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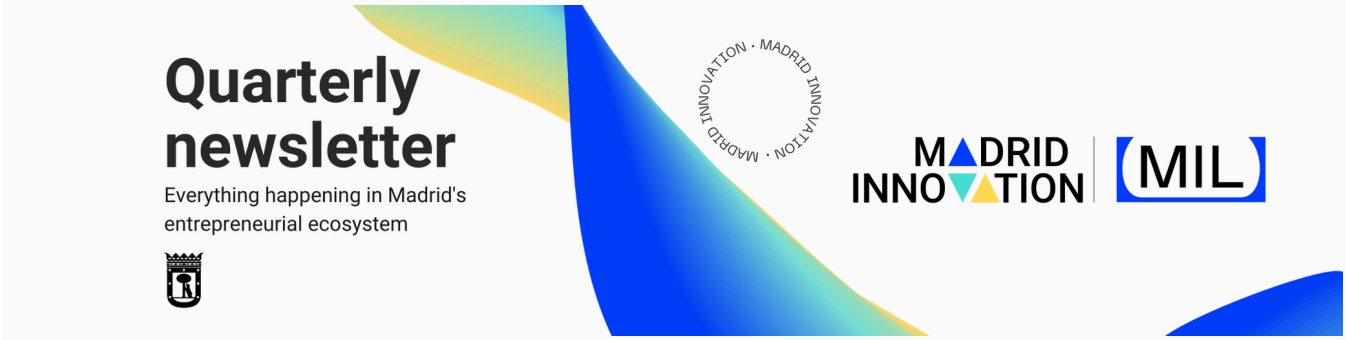


The **MIL quarterly newsletter** is back!

Dive into the **latest news from Madrid's innovation ecosystem**. What's happened in the **first quarter of 2026**? **Where** has Madrid Innovation been? What's going on in the **video games sector**? And what exactly is this '**Sandbox**' thing?

We'll tell you all about this and much more right here below. Read on!

Stay up to dAIte with the MIL newsletter 😎



Here are some of the **key news stories and updates from the AI and new technologies sector**. A special selection just for you 😉



The future is being tested in Madrid: **Sandbox Madrid is here**

Madrid City Council has launched **Sandbox Madrid**, an initiative that transforms the city into a testing ground for **experimenting with technological projects under real-world conditions**.

Companies, start-ups and public bodies will be able **to test innovative solutions** in areas such as energy, mobility and sustainability within a regulated framework and with simplified authorisation procedures. The aim is **to accelerate responsible innovation** and position the capital as an international leader in technology and urban development.

Read more

Official website





We are holding the **TechTransfer** event to showcase **Madrid's technological talent and leadership**

Deputy Mayor **Inma Sanz**, alongside **Ángel Niño**, the councillor responsible for Innovation and Entrepreneurship, opened the **TechTransfer Madrid conference**, an event focusing on the role of technology transfer in transforming research into applied innovation.

The event brought together **researchers, start-ups and companies** to share experiences, analyse opportunities for collaboration and explore ways to accelerate the market launch of new technologies developed at universities and research centres.

Read more

At Madrid, the future is also at stake 🎮 👾



Madrid in Game's Discovery Center is here!

In February, we launched the **Discovery Center at Madrid in Game**, an educational and experiential space that brings the public closer to the impact of video games, gamification and immersive technologies.

The centre aims to foster talent and strengthen the city's **gaming ecosystem**.

Further information



Madrid brings its video game ecosystem to 4YFN

Madrid Innovation returns to **4YFN in Barcelona**, with Madrid in Game taking centre stage.

A great opportunity to showcase the potential of **Madrid's video game ecosystem**. The delegation attended with startups from the **Start IN Up** programme to attract investment and forge international partnerships.

Further information



We went to the GDC in San Francisco (USA)

Madrid in Game made its mark at the **Game Developers Conference in San Francisco**, one of the industry's major global events.

Three studios from its ecosystem were recognised among the eight best projects, further cementing the international reputation of Madrid's talent.

Further information



Artificial intelligence to modernise Madrid's cable car

Madrid City Council will be modernising the iconic cable car using technologies such as AI to improve its operation and maintenance.

Read more



Madrid is investing €900,000 in agri-food innovation

Madrid is allocating nearly €900,000 to agri-food innovation projects to attract talent and strengthen its international standing.

Read more



The Regional Government is rolling out AI in Madrid's hospitals

The CAM is promoting five strategic priorities to integrate artificial intelligence into hospitals and improve diagnosis, management and healthcare.

Read more



Madrid is building bridges with Latin American start-ups

The Puentes de Talento programme aims to attract Latin American AI start-ups and help them establish themselves within Madrid's tech ecosystem.

Read more



AI and digital sovereignty at the Microsoft AI Tour in Madrid

The Microsoft AI Tour Madrid brought together leading figures from the sector to discuss the impact of artificial intelligence and digital sovereignty in Europe.

Read more



Startups from Madrid Innovation on Cadena SER

Several start-ups from the Madrid Innovation ecosystem appeared on Hoy por Hoy Madrid to share their projects and technological vision (at 48:21).

Read more

We are aware of **initiatives and sectors** that are revolutionising the market.

This is how **artificial intelligence is being applied in healthcare** in Madrid



The capital already has real-world examples of artificial intelligence being used in healthcare, ranging from tools for early disease detection to solutions for improving hospital management and personalising treatments.

Public hospitals (such as Gregorio Marañón, San Carlos and Puerta de Hierro), research centres, and healthtech companies and start-ups (such as Horus, Quibim or Idoven) are driving a transformation that is beginning to take hold across Madrid's healthcare ecosystem.

Read more

Meet the **stars** of one of MIL's programmes 👇

The **Apptitud programme** is back: the **fifth edition** is now underway! 👵 👴

February saw the launch of the fifth edition of Apptitud, the Madrid Innovation Lab's digital support programme for older people.

For the fifth consecutive year, we have opened the doors of our centre with the firm intention of continuing to bridge the digital divide affecting our older people. From everyday tools, such as Google accounts, the Health Card or Madrid Móvil, to more topical issues, such as the myriad of apps from Gemini, ChatGPT and generative AIs

🎥 **Press play and discover Apptitud!**



Further information from APPTITUD

We bring you **studies, statistical reports and data on AI and deep tech** in the business sector in **Spain, Europe and around the world**.

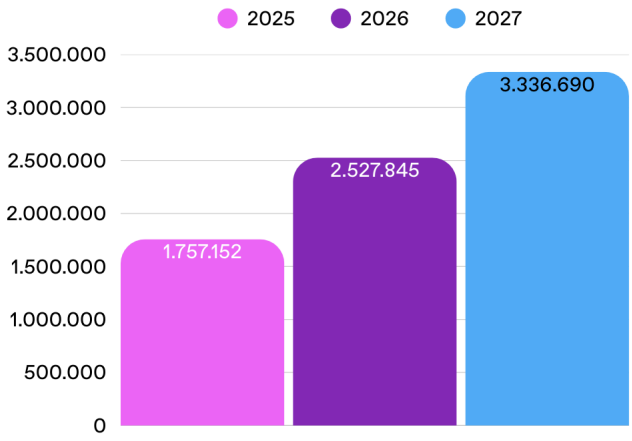
AI is entering a phase of rapid growth: global spending is set to exceed **$2.5 trillion by 2026**

Artificial intelligence is no longer confined to the realm of experimentation: it is now entering a phase of large-scale commercial deployment. Gartner forecasts that global spending on AI will reach $2.52 trillion in 2026 – a 44% increase on 2025 – and will continue to grow to $3.34 trillion by 2027.

The transition from 2025 to 2026 marks a new phase. Whilst 2024 and 2025 were marked by trials, pilots and initial integrations, 2026 is shaping up to be the year in which organisations begin to invest seriously in scaling up use cases, infrastructure and services linked to AI. Much of this growth will stem from the technological foundation that makes AI possible.

Gartner notes that AI infrastructure will be one of the key drivers of the market and that, on its own, it will account for $401 billion in spending by 2026, driven by the expansion of AI-optimised servers and the development of new capabilities by major technology providers.

Global spending on artificial intelligence (2025–2027)



Gartner. (2026). Forecasts: Global AI Spending, 2024–2029, Q4 2025. Published by Gartner, Inc. Accessed 17 March 2026, at https://www.gartner.com/en/newsroom/press-releases/2026-1-15-gartner-says-worldwide-ai-spending-will-total-2-point-5-trillion-dollars-in-2026

Source: Gartner, *Gartner Says Worldwide AI Spending Will Total $2.5 Trillion in 2026* (15 January 2026).

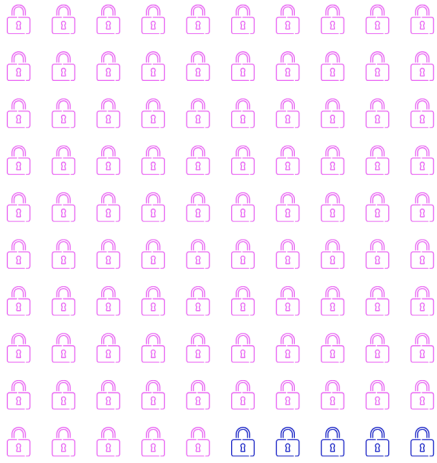
The message is clear: AI is no longer a promise for the future but has become a current budgetary priority. For ecosystems such as the Madrid Innovation Lab, this trend reinforces the need to keep a close eye not only on end-user applications, but also on the layers of software, services and infrastructure that are underpinning this new phase of global growth.

See Gartner's full forecast

AI emerges as the **key driver of change in cybersecurity** in Q3 2025: seed funding rounds that set the tone for European deep tech

Artificial intelligence is not only transforming products, services and business models: it is also reshaping the global cybersecurity landscape. In its Global Cybersecurity Outlook 2026, the World Economic Forum notes that 94% of those surveyed believe that AI will be the main driver of change in cybersecurity this year.

94% of those surveyed believe that AI will be the main driver of change in cybersecurity in 2026.



World Economic Forum. (2026, January). Global Cybersecurity Outlook 2026. https://reports.weforum.org/docs/WEF_Global_Cybersecurity_Outlook_2026.pdf

Source: World Economic Forum, *Global Cybersecurity Outlook 2026* (January 2026).

The data highlights the extent to which AI has moved beyond being an emerging trend to become a structural force within the cyber domain. The report explains that AI is accelerating both defensive and offensive capabilities: it enables enhanced detection, automation and response, but also facilitates more sophisticated, rapid and difficult-to-trace attacks.

This perception is already translating into concrete measures. The proportion of organisations that say they have processes in place to assess the security of AI tools before deploying them has risen from 37% in 2025 to 64% in 2026. At the same time, 87% identify AI-related vulnerabilities as the cyber risk that grew the most throughout 2025.

The message is clear: AI not only opens up new opportunities for efficiency, but also forces us to rethink digital security from the ground up. For ecosystems such as the Madrid Innovation Lab, this reinforces the need to approach the adoption of AI with a holistic view, where innovation and cyber-resilience go hand in hand.

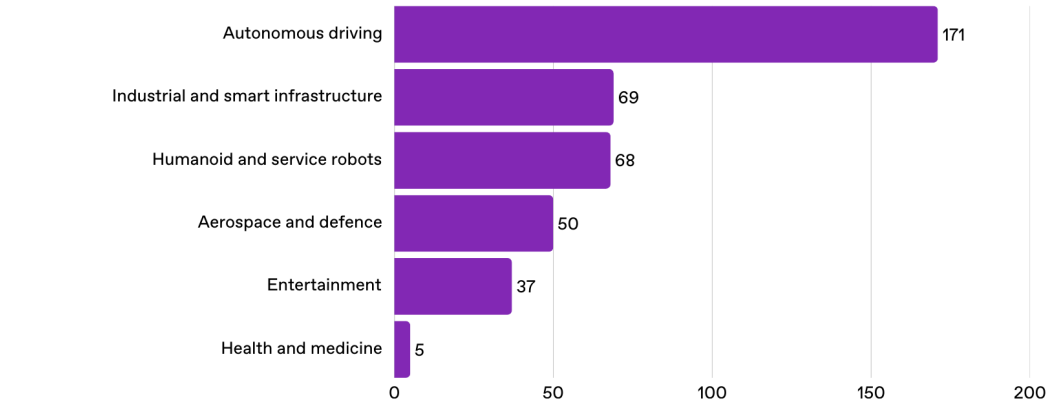
Download the World Economic Forum report

AI moves beyond the screen: robotics, automation and intelligent systems will drive a market worth **€430 billion by 2030**

The next major phase of artificial intelligence will no longer be confined to the realm of software. In their report *Physical AI: Intelligence in motion*, Strategy& and PwC highlight the expansion of AI into the physical world: autonomous vehicles, humanoid robots, industrial automation and smart infrastructure. Taken together, they estimate that this market will reach €430 billion by 2030.

Most of this value will be concentrated in areas where AI interacts directly with the environment. The largest segment will be autonomous driving, estimated at €171 billion in 2030, followed by industrial and smart infrastructure at €69 billion, and humanoid and service robots at €68 billion. Further behind are aerospace and defence, entertainment and healthcare.

Global market for physical AI by sector in 2030 (€Bn)



Strategy&. (2026, 3rd of March). Physical AI: Intelligence in motion. PwC. https://www.strategyand.pwc.com/de/en/industries/telecommunication-media-and-technology/physical-ai.html

Source: Strategy& / PwC, *Physical AI: Intelligence in motion* (3 March 2026).

The report also highlights that Europe has the potential to position itself early in this new wave of applied innovation. Strategy& and PwC estimate that early adoption in Europe could be worth between €80 billion and €110 billion by 2030, provided the continent strengthens its capabilities in digital infrastructure, foundational models, advanced simulation and industrial ecosystems capable of taking AI from the laboratory into the real world.

The message is clear: AI is entering a phase where it no longer merely generates text, images or recommendations, but is beginning to operate machinery, automate complex processes and function in physical spaces. For ecosystems such as the Madrid Innovation Lab, this evolution opens up a key conversation on smart industry, robotics, mobility and new opportunities for applied innovation with real economic impact.

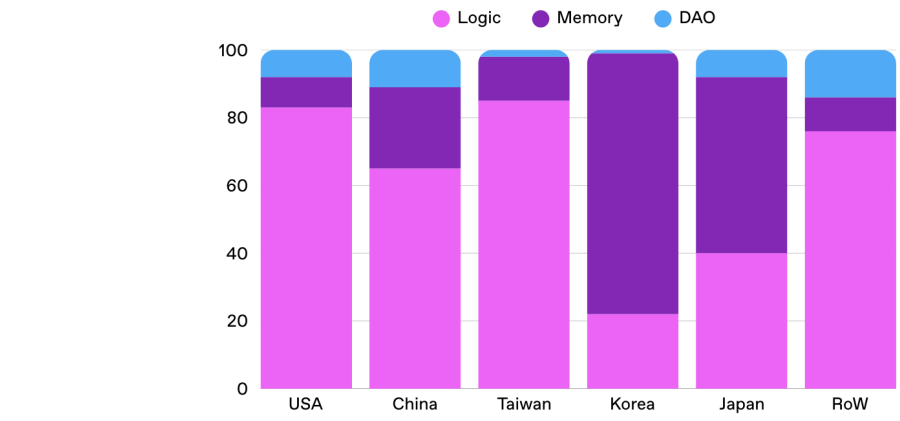
Read the Strategy& / PwC report

The **semiconductor race is gathering pace**: investment in new factories **is set to exceed $1.5 trillion by 2030**

The expansion of artificial intelligence, robotics, extended reality and connected devices is driving a new wave of industrial investment. In its report **Semiconductor and beyond 2026**, PwC forecasts that global spending on new semiconductor fabs between 2024 and 2030 will exceed $1.5 trillion, a figure equivalent to the total invested over the previous two decades.

