



DES2025 will recognize the companies that are shaping the future of the digital age

The leading international meeting on exponential technologies will host the European Digital Mindset Awards 2025, which honor the best technological projects that boost the competitiveness of organizations

The nomination period for the awards is open until 9 May

Madrid, April 04, 2025. – [DES – Digital Enterprise Show 2025](#) continues to warm up for what will be the leading international meeting dedicated to artificial intelligence and other exponential technologies, **from June 10 to 12 in Malaga, Spain**. The meeting will host a new edition of the **European Digital Mindset Awards**, the prizes that recognize companies and administrations that are boosting competitiveness through digitization. The awards will highlight the technological initiatives that have revolutionized business models and have driven the reduction of the carbon footprint, improving customer experience and service.

The last edition of the accolades reaped a historic success of nominations with **more than 275 proposals submitted**. Companies interested in participating in the European Digital Mindset 2025 [can submit their project](#) until **9 May**, and the categories to which they can apply are:

- **Best Digital Transformation Enterprise:** intended to recognize the company that has accelerated performance and achieved outstanding results based on digital transformation models and the application of exponential technologies.
- **Best Inspiring/Influential Journalistic work:** focused on highlighting the media project that has exemplarily exposed the impact of digitization on society, an industry or a specific company.
- **Best Marketing Campaign:** designed to highlight the initiative that has achieved the most successful results by combining marketing tools, platforms and digital channels.
- **Best Tech Innovation Public Sector:** designed to distinguish the efforts of public administration in digital transformation plans, in which cutting-edge technologies have been leveraged with the aim of revolutionizing service delivery and improving citizen participation.
- **Best Digital Project Oriented towards ESG:** designed to highlight the proposal that has been able to make the most of exponential technologies and digitalization to drive sustainable practices and accelerate compliance with ESG criteria.



- **Best Digital Disruptive Start-up:** aimed at highlighting the emerging company in any sector that has had a significant impact at an economic, social and/or environmental level and with a high projection for the coming years.

The European Digital Mindset Awards are aimed at companies, universities, suppliers, executives, business schools, academics, researchers, analysts, journalists, startups, accelerators, science and technology parks and innovation centers around the world, whose objective is to propose some kind of breakthrough in digitization or sustainability. The awards **will be presented on 11 June** at an awards gala at DES2025.

“If artificial intelligence became a more than revelatory technology last year, in 2025 we will see new developments thanks to its integration with other solutions, or alongside the progress of quantum computing, which is evolving the business fabric. DES2025 will recognize, with the European Digital Mindset Awards, these and other proposals framed in innovative projects that are defining the roadmap of the future of business”, says Sandra Infante, DES director.

In its last edition, the awards celebrated the good practices in terms of technological integration of organizations such as **Parques Reunidos**, the **Play Off Nations** agency, **SPMS - Serviços Partilhados do Ministério da Saúde**, the **Madrid City Council**, the architectural firm **Espacios Maestros** and the startup that offers virtual tours of hotels, **Hotelverse**.

[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.