



**DIGITAL  
ENTERPRISE  
SHOW**

#DES2017

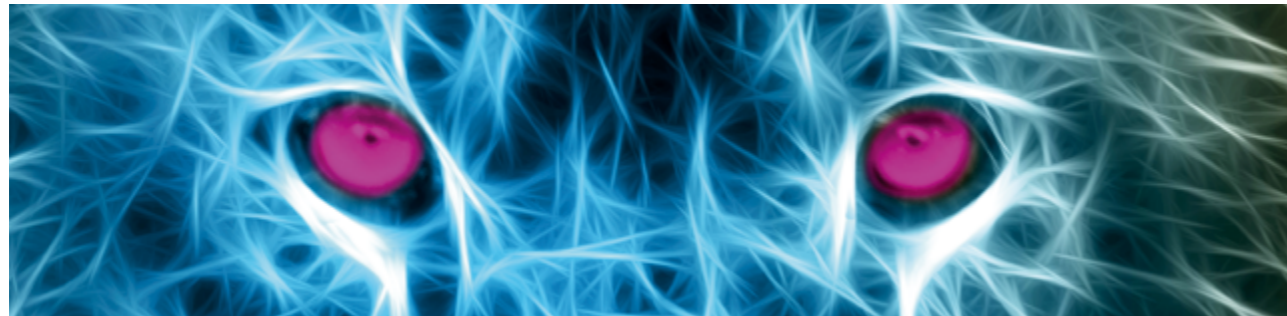
**23-25 MAY  
MADRID 2017**



**DIGITAL TRANSFORMATION  
EMPOWERS YOU**

[www.des-madrid.com](http://www.des-madrid.com)

# TRANSFORMING BUSINESSES IN THE DIGITAL ERA



More than 18.000 attendees from 49 countries around the globe came to meet, compare and experience the most cutting edge technologies and the success stories about Digital Transformation during the first edition of **Digital Enterprise Show**.

People and technology partnership continues to gain momentum. Next generation leaders, some fueled by the energy of youth, others steeped in the wisdom of experience, use new business models, products, services and capabilities; business technology power and profound insights to drive their organizations to the next level.

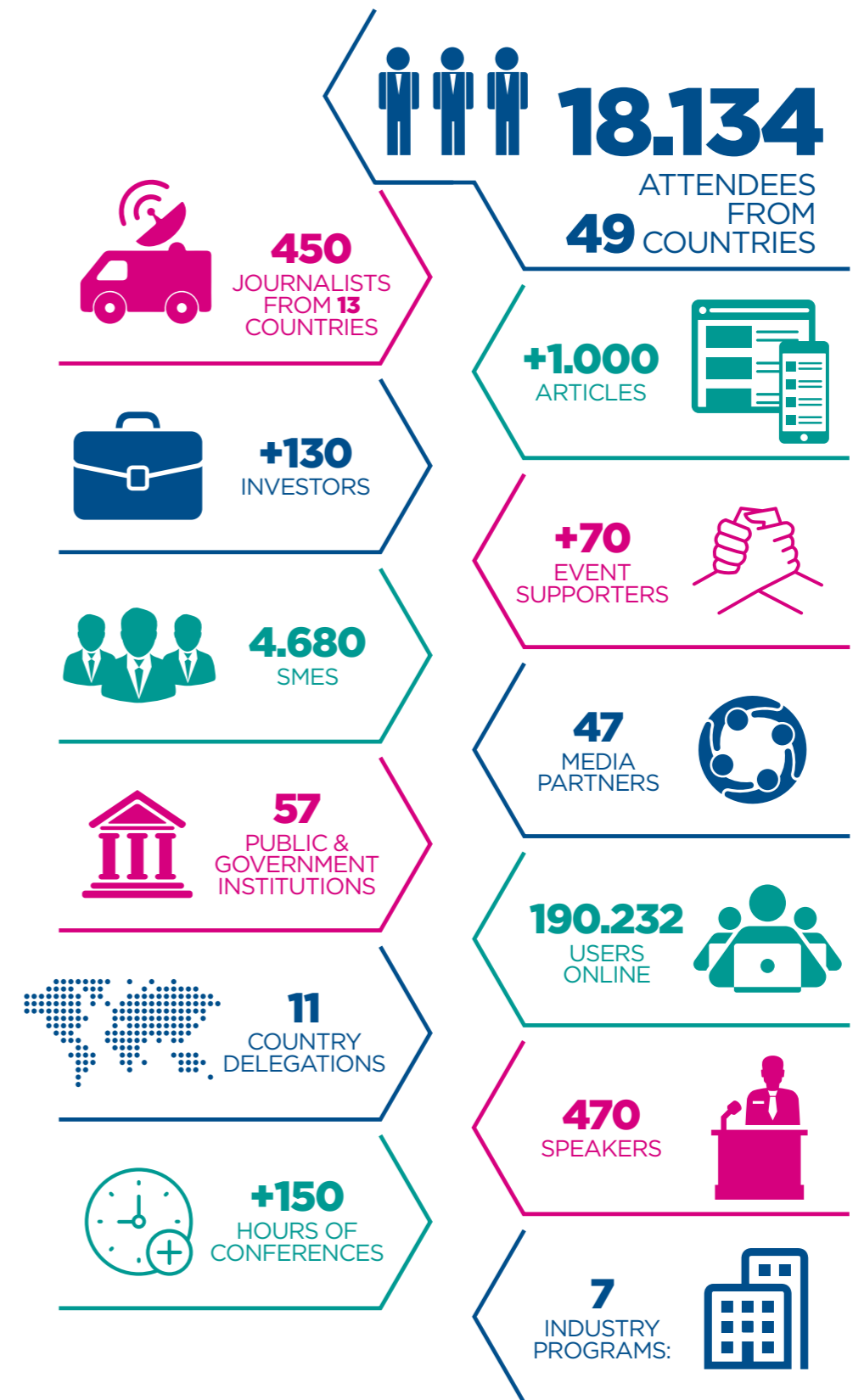
During the 3 days of DES2017 with our **KISS\*** sharing advanced methodology you will be able to demystify the path to digital, increase your customers' digital quotient -- adapting their organizations to the digital age--, while showing the magic to have a holistic view of their customers. **We will give attendees the tools to define the vision to disrupt, not be disrupted.** Leveraging on innovation, game changers, agility, speed and transformation we will create and/or reinforce the foundations of digital culture, re-imagining organizations into dragons --traditional organizations with the capabilities to go beyond traditional boundaries--. The future belongs to those with intellectual honesty and the courage to dream. **Organizations need your guidance to figure out what is beyond the horizon, and who is taking them there.**

