



DIGITAL
ENTERPRISE
SHOW

11-13 JUNE 2024
MÁLAGA - FYCMA
#DES2024



FEEL

***THE EXPONENTIAL
INTELLIGENCE***

POST SHOW REPORT 2024

SUMMARY

- 1 DES2024, THE WORLD'S LEADING EVENT IN EXPONENTIAL TECHNOLOGIES
- 2 DES GATHERS ALL THE TECHNOLOGICAL INDUSTRY
- 3 MORE THAN 17,000 BUSINESS LEADERS VISIT DES
- 4 DES2024 PARTNERS & EXHIBITORS
- 5 DISCOVER DES2024
- 6 DIGITAL BUSINESS WORLD CONGRESS
- 7 SOME OF THE MOST DISRUPTIVE EXPERTS
- 8 FIRST-CLASS NETWORKING AGENDA
- 9 EUROPEAN DIGITAL MINDSET AWARDS 2024
- 10 THE SCALE-UP! WORLD SUMMIT
- 11 MEDIA IMPACT OF #DES2024
- 12 MEDIA PARTNERS & COMMUNITY



DES2024, THE WORLD'S LEADING EVENT IN DIGITAL TRANSFORMATION



17,157
Attendees



75%
Decision-makers



403
Exhibitors firms



703
Innovations



592
International
Speakers



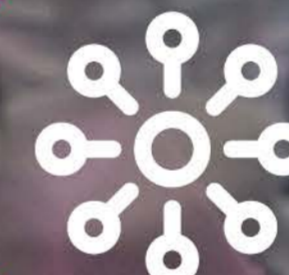
9
Auditoriums



375
Sessions



194
Journalists



83
Media Partners



158
Stakeholders

THE BUSINESS PLATFORM THAT BRINGS MORE VALUE TO THE SECTOR

9

**DES2024 VISITOR
RATING**

89,6%

**CONSIDER DES THE MOST
RELEVANT AND USEFUL
PROFESSIONAL EVENT**

92,8%

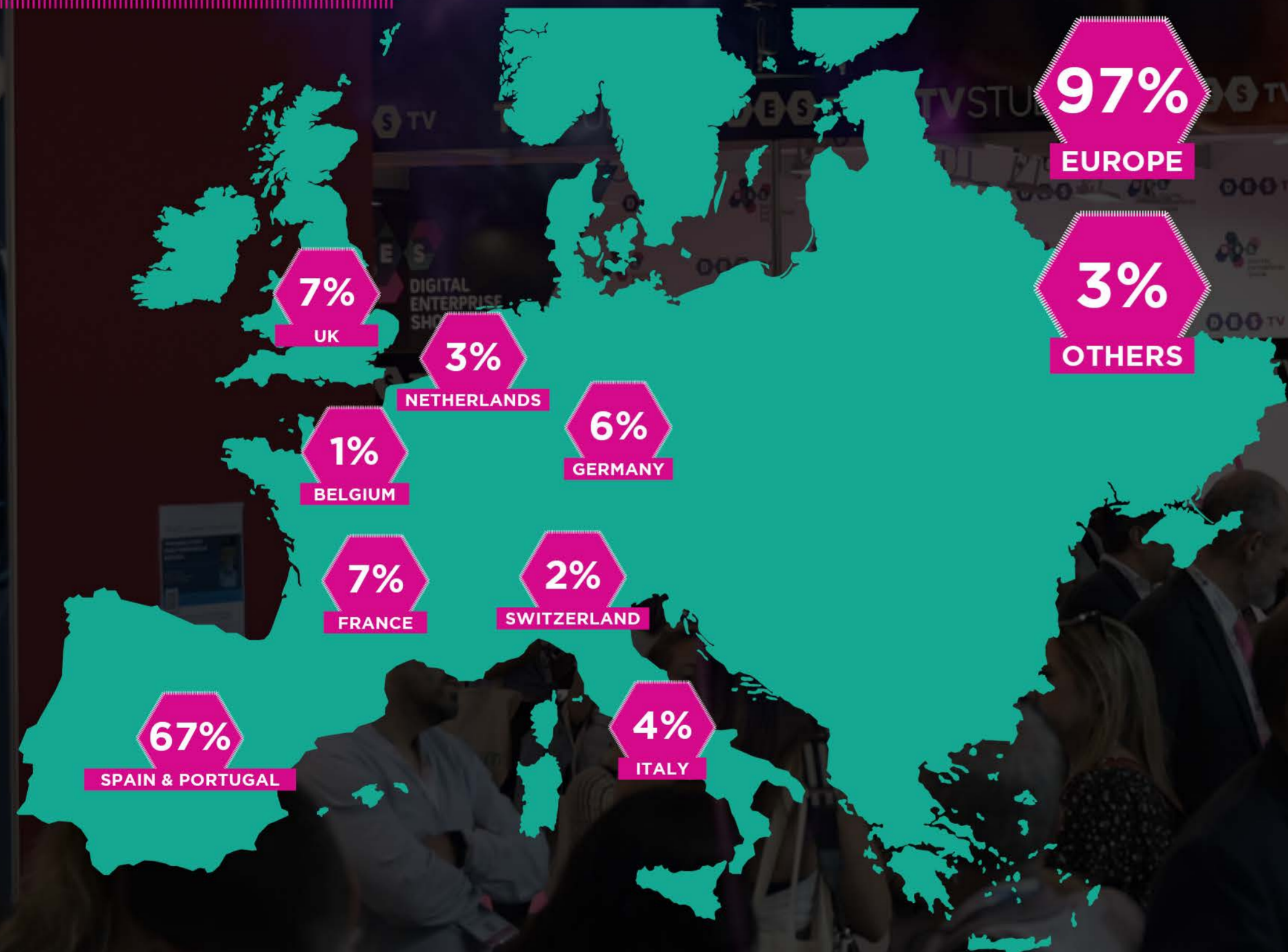
**RECOMMEND DES TO
OTHER PROFESSIONALS**

