

DES | Digital Enterprise Show fourth edition

DES becomes the most important event on the digital economy in Europe and celebrates the fourth edition

Industry 4.0, Blockchain and Artificial Intelligence will star this fourth edition where Germany will be the guest country

DES returns to Madrid from 21 to 23 May like the technology transfer forum for companies and SMEs

Madrid, 23 January 2019.- [DES | Digital Enterprise Show 2019](#), the largest international event on digitalization for executives, has announced Germany as the guest country for next edition scheduled from 21 to 23 May 2019 in Madrid. The event, which is consolidated as the largest professional European forum on digital transformation, brings together more than 20,000 executives from all over the world in Madrid. With the aim of learning about technologies that are driving competitiveness and new business models for companies for 3 days Madrid becomes the Digital Business World Capital. Thus, within the framework of IFEMA, attendees will discover the cutting-edge technologies together with trends and challenges that will build the future of the economy as well as how to face them.

Along with Germany as guest country, DES2019 will reunite more than 17 international delegations from the U.S., Norway, India, Brazil or China, among others. Additionally, thousands of attendees from more than 50 countries will discover new technological partners to start projects on digital transformation in their companies, SMEs or public administration.

DES2019 confirms its position as an international debate forum where attendees will be able to find enabling technologies to develop new business models, improve the customers experience as well as productivity. DES2019 is a place to share ideas with executive and leaders among several industries and learn first-hand experiences of companies that are shaping the future of sectors, such as industry, banking, retail or healthcare, through technology.

"The main objective is to facilitate the transformation of organizations and the identification of the best partners for that journey. We want to inspire attendees through knowledge, increase business opportunities, learn about new solutions and services, and provide them with networking activities. Thus, we thought contents and activities for each sector and professional profile that attend DES2019. DES is the meeting point between organizations that want to increase their competitiveness and improve their profitability, and the companies that should be their trusted partners in this digital transformation," commented Lluís Altés, managing director of DES | Digital Enterprise Show 2019.

Attendees will access to the latest technological innovations, developed by the world's leading IT companies in the exhibition area while learning latest trends on blockchain, artificial intelligence, industry 4.0 or leadership and strategies during the Digital Business World Congress. This congress gathers every year more than 400 international experts in more than 10 parallel auditoriums with a 3 days agenda combining success stories of large companies and startups that are innovating and applying technology to open new business opportunities within the most traditional sectors. *"We believe that if we don't combine theoretical knowledge and future trends with real experiences, with success stories, we won't be providing DES visitors with the tools they need to lead the digital transformation of their companies and organizations. That's why we like to share knowledge and success experiences, to inspire from point to point the*



ecosystem that makes DES Digital Enterprise Show one of the world's benchmarks in digital transformation," said Lluís Altés.

What's new in DES2019

Making Digital Inclusive: the future of Education and Work. DES2019 will hold this forum with the aim of debate on educational models that are needed for the work of the future considering that there are several ways: education from early ages to access to the professional market and 'ongoing' training throughout working life.

Women Leadership on Digital Transformation. This new edition recovers a dedicated forum for women who are helping to shape industries and businesses through technology. *"Women role has been being fundamental in all social areas and their influence in the development of our economy is huge. We deeply believe that these types of forums are still needed to remind us that integration is the path for growth",* commented Lluís Altés.

Great relevance of Industry 4.0 in the Digital Business World Congress

With Germany as guest country in this fourth edition, the main topics at DES2019 will revolve around Industry 4.0, where Germany stands out, sharing real experiences on application to industry of technologies such as digital twin, artificial intelligence, collaborative robotics, blockchain, digital manufacturing, Big Data, solutions in cybersecurity, or augmented reality and virtual reality, among many others.

Networking and Business in 3 days

DES | Digital Enterprise Show 2019 returns to turn Madrid into the Digital Business World Capital, with the support of large companies such as IBM, T-Systems, Indra, UST-Global, Accenture, Intel, KPMG, Ferrovial, Altran, Banco Santander, Deloitte, among others, as well as public entities such as the Secretary of State for Digital Advance, ICEX, Red.es, Madrid City Council and the Community of Madrid.

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.

Contacto de Prensa:

Paloma Pastor, Juliana Lorenzo y Arantxa Reyes

ppastor@tinkle.es / jlorenzo@tinkle.es / areyes@tinkle.es / press@des-madrid.com

Teléfono: (00 34) 673 270 351 / (00 34) 607 19 86 53

Más información: www.des-madrid.com