## KISS

**Sharing Advanced Methodology**  
\*Knowledge, Ideas & Success Stories



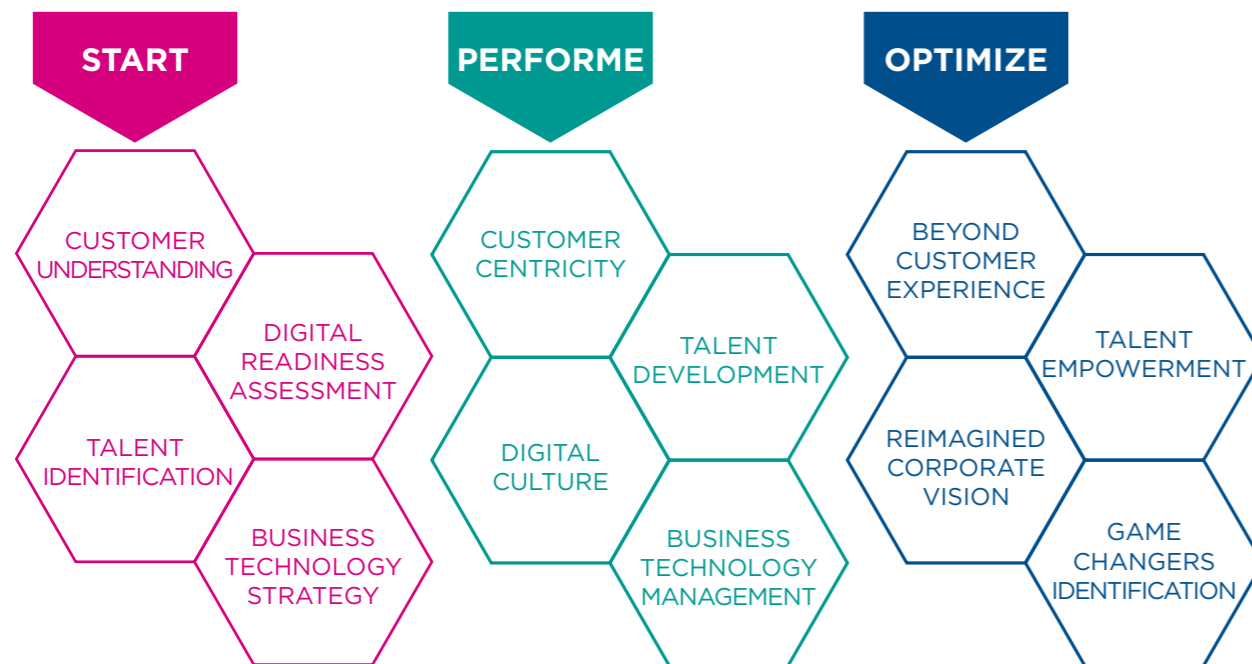
