



DIGITAL  
ENTERPRISE  
SHOW

14-16 JUNE 2022  
MÁLAGA FYCMA  
#DES2022



REIMAGINE  
BUSINESS

[WWW.DES-SHOW.COM](http://WWW.DES-SHOW.COM)



# ADAPT & REIMAGINE BUSINESS

Digital technologies continue in the spotlight and so does the acceleration to perform, shape value and differentiate. For this, it is crucial to understand how to use evolving technologies for business outcome. We no longer act in survival mode, but to thrive!!

Today, we all operate in broader, cross-sector environments to create synergies, connect and collaborate. Thus, Digital Transformation is about leading companies to explore and create **exponential experiences** for customers, employees, investors and any other stakeholders important to the organization to engage and network in a different way; **engineering sustainable** ecosystems in which to operate that comply and align company's objectives with U.N. Sustainable Development Goals for 2030 for a better world; searching to improve the efficiency of all operations to increase productivity and **integrating all systems** (owned or third parties) to develop **new business models** that increase competitiveness today and tomorrow.

Now it is time to adapt and reimagine business!! #DES2022

DES|Digital Enterprise Show 2022 brings together the best minds to spur the identification and creation of business and professional opportunities every year in June.

The myriad of conferences, the exhibition area and the many networking possibilities equally attract top executives, decision makers, transformers, innovators and entrepreneurs.

The range of topics and formats along with the mix of participants from around +50 countries, stimulates knowledge, inspiration and success stories sharing.

By 2022, 70% of all organizations globally will have accelerated their use of digital technologies, transforming existing business processes to drive customer engagement, employee productivity, and business resiliency

The demand for IT has changed dramatically as a result of COVID-19, with almost every segment of the market being impacted by massive changes in customer behavior

**By 2030, the cumulative additional GDP contribution of new digital technologies could amount to €2.2 trillion in the EU-28**

"I PRESENT AT MANY EVENTS EVERY YEAR - RANGING FROM THE LARGEST SHOWS TO THE MOST PRESTIGIOUS NICHE ONES. SO FAR, DES|DIGITAL ENTERPRISE SHOW HAS BEEN THE MOST PROFESSIONAL SHOW I HAVE EVER KEYNOTED. WHILE THERE YOU UNDERSTAND WHY IT IS KNOWN AS THE CONTENT-DRIVEN SHOW THAT TAKES EXPERIENCE AND QUALITY TO A NEXT LEVEL"

**HENRIK VON SCHEEL,**  
ORIGINATOR OF THE INDUSTRY 4.0

"DIGITAL TRANSFORMATION REQUIRES A NEW WAY OF THINKING. AS A LEADING GLOBAL INTELLIGENCE COMPANY, IDC TRACKS AND SUPPORTS ENTERPRISES AS THEY NAVIGATE THROUGH WHAT IS REQUIRED TO THRIVE IN THE DIGITAL ECONOMY. DIGITAL ENTERPRISE SHOW (DES) PROVIDED A PLATFORM FOR US TO DISCUSS WITH IT AND BUSINESS EXECUTIVES THE DIVIDE THAT IS DEVELOPING BETWEEN ORGANIZATIONS THAT ARE TRANSFORMING AND THOSE THAT ARE STRUGGLING"

**PER MELKER,**  
GROUP VICE PRESIDENT AND GENERAL MANAGER, IDC

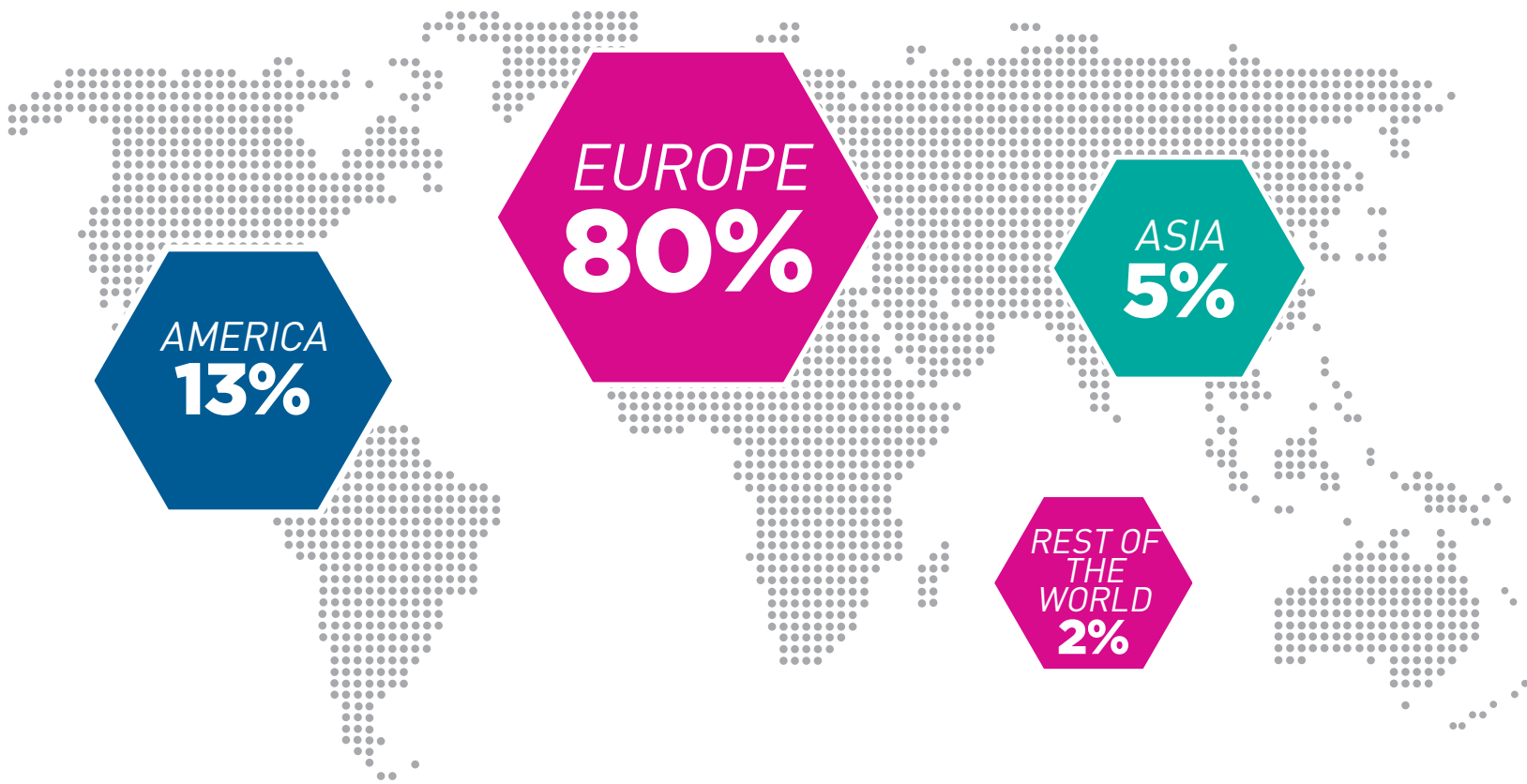




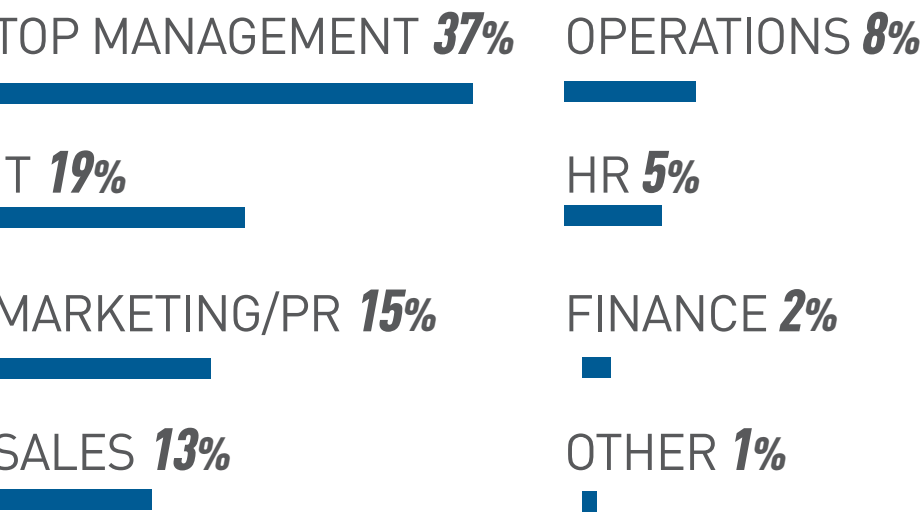
# VISITORS PROFILE

12.000  
IN-PERSON VISITORS

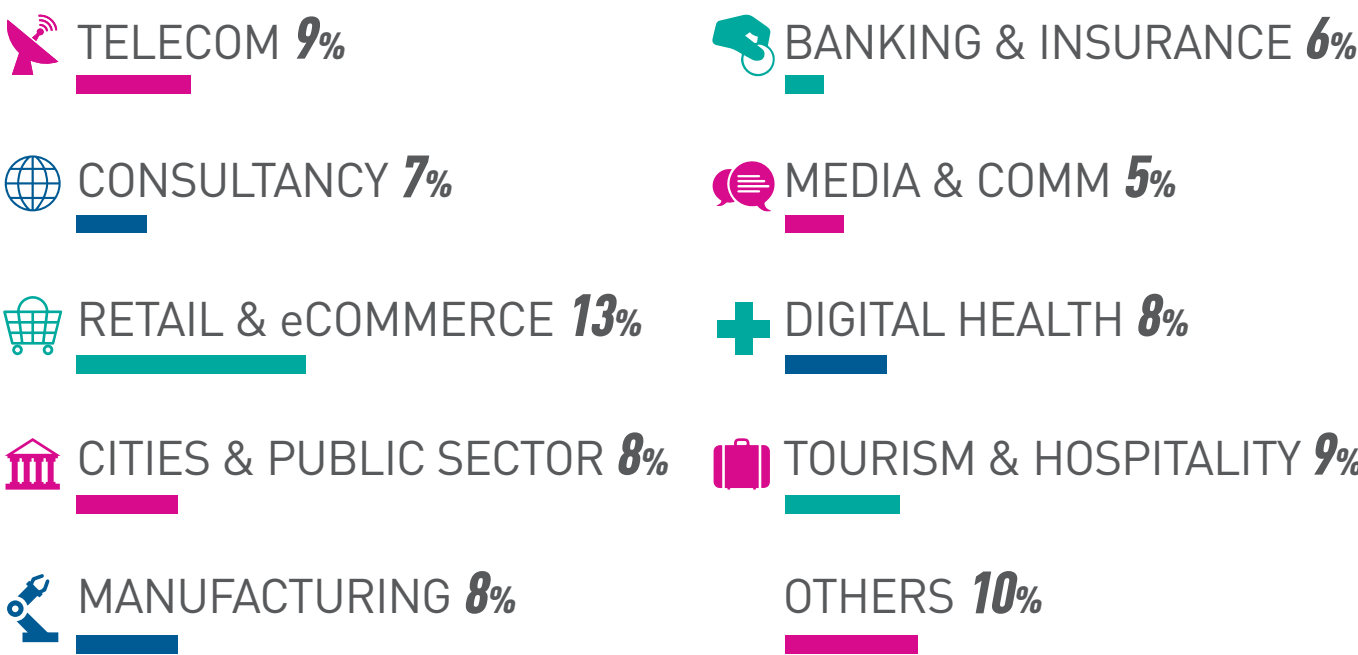
- +8.000 SMES
- 1.700 LARGE CORPORATIONS
- 500 PUBLIC SECTOR



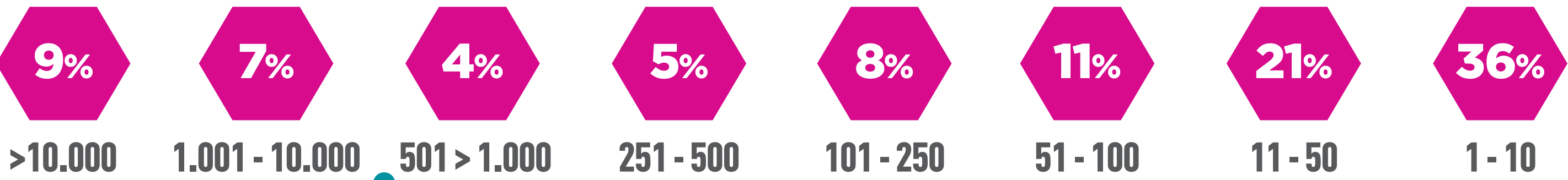
## AREA OF RESPONSIBILITY



## DES UNITES THE MOST IMPORTANT SECTORS



## COMPANY SIZE





# TRANSFORMING TO WIN

## TECH SOLUTIONS

- 3D PRINTING
- 5G
- ANALYTICS
- AR / VR / METAVERSE
- ARTIFICIAL INTELLIGENCE
- AUTOMATION
- BIG DATA
- BLOCKCHAIN
- CHATBOT TECHNOLOGY
- CLOUD COMPUTING
- CRM
- CYBERSECURITY
- DEVOPS
- DIGITAL TRUST TECHNOLOGIES
- DIGITAL TWINS
- DRONES
- EDGE COMPUTING
- ERP
- GEOSPATIAL
- INFRASTRUCTURE
- IOT
- MACHINE LEARNING
- NANOTECHNOLOGY
- OPEN SOURCE
- QUANTUM COMPUTING
- ROBOTICS
- RPA
- VOICE TECHNOLOGIES
- X MANAGEMENT

## TECH SERIES

- BLOCKCHAIN SERIES -
- INTELLIGENCE VOICE SERIES -
- VR / AR / METAVERSE SERIES -
- DATA SERIES -
- AI SERIES -
- CYBERSECURITY SERIES -
- IOT SERIES -
- EXPONENTIAL SERIES -
- CLOUD SERIES -
- DIGITAL MARKETING PLANET -
- INTELLIGENCE VOICE SERIES -
- CLEAN TECH SERIES -

## C-LEVEL AGENDAS

- LEADERSHIP SUMMIT
- STRATEGY SUMMIT
- CIO SUMMIT
- CMO SUMMIT
- CDO SUMMIT
- HR SUMMIT
- GOVERNMENT SUMMIT
- CFO SUMMIT

## EXHIBITION + CONGRESS

## GLOBAL NETWORK

- DIGITAL DEMOS -
- INNOVATION HUB -
- TECHNOLOGY ZONES -
- COUNTRY PAVILIONS -
- WELCOME PARTY -
- EUROPEAN DIGITAL MINDSET AWARDS 2022 -
- GALA DINNER -
- DES STUDIO TV -
- CIRCULAR ECONOMY -
- EXCLUSIVE INDUSTRY PROGRAMMES -

## LOCAL FOCUS

- ESPAÑA PYME DIGITAL
- DIGITALIZACIÓN INCLUSIVA
- FORO MODERNIZACIÓN DE LA ADMINISTRACIÓN PÚBLICA ESPAÑOLA
- AGENDA DIGITAL ANDALUCIA
- ANDALUCIA DIGITAL
- ESPAÑA DIGITAL 2025
- NEXT GENERATION FUNDS

## INDUSTRY FORUMS

- BANKING
- INSURANCE
- INDUSTRY 4.0
- URBAN MOBILITY & SMART CITIES
- RETAIL & eCOMMERCE
- LOGISTICS
- ENERGY & UTILITIES
- + DIGITAL HEALTH
- PUBLIC SECTOR
- TELECOMMUNICATIONS
- MEDIA & ENTERTAINMENT
- TOURISM & HOSPITALITY
- EDUCATION & RESKILLING
- eSPORTS & GAMING



# REIMAGINE MARKETING PERFORMANCE



Digital marketing is the fastest transforming area in all kind of organizations. One of the most innovative areas that faces the challenge to outpace customers and employees demands.

Keep out with tech. In our Digital Marketing Planet we help marketing professionals to navigate digital. At DES we provide our audience an extensive program of the latest relevant industry topics, with plenty of use cases and success stories. It is not only about topics of tomorrow and current marketing trends, but nowadays realities.

## SESSIONS

- THE FUTURE CMO
- CUSTOMER ENGAGEMENT / INTELLIGENT VOICE
- SOCIAL PLATFORMS
- THE AGENCIES
- CONNECTING MARTECH AND ADTECH
- MARKETING INNOVATION

## SOME TOPICS

- THE FUTURE OF MARKETING
- CONSUMER BEHAVIOR
- CUSTOMER SERVICE
- MOBILE FIRST
- EXPERIENCE MANAGEMENT
- GROWTH HACKING
- PERSONALIZATION
- AI DRIVEN MARKETING



# THE MANUFACTURING SIDE OF DIGITAL TRANSFORMATION



Manufacturing is a key industry for every country and region that wants to be future proof. To be ready for its maturity waves that disrupt everything it is a must to understand the specifics of Industry 4.0, not only of Industry.