The report shows that this new manufacturing race is not evenly distributed. The United States and China are leading the investment drive, whilst Taiwan is strengthening its position in advanced nodes and South Korea is consolidating its leadership in memory. The overall pattern is clear: logic accounts for the lion's share of investment, driven by the boom in AI and other high-tech fields.

Projected investment in semiconductor factories (2024–2030)



PwC. (2026). Semiconductor and beyond 2026: Global semiconductor industry outlook 2026. https://www.pwc.com/gx/en/industries/technology/pwc-semiconductor-and-beyond-2026-full-report.pdf

Source: PwC, *Semiconductor and beyond 2026: Global semiconductor industry outlook 2026*.

Beyond the overall volume, the chart reveals a very marked geographical specialisation. South Korea is focusing most of its efforts on memory chips, which are essential for meeting the high-performance demands associated with AI. China, for its part, appears to be concentrating more on mature nodes and DAO semiconductors, partly in response to restrictions on advanced equipment.

The message is clear: AI is not only transforming software, it is also reshaping the industrial base that makes it possible. Servers, accelerators, advanced automotive technology, wearables and smart infrastructure all depend on an increasingly strategic chip supply chain. For ecosystems such as the Madrid Innovation Lab, keeping pace with this evolution means understanding where the technological capabilities that will underpin the next wave of applied innovation are being developed.

Read the full report

Other useful links on AI and new technologies

1. McKinsey argues in *Global Tech Agenda 2026* that the most advanced CIOs are moving beyond a purely technical role to become architects of growth, deploying **agentic AI** and **data monetisation** strategies to generate measurable business value.
2. Deloitte captures a growing reality in *Tech Trends 2026*: technological innovation is entering a phase of **real-world implementation**, where the most advanced organisations are moving beyond pilot projects towards systematic transformation with tangible impact.
3. PwC argues in *2026 AI Business Predictions* that the companies already turning AI into real business value tend to share the same logic: **clear executive prioritisation**, a focus on **a small number of high-impact processes**, and operational redesign so that AI transforms the workflow rather than simply speeding it up.
4. The World Economic Forum warns in *Global Risks Report 2026* that **adverse AI outcomes** are among the risks rising fastest in importance over time, linking technology directly to governance, resilience and global stability.

✨ Madrid City Council's **open innovation programme** is back ✨



The **2026 edition** of **DesafIA Madrid** brings **8 new challenges** for innovative startups

We are launching a new call for entries for **DesafIA Madrid**, the open innovation programme that connects **tech startups and SMEs with real-world challenges set by businesses and municipal services**.

For this second edition, eight challenges have been defined, focusing on the use of artificial intelligence and advanced technologies, and driven by organisations such as **IBM, Cabify, L'Oréal, the EULEN Group and various departments of Madrid City Council**.

The selected solutions will develop pilot projects with joint funding of **up to €220,000**, as well as receiving mentoring, support and access to the entrepreneurial ecosystem.

🗓️ **Applications open until 30 April** 📝

Discover the new challenges

At MIL, we're getting ready for spring 🌸

We are hosting one of the sessions of the **New Leadership Models Week** organised by the WITH platform

Leadership is undergoing a major transformation. In a landscape shaped by artificial intelligence, diversity and changes in the way we work and make decisions, rethinking how we lead is no longer an option, but a necessity.

Next Tuesday, 24 March, the Madrid Innovation Lab is hosting an event as part of the **2026 New Leadership Models Week**, organised by WITH, a gathering that brings together organisations, professionals and experts to reflect on leadership today and in the future.

Under the slogan "**Your leadership, your mark**", the event at the MIL offers an afternoon of discussions and experiences that address leadership from different perspectives:

👥 **Diversity and inclusive leadership**, with new voices broadening our understanding of power and decision-making. From 5pm to 6pm.

🤑 **Artificial intelligence applied to financial decision-making**, exploring how technology can help us better understand our habits and design more informed strategies. From 6pm to 7.30pm.

🍷 **Leadership in traditional sectors from new perspectives**, through an experience that brings together wine, the local area and the role of women in transforming the sector. From 7.30 pm to 8.30 pm.

Inclusive leadership | Your money, your AI | Women at the forefront

Three complementary sessions that invite you to reflect on the same question: **what mark do we want to leave as leaders?**

You can view the full programme for the week at: nuevosmodelosdeliderazgo.com

#SNML2026 #YourLeadershipYourLegacy

The **fifth edition of the Apptitud programme** is now halfway through! 👨‍💻

[Programa Apptitud]

🗓️ Tuesday, 7 April 2026 ⏰ 11:00 – 12:30 📍 Madrid Innovation Lab

The **Apptitud programme**, which celebrates its fifth edition at the Madrid Innovation Lab in 2026, continues with a **new session focused on how to make the most of artificial intelligence in everyday life**.

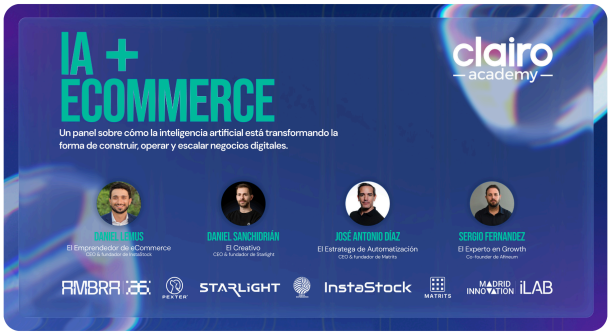
At this fifth session, participants will learn how to use these tools more effectively, incorporating them to assist with everyday tasks such as organising information, planning daily routines or finding practical solutions.

As with all Apptitud sessions, the approach will be practical, accessible and tailored to the group's pace, facilitating progressive learning that builds confidence and digital autonomy.

Information and registration

Spring brings new growth to **Madrid's innovation ecosystem** 🤖

Don't miss this **free workshop** on **AI in e-commerce** at the **iLAB**



Artificial intelligence is already transforming the way digital businesses are created, operated and scaled. At this event

V



The **15th Madrid es Ciencia fair** will take place **from 19 to 21 March 2026 at La Nave**. Organised by the **madri+d Knowledge Foundation,** it'll once again bring together

organised by **Clairo** at iLAB, a range of experts from the e-commerce ecosystem will discuss what is actually working today, which processes are worth automating, and where AI is delivering real value in the day-to-day running of businesses.

The event is aimed at entrepreneurs, e-commerce operators, digital professionals and anyone interested in the sector's evolution.

Following the panel, the conversation will continue at an after-work event with a DJ at Cañas y Tapas, designed as a relaxed space for networking and connecting with other attendees from the ecosystem.

📍 **International Lab, 41 Bailén Street**
🗓️ **Thursday, 26 March 2026**
⏰ **6.30 pm – 8.30 pm**

Book your place

the region's **educational community and scientific and technological ecosystem** in a participatory and interactive format.

With **over 700 activities** for all ages and the participation of **85 educational establishments**, as well as universities, research centres, museums and businesses, it aims to bring science, technology and innovation closer to the general public. This edition places greater emphasis on content related to digital skills and applied technology, with initiatives such as **AI and robotics workshops**.

📍 **La Nave, C/ Cifuentes 5, Villaverde, Madrid**
🗓️ **Thursday 19 to Saturday 21 March 2026**
⏰ **10:00 am – 7:00 pm**
🎟️ **Free entry until full capacity is reached**

Further information

Discover all the activities we've got lined up for you 😀 👉🏻

See the full programme!

Don't miss out on any updates!

Visit our **website** for the **latest information and exclusive content**.

MIL Madrid Innovation Lab

¡Visita la web del MIL!

Follow us!

If you'd like to stay up to date with **MIL's upcoming events**, follow us on social media and keep up to date with all the **latest news from the Madrid Innovation ecosystem**.

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