



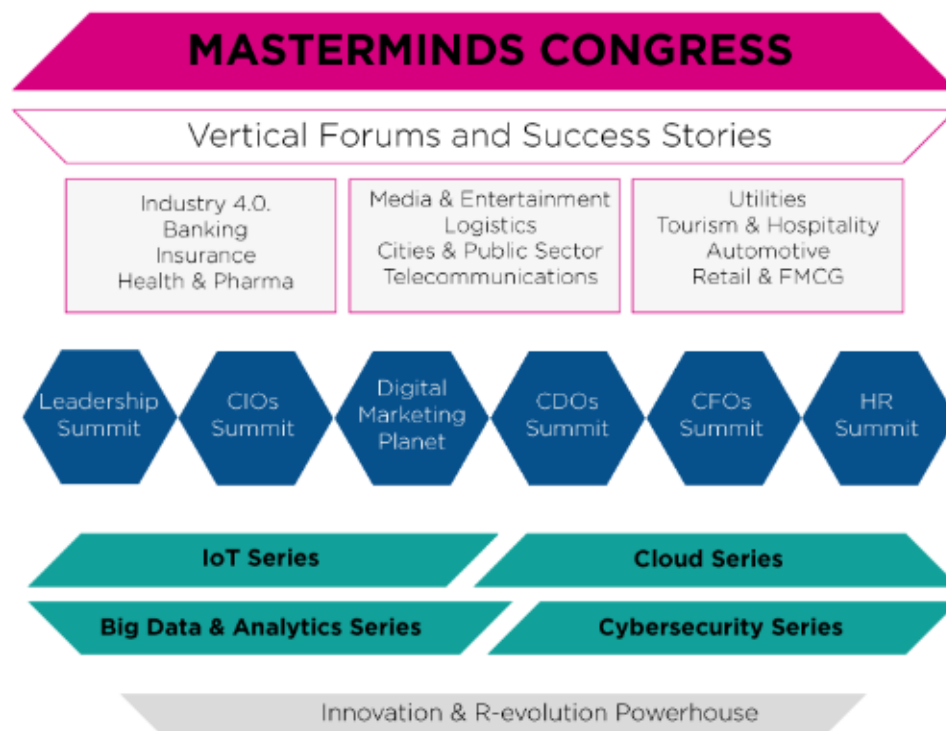
DES – Digital Business World Congress 2017 reveals the event's structure

Blockchain and Artificial Intelligence: the tech trends at DES2017

400 international speakers, more than 180 talks, 12 vertical forums and 6 specialist seminars make up a focused and unmissable agenda for executives

Accenture, Amazon, IBM, Everis, T-Systems and more than 300 firms will present their most innovative technologies and solutions during the 3-day event, to be held from 23 to 25 May in Madrid

Madrid, 20 April 2017.- **DES | Digital Business World Congress 2017**, the biggest international meeting on digital transformation, which will be held in Madrid on **23, 24 and 25 May**, has revealed the structure for the event. The second edition of the forum, which analyses the trends and challenges that digitisation presents to companies, proposes a comprehensive approach, covering issues from technology for facilitating the change in model to company culture.



Talks from 180 outstanding international speakers aim to provide delegates with the necessary knowledge to deal with the transformation and development of new business models for their companies. "This year's congress brings together the main trends currently setting the pace in the digital transformation. Well known concepts such as Cloud Computing, IoT and Cybersecurity are joined this year by others such as Robotics, Blockchain and Artificial Intelligence," says Lluís Altes, Strategy Director at DES-Digital Business World Congress.



12 vertical forums and 6 seminars for different executive profiles

The 12 vertical forums will analyse the changes and challenges that each industry must face with regards to the digital transformation, looking at each one's particular characteristics and providing the experiences of real companies that have successfully developed new models. The case studies come from industries that include banking, retail, automotive, public sector and smart cities, pharma, telecommunications, tourism and energy.

On **23 May**, parallel forums will be held to discuss **Industry 4.0**, which is undergoing a revolution through Big Data, new technologies, artificial intelligence, automation and robotics. The industry's short- and medium-term changes will be discussed during the forum, along with the use of Big Data Analytics to optimise factory operations or issues relating to process, sales and production optimisation using new technologies. On the same day, the **Banking and Insurance** forums will be held as the two industries face the challenge of reinventing themselves, taking advantage of new technologies to redesign their traditional models and invent new products and services. Fintech models, Omnichannel strategies and customer experience will be some of the issues discussed during the forum. **Health and Pharma** completes the agenda, as a sector facing the challenge of maintaining a relationship with patients over time. IoT technologies relating to health, wearables, patient-centric technologies and Big Data are creating a range of added value services as a solution. Medicine is no longer just about drugs but also about preventive services, wellbeing programmes and the improved management of chronic illnesses.

On **24 May**, the four vertical forums to be held are: **Media and Entertainment**, which is facing radical change in business models and the way in which content and advertising are presented. At a time when data is key to personalisation, Big Data is essential for reaching the consumer. The **Logistics** forum will focus the debate on operational excellence, process improvements and cost minimisation, as well as the new services emerging under the umbrella of tech innovations, such as drone use for just-in-time deliveries, IoT, Big Data, etc. Meanwhile, the **Public Sector and Smart Cities** forum will discuss the future of the provision of public services, affected by an ageing population and digital technologies. Public bodies need a digital strategy that will deal with the key elements of digital transformation to boost listening to the public, training for employees to strengthen innovation and partnership, etc. The agenda is completed with the forum on **Telecommunications**, which will discuss how to take advantage of digital trends or how to adapt to clients that are changing their behaviour increasingly quickly.

On **25 May**, the last four vertical forums will focus on the **Utilities** sector, which will discuss energy analytics, how smart homes/cities are transforming customer expectations or network management. The **Tourism and Hospitality** forum will discuss an industry that has seen how clients have made the use of new digital channels compulsory, while organisations were searching for new ways of interacting with them. The lack of interactive digital technologies, the lack of knowledge about digital marketing and the lack of social presence are the challenges facing the industry, which, in trends such as Big Data and Customer Experience, can find allies for overcoming the issue. Meanwhile, the **Automotive** forum will feature connected cars and the new 'Automobile as a Service' and the **Retail and FCMG** forum will analyse the change in consumer habits and the supply chain, from product design to production.

DES-Digital Business World Congress offers **CEOs, CIOs, CDOs, CMOs, political and public management leaders and HR chiefs 6 dedicated seminars** for analysing and understanding the best executive practice for leading digital transformation processes. The event's three days will include the **Leadership Summit**, dedicated to managing directors, and the **CIO Summit** for IT executives that will include the participation of CxO Talks founder Michael Kringsman, who will drive conversations on digital leadership, from IT streamlining to identifying new business



models, how to deal with innovation and interruption, etc. The **Digital Marketing Planet**, aimed at marketing directors, will include a special programme over the congress' three days; the **HR Summit** for human resources directors will discuss attracting and retaining talent in the digital era. Furthermore, this year, these seminars are joined by the **CDOs Summit** and the **CFOs Summit** discussing the specific issues faced by these roles within management committees when dealing with digital transformation processes.

The second edition of DES will provide a total of more than 1,200 hours of talks, in which technology and strategic transferring will be shared and undertaken with delegates in a space completely dedicated to knowledge, business and networking.

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¿Qué es DES – Digital Business World Congress?

DES – Digital Business World Congress es el único evento internacional que se acerca a la Transformación Digital como un fenómeno holístico que repercute a todas las áreas de la empresa. Por este motivo, la propuesta de DES2017 se basa en aportar experiencia, a través de la zona de exposición con la participación de las principales corporaciones internacionales que están desarrollando actualmente soluciones tecnológicas que faciliten el proceso de transformación, así como conocimiento, con un Digital Business World Congress que integra más de 450 ponencias de speakers internacionales en materia de Liderazgo Digital, Ciberseguridad o Big Data y Analytics, o sobre las tecnologías emergentes como Blockchain o Inteligencia Artificial.

DES – Digital Business World Congress cuenta con el apoyo del Ministerio de Economía, Industria y Competitividad; el Ministerio de Energía, Turismo y Agenda Digital; la Comunidad de Madrid y el Ayuntamiento de Madrid para juntos presentar Madrid como la capital mundial de la empresa digital. Además, DES2017 cuenta también con el apoyo de las oficinas comerciales del ICEX presentes en más de 80 mercados para promocionar este evento con el objetivo de atraer nuevas inversiones y centros de competencia tecnológicos a España, y ayudar al sector tecnológico español a exportar su negocio y expandirse internacionalmente.

La primera edición contó con más de 18.000 asistentes y 200 firmas expositoras que mostraron las últimas innovaciones tecnológicas para guiar a las grandes corporaciones y Pymes europeas hacia la Transformación Digital.