92%

WILL VISIT DES2025

DES GATHERS ALL THE TECHNOLOGICAL INDUSTRY ECOSYSTEM

VISITOR'S ORIGIN



75% DECISION MAKERS



COMPANY SIZE BY NUMBER OF EMPLOYEES



DES GATHERS THE MAIN LEADING INDUSTRIES



17,157 BUSINESS LEADERS AND PROFESSIONALS FROM LEADING COMPANIES VISIT DES



DES2024 PARTNERS & EXHIBITORS



CLICK HERE TO CHECK EXHIBITOR'S LIST

GLOBAL PARTNER LEADERS



EVENT PARTNERS



INDUSTRY DIGITAL LEADERS



GLOBAL RESEARCH PARTNER



INSTITUTIONAL SUPPORTERS



HALL 1

- Info Point
- Charging station
- Food truck
- Cloakroom
- WC
- Medical Center
- Food & Beverage

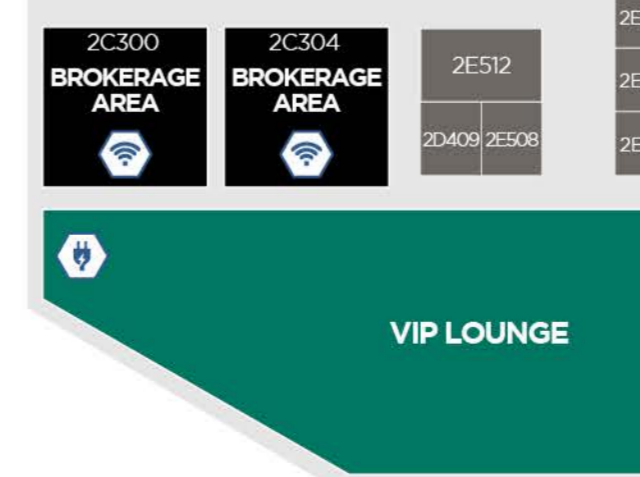


HALL 2



HALL 2 ACCESS

HALL 1 ACCESS



DISCOVER DES2024

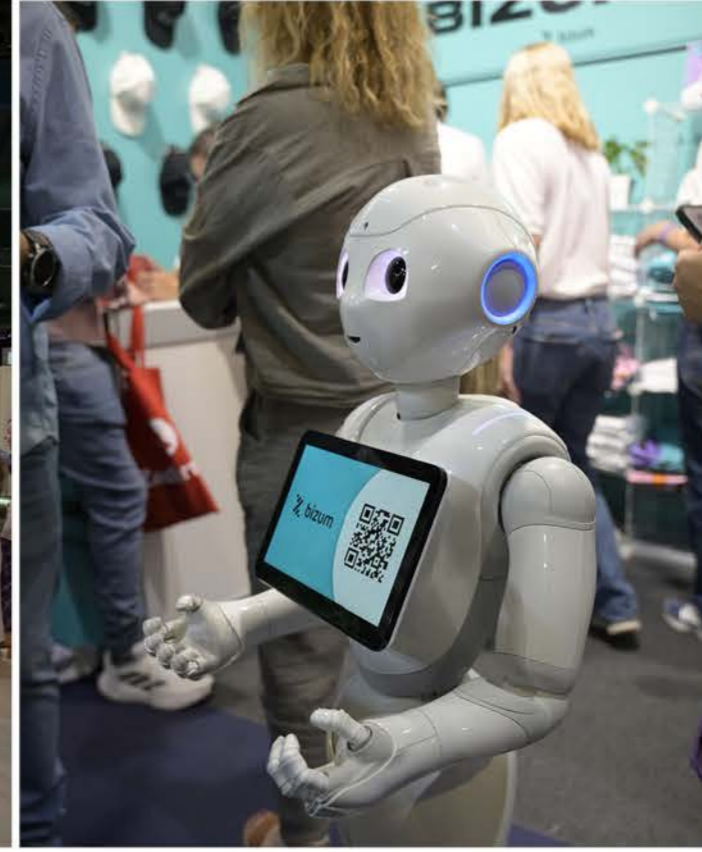
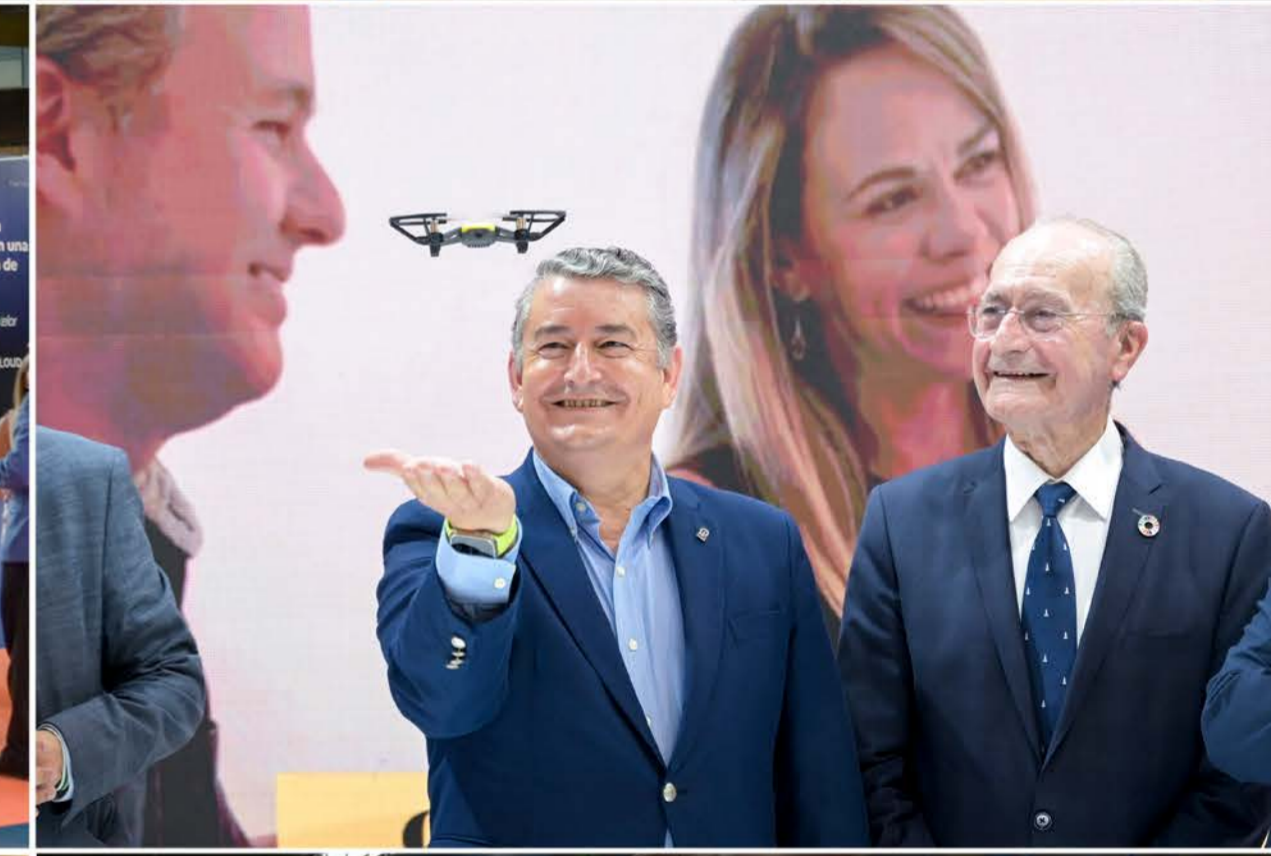
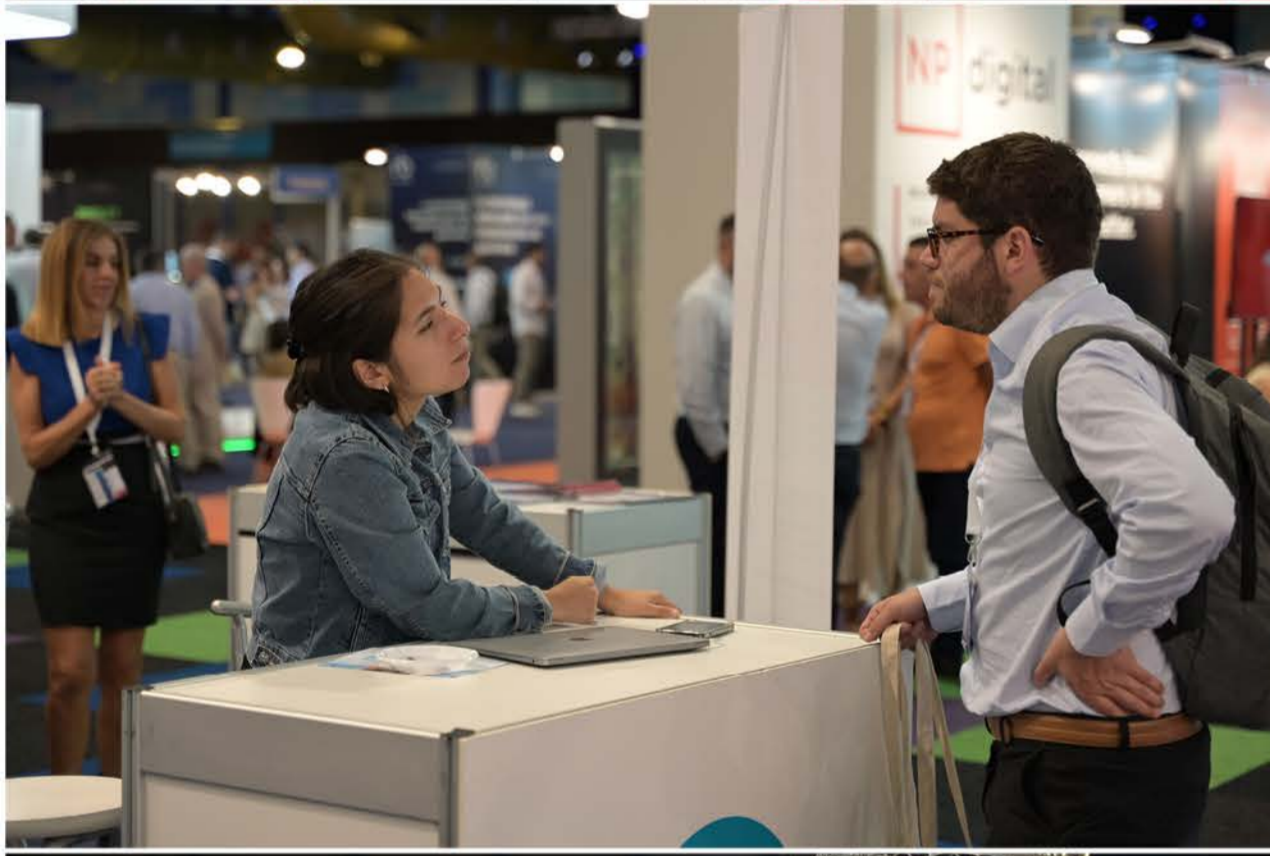
 [CLICK HERE TO SEE THE WHOLE GALLERY](#)