In our Industry 4.0 tracks we help manufacturing professionals to navigate digital. At DES we provide our audience an extensive program of the latest relevant industry topics, with plenty of use cases and success stories.

## SOME TOPICS

- AUTOMATION
- ROBOTICS
- AI
- VR/AR
- DIGITAL TWIN
- OT/IT
- IIOT
- INDUSTRIAL APPS
- CYBER-PHYSICAL SYSTEMS
- INTEGRATED SENSORS
- MINIMIZE RISKS
- CLOUD
- SECURITY
- OPEN INNOVATION
- BLOCKCHAIN
- UNLOCKING MACHINE DATA
- SUPPLY CHAIN OPTIMIZATION
- EFFICIENT AND SAFER OPERATIONS
- WORKER SAFETY



# DIGITAL BUSINESS WORLD CONGRESS

# STIMULATING KNOWLEDGE TRANSFER

**+400**  
INTERNATIONAL  
SPEAKERS

**320**  
SESSIONS

**6**  
VERTICAL  
FORUMS

**6**  
AUDITORIUMS

**+270**  
HOURS OF  
CONFERENCES

**9**  
TECH SERIES

**8**  
C-LEVEL  
AGENDA

THE KEY PLATFORM FOR BUSINESS LEADERS

**90%**

RECOMMENDS DES TO THEIR COLLEAGUES

**8 in 10**

WANTS TO EXPERIENCE DES2022

**8,3**

AVERAGE VISITOR RATING OF DES2021





# MÁLAGA DIGITAL WORLD CAPITAL

During 3 days, DES turns Málaga into the world's capital of Digital Transformation, thanks to the pioneering exhibition, congress, and numerous networking events. Make sure to be a part of it.

## NETWORKING EVENTS

### WELCOME PARTY & EUROPEAN DIGITAL MINDSET AWARDS 2022

After an intense day filled with business meetings, hundreds of conferences and innovative presentations, it is time to relax! Join our unique afterwork parties and European Digital Mindset Awards gala dinner in the beautiful city of Málaga. Enjoy a more casual conversation and have fun networking as a local.

## BE THE TRUSTED CHOICE MAKE A DIFFERENCE



## EVENT MEDIA COVERAGE



**+323M IMPRESSIONS**

of #des2021 during three days of the show

  
**#DES2021  
TRENDING TOPIC**

  
**175 JOURNALISTS  
REGISTERED**

## PARTICIPATION MODELS



**PARTNER**



**EXHIBITOR**



**NEWCOMER**





## BUSINESS OPPORTUNITIES

- **BARCELONA** [spain@nebext.com](mailto:spain@nebext.com)
- **BOLOGNA** [italy@nebext.com](mailto:italy@nebext.com)
- **BRUSSELS** [belgium@nebext.com](mailto:belgium@nebext.com)
- **DELHI** [india@nebext.com](mailto:india@nebext.com)
- **FRANKFURT** [germany@nebext.com](mailto:germany@nebext.com)



## KNOWLEDGE & INSPIRATION

- **LISBON** [portugal@nebext.com](mailto:portugal@nebext.com)
- **MADRID** [info@nebext.com](mailto:info@nebext.com)
- **MEXICO CITY** [mexico@nebext.com](mailto:mexico@nebext.com)
- **MOSCOW** [russia@nebext.com](mailto:russia@nebext.com)
- **SAO PAULO** [brazil@nebext.com](mailto:brazil@nebext.com)



## NETWORK

- **SHANGHAI** [china@nebext.com](mailto:china@nebext.com)
- **SILICON VALLEY** [usa@nebext.com](mailto:usa@nebext.com)
- **TEL AVIV** [israel@nebext.com](mailto:israel@nebext.com)
- **TORONTO** [canada@nebext.com](mailto:canada@nebext.com)
- **WARSAW** [poland@nebext.com](mailto:poland@nebext.com)



#DES2022  
[www.des-show.com](http://www.des-show.com)

DES IS AN EVENT OF:

**NEBEXT**  
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:

