



Digital Enterprise Show celebrate the success of its first edition

DES2016 finished today its first edition with more than 18,000 attendees from over 40 countries. Over 40% of these attendees hold positions of responsibility in the management boards

The next edition will be held from 23th to 25th of May of 2017 and Sweden will attend as country partner

Madrid, 26 de mayo de 2016.- **Digital Enterprise Show** (DES2016), the largest international meeting about digital transformation, finished this afternoon its first edition with a resounding success. The event, hold in Madrid during 24th, 25th and 26th of May at IFEMA, gathered more than 18,000 professionals from more than 40 countries.

Senior managers and C-level executives were the general profile of the attendees, highlighting the involvement of CEO's, which represent over the 19% of the total of attendees; CIO's with 8%, CMO's 13% and HHRR 3%. All positions attending DES2016 are represented in the boardrooms. These figures are the best metrics about how C-level execs are involved in the digital transformation as the driving factor to business development.

Moreover, operations and manufacturing plant directors, showed their interested in factories 4.0 and industrial digitalization. On the other hand, the main sectors represented in this first edition of DES2016 were retail, banking, factories, tourism, health and logistics.

The exhibition area gathered more than 200 exhibiting companies and showcased the most cutting edge innovations in IT ment to guide large corporations and SMEs towards their digital transformation goals. In addition, DES2016 had more than 40 companies as partners which contributed to the success of its first edition.

Masterminds Congress: Lectures to inspire and move the industry to the digital transformation

Digital Enterprise Show developed lectures and panels to put on the table the challenges that companies and employees has to face in the process of digital transformation.

During three days, more than 18,000 attendees witnessed the most disruptive lectures from over 450 speakers. The **Masterminds Congress** put together 172 lectures and more than 120 hours of material about digital transformation across 10 different industries.

Digital Enterprise Show looks to the future

The figures of the first edition of DES2016 highlight the need of an event that reveals the challenges and best practices in digital transformation to promote the economical development in Spain and Europe. "The major challenge of the first edition was to involve companies and speakers in this project to help the industry to walk towards the future. Our goal when we raise this event was to provide an overview of all areas that could benefit from their digital transformation, both in the core business, and in other areas like workers, companies culture, etc." said Albert Planas, CEO of Digital Enterprise Show, and continued "The figures in this first edition show that forums like this are needed to provide knowledge to professionals. Through the experience and knowledge of the best companies and professionals, we must lead the transformation of the European and Spanish business to promote its economical development".

Sweden, guest country of Digital Enterprise Show 2017

Following the success of the first edition, Digital Enterprise Show will turn Madrid into the Digital Enterprise World Capital in 2017. The event dedicated to the digital transformation will be back in Madrid from 23th to 25th of May 2017 and will feature Sweden as country partner. This country is one of the innovation and technological development leaders in Europe, and is currently leading the digital transformation in this region. Sweden takes over from Israel as the country partner of the event.

Companies like Skype, Spotify, MineCraft, Candy Crush, TocaBoca or TicTail has born as a result of this country's commitment with innovation and development of new business models. As proof of this condition, Stockholm has become the second city with more startups per capita in the world after Silicon Valley.

The Fintech sector plays a key role in this development and in the last 5 years companies based in Stockholm have received the 18% of all European investments through Fintech systems. Internet of things is another area that is lead by The Nordics. In 2014 the number of connected things in northern regions exceeded the population range, and by 2017 there should be 2.6 connected things per person in the Scandinavian region.

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What is *Digital Enterprise Show*?

Digital Enterprise Show is the leading event in Digital Transformation that brings CEOs, CIOs, CDOs, CMOs, political leaders and HR departments together with the most innovative tech companies and consultancy the most cutting-edge technology solutions and products to guide European large corporations and SMEs to the Digital Transformation. This includes technological solutions to improve their businesses customer's experience, operational processes and business models from all industries.

The 6 main business areas to highlight at *Digital Enterprise Show* (DES2016) are: Cloud, Mobile, Big Data & Analytics, Social Business, Cyber security and Internet of Things. Thanks to the 200 top tech companies in Networks, Connectivity, Digital Transformation and Business Accelerators, Madrid will host during *Digital Enterprise Show* more than 18.000 business leaders and executives looking for solutions to become more competitive in the digital era. More than 160 tech companies will show up their innovations at DES.

Furthermore, a *Masterminds Congress* will transfer the digital skills needed with content exclusive to each profile of the company. More than 300 speakers are going to show the path to business leaders and European political leaders, to help them think long-term digitally.

Digital Enterprise Show has the support of the Secretary State for Telecommunications and Information Society (SETSI), the Community of Madrid and the City Council of Madrid with the aim to become Madrid in the worldwide capital city in digital business. Moreover, DES2016 has the support of the international Trade Offices from ICEX to help them promote the event in a

double meaning: to attract top tech companies that want to increase their sales in the European market; and on the other hand to help Spanish IT sector to export their businesses and expand internationally.