DISCOVER DES2024



CLICK HERE TO SEE THE WHOLE GALLERY



DIGITAL BUSINESS WORLD CONGRESS

CEO & LEADERSHIP SUMMIT

AI: Opportunities and risks at a global scale



Carme Artigas
Co-Chair Artificial Intelligence
High-Level Advisory Body
United Nations



Wendy Hall
Regius Professor of
Computer Science and
Executive Director of the
Web Science - Institute
University of Southampton



Linghan Zhang
Member of High Level
United Nations



592
SPEAKERS



+300
HOURS OF
CONFERENCES



8
VERTICAL FORUMS



7
C-LEVEL AGENDAS



6
TECH SERIES

DIGITAL BUSINESS WORLD CONGRESS

VERTICAL FORUMS



BANKING & INSURANCE



HEALTHCARE & LIFE SCIENCE



RETAIL & eCOMMERCE



MANUFACTURING



TOURISM & HOSPITALITY



eMOBILITY & SMART CITIES



SUSTAINABILITY & GOVERNANCE (ESG)



MEDIA & ENTERTAINMENT

TECH SERIES

AI SERIES

CYBERSECURITY

DATA SERIES

CLOUD SERIES

MARTECH SERIES

BLOCKCHAIN

C-LEVEL AGENDAS & MORE

CIO SUMMIT

CEO & LEADERSHIP SUMMIT

HR SUMMIT

CDO SUMMIT

CMO SUMMIT

CSO SUMMIT

DIGITAL MARKETING PLANET

ESPAÑA PYME DIGITAL

AI DIRECTOR

FORO MODERNIZACIÓN AAPP



SOME OF THE MOST DISRUPTIVE EXPERTS



Neil Patel
Co-Founder
NP Digital



María Weaver
President, WMX
Warner Music Group



Poonacha Machaiah
Chief Executive Officer
The Chopra Foundation



Carme Artigas
Co-Chair AI
Advisory Body
United Nations



Mark Minevich
President
Going Global Ventures



Zondwa Mandela
Chairman
Mandela Legacy
Foundation



Sara Garcia Alonso
Scientist and Astronaut
European Space Agency



Osmar Polo
CEO
T-Systems Iberia



Juanma Moreno
Presidente
Junta de Andalucía



Teba Lorenzo
Sales Country Manager
TikTok



Gabriela Álvarez
Business Development
Manager - EU Markets
eBay



Mónica Escudero
Head of Data & CRM
L'Oréal



Víctor Del Pozo
COO
Veepee Group



Oualae Alami
Global Commercial Lead
Pfizer



Anna Herrera
Head of e-Business & Digital
Ecosystem Development
Zone EUROPE
Nestle



José A López
CIO
Tous



Timea Lapsanszki
Policy Advisor Foreign
Affairs and Defence
European Parliament



Millan Berzosa
Senior Digital Strategy Advisor
Former Meta. Former Google



Wendy Hall
Expert & Precursor
World Wide Web



Raúl Jiménez
Director Gerente
Agencia Digital de
Andalucía



Beatriz Calzada
Head of Performance
Marketing
Nationale Nederlanden



David Marimon
VP, CIO & IT Head Customer Service
Coca Cola



Silvia Velasco
CEO
Be a Lion
(Mediaset Group)



