



**DIGITAL BUSINESS
WORLD CONGRESS**

Press Kit

DIGITAL ENTERPRISE SHOW 2017

23-25 MAY
MADRID 2017
#DES2017

What is Digital Enterprise Show?

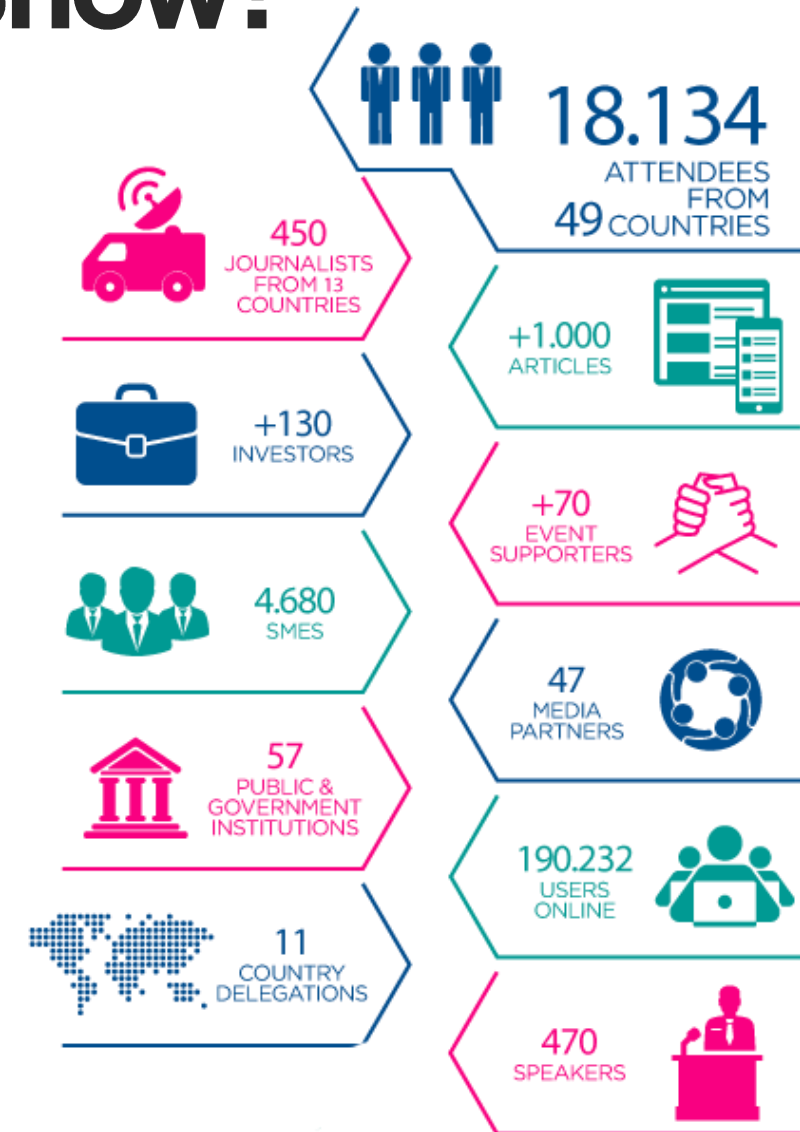
Digital Enterprise Show is a must-attend event for business leaders, who have the courage to lead the most important revolution of our times – **Digital Transformation**.

DES is as an annual reunion of over **18.000 C-level executives** from 49 countries, who come to Spain to acquire the crucial knowledge, skills and contacts to shape their industries' future.

Target group: CEOs, CIOs, CMOs, CFOs, CDOs, HR, COOs.

Structure:

- **Exposition Zone**, which promises extensive lead generations possibilities and B2B meetings;
- **Digital Business World Congress**, with the aim of inspiring and transferring the knowledge to our visitors.





Our objective

The main objective of Digital Enterprise Show is to **promote business opportunities**, content at the highest level and relevance to each sector and profile of our visitors, **acquisition** of products and solutions, promote activities for three days (**Network** Activities) to **connect** companies technology with companies determined to improve their business and competitiveness in the **technology** and digital environment.

Digital Enterprise Show will provide the **skills and technology solutions** that any Company should implement if you want to improve their competitiveness. An appointment for companies to find their ideal technology partner to boost its **digital transformation**.

What makes DES special?