# #DES2016 AT A GLANCE



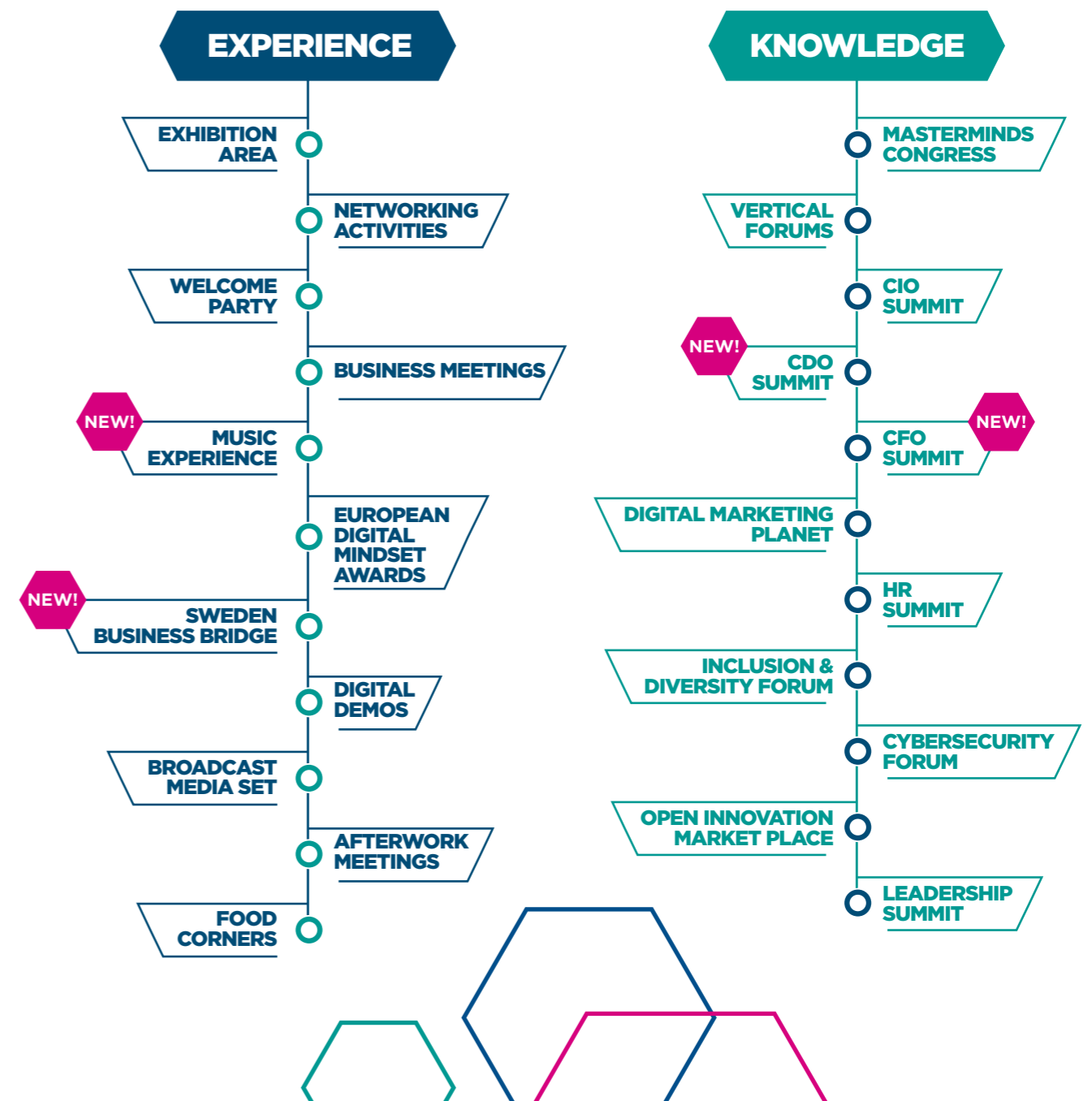
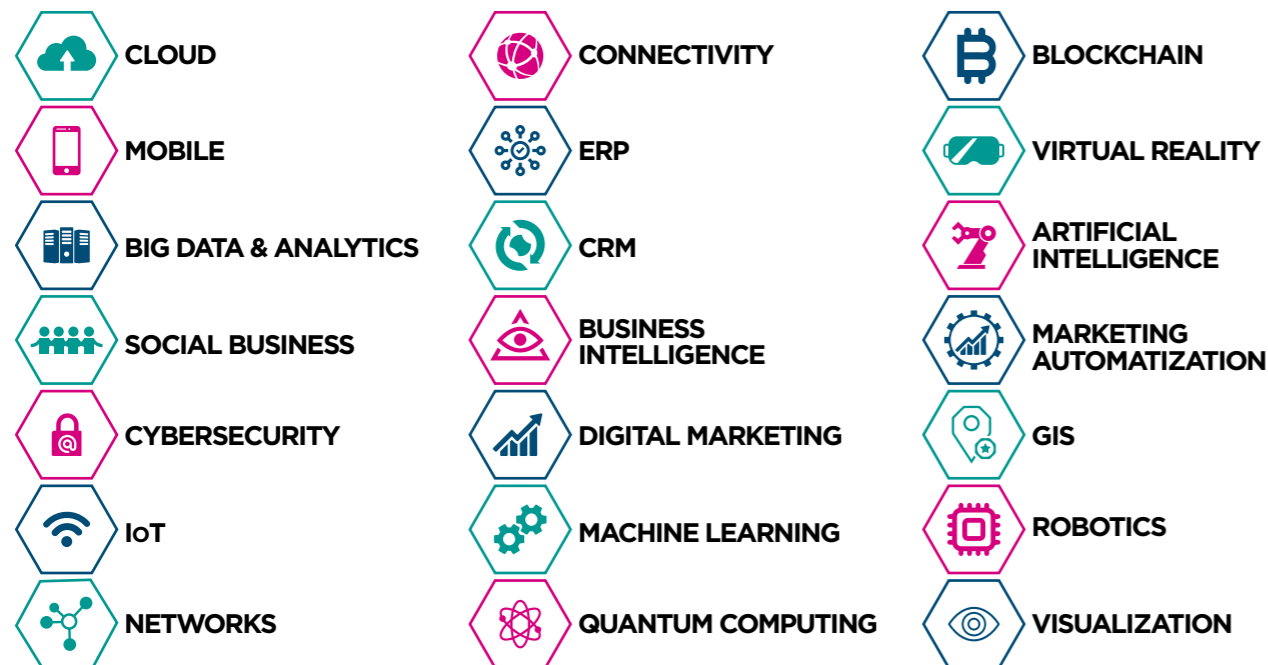
# DIGITAL MATURITY JOURNEY