Sergio Padilla
CDO - Chief Data Officer
Banco de España



Iñigo Viti
Business Development
Director, Data & AI
IBM



Melanie Calero
Chief Data and Analytics
Officer
Toyota



Ángel Nigorra
Director General
Bizum



Matthieu Atkinson
Director Solution
Engineering
Oracle



Pilar Manchón
Senior Director of Engineering,
AI Research Strategy
Google



Jaime Maganto
Head of ecommerce
NIVEA, Beiersdorf



Guillermo Arrieta
Customer Marketing and
Development Director
Mahou-San Miguel



Mónica González
South West Europe CIO
PepsiCo



Javier Martínez
Chief Data Officer
Leroy Merlin



Francisco de la Torre
Alcalde
Málaga



Lucero Ramos
Chief Information Security
Officer
Idealista



Manuel de la Cruz
Director Territorial
Banco Santander



Carlos Núñez
Presidente y Consejero
Delegado
PRISA Media



Carmen López
Business Intelligence and
Analytics Director
Just Eat



Ricardo Fernández
Group CEO
Destinia



Luis Cabra
Executive Managing Director of
Energy Transition, Technology,
Institutional Affairs, and deputy
CEO
Repsol

STRATEGIC ALLIANCES & LEAD GENERATION NETWORKING ACTIVITIES AGENDA:



OPENING CEREMONY



WELCOME PARTY



FRANCE GUEST COUNTRY PARTNER



FORO DE DIGITALIZACIÓN DE LAS ADMINISTRACIONES PÚBLICAS



CIO SUMMIT



LEADERSHIP SUMMIT



THE SCALE-UP! WORLD SUMMIT



INNOVATION THEATRE



TALENT MARKETPLACE



EEN BROKERAGE



AFTERWORK SESSIONS



CLOSING PARTY

EUROPEAN DIGITAL MINDSET AWARDS 2024

EUROPEAN DIGITAL MINDSET AWARDS 2024



**BEST DIGITAL
TRANSFORMATION
ENTERPRISE**

**BEST
INSPIRING/INFLUENTIAL
MEDIA WORK**

**BEST MARKETING
CAMPAIGN**

**BEST
DIGITAL ACCELERATOR,
PUBLIC SECTOR**

**BEST DIGITAL PROJECT
ORIENTED TOWARDS
SUSTAINABILITY**

**BEST DIGITAL DISRUPTOR
START-UP**



#DES2024 IMPACT

 **735.6K**
impressions in Twitter during
the month of the event

 **112.8K**
impressions in LinkedIn during
the month of the event

 **2.897**
app downloads

 **135.5k**
visits to the website during
the month of the event

 **194**
journalists registered
from 76 Media

 **#DES2024**
trending topic



"DES2024: el impacto de la IA en el turismo se debate en Málaga esta semana"



"DES 2024 convierte Málaga en la capital digital del sur de Europa"



"El impacto económico de DES2024 superará los 34 millones de euros"



"Why DES is a Shining Gem in Malaga"



"DES - Digital Enterprise Show, el evento que une talento humano y tecnologías exponenciales"



"La cumbre mundial de inteligencia artificial DES2024 dejará un impacto económico de más de 34 millones en Málaga"



"Los gurús tecnológicos avisan en DES: las empresas que no usen IA en 2025 pasarán inadvertidas en el mercado"



"DES 2024 explora el lado más humano de la inteligencia artificial elevando su valor estratégico"



"DES2024 cumbre mundial sobre IA. ¿Cómo gestionar una revolución que ya ha comenzado?"

MEDIA PARTNERS & COMMUNITY

TECH MEDIA PARTNERS



RADIO OFFICIAL



BUSINESS MEDIA PARTNERS



TECH ASSOCIATION PARTNERS



DIGITAL ENTERPRISE COMMUNITY & EVENT CONTRIBUTORS



INDUSTRY MEDIA PARTNERS



DIGITAL ENTERPRISE COMMUNITY & EVENT CONTRIBUTORS





BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORKING



SEE YOU NEXT YEAR AT
#DES2025

10-12 JUNE 2025 IN MALAGA - FYCMA



www.des-show.com

AN EVENT OF:



IN COLLABORATION WITH:

