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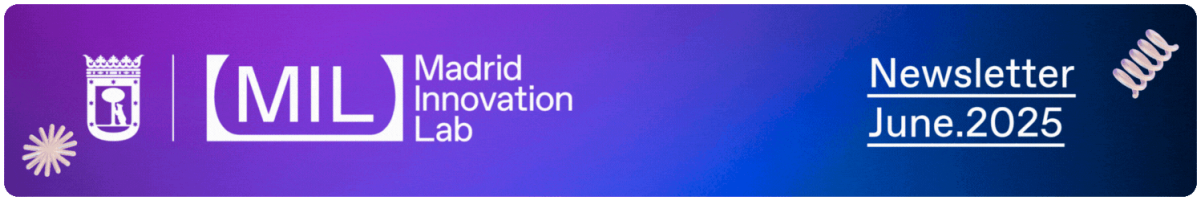


At **Madrid Innovation Lab** we believe in the transformative power of **growing as a community**.

Join a **multi-sector network** driving open innovation in artificial intelligence and advanced technologies. Join the innovation. Join the **#MILPartnersNetwork**.



We asked **ChatGPT** what the MIL is. The result, in **our latest video** 👇🏻



Catch up on the **latest news from the innovative ecosystem**. Featured events, AI use cases, innovation everywhere, AI in numbers...

Keep up to date with the MIL newsletter 😎

Here are the **news and developments in the AI sector and new technologies** that we have selected especially for you.



Madrid consolidates its position as the epicentre of entrepreneurship with South Summit 2025

The **latest edition of South Summit** brought together **more than 20,000 attendees, 680 investors and more than 650 startups in La Nave**. An event that once again places Madrid on the global innovation map.

Read more



Metaworld Congress 2025: Madrid takes its place on the global metaverse stage

With **more than 7,000 attendees, 150 speakers and a clear commitment to generative AI and virtual worlds**, the third edition of Metaworld Congress positions Madrid as a reference in immersive innovation.

Read more



Meta is already using user data for its AI

The news has reopened the debate on privacy, consent and regulation in the European Union.



Europe launches its Action Plan "AI Continent".

The European Commission sets out an ambitious roadmap. Madrid positions itself as a key player.



AI is revolutionising medical research

Pennsylvania-based researcher César de la Fuente leads a pioneering team in AI and health.

Read more

Read more

Read more







Madrid's buses embrace artificial intelligence

EMT relies on AI for more efficient urban mobility.

Read more

Madrid is already a technology capital

1,562 companies, 28,887 jobs and more than 4.282 billion euros

Read more

MIL helps bridge the digital divide for seniors

Apptitud programme: digital literacy for seniors

Read more



Madrid City Council open data reuse awards announced

The aim of these awards is to promote knowledge, as well as the development of innovative projects and initiatives based on the data housed in the Madrid City Council's Open Data Portal.

Deadline open **until 9 September**.

Further information



DesafIA Madrid presented the startups that will work on its eight challenges

On Friday 13 June, at the MIL, we will present both finalists and shortlisted artists.

Meet the **8 startups** leading this **open innovation** chapter in Madrid.

Further information

We know about **initiatives and sectors** that are revolutionising the market.

Artificial intelligence and ESG: the new strategic pairing redefining corporate sustainability



ESG criteria have established themselves as the main focus of business transformation over the last decade. Far from being understood as a regulatory obligation, more and more companies are integrating them as a lever for competitiveness, efficiency and reputation.

Leer más

Learn about **three success stories** from our network.



We spoke to Park4Dis, Neotools and Cuatro Digital.

In recent months we have interviewed some projects that,thanks to the connections made through the MIL ecosystem, have been able to grow their business in one way or another. Check out the video to find out more.

Ver vídeo completo

We bring you **studies, statistical reports and data** related to **AI and deeptech in the field of business**, in **Spain** and the **European Union**.

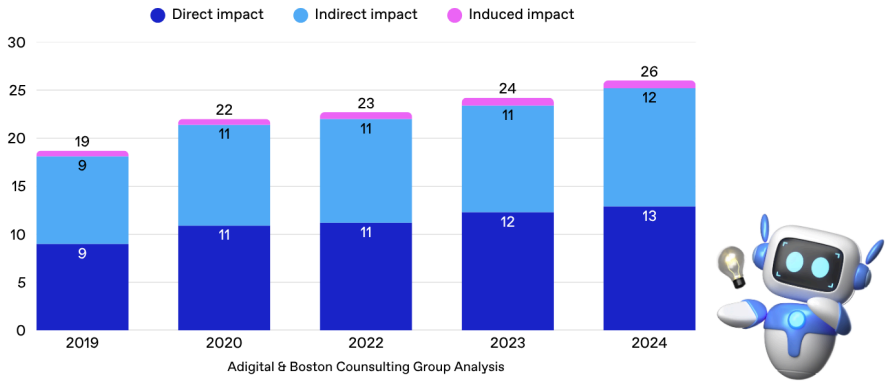
Spain consolidates its leadership in the digital economy with a historic increase in GDP impact to 26%.

Spain consolidates its position as a benchmark in digitisation in Europe. According to the report **"Digital Economy in Spain 2025"**, prepared by **Adigital and Boston Consulting Group**, the weight of the digital economy has reached a **historic high of 26% of GDP in 2024**, with a total impact of **414,000 million euros**, 17% more than in 2023.

The **direct impact on GDP** is already **12,9 %**, reflecting how digitalisation has been integrated into the national productive fabric.

This growth positions Spain **above the European average** and reinforces its role as a **technology and digital hub.**

Total contribution of digital economy to Spain's GDP (%, 2019-2024)



In 2024, **the digitised economy grew to 26.0% of GDP**, 1.8 p.p. more than in 2023 (24.2%) and 4 p.p. more than in 2020 (22.0%).
The total impact in 2024 was €414 billion, 17% higher than in 2023.

Economía digital en España 2025 · Adigital. (2025, May 19). Adigital. https://www.adigital.org/economia-digital-en-espana-2025/

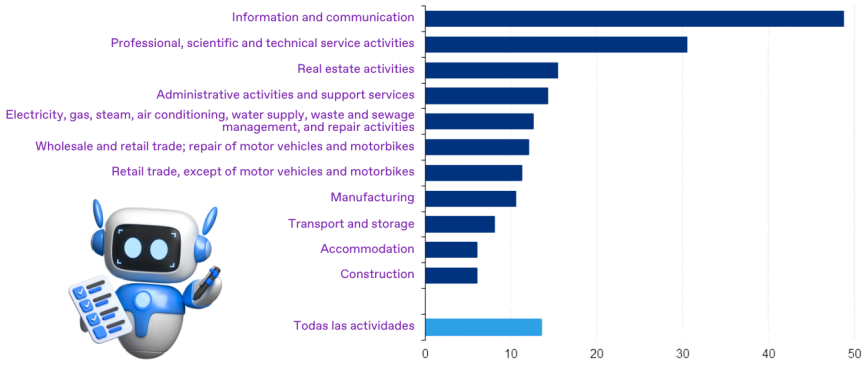
Source: 5th edition of the study "Economía Digital en España" (January '25), by Adigital & Boston Consulting Group (BCG)

Read the report

The information and communication sector leads Europe in the adoption of AI-based technologies

According to Eurostat, **in 2024, 13.48% of EU enterprises with 10 or more employees and the self-employed were using at least one type of AI-based technology**. By economic sector, the industry with the highest implementation of AI is information and communication. The least, construction.

Companies using AI technologies by economic activity (European Union, 2024)



In **2024**, **the information and communication sector** (with 48.72%) and **professional, scientific and technical service activities** (with 30.53%) had the **highest percentage of enterprises using IA**. In all other economic activities, the share of enterprises using IA was below 16%. It ranged from 15.45% (real estate activities) to 6.09% (accommodation and construction).

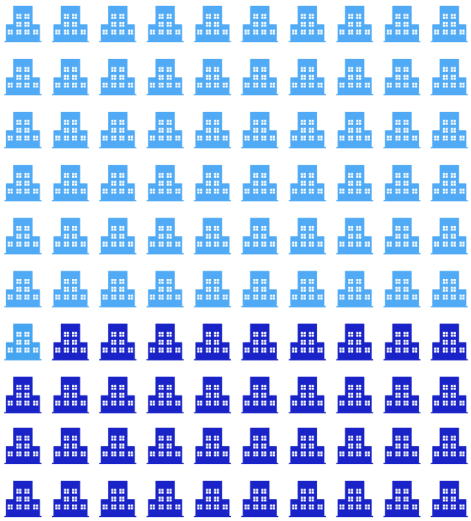
Eurostat. (2025, January). *Use of artificial intelligence in enterprises*. Statistics Explained. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Use_of_artificial_intelligence_in_enterprises

Source: Eurostat. Use of artificial intelligence in enterprises (enero de 2025)

Read more about this

Spain positions itself as a benchmark in business adoption of AI

In Spain, more than 60% of companies use AI, especially in finance (53%), industry (50%) and energy (48%).



Informe IA-Inteligencia artificial en España y en el mundo 2025. (2025, January 21). https://mktefa.ditrendia.es/informe-ia-2025

Source: Informe Ditrendia IA 2025: Inteligencia Artificial en España y en el mundo (enero de 2025)

Beyond adoption figures, it is revealing to understand **how artificial intelligence is being used** within organisations. In Spain, reported uses of AI are mainly focused on **internal process optimisation** (improving operational efficiency) and **marketing functions** (e.g. customer data analysis, campaign personalisation), according to recent analysis (EBAE).

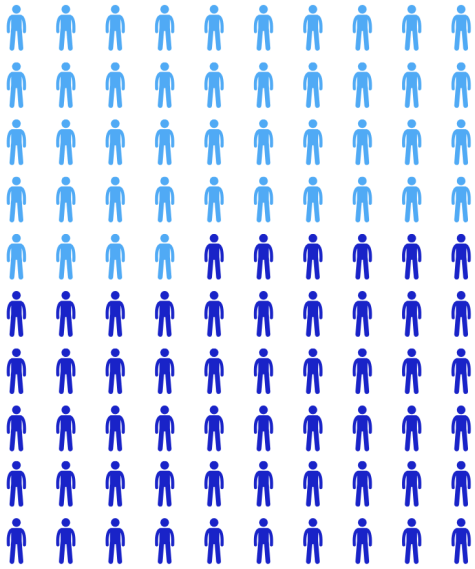
Many companies are using AI to automate repetitive tasks, extract **insights** from large volumes of data and support **decision-making with predictive algorithms**. For now, more **disruptive or advanced uses** (such as end-to-end automation of complex processes, deployment of autonomous systems or creation of new AI-based products/services) **are less common or are in the pilot phase**.

In other words, most companies are leveraging AI **to improve what they already do** rather than to completely reinvent their business models. These practical applications illustrate how AI acts, in most companies, **as a lever to gain productivity and business insight**, rather than as a total substitute for human intervention.

Read the report

Less than half of Spaniards believe that artificial intelligence will have a positive impact on their lives.

Only 44% of Spaniards believe that artificial intelligence will have a positive impact on their lives.



Funcas - Fundación de las Cajas de Ahorros. (2025, 29 enero). Encuesta Funcas sobre Inteligencia Artificial - Funcas. https://www.funcas.es/boletines/encuesta-funcas-sobre-inteligencia-artificial/

While **6 out of 10 Spanish companies already use artificial intelligence** in their activity, **only 44% of citizens believe that AI will have a positive impact on their lives**, according to the Funcas 2025 Survey.

This figure highlights a **disconnect between the speed of technological adoption and the social perception of its benefits**. Although AI is already present in key sectors such as banking, energy and industry, it continues to generate **doubts and misgivings among citizens**, especially in relation to employment, privacy and automated decision-making.

Source: Encuesta Funcas sobre Inteligencia Artificial (January 2025)

Access the full survey

Other interesting links on AI and new technologies

1. The adoption of artificial intelligence in Spanish companies, according to the **Bank of Spain's Survey of Business Activity (EBAE).**
2. The global AI market is worth an estimated $638 billion, according to **Precedence Research.**
3. 78% of Spanish workers demand training in new technologies, according to the **National Technology and Society Observatory (ONTSI).**
4. **Stanford University** states that "AI models are 142 times more efficient than they were two years ago".
5. According to **The Business Research Company**, the neurotechnology sector will grow from USD 15.38 billion in 2024 to USD 17.39 billion in 2025.
1. The **Harvard Petrie-Flom Center** estimates that neurotechnology could exceed USD 50 billion by 2034, but is still unregulated.

At the Madrid Innovation Lab we organise **specialised events with technology experts**, providing **learning and innovation spaces for professionals** in the sector.

The AI Summer Camp is underway!

The new edition of **our AI summer campus kicked off on 23 June**. Three intensive weeks of free **training focused on applying AI in real-world professional contexts**, aimed at enhancing attendees' employability across various sectors.

Aimed at **students and professionals from any field** who wish to incorporate AI into their daily work, **without the need for prior technical or programming knowledge**.

Further information



July starts with a workshop on AI applied to education

What will you learn in this free workshop?

In this workshop you will get **to apply generative AI in real educational contexts**. You will be trained in the design of **innovative learning experiences** using AI, as well as ethics, privacy, authorship and equity in the digital environment. And we won't forget about **tools like ChatGPT and its step-by-step didactic use**.

A workshop given by **Borja Garzón** (Edtek), leader of change processes in educational institutions.

Register here



Discover all the activities we have prepared for you 😀 👉🏻

See the full agenda!

Don't miss anything new!

Visit our **website** for **up-to-date information** and **exclusive content**.

[MIL] Madrid Innovation Lab

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Follow us!

If you want to keep up to date with the MIL's upcoming activities, **follow us on our social networks** and stay up to date with all the **news from the Madrid Innovation ecosystem**.



Darme de baja | Modificar mis datos