

## Digital Enterprise Show presents Geopolitics and Data Privacy as main topics with the CIA, NATO and EU experts

**DES2019 will bring together more than 450 international experts with success stories of Industry 4.0, Blockchain and Artificial Intelligence**

**Digital Business World Congress will settle the way to finish with the digital breach as well as will set the basis to build a social pact on digital education**

Madrid, March 13<sup>th</sup>, 2019. [DES - Digital Enterprise Show 2019](#) has revealed today the experts that will participate in upcoming 4<sup>th</sup> edition of the event that will take place from 21 to 23 May 2019 in Madrid. DES is the place to be for any director of any industry aimed to digitize its department and company since through top content a wide variety of solutions it becomes a must-attend event to get to know how to approach the digital transformation of any business.

More than 450 international experts participate every year at the **Digital Business World Congress**, where they present top tech trends, success stories or business management leadership that are key drivers nowadays to move forward to digital environments. The upcoming edition will focus on **Industry 4.0, Blockchain and Artificial Intelligence**.

**Geopolitics will play a prominent role in DES2019**. International relations between countries are also affected by technologies and by the use of the information they have. **George Beebe** is former director of CIA's Russia analysis and Director of Intelligence and National Security at the US Centre of National Interest, and **Christian Lifländer, Head of Cybersecurity at NATO**, will explain to the more than 23,000 C-level executives attending, the challenges on cybersecurity, the phenomena of fake news, misinformation and post-truth.

**Antoinia Norman, CEO of Virgin's** entrepreneurship unit and a member of the **United Nations** Global Coalition of Women for Innovation for Change, will emphasize the role of women and the need to develop inclusive business models to achieve a truly sustainable economy. Joining her will be **Sukhi Jutla**, entrepreneur chosen as one of the 100 Asian Stars at UK Tech and **European Woman of the Year by the Financial Times**.

The main speakers of the **Digital Business World Congress** will include experts in all top technologies. **Michael Casey**, Chairman of the Board of Coindesk, best seller at Blockchain and MIT advisor at the Digital Currencies Lab initiative, will focus on cryptocurrencies, their evolution and future influence on international financial structures. **Martin Migoya**, CEO and Co-Founder of Globant, and global expert on digital transformation for traditional business; and **Meredith Whalen**, Chief Research Officer at IDC, are some of the first confirmed top speakers announced by DES.

DES2019 stands out again as the forum professionals can find the most disruptive ideas and business models, and learn how companies and technologies are shaping the future of different sectors, such as industrial or health, through technology.

### ***What's new in DES2019***

**Making Digital Inclusive: the future of Education and Work.** DES2019 holds this debate about the educational models needed for the new jobs to be created around technology and new digital economy from two approaches: studies for these that will entry into the labour market for the first time and training needed throughout working life.

**Women Leadership on Digital Transformation.** This forum dedicated to give visibility to all women who are helping to transform industries and businesses through technologies.

### ***Detailed Agenda for CxO on 10 stages***

**Digital Business World Congress** will have 10 stages spread over more than 30,000 square meters, which will host more than 250 hours of presentations and debates thanks to experts on technologies such as geolocation, big data, cybersecurity, cloud computing, augmented reality and virtual reality, among many others. Depending on their management role, each visitor will find a complete agenda that meet their needs when facing the digital transformation in their companies.

**CIO's Summit**, oriented to CIOs, will try to show the new role they must play in their organizations, to become a key part of the transformation of company towards the digital economy. **Ricardo Mardomingo**, CISO of Grupo Eulen, or **Vasco Falcão**, CEO of Konica Minolta are some of the renowned experts to participating at this forum.

**Marketing directors (CMO)** will find all the content on the latest trends about digital marketing at the **Digital Marketing Planet**, in which will be present experts such as **Nancy Harhut**, expert in B2B marketing and neuromarketing, **Claire Suellentrop**, strategic marketing consultant, **Sergio Lopez**, Chief Production Officer at McCann Worldgroup and **Holly Chen**, the director of Digital Marketing at Slack, among many others.

**CEOs** will meet at **Leadership Summit**, an agenda that takes place the first day of the show, with and exclusive conference about leadership challenges on digital transformation. **Didier Bonet**, Senior VP and Global Leader of Digital Practice at Capgemini; **Jaques Bughin**, Director at McKinsey Global Institute or **Martin Migoya**, CEO of Globant and global expert on digital transformation, will be some of the speakers at this meeting.

As for the structure, the main stage will host the most outstanding experts with 3 Keynotes, 13 Digital Titans and 3 supersessions, outstanding debates between the main executives of the leading global companies to explain how technology is impacting on their sectors and what challenges are they facing.

Alongside with this, 9 vertical forums will be held to show the impact of technology and the most innovative business models in industrial sectors such as Tourism; Banking and Insurance; Industry 4.0; Health in the digital age; Energy Sector; Cities and Public Administration; Retail, Ecommerce and Logistics; Telecommunications, Media and Entertainment; and Urban Mobility.



DES - Digital Enterprise Show 2019 will celebrate a new edition from 21 to 23 May in Madrid (Spain) and is expected to bring together more than 23,000 professionals from around the world. The new edition will have Germany as guest country and expects to hold 17 international delegations from countries such as the U.S., Norway, India, Belgium, Brazil and China, among others. Alongside them, 4,400 small and medium-sized companies and more than 1,400 large corporations will also be present during the three days of the event.

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What is DES - Digital Enterprise Show?

DES - Digital Enterprise Show is the largest professional event on digital transformation in Europe and one of the world's leading events organized by Nebext that offers the latest solutions and technological products to the management committees of companies to accompany large corporations, SMEs and European Public Administrations towards their digitalization. During 3 days, technology and innovation are combined with digital leadership, technological solutions to improve the customer and employee experience, together with the optimization of operational processes and the identification of new business models, services and products from all industries.

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