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Quarterly newsletter

Everything happening in Madrid's entrepreneurial ecosystem

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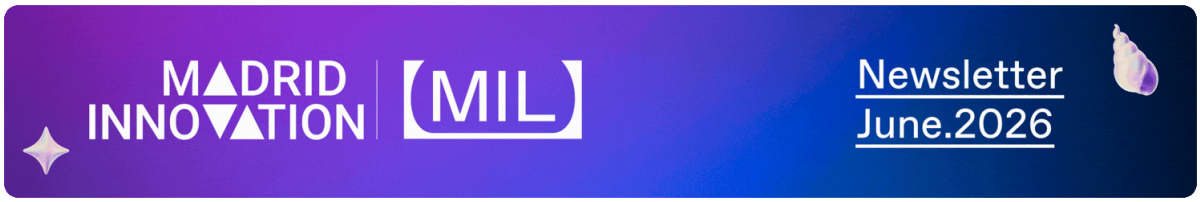
MADRID INNOVATION | MIL

The **MIL’s quarterly newsletter** is here!

Artificial intelligence continues to set **the pace for innovation**, in Madrid too. What’s happening with **the new European regulations**? Why has access to **large AI models** become a geopolitical issue? How are **businesses, public authorities and the healthcare sector** using AI?

We’ll tell you all about it below. **Read on!**

Keep up to date 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 😉



AI now has an instruction manual



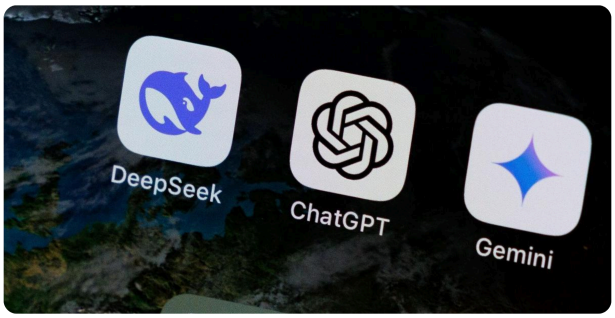
When AI also has its limits

Spain is leading the way in the practical implementation of the AI Act with the publication of 16 guides designed to help businesses, start-ups and public authorities comply with the new regulations. This pioneering manual translates legal obligations into technical criteria and specific recommendations to move towards safer, more transparent and more responsible AI.

Read more

Washington's decision to restrict access to Anthropic's most advanced models has reignited the debate on technological sovereignty, security and dependence on major artificial intelligence platforms. This move serves as a reminder that AI is not just a matter of innovation, but also of power, regulation and international strategy.

Read more



The cost determines the future of AI

Whilst the US and China are stepping up their rhetoric on the security risks posed by AI, many Western companies are beginning to look to Chinese models such as DeepSeek or Qwen because of the cost. This trend shows how the adoption of AI by businesses also depends on price, accessibility and integration capabilities.

Read more



OpenAI arrives in Madrid

The opening of an OpenAI office in Madrid reinforces the city's role as a strategic hub for the roll-out of artificial intelligence in Europe. This is a key move to bring its solutions closer to businesses, developers, institutions and the Spanish innovation ecosystem.

Read more



Ramón y Cajal Hospital is promoting **CardiologIA Madrid 365**

The project combines predictive analytics, telemedicine and remote monitoring to improve the follow-up of cardiac patients and anticipate potential risks. It is an example of how artificial intelligence can transform healthcare and bring about a more personalised, preventive and connected approach to medicine.

Read more

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

The second edition of DesafIA Madrid is now underway 🔭

Find out about the projects selected for DesafIA Madrid 2026 and discover how they are applying artificial intelligence to solve real-world challenges in Madrid. A journey through ideas, talent and solutions that showcase the potential of the innovation ecosystem to transform sectors, drive new opportunities and bring AI closer to businesses, institutions and the public.

📽️ **Press play and meet some of the selected candidates!**



Further information on DesafIA Madrid

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

Artificial intelligence and human dignity: the challenge of remaining human



The Pope's recent reflections on artificial intelligence have sparked a conversation that goes far beyond the religious sphere: how can we ensure that such a powerful technology continues to serve people?

In this article, we bring together different perspectives from the innovation ecosystem to address one of the major debates of our time: the impact of AI on education, rights, regulation, decision-making and technological sovereignty. A reflection on how to foster an artificial intelligence that is ambitious and competitive, yet also ethical, transparent and governed with human judgement.

Because the challenge is no longer just what AI can do, but who designs it, who controls it, and which society we want it to serve.

Read more

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

AI is already influencing the way we travel, shop and make decisions

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 dollars in 2026 – 44 per cent more than in 2025 – and will continue to grow to 3.34 trillion in 2027.

28 % of Spaniards already use artificial intelligence to plan their getaways.



Why is it important?

Companies must now ask themselves not only how to integrate AI into their internal processes, but also how their audiences discover, compare and make decisions using these tools.

Source: LLYC and Appinio, report: 'AI is the new intermediary for selling, contracting, financing and reporting'.

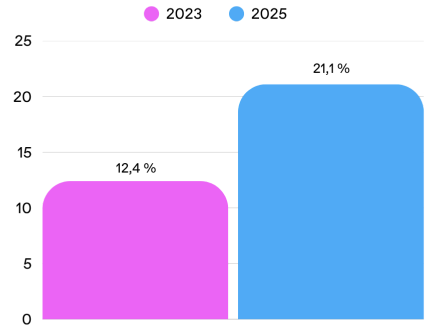
Read the report

AI is already becoming an integral part of the Spanish business landscape

21.1% of Spanish companies with ten or more employees already use at least one artificial intelligence technology, compared with 12.4% in 2023. The Funcas report shows that adoption is accelerating and that its impact on employment will increasingly depend on training, the adaptation of job profiles and companies' ability to integrate AI strategically.

The adoption of AI by businesses is accelerating in Spain

Percentage of companies with ten or more employees that use at least one artificial intelligence technology.



Why is it important?

The question is no longer simply how many jobs AI can transform, but how to prepare workers, businesses and public authorities for a labour market transition that is already underway.

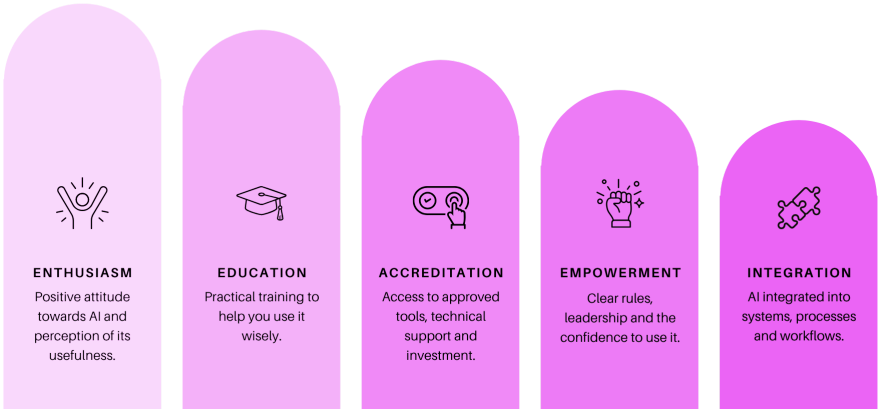
Source: Funcas, report entitled 'Artificial Intelligence and the Labour Market in Spain: Occupational Exposure, Effects on Employment and Business Adoption'.

Read the report

Public AI needs more than just adoption

The Public First study analyses how different public administrations are incorporating artificial intelligence and highlights a key point: using AI does not necessarily mean transforming public services. For it to have a real impact, training, approved tools, leadership, clear rules and integration into day-to-day processes are required.

5 keys to ensuring AI has a real impact in the public sector



Why is it important?

Public innovation does not depend solely on incorporating technology, but on creating the conditions for that technology to genuinely improve the work of public authorities and the experience of citizens.

Source: Public First, *Public Sector AI Adoption Index 2026*.

Read the report

AI is advancing, but it is not reaching everywhere in the same way

The Microsoft report shows that the global adoption of generative AI continues to grow, but also that the gap between regions is widening. Whilst usage stands at 27.5 per cent of the working-age population in the Global North, in the Global South it stands at 15.4 per cent.

The global uptake of AI is progressing unevenly

Percentage of the working-age population using generative AI, by region.



Why is it important?

The spread of AI is not just a technological issue, but also one of access, competitiveness and countries' ability to participate in the new digital economy.

Source: Microsoft, *The state of global AI diffusion in 2026*.

Read the report

Other useful links on AI and new technologies

1. Digitalisation in Europe 2026. Eurostat reports that almost 20% of EU businesses were already using artificial intelligence technologies in 2025, compared with 13% the previous year.
2. 2026 AI Index Report. Stanford HAI analyses the global state of artificial intelligence in 2026, covering everything from the evolution of models to investment, regulation, education and the main risks.
3. 2026 Global AI Jobs Barometer. PwC examines how AI is transforming employment, skills, wages and productivity, based on an analysis of more than 1,000 million job vacancies.
4. The state of AI trust in 2026. McKinsey focuses on one of the major challenges of the new era of AI: moving towards more autonomous systems without neglecting trust, governance and controls.

Summer is already here, but before a well-deserved break... 🌞

From AI functionality to market position



🗓️ Tuesday, 30 June ⏰ 09:00 – 12:00 📍 Madrid Innovation Lab

Developing a product based on artificial intelligence is no longer enough to stand out. In this workshop at the Madrid Innovation Lab, founders of AI start-ups will work on how to better define their ideal customer, strengthen their value proposition and establish a unique selling point in an increasingly competitive market.

A hands-on session to help you move from selling features to clearly communicating why your solution matters, who it is designed for and how it can gain traction.

Sign up here

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

See the full programme!

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