# A WORLD OF BUSINESS OPPORTUNITIES

## STRATEGY



## TECH SOLUTIONS

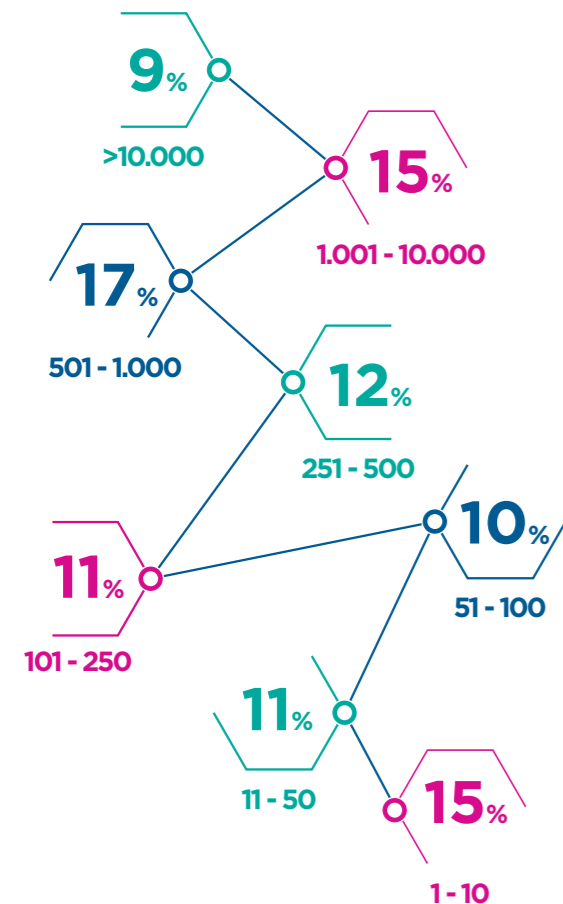


# WHO YOU WILL MEET AT THE SHOW

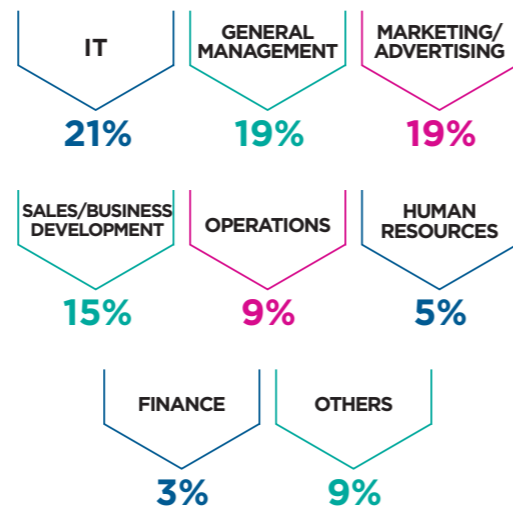
## JOB FUNCTION

- 56% SENIOR MANAGEMENT
  - 3% PRESIDENT
  - 41% C-LEVEL
  - 12% DIRECTORS
- 25% MIDDLE MANAGEMENT
- 17% TECHNICIANS
- 2% ACADEMIC

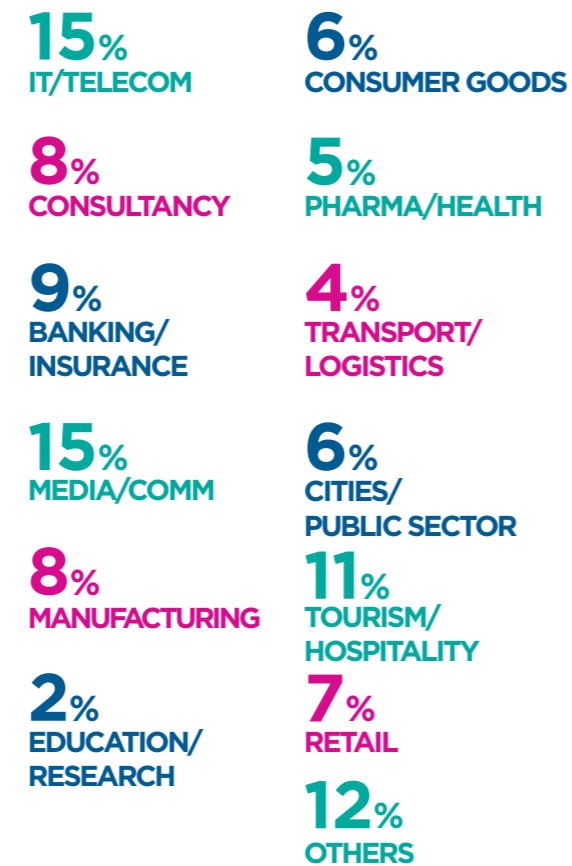
## COMPANY SIZE



## COMPANY AREAS REPRESENTED



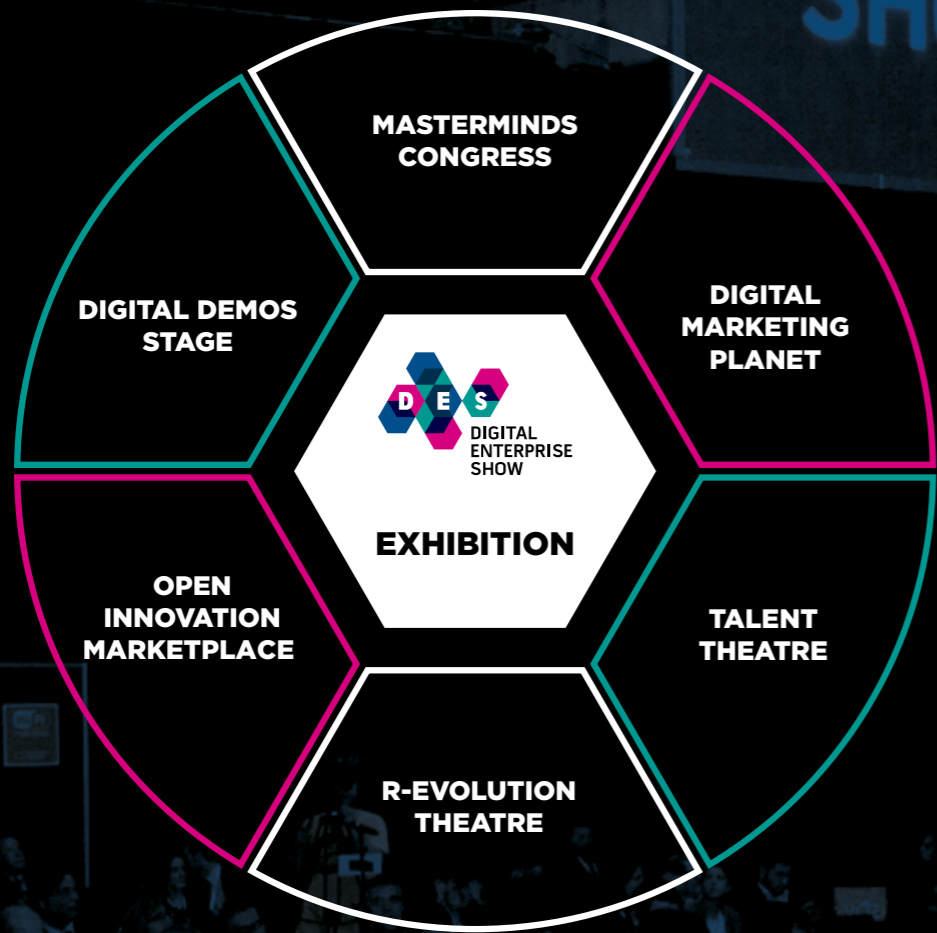
## SECTORS REPRESENTED



# SOME OF THE COMPANIES THAT VISITED #DES2016



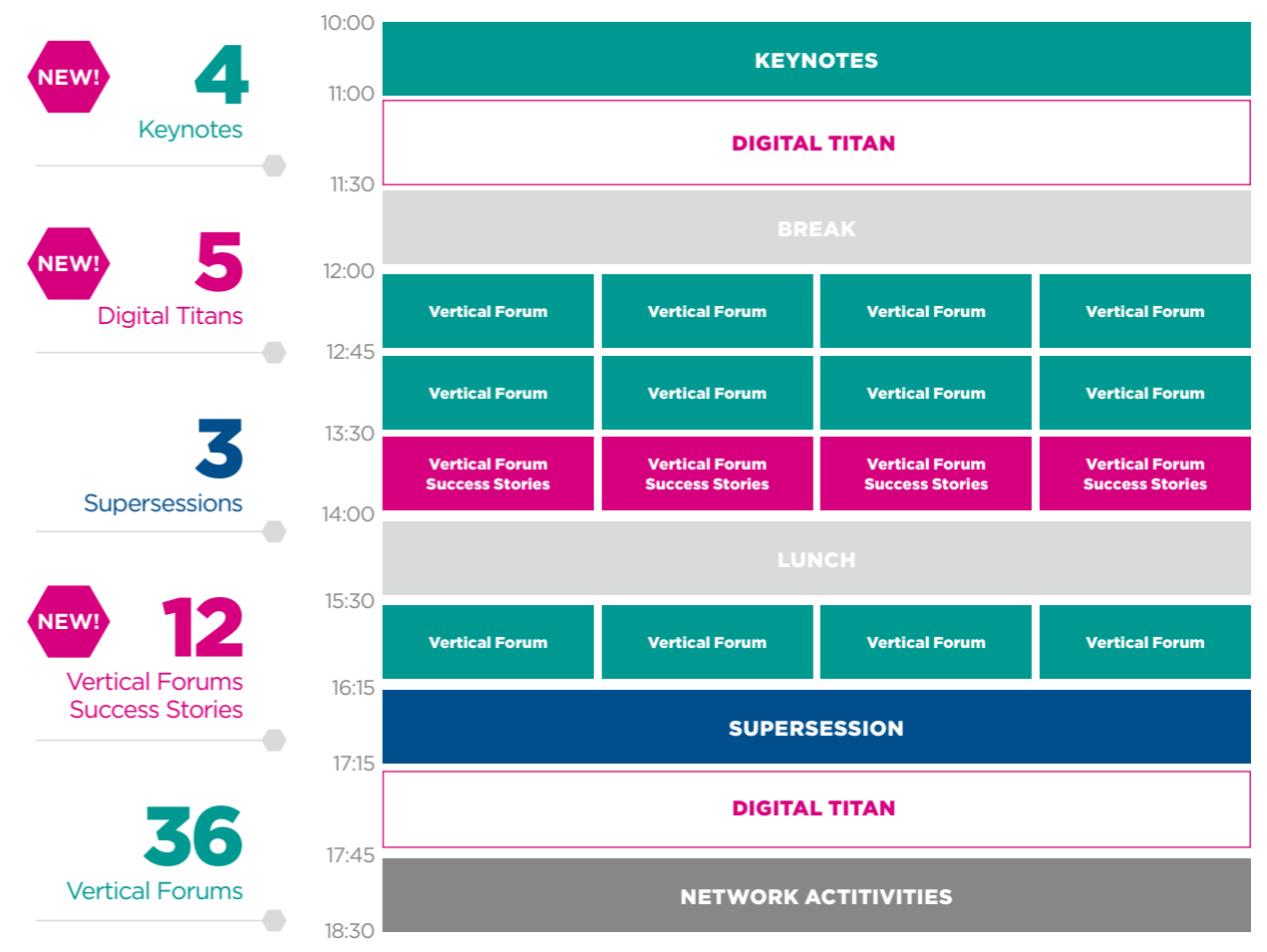
# AN INSPIRING 3-DAY WORLD CONGRESS



## VERTICAL FORUMS

-  **INDUSTRY 4.0**
-  **BANKING**
-  **INSURANCE**
-  **HEALTH & PHARMA**
-  **MEDIA & ENTERTAINMENT**
-  **LOGISTICS**
-  **CITIES & PUBLIC SECTOR**
-  **TELECOMMUNICATIONS & UTILITIES**
-  **TOURISM & HOSPITALITY**
-  **AUTOMOTIVE**
-  **RETAIL**
