



## AI 2.0 and Quantum computing, the two digital macro trends that will define DES 2025

DES, which will take place from June 10 to 12 in Malaga, Spain will bring together the sector's leading firms, which will present their innovations to boost efficiency and the development of new business models

**Margaret Mitchell, ex-Google and Chief Ethics Officer at Hugging Face, Fernando Domínguez Pinuaga, Vice President of Sandbox AQ, and Richard Benjamins, CEO of OdiselA, among the leaders at the summit**

**Madrid, 25<sup>th</sup> February, 2025.** – The ninth edition of [DES - Digital Enterprise Show](#) continues to warm up to become the European stage where the future of exponential technologies, currently led by artificial intelligence, will be discussed. From **June 10 to 12**, the event will welcome **more than 17,000 international executives**, who will come to discover the digital innovations that are helping to improve the competitiveness of large corporations, SMEs and administrations.

To this end, the summit has already opened its accreditations. DES 2025 will bring together the main profiles that lead the technological revolution at the corporate level: from CEO, CIO, CMO or CDO to CAIO (Chief Artificial Intelligence Officer), Purchasing or Human Resources Directors. To meet the needs of these professionals, **more than 400 exhibiting companies, sponsors and partners** will showcase the latest advances in Artificial Intelligence, Cybersecurity, Data, Multicloud, Blockchain, Extended Reality (XR) and IoT, among others.

With the organization of the meeting, the capital of the Costa del Sol will become the technological epicenter in Europe in which the integration of digital solutions in an integral and hybrid way in the company will be examined. *“This will be the leitmotiv of DES 2025, an edition that will go a step further and will address how the application of different technological tools in business - for example, AI with extended reality and big data - can improve the profitability of the company, its operations and the development of its teams,”* says **Sandra Infante**, director of the event.

### Leading international voices

**Digital Business World Congress**, the European reference forum on exponential technologies and artificial intelligence, will take place in the framework of DES 2025. **More than 500 global experts** will delve into the digital trends of the moment and provide solutions to solve the main questions that arise today after the incorporation of new players, policies and aggregators that are changing the global technology scene.

Due to its impact on economic activities, the main protagonist of the congress will be **artificial intelligence**. In this edition, the concept of **“AI 2.0”** will be analyzed, which arises from the evolution that the tool has had after its arrival and that now, multiple



industries are trying to introduce to boost their profitability. In addition, AI must comply with ethical standards, thus ensuring a more transparent, inclusive and responsible use.

On this issue, one of the world's opinion leaders in artificial intelligence, **Margaret Mitchell**, will delve into this issue. The former founder and co-director of Google's AI ethics department, one of the 100 most influential people of 2023, according to Time magazine, and current Director of Ethics at Hugging Face, will share at DES the path that technology has to follow to be at the service of the community, without biases in algorithms.

In the same vein will be **Richard Benjamins**, co-founder and CEO of the observatory of the social and ethical impact of artificial intelligence, OdiselA, and external expert of the AI Observatory of the European Parliament, who will explain the opportunities of the tool to stimulate the competitiveness of companies and promote the quality of life of citizens.

Another of the issues that will define the Digital Business World Congress agenda is **quantum computing**. According to specialists, this is the macro trend of 2025 that is emerging in the digital sphere and is expected to expand once AI is democratized and consolidated. The technology manages to process information with more agility than artificial intelligence, making it easier to optimize processes. In this regard, the summit will feature the testimony of **Fernando Domínguez Pinuaga**, vice president of Sandbox AQ, a company born from Alphabet, which is Google's parent company, and which unites quantum and AI to solve challenges such as improving GPS navigation.

In parallel, the congress will also highlight the use of technological initiatives to improve customer experience, talent acquisition, creativity, transparency and patient care. To this end, Digital Business World Congress has designed 9 vertical forums that will address issues concerning the segments of Banking and Insurance, Manufacturing, Healthcare, Tourism, Entertainment and Sports, Retail and E-commerce, Mobility and Public Administration.

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**[About DES | Digital Enterprise Show](#) (June, 10-12, 2025, FYCMA, Málaga - Spain):** DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.