



DIGITAL  
ENTERPRISE  
SHOW

11-13 JUNE 2024

MÁLAGA - FYCMA

#DES2024

**FEEL**

**THE EXPONENTIAL  
INTELLIGENCE**

Tuesday, 17th June 2024

	MAIN AUDITORIUM	ROOM 2 INDUSTRY FORUMS	ROOM 3 INDUSTRY FORUMS	ROOM 4 TECH SERIES	ROOM 5 C-LEVEL AGENDAS	DIGITAL MARKETING PLANET	ESPAÑA PYME DIGITAL
10.00 h	<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>BANKING &amp; INSURANCE</b>	<b>SUSTAINABILITY</b>	<b>MULTICLOUD</b>	<b>HR SUMMIT</b>	<b>GENERATIVE AI +VR/AR/XR</b>	<b>AYUDANDO A LAS PYMES A DIGITALIZARSE</b>
	THE REAL CHALLENGE HAS COME: THE AI HYPE	ICT TRENDS IN BANKING AND INSURANCE FOR 2025	DIGITAL TRANSFORMATION TO REACH SUSTAINABLE DEVELOPMENT GOALS	HYBRID MULTICLOUD: EXTREME EFFICIENCY	ENVISIONING THE FUTURE: NAVIGATING AI TRENDS IN HR	THE MARKETING PLAN FOR THE GENERATIVE AI ERA	DIGITALIZAR LA PYME: LIDERAR O MORIR
	KEY CONSIDERATIONS FOR IMPLEMENTING AI IN BUSINESS PROCESSES	INNOVATION AND EXPONENTIAL TECH IN BANKING AND INSURANCE	INFLATION, WAR AND GREENWASHING: RED ALARM	THE CHALLENGES OF A DISTRIBUTED MULTI-CLOUD WORLD	CHALLENGES AND OPPORTUNITIES OF EMPLOYER BRANDING TODAY	BRANDED ENTERTAINMENT: THE FRESH NEW BRANDS AND GENERATIVE AI	INTERNACIONALIZACIÓN DIGITAL DE LA PYME ¿CÓMO EMPIEZO?
	NAVIGATING THE AI ACT: IMPLICATIONS FOR EUROPEAN ENTERPRISES	THE AI REVOLUTION OF BANKING	ESG BY DEFAULT: A STRATEGIC "MUST"	CLOUD & GENERATIVE AI	THE POWER OF DATA: BUILDING AND SUSTAINING A DATA-DRIVEN ORGANIZATION	EXTENDED REALITY: VR, AUGMENTED REALITY & MIXED REALITY	SELECCIONAR Y RETENER TALENTO DIGITAL PARA LA PYME
	OPENING CEREMONY	IMPROVING CYBER RESILIENCE IN BANKING AND INSURANCE	ELECTRICITY: THE ENGINE OF THE EUROPEAN ENERGY TRANSITION	THE SECURITY RISKS IN A MULTI CLOUD STRATEGY	CONNECTING SPACES AND PEOPLE: STRATEGIES FOR SUCCESS IN HYBRID COMPANIES	IS THE METAVERSE DEAD?	SUBVENCIONES Y FONDOS EUROPEOS PARA PYMES: LO QUE DEBES SABER
	THE GREAT HACK TO OUR PLANET: ESG & AI IN THE PUBLIC SPOTLIGHT	FINTECH, CRYPTO AND TOKENIZATION IN THE AI ERA	THE ELECTRIC CAR HYPE AND THE FULL SELF-DRIVING PHENOMENON IN EUROPE	5G IN CLOUD COMPUTING: THE NEXT LEVEL	HOW TO SUCCESSFULLY APPROACH DIGITAL TRANSFORMATION: THE "PEOPLE" KEY ROLE	TWO CASE STUDIES OF GENERATIVE AI IMPLEMENTATION IN MARKETING	PASADO Y FUTURO DEL KIT DIGITAL: LECCIONES APRENDIDAS Y CÓMO APROVECHARLO EN 2024/25
14.00 h	<b>LUNCH TIME</b>						
18:20 h	<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>MANUFACTURING &amp; INDUSTRY 5.0</b>	<b>SUSTAINABILITY</b>	<b>CYBERSECURITY</b>	<b>CDO SUMMIT &amp; DATA</b>	<b>TOTAL EXPERIENCE</b>	<b>PARQUES TECNOLOGICOS Y CENTROS DE INNOVACIÓN</b>
	ARTIFICIAL INTELLIGENCE'S POTENTIAL IN THE MIDDLE EAST	MACHINES AND HUMANS, A NEW DREAM TEAM	AI SUPERPOWERS FOR ESG: SUCCESS STORIES	EXPONENTIAL THREATS WITHOUT BORDERS ZERO TRUST	DATA VISIONARIES: CHARTING THE FUTURE OF CDOS	AI-DRIVEN CX	EL PLAN ESPAÑA DIGITAL 2025: LOS 5 EJES ESTRATÉGICOS
	ETHICS IN AI RESEARCH: A BUSINESS IMPERATIVE	ETHICAL MANUFACTURING, WHAT IS CHANGING?	LIMITLESS, AFFORDABLE AND CLEAN ENERGY	MACHINE LEARNING AND AI: THE FUTURE CYBER POWER	NAVIGATING THE DATA REGULATORY MAZE: SEIZING OPPORTUNITIES	ADVANCED NETOGRAPHY AND DATA-DRIVEN MARKETING	PLATAFORMAS Y ECOSISTEMAS DE INNOVACIÓN
	OUTER SPACE SUSTAINABILITY AND AI-DRIVEN AUTOMATION	DATA MANAGEMENT IN THE MANUFACTURING INDUSTRY	CIRCULAR ECONOMY: AI AS A TRANSITION TOOL	THE EU CYBER BRIGADE: CONFRONTING SCI-FI CHALLENGES	BEYOND DATA COLLECTION: ORCHESTRATING GOVERNED DATA FOR AI	THE PROFILE OF THE NEW CONTEMPORARY CONSUMER	PARQUES TECNOLÓGICOS: IMANES DE TALENTO Y GENERADORES DE RIQUEZA
	THE GEOPOLITICAL IMPACT OF THE BANI CONTEXT	AI FOR PRODUCTION OPTIMIZATION AND COST REDUCTION	ESG IMPACT MEASUREMENT: SHOW ME THE DATA	HOW TO MANAGE A CYBERCRISIS WITH A REPUTATIONAL STRATEGY	FUSION OF DATA AND BUSINESS STRATEGY: UNLOCKING VALUE	THE FUTURE MARKET WILL BE FLUID: DIVERSIFICATION AND SHARE OF WALLET	BANCO SANTANDER CHALLENGE

# Wednesday, 12th June 2024

10.00 h

MAIN AUDITORIUM	ROOM 2 INDUSTRY FORUMS	ROOM 3 INDUSTRY FORUMS	ROOM 4 TECH SERIES	ROOM 5 C-LEVEL AGENDAS	DIGITAL MARKETING PLANET	ESPAÑA PYME DIGITAL
<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>HEALTH &amp; LIFE SCIENCES</b>	<b>FORO DIGITALIZACIÓN Y MODERNIZACIÓN ADMINISTRACIÓN PÚBLICA</b>	<b>ARTIFICIAL INTELLIGENCE</b>	<b>CIO SUMMIT</b>	<b>AGENCIES WORLD</b>	<b>HERRAMIENTAS DIGITALES</b>
AI SECRETS FOR MARKETING	CURRENT LANDSCAPE OF TECHNOLOGY IN HEALTH: KEY FIGURES	EL NUEVO CIUDADANO DIGITAL: EL GRAN RETO DE LA ADMINISTRACIÓN PÚBLICA	WHERE DO I START WITH AI?	THE "PLATFORM SOLUTION" GROWTH IN COMPANIES	MARTECH FOR 100% PERSONALISED ADVERTISING: THE ROI TRIGGER	LA LEY DE STARTUPS EN LA VANGUARDIA DIGITAL
EXPONENTIAL TECHNOLOGIES IN SPORTS AND HEALTH	INNOVATION, EXPONENTIALITY AND HUMANISM IN THE HEALTH FIELD	PLAN DE DIGITALIZACIÓN DE LAS ADMINISTRACIONES PÚBLICAS Y ESPAÑA 2026	THE REGULATORY CONTEXT OF AI WORLDWIDE	THE CIO'S COMING CHALLENGES IN 2025	TALK TO ME, AI: THE TRANSFORMATION OF THE VOICE	EL NUEVO KIT DIGITAL: SOLUCIONES AVANZADAS DE IA
THE NEW DEFENCE CHALLENGE	THE POTENTIAL OF ARTIFICIAL INTELLIGENCE IN HEALTHCARE	LA CIBERSEGURIDAD Y TECNOLOGÍAS EXPONENCIALES EN LOS ORGANISMOS CRÍTICOS	THE AI DEMOCRATIZATION: CHALLENGES AND OPPORTUNITIES	RISK MANAGEMENT TRUST AND SECURITY IN AI	DEEP FAKES, COMPUTER GENERATED MODELS, AI TRICKS	FOND-ICO NEXT TECH PARA EL DESARROLLO DE PROYECTOS DIGITALES INNOVADORES
AI DEMOCRATIZATION: THE WORLD'S NEXT MILESTONE	TECH SUCCESS STORIES IN THE HEALTH INDUSTRY	TENDENCIAS EN LA DIGITALIZACIÓN DE LAS AAPP: INNOVACIÓN MUNICIPAL Y GOBERNANZA DEL DATO	AI IN THE ALGORITHMIC ARCHITECTURE OF BUSINESSES	THE CIO SKILLS FOR THE NEW ERA: ARE YOU READY?	THINKING OUTSIDE THE BOTS	EDUCA EN DIGITAL: LA TECNOLOGÍA LLEGA AL AULA EN 2025
THE POWER OF ONLINE PERSUASION IN THE AI ERA	THE EUROPEAN HEALTH DATA SPACE (EHDS): THE NEW REGULATORY FRAMEWORK	LA ADMINISTRACIÓN PÚBLICA Y LA IA EN EDUCACIÓN, PRIVACIDAD Y CIBERSEGURIDAD	AI ETHICS	THE LOW-CODE AS A KEY IN THE DATA DRIVEN COMPANY	LEVERAGING TECHNOLOGY TO ENHANCE CREDIBILITY	PLAN ESTRATÉGICO NACIONAL DE TURISMO 2025: CÓMO LE AFECTA A LAS PYMES

14.00 h

## LUNCH TIME

18:20 h

CEO & LEADERSHIP SUMMIT	TOURISM AND HOSPITALITY	E-MOBILITY AND SMART CITIES	ARTIFICIAL INTELLIGENCE	CIO SUMMIT	CMO SUMMIT	SOSTENIBILIDAD 2024 PARA PYMES
ROBOCALYPSIS NOW	THE NEW COMPETITIVE LANDSCAPE IN THE TOURISM INDUSTRY THANKS TO AI	THE URBAN BRAIN: FROM THE SMART CITY TO CITY INTELLIGENCES	VERTICAL IMPACT: AI'S DOMINANCE IN INDUSTRIES BY 2029	ADVANCED COMPUTER ARCHITECTURES: NEUROMORPHIC COMPUTING	HOW TO INCREASE ARPU THANKS TO DIGITAL NOW	HACIA LA PYME SOSTENIBLE: DE LA NADA AL TODO
OPERATIONAL SCALING & GROWTH IN EXPONENTIAL CONTEXTS	KEY FIGURES FROM TECH SUCCESS STORIES IN THE TOURISTIC SECTOR	URBAN MOBILITY. HOW DOES THE CITY MOVE AND WHERE IS IT MOVING TOWARDS?	THE AIs YOU SHOULD KNOW: A GUIDE TO AGI, ANI, ASI, AND BEYOND	THE NEW DATA STORAGE CHALLENGE	AI & MACHINE LEARNING ALGORITHMS: HOW TO APPLY THEM	CÓMO LOGRAR CUMPLIR CON LA NORMATIVA DE SOSTENIBILIDAD EN LA PYME
ETHICAL BUSINESSES: ETHICS IS NO LONGER A NICE TO HAVE	THE REGULATORY IMPACT OF THE AI ACT IN THE EUROPEAN TOURISTIC SECTOR	CULTURE VS STRATEGY: CITY INTELLIGENCE NOURISHED BY CITIZEN RELATIONSHIPS	SENIOR LEADERS VS YOUNG LEADERS: HOW DO THEY FACE THE AI CHALLENGE?	THE EVOLUTION OF THE CIO ROLE	ACCELERATING PIPELINE: UNLEASH THE POWER OF THE NEXT BEST ACTION	LA ESTRATEGIA ESG EN LA PYME Y SUS IMPLICACIONES PRÁCTICAS
THE EVOLUTION OF ENTERTAINMENT THROUGH EXPONENTIAL TECHNOLOGIES	ESSENTIAL TECH PROFILES FOR THE TOURISTIC SECTOR	PLANNING THE CITY WITH AI	THE LEGAL IMPACT OF AI IN BUSINESS	ECONOMIC UNCERTAINTY, GROWING COSTS & TALENT RESEARCH: THE NEW CONCERNS OF THE CIO	MAXIMIZE YOUR BUDGET: SMART STRATEGIES FOR ROI	EFICIENCIA ENERGÉTICA EN LA PYME: CÓMO LOGRARLO

# Thursday, 13<sup>th</sup> June 2024

	MAIN AUDITORIUM	ROOM 2 INDUSTRY FORUMS	ROOM 3 INDUSTRY FORUMS	ROOM 4 TECH SERIES	ROOM 5 C-LEVEL AGENDAS	DIGITAL MARKETING PLANET	ESPAÑA PYME DIGITAL
	<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>RETAIL &amp; E-COMMERCE</b>	<b>ENTERTAINMENT</b>	<b>BLOCKCHAIN + IOT +FUTURE</b>	<b>AI DIRECTOR SUMMIT +TALENT MARKETPLACE</b>	<b>SOCIAL PLATFORMS AND DIGITAL RIGHTS</b>	<b>ESPAÑA PYME DIGITAL</b>
10.00 h	THE FUTURE IS NOW. FROM CANCER RESEARCH TO THE MOONLIGHT PROJECT	THE RETAIL SECTOR IN THE ERA OF EXPONENTIAL TECHNOLOGIES	HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING MUSIC	IOT TRENDS IN THE EXPONENTIAL TECHNOLOGIES ERA	DIGITAL LEADERS SKILLS FOR A NEW ERA: ARE WE READY?	SOCIAL LISTENING VS ANALYTICS AND DATA: THE PERFORMANCE WAR	LA IA EN LA PYME: ¿OPORTUNIDAD O AMENAZA?
	FINTECH IN THE ERA OF EXPONENTIAL TECHNOLOGIES	AR AND AI IN THE RETAIL SECTOR: A SHOWROOM IN MY MOBILE	ENTERTAINMENT: THE CRAZY TECH INDUSTRY	MONEY TALKS, BLOCKCHAINS WALKS	THE AI DIRECTOR ROLE AND THE NEW AI TEAM PROFILES	ADVOCACY+PAID MEDIA:THE KEY FOR THE INFLUENCER MARKETING SUCCESS	INTERNACIONALIZAR LA PYME: IMPLICACIONES Y OPORTUNIDADES TECH
	THE CEO'S CHAT: 3 CEO'S INTERVIEWING THEMSELVES	THE NEW REGULATION RISKS IN ECOMMERCE	NEW OPPORTUNITIES FOR BRANDS IN ENTERTAINMENT	HORSES FOR COURSES, MONEY- WISE	THE CHALLENGE: TO ATTRACT AND RETAIN AI TALENT	AI IN SOCIAL PLATFORMS: THE NEW GREAT HACK	¿CÓMO ESTARÁ EL TEJIDO PYME ESPAÑOL EN 5 AÑOS?
	CONSTELLATION IN LEO ORBIT: A CASE OF APPLICATION TO BUSINESS	FRICTIONLESS PAYMENTS AND EMBEDDED BANKING	NEW SUSTAINABILITY AVENUES AT THE CROSSROADS OF CULTURE AND TECHNOLOGY	THE NAME OF THE GAME: TOKENIZATION	MASTERING AI LEADERSHIP: BUILDING YOUR PATH TO AI DIRECTORSHIP	DIGITAL RIGHTS IN THE VULNERABILITY ERA	PROPIEDAD INDUSTRIAL E IA: LOS NUEVOS RETOS PARA LA EMPRESA ESPAÑOLA
14.00 h	TOP WOMEN LEADERS IN AI	RETAIL SUCCESS STORIES WITH AI	WHAT ABOUT, ARTISTS, AUTHORS AND ROYALTIES?	THE TOOLS OF THE TRADE	ADAPTING TO CHANGE:TRANSFORMATIVE CHALLENGES IN RECRUITMENT PROCESSES	SUCCESS STORIES OF PLATFORMS CONTENT IN THE GENERATIVE AI ERA	MARCO ESTRATÉGICO EN POLÍTICA PYME 2030
	<b>CLOSING COCKTAIL</b>						