



## **IFEMA becomes a co-organizer of DES, Digital Enterprise Show to boost it and to place Madrid as a benchmark at an international level**

- The Community of Madrid and the Madrid City Council reaffirm their commitment to make Madrid the Digital Enterprises Capital and promote the celebration of DES, Digital Enterprise Show, in the city as a global reference event for the technology sector
- With more than 23,000 visitors from more than 50 countries, DES2019 is consolidated as a forum for global debate on future technological trends
- More than 450 international experts such as Christian Lifländer, Head of Cybersecurity of NATO; George Beebe, responsible for analysis for Russia in the CIA; or Antoinia Norman, CEO of Virgin's entrepreneurship unit; will again go through the scenarios of DES to share the keys of digital transformation with attendees

**Madrid, April 24, 2019.**- The organization of [DES - Digital Enterprise Show](#) and **IFEMA** have announced today at a press conference the creation of an alliance to organize this technology event jointly in Madrid. *"We are very satisfied with this collaboration agreement whereby IFEMA joins the DES organization. Undoubtedly, it is a sign of the good work done so far, and that DES2019 is a very necessary event to place Madrid and Spain on the agenda of major international events in terms of innovation and digitalization "*, comments Albert Planas, CEO of NEBEXT - organizing company of DES - Digital Enterprise Show-. For his part, Eduardo López-Puertas, Managing Director of IFEMA, has reiterated his firm commitment to DES *"we believe that the formula of DES shows a new way of event in which the content prevails over the exhibition, and this is the type of fairs we want for Madrid and for Spain"* and he stressed that *"digitization must be an attribute of the identity of our companies and also of our city and our region"*. In addition, López-Puertas announced that IFEMA LAB, the laboratory of innovation of the organization will present during DES2019 a project of geolocation solutions, indoor positioning and an ultraprecise, intelligent and unique in the world guiding system.

Both organizations join forces to make DES2019 an international benchmark for the technology sector with a focus on the digital economy.

The Community of Madrid and the Madrid City Council have once again reiterated their support for the celebration of this ICT meeting in the city, seeking to make Madrid the Digital Capital of the Digital Enterprise and place the city on the map of major events technological *"From the institutions we can do nothing but support events like DES and we are working to put Madrid at the center of the world in digital transformation. Events like this are the breeding ground for generating ecosystems that attract large companies to Madrid and that act as a driving force to promote the digital transformation of SMEs, "*said Javier Ruiz, Deputy Minister of Economy and Finance of the Community of Madrid, during his speech today at the press conference. For his part, Luís Cueto, General Coordinator of the City of



Madrid, stressed that *"DES is one of the great events for Madrid, it is our knowledge DAVOS, and this alliance with IFEMA will help to continue developing Madrid as a key city from the that digital content is being created for everyone, and in which international companies are investing. "*

DES2019, which celebrates its fourth edition this year, will have an economic impact of more than 40 million euros for Madrid, thanks to the more than 23,000 visitors from more than 50 countries, which are expected to be received on the 21st, 22nd and 23rd of may. A week in which the Spanish capital will return to the agenda of major international events and will become the world center of the digital economy.

The fourth edition of DES will focus on Industry 4.0, the Blockchain and Artificial Intelligence, as well as the technologies that drive digitalization, together with more than 450 international experts. DES2019 will also have **Germany** as guest country in its fourth edition. The international representation will be completed with 17 international delegations from the USA, Sweden, India, Brazil or China, among others. Together with them will also be the Spanish **pavilion organized by Red.es and ICEX** that will have the presence of numerous technology companies.

### **The great novelties of DES2019**

**Making Digital Inclusive: the future of Education and Work.** DES2019 celebrates this forum with the aim of discussing what educational models are necessary for the work of the future.

**Women Leadership on Digital Transformation.** A forum dedicated to women who are helping to transform industries and businesses through technologies.

**Spain Digital SME.** The translation of DES, Digital Enterprise Show to the local area. All the technologies and verticals by industry are replicated so that Spanish SMEs make the most of it. A specialized auditorium, where small and medium-sized companies will find examples and solutions on how to boost the digital transformation of their businesses.

### **An agenda dedicated to each professional with more than 450 experts**

**CIOs will find in the CIO Summit** response to the new role they must play in the organizational structure, beyond technology to become a key piece of DNA transformation of the enterprise to the economy digital. This forum will be attended by **Ricardo Mardomingo**, CISO of Grupo Eulen or **Vasco Falcão**, CEO of Konica Minota.

**The marketing directors** have the **Digital Marketing Planet**, a three-day forum that is already the reference in Spain to know the latest trends in marketing in which will be present some experts such as **Nancy Harhut**, expert in B2B marketing and neuromarketing; **Claire Suellentrop**, strategic marketing



consultant; **Sergio López**, Chief Production Officer at McCann Worldgroup and Director of Digital Marketing at Slack, **Holly Chen**, among others.

For their part, the **CEOs** will have the **Leadership Summit**, an agenda that focuses on the first day on the challenges in the management and leadership of digital transformation projects. **Didier Bonet**, **Senior VP and Global Digital Practice Leader at Capgemini**; **Jaques Bughin**, **director at McKinsey Global Institute** or **Martin Migoya**, **CEO of Globant** will be some of the speakers at this meeting.

Along with these agendas, there will also be **9 vertical forums** dedicated to the industrial sectors such as Tourism; Banking and insurance; Industry 4.0; Health in the digital era; Energy sector; Cities and Public Administration; Retail, E-commerce and Logistics; Urban Mobility and Telecommunications, Media and Entertainment; and the specific **Tech Series programs**, which in this fourth edition will be dedicated to BlockChain, Artificial Intelligence, Cloud Computing, Cybersecurity, Big Data & Analytics, or IoT.

Leading technology companies in Artificial Intelligence or Cybersecurity such as IBM, Altran, T-Systems, Globant, KPMG, Nutanix or Telefonica, among more than 300 firms, are part of this new edition of DES.

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