-  **FMCG**

# MASTERMINDS CONGRESS PROGRAM



# MADRID DIGITAL ENTERPRISE WORLD CAPITAL

For three days Madrid will be the world capital of Digital Transformation

Madrid hosts the **headquarters of 90% of all large companies** operating in Spain and it is the third European city in terms of multinational presence, making the capital a large global showcase to present products and a perfect setting for making proposals.

Thanks to its international airport - with more than one thousand flights to and from destinations around the world - two conference centres, a modern trade fair complex at Campo de las Naciones, and over 80,000 seats in other centres, Madrid hosts many business meetings, making it one of **Europe's most attractive business centres**.

- Madrid is the world's 3rd best destination for conferences.
- The capital has more than 60 museums, covering all areas of human knowledge.
- Madrid is the world's 5th most attractive city to work.



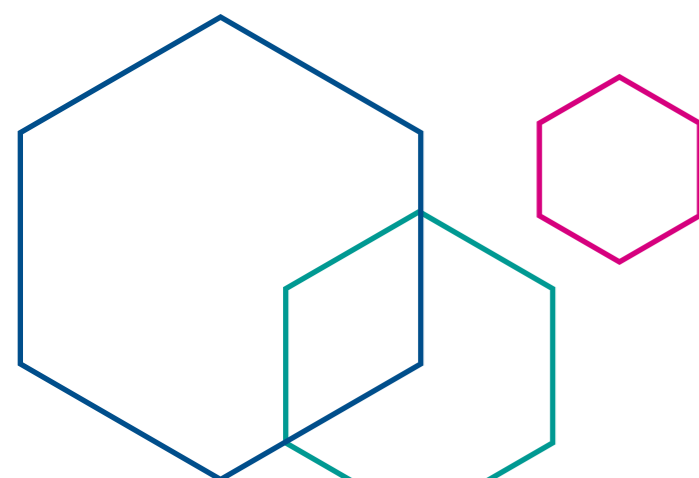
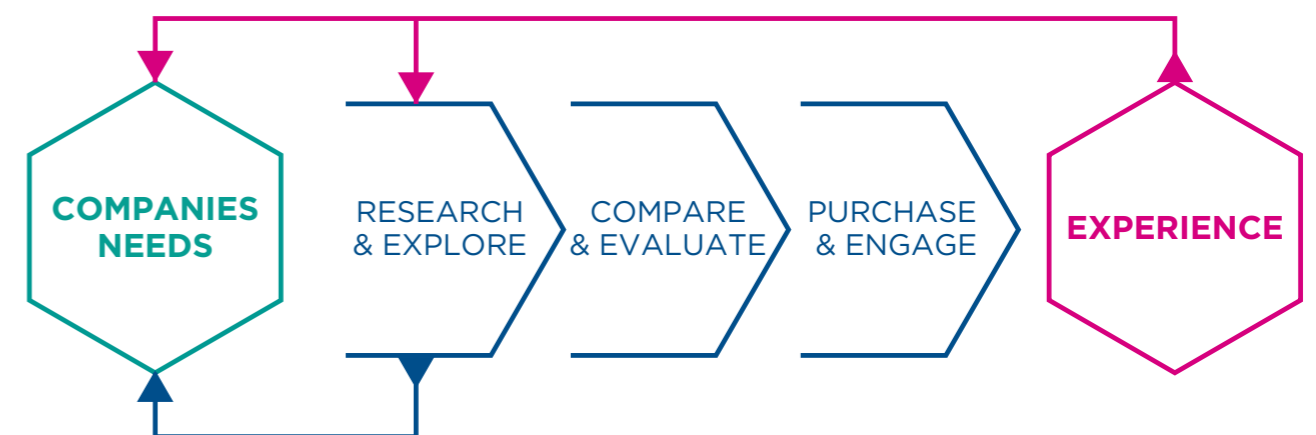
# BUILD RELATIONSHIPS WITH YOUR KEY CUSTOMERS!

Participate in the leading Business Digital Transformation event and connect with your target to turn into the leader guiding companies in the digital world. Here we present you 10 compelling reasons to finally convince you to exhibit and take part in a great opportunity for your business:

1. Showcase your solutions to an executive audience
2. Drive the discussion
3. Increase Brand awareness
4. Grow sales
5. Demonstrate thought leadership
6. High quality networking and activities
7. Find partners for your biggest challenges
8. Build valuable relationships and become a provider of choice
9. International media relations and broadcasting
10. See how your competitors are innovating



RECOMMEND & NEW CONSIDERATIONS  
TO PURCHASE

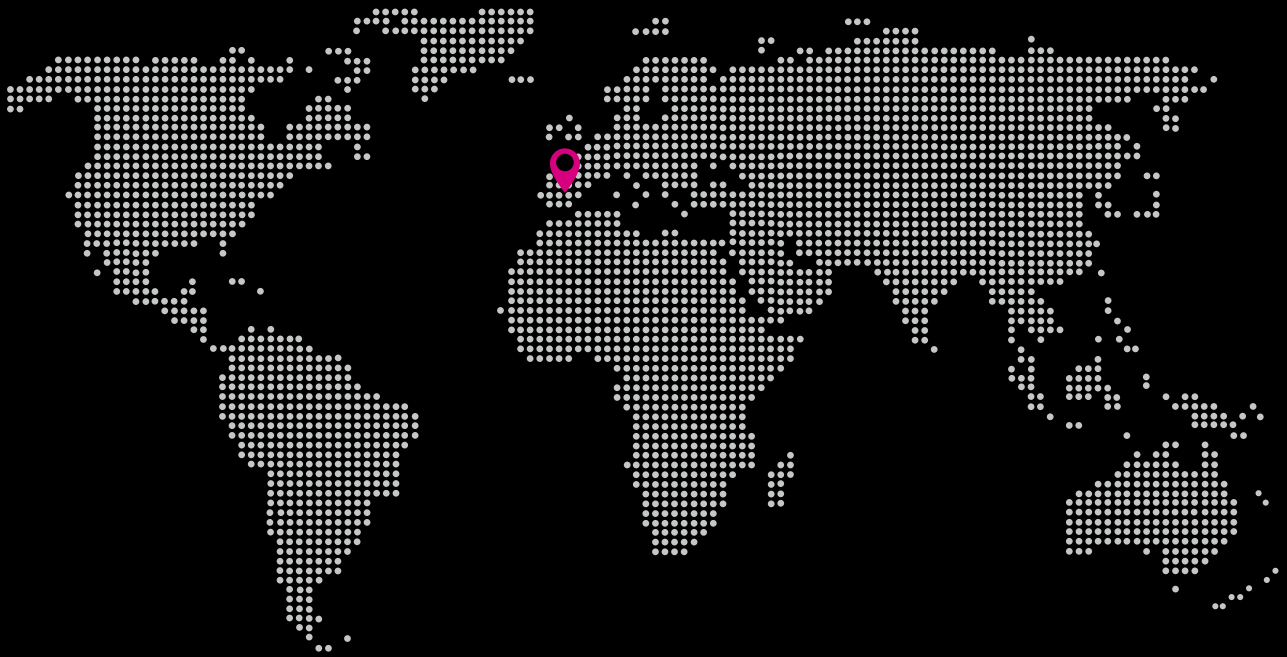




DIGITAL  
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2017

NETWORK - KNOWLEDGE - BUSINESS OPPORTUNITIES



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DIGITAL ENTERPRISE SHOW IS AN EVENT OF:

**NEBEXT**  
NEXT BUSINESS EXHIBITIONS