- Systems, Globant, KPMG, Santander, Nutanix, Seidor, Zendesk or Improove, among more than 300 exhibiting organizations from the digital industry.

The show has increased 26% in number of attendees and has turned the must-attend international show for C-levels that want to play a major role on the digital economy. DES2019 is the place-to-be for any business leader and public administrations eager to understand how to approach Industry 4.0, and to integrate technology such as Artificial Intelligence, Blockchain, IoT, Cloud or Cybersecurity, to develop sustainable production and economic models that place innovation at the center of companies' DNA.

DES2019, which has celebrated its fourth edition with IFEMA - Feria de Madrid as co-organizer for the first time, has caused an economic impact of more than 45 million euros for the city due to the increasingly important international origin of its visitors; 56% of which are senior managers looking for new technology partners.

The organizers have confirmed the dates of the fifth edition of DES - Digital Enterprise Show, which will be held between May 19 and 21, 2020. Albert Planas, CEO of DES, makes a very positive feedback of this edition: *'After four years talking about digital transformation, the market has reached maturity in the form of real solutions being implemented, and thousands of companies developing technology-based innovation to incorporate new business models, efficiency in operations and improvement in the customer experience.'*

**Support of the institutions to turn Madrid into the world capital of the digital company**



The Government of Spain, the European Commission, the Community and the City Council of Madrid have shown their recognition and support to DES as a promoter of the digital enterprise and knowledge forum that places Madrid and Spain in the first line of major global technological events. The Minister of Industry, Trade and Tourism, Reyes Maroto, during her visit at DES announced that *'it is an international tradeshow focused on digital transformation, where companies and SMEs can learn the value of digitization as a key asset to modernize their productive models.'*

### **30,000 sqm with innovations to boost the digital company in the world**

**DES2019** has counted with the participation of leading companies in the technology sector, such as IBM, Altran, Deloitte Digital, EY, T-Systems, Globant, KPMG, Santander, Telefonica Empresas, Nutanix, Seidor, Zendesk or Improove, among more than 300 companies that during three days have presented their technological solutions to make the digital company a reality, promoting sustainable economic development.

Almudena Alonso, Chief Innovation & Corporate Development Officer at BCW Spain, explained that *'DES is a meeting point for companies and solution providers from a broad perspective. What is more, it is accomplishing it for all kinds of sectors and industries, so that there can be a learning and exchange of best practices.'*

Iván Menéndez, Country Manager of Nutanix Iberia, wanted to emphasize that *'participating in DES2019 helps us strengthening our presence in a strategic region for Nutanix, where we have already established ourselves as a company of reference in cloud computing and hyper-convergence technologies.'*

### **A knowledge platform to promote a cultural change based on innovation**

Jack Cheng, Chief Executive Officer at XPT and Co-Founder of NIO, opened the last day of DES2019. The CEO of the Chinese manufacturer of electric cars and autonomous NIO, put the focus on mobility as an experience and the industry transformation that forces companies to look to the new generations to adapt to their needs.

The last day also featured one of the most anticipated debates of the fourth edition: **'Leaders of Digital. A conversation about the power of the future'**, starring Marta Martínez, President of IBM for Spain, Portugal, Greece and Israel; Ángeles Delgado, President of Fujitsu; Sergio Oslé, President of Movistar+; Sarah Harmon Picca, Country Manager Spain & Portugal on LinkedIn; and Fuencisla Clemares, Google Country Manager Spain & Portugal. During the debate, Ángeles Delgado, President of Fujitsu, explained that the transformation driven by technological innovation *'has a huge impact on society, forcing business to continue optimizing and innovating. That is why the need for a leadership change is magnified. A global change of companies that will mean a transformation in the company's culture.'* Moreover, all of the participants of the debate admitted that one of the challenges in this transformation process is the fight for talent. Companies invest more and more in talent to make a difference in their sector and there is currently a shortage of talent that need to adjust to new needs.

Undeniably it is a challenge that will find an answer in the next edition of DES - Digital Enterprise Show, held in Madrid from 19 to 20 May 2020.

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**About DES | Digital Enterprise Show:** The DES - Digital Enterprise Show is an event organized by Nebext - Next Business Exhibitions in collaboration with IFEMA - Feria de Madrid. In just four years, it has become the biggest European professional event on business digital transformation and one of the world's benchmarks that provides the top management of companies with the latest technological solutions and products to lead large corporations, SMEs and European Public Administrations towards digital transformation. For 3 days a year, we combine technology, innovation with digital leadership and technological solutions to improve the customer and employee experience, optimization of operational processes and the identification of new business models, services and products from all industries.

Leading companies in the technology sector, such as IBM, Altran, Deloitte Digital, EY, T-Systems, Globant, KPMG, Santander, Telefonica Empresas, Nutanix, Seidor, Zendesk or Improve, among more than 300 companies are part of DES2019. In addition, it has the support of institutions such as the City of Madrid, the Community of Madrid, the Ministry of Industry, Trade and Tourism, the Ministry of Economy and Enterprise of the Government of Spain, Business Europe or the European Commission.

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