

Digital Enterprise Show has turned into the must-attend event every year as center of digital transformation toward new business models for thousands of SMEs and large companies

## DES presents its third edition with the latest technology and with Artificial Intelligence as the main trend

DES | Digital Enterprise Show 2018, the global event dedicated entirely to business's digitalization, brings together companies, public administrations and the main leaders of the IT industry

From May 22<sup>nd</sup> to 24<sup>th</sup>, more than 18,000 C-Level Executives together with 450 international speakers will meet in Madrid to face the dilemmas of digital transformation with more than 200 conferences

Madrid, 25<sup>th</sup> January 2018. - DES | Digital Business World Congress **2018**, the world's largest international forum on digital transformation, will celebrate its third edition in Madrid (IFEMA) during the 22, 23 and 24 of May. A week where Madrid will become the world capital of digital transformation. The event that in its last edition generated an economic impact in the city of more than 30 million euros, present this new edition under the claim "Facing the Digital Avalanche".

Artificial Intelligence will be in the spotlight as the main trend during the show. DES reunites top tech solutions that are driving the development of new business models such as IoT, Cloud, Cybersecurity, Blockchain or Digital Marketing among many others. A marketplace where digital solutions are applied to any kind of industry from banking to retail, automotive to utilities.

The next edition of DES will highlight the dilemmas that every C-level must face up without further delay if they want to improve the competitiveness of their companies or management areas. During three days, more than 450 digital leaders will answer the 6 most common dilemmas faced by business management boards to implement a real digital transformation on their companies:

1. Short-Termism vs Strategic Vision
2. Customer Experience vs Profitability
3. Security vs Privacy
4. Inbreeding vs Attraction
5. Legacy vs Innovation
6. Control vs Speed

"This edition is designed to go deep in the knowledge required by C-Level executives and leaders of public administration to face a digitization and modernization process of business models. An essential improvement to be increase the competitiveness of our economy," says Lluís Altés, Managing Director of DES2018. "This year we want to highlight the fact that digitization is here and now, that it is unstoppable and we have to prepare ourselves to take advantage of the opportunities it offers to boost the economy", add Altés.

According to Forrester, the most important consultancy company in IT sector, the growth of the global technology market will be over 3.2 trillion dollars in the next two years. Business

Technologies (BT) will have the most important role in this evolution. BT gather companies that provide IT services, software and hardware, and is expected to grow three times faster than the general technology market.

Cloud adoption will be another factor in the growth of IT sector in Europe. According to Altés, "Cloud technologies are an excellent beginning of the arrival and standardization of other technologies such as IoT, Blockchain or Artificial Intelligence. Therefore, DES2018 will showcase the cutting edge technology from partners that launch the latest tech solution to the market, to those that are fundamental for any company today."

First speakers confirmed: 200 conferences in 3 days

The largest World Congress on digital transformation will once again bring up together top knowledge from more than 450 international speakers on Digital Leadership, Cloud, IoT, Cybersecurity, Blockchain or Artificial Intelligence. The only event that congregates more than 120 hours of conferences, combining keynotes with success stories on real tech applications to any kind of industry.

Among the confirmed speakers so far: Stuart Russel, world authority and leader of the World Economic Forum in Artificial Intelligence; Aristedes Mahairas, Head of the Cyber Operations / Cyber Division of the FBI in New York; Hanna Niemi-Hugaerts, Head of IoT Forum Virium in Helsinki with a worldwide example of SmartCity in Helsinki; Arun Sundararajan, expert in digital economy and the impact on the business network of the new models of the so-called Platform Economy; Tamara MacCleary, who will focus her contribution on the future of work and how candidates and employers will be; o Rahaf Harfoush, with a vision of digital anthropologism that addresses the intersections between emerging technologies, innovation and digital culture.

IT industry and business network supporting

DES2018 will be the great annual event for all organizations that are addressing or thinking about facing the challenges of digital transformation. World leaders in the technology industry such as Deloitte, IBM, Intel, HP, Fujitsu, SAS, T-Systems, Altran or Accenture have been strategic partners of Digital Business World Congress since its first edition.

DES has the support of the Secretary of State for Telecommunications and the Information Society (SETSI), the Community of Madrid and Madrid City Council, as well as employer and national organizations such as CEOE, CDTI, ICEX or Red.es, and international ones such as Business Europe or the European Commission.

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About DES - Digital Business World Congress

**DES - Digital Business World Congress** is the leading event in Digital Transformation that offers CEOs, CIOs, CDOs, CMOs, political leaders and HR departments, and together with the cutting-edge technology companies, the most innovative products and solutions as well as the skills required to help European SMEs and large corporations join the digital transformation. This includes technological solutions to improve the customer experience, operational processes and business models of all industries.

Contact: [press@des-madrid.com](mailto:press@des-madrid.com)

More information: [www.des-madrid.com](http://www.des-madrid.com)

For those who want to attend to the event, the inscriptions will be open soon at:  
<https://www.des-madrid.com/tickets-prices/>.

*More information about the first speakers confirmed:*

Stuart Russel: World authority and Leader of the World Economic Forum in Artificial Intelligence, who will be in charge of transferring knowledge about Artificial Intelligence and its application to current business models. Practical applications in a company, how to implement an AI strategy, the ethical dilemmas that can arise, and how to take advantage of this technology to enhance the development and business profitability; will be the key issues of the lecture.

Aristedes Mahairas: Head of the Cyber Operations / Cyber Division of the FBI in New York, will share his global vision of current cyber threats, as well as the main commercial security risks that are emerging. Mahairas will provide tactical and strategic knowledge to help attendees prepare to face these threats and learn about the evolution of cybercriminals procedures (understanding new modes of operation and mentality).

Hanna Niemi-Hugaerts: Head of IoT of the Forum Virium Helsinki, will present practical cases that have transformed the city of Helsinki into a worldwide example of SmartCity through IoT technologies.

Arun Sundararajan: Expert in digital economy and the impact on the business network of the new models of the so-called Platform Economy, will offer a vision of how to confront the collaborative economy within your company and its sector, how to take advantage of the opportunities it offers and how join a trend that, while it may seem a threat, Sundararajan defends as an opportunity to create a new sustainable business development.

Tamara MacCleary: Leading expert in Digital Marketing, technology and business development, will focus her presentation on the future of work. How will be the candidates, the employers, the functions to be developed or what will be the new employment opportunities generated by the digital transformation will be some of the ideas that the attendees of DES2018 will be able to listen to.

Rahaf Harfoush: Strategist and digital anthropologist who addresses the intersections between emerging technologies, innovation and digital culture. During DES2018 will outline the challenges to achieve a cultural transformation in companies that will help to face digital transformation with success, as well as the effects that will have on the development of talent and business