The Audience!

over **80%** of our visitors are purchase decision makers

56% SENIOR MANAGEMENT

3% PRESIDENT

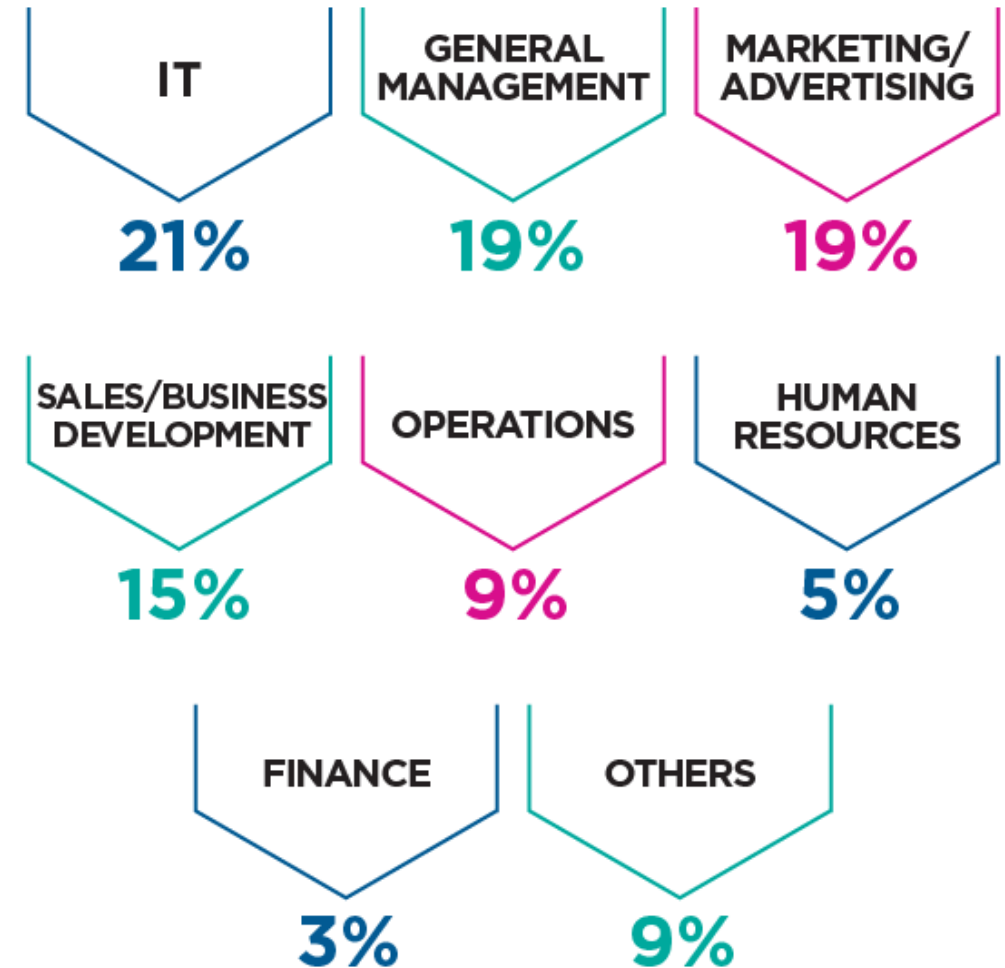
41% C-LEVEL

12% DIRECTORS

25% MIDDLE MANAGEMENT

17% TECHNICIANS

2% ACADEMIC



Pillars of Digital Transformation

Over **200 most innovative companies** from all around the world will showcase the most recent Tech Solutions.

Experience almost **20 hot technologies**, which have the power to link the business with the future and change the business scape forever.



CLOUD



MOBILE



BIG DATA & ANALYTICS



SOCIAL BUSINESS



CYBERSECURITY



IoT



NETWORKS



CONNECTIVITY



ERP



CRM



BUSINESS
INTELLIGENCE



DIGITAL MARKETING



MACHINE LEARNING



QUANTUM COMPUTING



BLOCKCHAIN



VIRTUAL REALITY



ARTIFICIAL
INTELLIGENCE



MARKETING
AUTOMATIZATION



GIS



ROBOTICS



VISUALIZATION

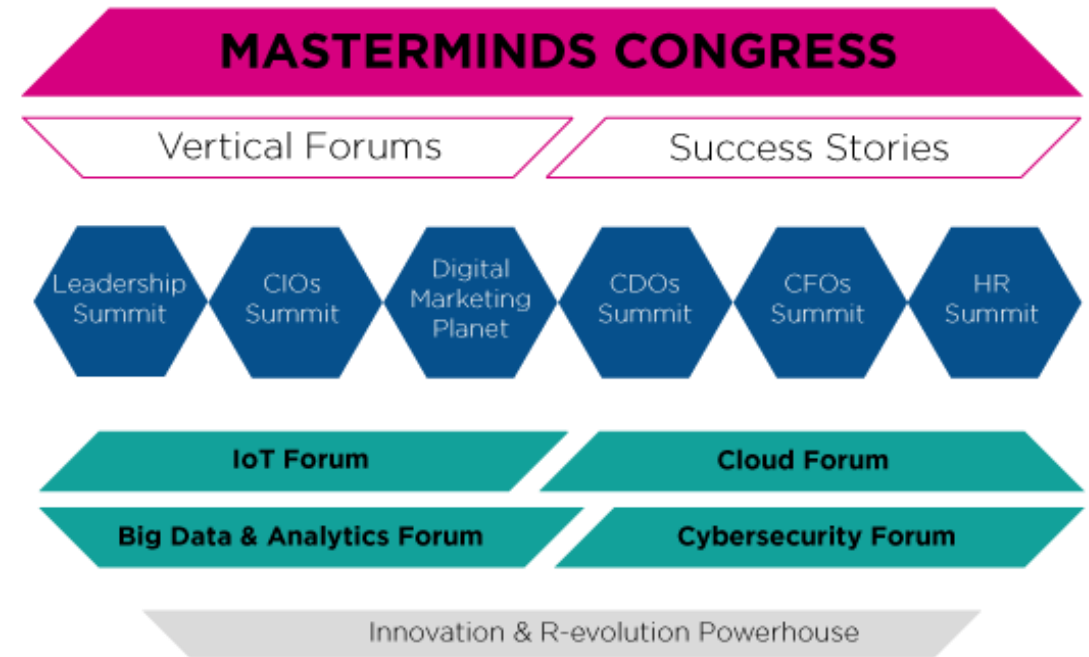
Digital Business World Congress

A conference filled with the most inspiring speeches on digital transformation, collecting **more than 450 international speakers**.

What do we offer?

Success stories, new business models, leadership and engagement strategies divided by **12 vertical forums of Masterminds Congress**– all those will profoundly explain how does digitalization stimulate each industry and how to convert its potential into company's commercial success.

Numerous dedicated **Summits**, addressed specifically to a professional group – CIOs, CFOs, CDOs, HR, Marketing and more.





Masterminds Congress

The DES Masterminds Congress is exceptional in its ability to help both SMEs and large corporations generate engagement essential to **become a “top of mind” company.**

It is a unique and mandatory event for any business leader, who wants to **play a major role in digital transformation.** We provide them not only with inspiring tech solutions, but, most of all, the latest technologies that ready to implement to **business strategies.**

Discover our vertical forums:

- ☐ Industry 4.0.
- ☐ Banking
- ☐ Insurance
- ☐ Health & Pharma
- ☐ Media & Entertainment
- ☐ Logistics
- ☐ Cities & Public Sector
- ☐ Telecommunications & Utility
- ☐ Tourism & Hospitality
- ☐ Automotive
- ☐ Retail
- ☐ FMCG

Summits

Leadership Summit A meeting of business and political <u>leaders</u> , presidents and CEOs with the European Commissioner for Economy and Digital Society. All together, we aim to promote a European Digital Single Market, and drive the digital transformation of European companies.	CIO Summit Innovation and disruption, the words the business leaders hear more and more often. In the midst of the digital revolution, where different technologies facilitate and force transformation, CIOs face the challenge of leading their organizations by delivering business value and innovative use of IT.
CFO Summit It is crucial that CFOs understand the impact of the Digital, as well as consequences of action and inaction. In this forum CFOs will have the opportunity to discuss their daily challenges and concerns to better understand the direction of back and front office transformation.	CDO Summit CDOs are compensating the lack of digital acumen among CEOs. Hence, they are becoming transformation leaders, not just focusing in transforming their organizations, but in building out new business models to satisfy today's customer demands.
Marketing Digital Planet Learn digital marketing, a set of integrated techniques and technologies that enables marketing to create new products and services. Why? To enter new markets, improve the customer experience, engage in a dynamic conversation, and ultimately target, acquire and retain customers.	HR Summit What is the role of HR in Digital Transformation? How does Employer Branding work in the digital environment? Which are indispensable skills, roles and profiles in 21 st century? How to implement a successful Social Network? Share your view with other specialists at DES2017!

Let's network!

Open Innovation Marketplace & New Business Models

The start-ups' role in modern business cannot be neglected anymore. Those tiny, young companies, more and more often **surprise the world with new, innovative solutions**, capable of transforming the way the business has been done for decades.

How can large companies take advantage of those groundbreaking ideas? DES created Open Innovation Marketplace, a **networking platform** that brings together business leaders and young entrepreneurs. Best projects applied to digital demand sectors, such as Pharma & Health, Manufacturing, Banking & Insurance, Tourist & Hospitality, Food Industry, Cities & Public Sectors, Transport & Logistics, Retail & Good Consumers, will be pitching their Business Model proposal in front of an audience consisting of specialized companies, investors and corporate venture – **Business Leaders looking for technological partners.**



Sweden Guest Country Partner

Stockholm, the Sweden's capital, is the second in the world in number of start-ups per capita, with **Spotify** and **Skype** amongst many others.

This Nordic country has long been the innovation leader of the region – the survey conducted by telecom provider Telenor, revealed that 77% of Swedish companies were planning on launching an Internet of Things solution within the next two years already in 2014.

Nowadays it **tops in the number of connected “things”**. Back in 2014 the number had already surpassed the area's actual population and it is estimated that by 2017 there will be **2.6 connected things per persona** in Scandinavia.



European Digital Mindset Awards

European Digital Mindset Awards are set to recognize the **most innovative projects, leadership and digital transformation cases**. The international jury evaluates such values such as innovation, leadership, disruption or strategy.

The first edition has gathered over **150 projects from 26 countries**.

The proposals that will be considered to participate in the awards must be in the framework of the following topics and categories:

- **Best Digital Leader Executive**
- **Best Digital Transformation Enterprise**
- **Best Journalistic Work on Digital Transformation**
- **Best Digital Campaign**
- **Best Digital Disruptor Start-up**



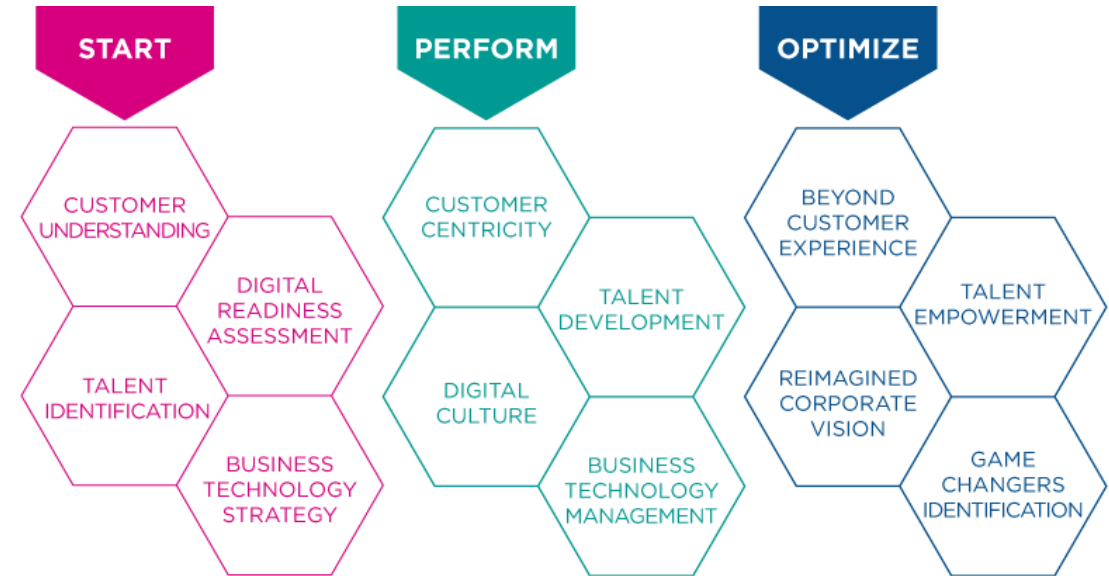
Winners of The European Digital Mindset Awards 2016

Digital Maturity Journey

Your customer's digital maturity journey already started some time ago and during DES2017 you will be able to share knowledge, ideas and success stories that will empower your intention. Organizations are **demystifying digital**, correctly assuming that they cannot stop it. Top management must lead and speed up their transformation to be among winners.

Digital born and data native organizations are changing the rules and threatening bigger corporations. But this does not imply that they will be the winners. It is your decision whether to reinvent your business and to put your customers in the center or not. If you don't do anything, your odds of leaking your P&L are close to 100%.

Digital makeup will not last forever!



During Digital Enterprise Show you will have the chance to learn from a myriad of speakers and attendees, while continuing your online conversation in the physical world.

Institutional Supports

Digital Enterprise Show has the Support of the international offices of ICEX for the promotion and dissemination of the event with a dual objective: to attract the largest number of technology companies that want to invest in Spanish and European market, as well as boosting internationalization of Spanish ICT sector. The Ministry of Industry, the Community and the City of Madrid have also shown their institutional support and reaffirm the importance of the Digital Enterprise Show to boost Madrid as the World Capital of the Digital Transformation.



International Business Alliances



Some of the Partners of DES2016

GLOBAL PARTNER LEADERS



GLOBAL PARTNERS



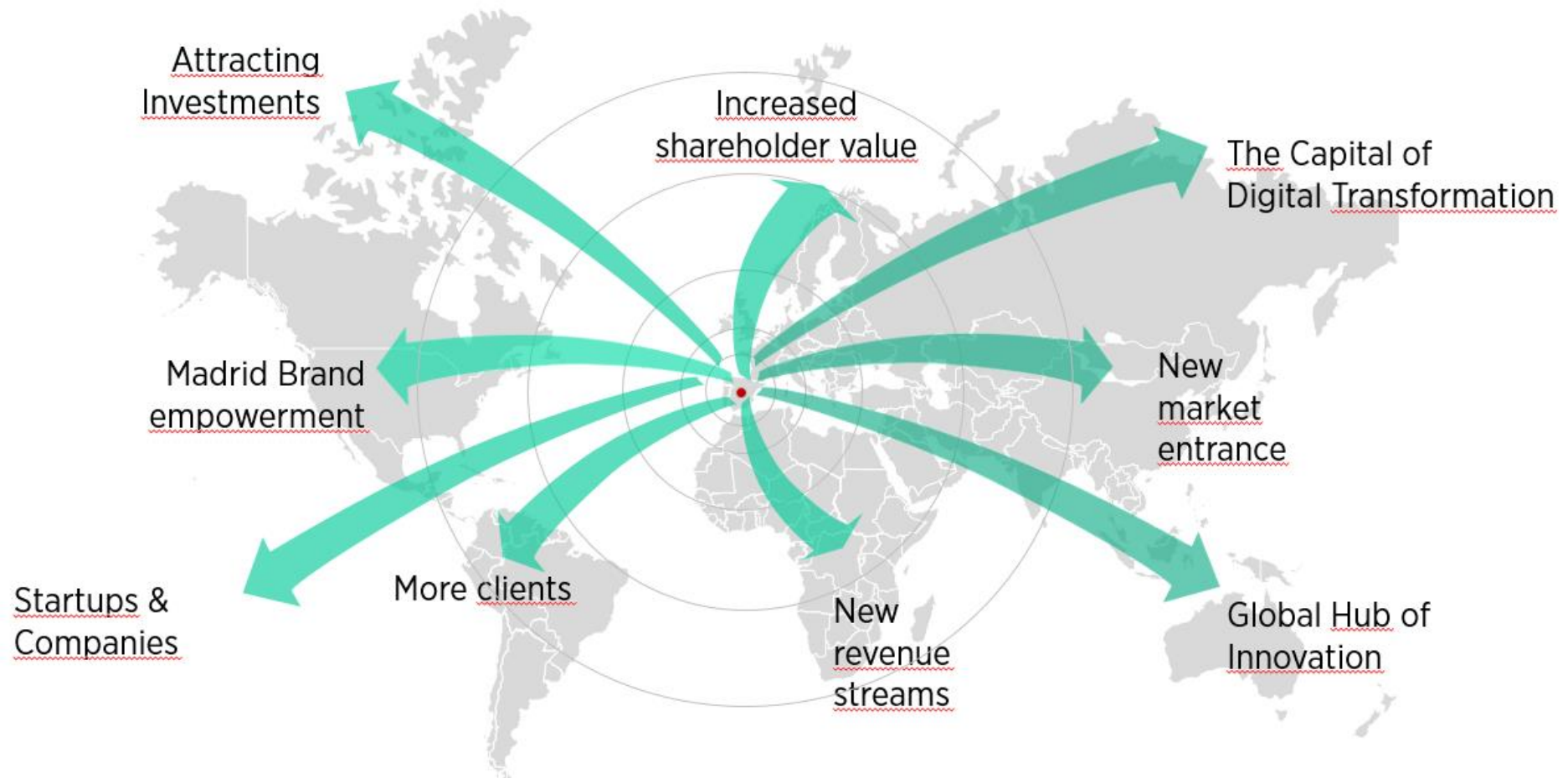
EVENT PARTNERS



INDUSTRY DIGITAL LEADERS



Madrid – Digital Enterprise World Capital



Want to know more?

Step 1: Visit our website!

<http://www.des-madrid.com/>

Step 2 Download our DES2017 Brochure

[here](#)

Step 3 Drop us an email:

info@des-madrid.com

Don't forget to follow us:

