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Madrid Innovation Lab

Newsletter
September.2025

Madrid Innovation Lab reopens its doors after the summer, and **we are waiting for you**.

We start the course with **two expert presentations** that you can't miss.



Learn about the essential legal aspects of AI and data protection

Artificial intelligence poses new challenges in privacy, ethics and compliance.

In this session, we will explore the implications of the AI Act, the GDPR and the principles that should guide the development of responsible technology solutions.

A key opportunity for legal, technology and governance professionals.

Register here

How can AI improve processes in the wine sector?

This Expert Talk will bring together leading figures from the legal, technological and oenological worlds to analyse how tokenisation, digital traceability and blockchain are transforming the industry.

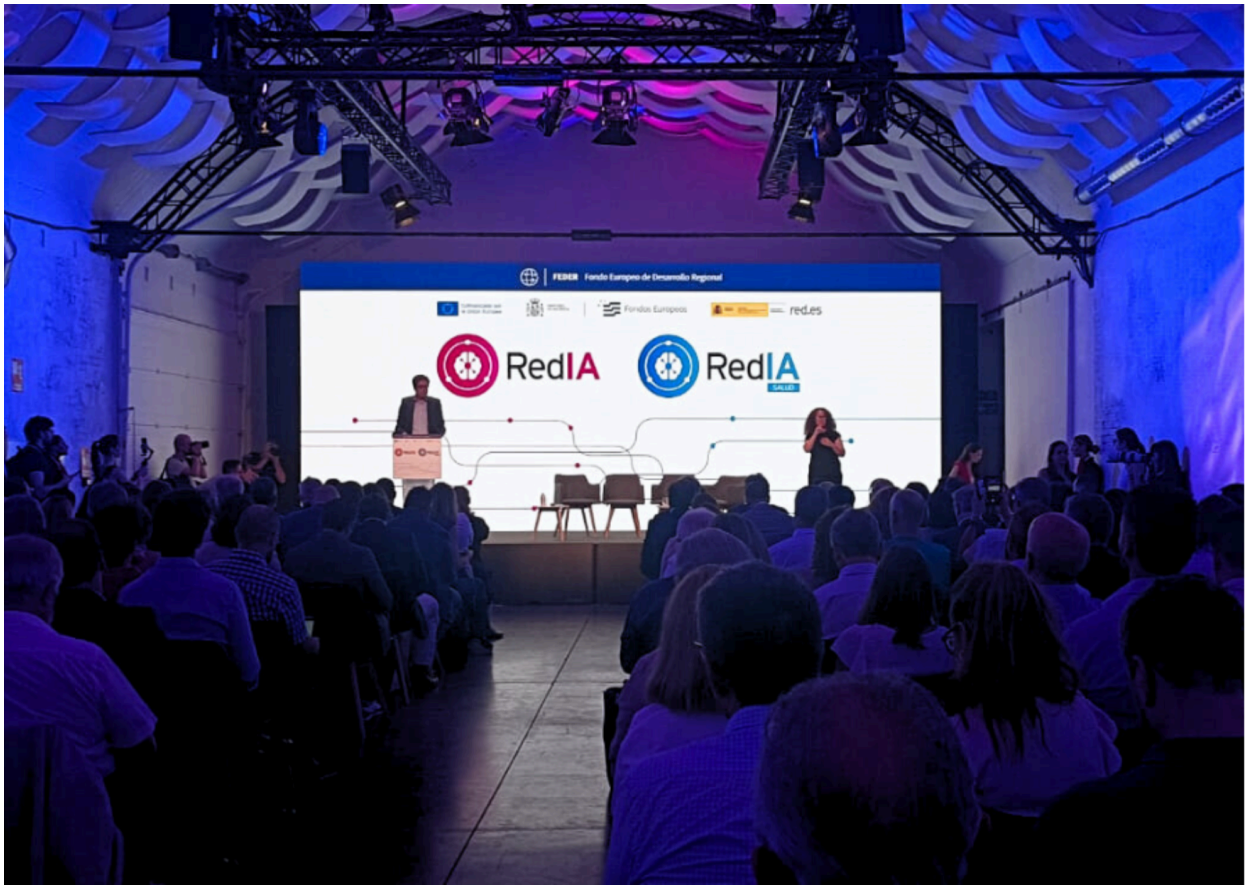
You will learn about real cases such as VinOK, participate in a commented tasting of wines from Ciudad Real and discover how tradition and innovation are combined to generate added value.

Information and registration

Enjoy the **latest news from the innovation ecosystem**. Featured events, AI use cases, innovation everywhere, AI in numbers...

Keep up to date with the MIL newsletter 😎

We present you the **news and novelties from the AI sector and new technologies** that we have selected especially for you.



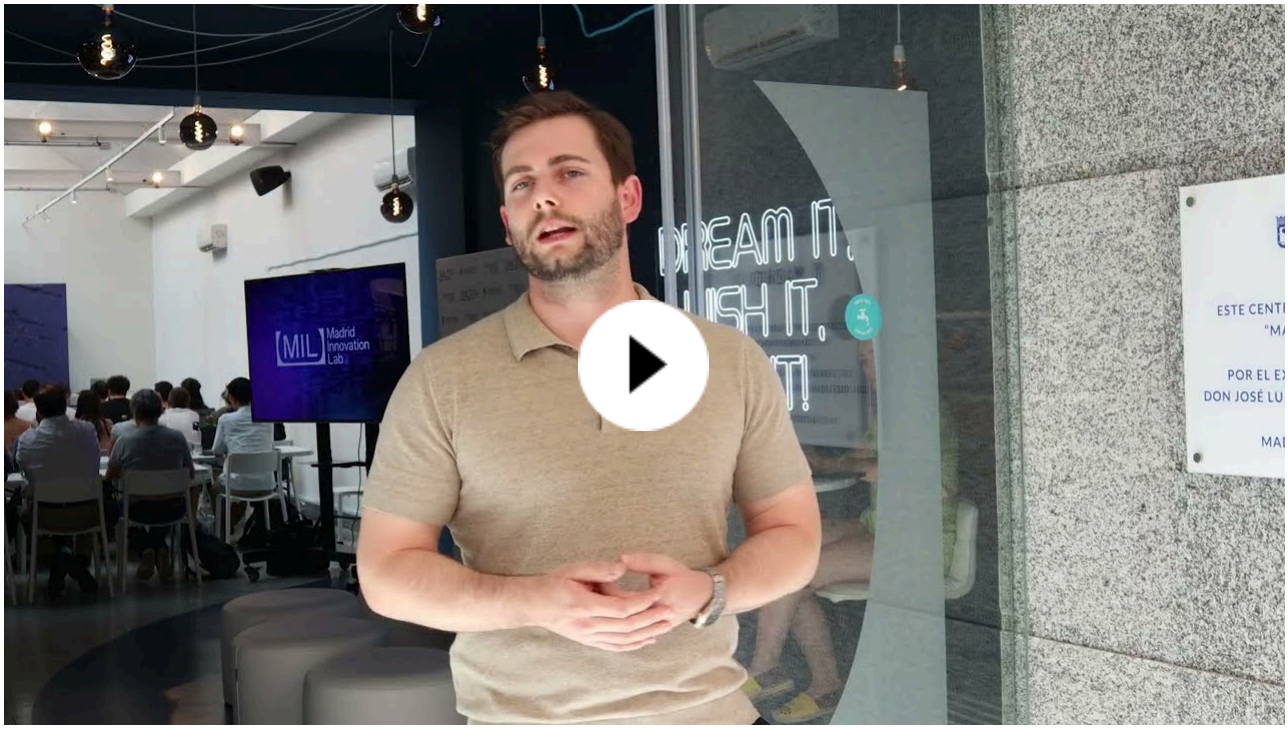
180 million in public funding to boost artificial intelligence in business and healthcare

On 17 July, the government publicly announced the **activation of two important calls for proposals** that mark a turning point in national artificial intelligence policy: **RedIA and RedIA Salud**.

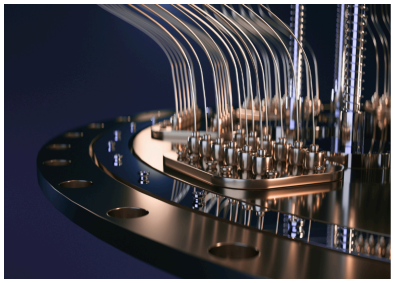
Read more

The IV edition of the AI Summer Camp was a great success

The **4th edition of the AI Summer Camp** ended last Friday, 11 July at the Madrid Innovation Lab (MIL), with 50 daily attendees and **more than 100 registered participants** from different professional and geographical areas.



Find out more about the programme



Spain bets on a quantum future

The Spanish Government has defined its National Strategy for Quantum Technologies 2025-2030.

Read more



Up to €200,000 for SMEs betting on AI

Madrid is keeping this call open to accelerate the digitisation of SMEs with AI.

Read more



Madrid Innovation has returned to Cadena SER

Madrid Innovation was once again on "Hoy por Hoy Madrid" on Cadena SER Madrid.

Read more



Madrid health centres to use AI to reduce waiting lists

A pioneering project to better monitor patients, optimise resources and reduce waiting times.

Read more



Madrid patents a cutting-edge drone that controls crops without physical presence

IMIDRA and the company Área Verde patent an autonomous drone to monitor the state of crops.

Read more



Metro de Madrid will automate customer service with a WhatsApp channel

With a chatbot, Metro de Madrid will answer queries via WhatsApp immediately, 24 hours a day.

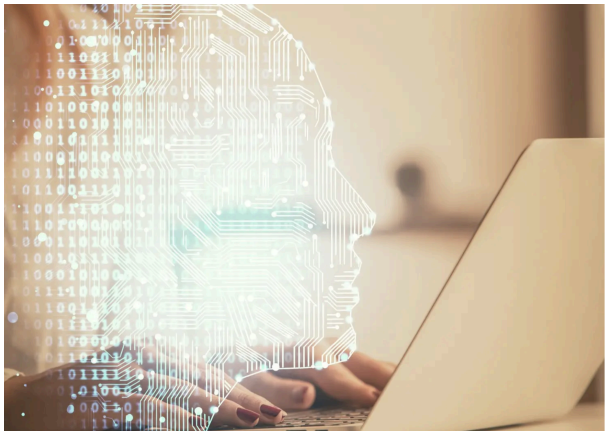
Read more



Artificial intelligence at the service of neighbourhood regeneration

Madrid City Council is applying artificial intelligence to analyse complex data and plan **regeneration strategies in different neighbourhoods of the city**. This tool allows for a better understanding of social and economic challenges at the local level, and to design more effective interventions.

Further information



Madrid and e-Governance Academy explore AI to boost entrepreneurship and public services

Institutional representatives, business actors and experts in new technologies met to **analyse the current challenges of entrepreneurship in the region** and explore **solutions supported by artificial intelligence**.

Further information

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

The Community of Madrid leads in the adoption of AI in SMEs

The **IndesIA Barometer** places Madrid at the forefront in the use of AI in companies. 4.2% of its industrial SMEs have incorporated AI, surpassing territories such as Asturias (3.9%) or Catalonia (3.7%).



Read more

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

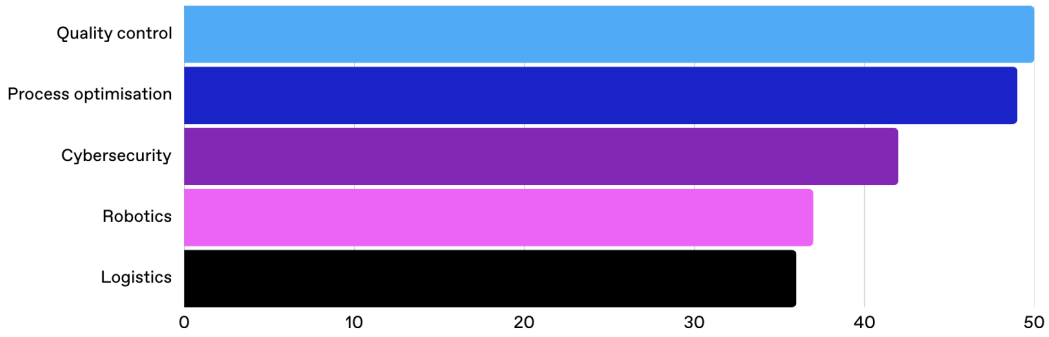
AI gains traction in industry: 50% will use it for quality control

Artificial intelligence is positioned as a key lever in the digital transformation of the industrial sector. According to the Rockwell Automation 2025 global report, **50% of companies plan to apply AI and machine learning to quality control in the next 12 months**. This is followed by process optimisation (49%) and cybersecurity (42%), reflecting growing and diversified adoption.

The study, based on more than 1,500 interviews with manufacturing leaders in 17 countries, shows how **AI is moving from being experimental to becoming a structural part of business strategy**.

Furthermore, **95% of organisations have already invested or plan to invest in generative, causal or traditional AI in the next five years**, marking a tipping point for smart manufacturing.

Main applications of AI/ML in smart manufacturing in the next 12 months (%)



Informe sobre la situación de la fabricación inteligente | Rockwell Automation. (sin fecha). Rockwell Automation. https://www.rockwellautomation.com/es-es/capabilities/digital-transformation/state-of-smart-manufacturing.html

Source: Rockwell Automation 10th Annual State of Smart Manufacturing Report (June 2025)

Read the report

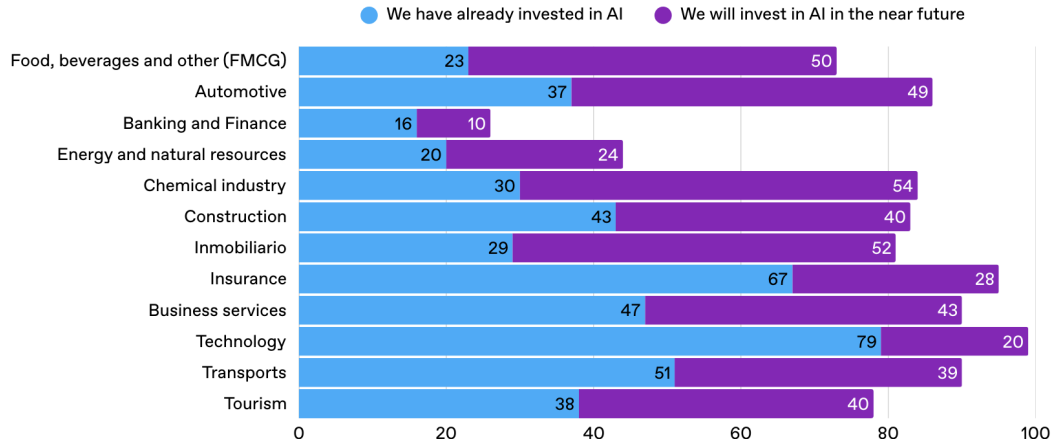
AI gains traction in industry: 50% will use it for quality control

According to the Spain 2025 Outlook report, **85 % of Spanish companies have already invested or plan to invest in artificial intelligence, consolidating this technology as a strategic priority in the business fabric**. However, the analysis by sector reveals a **very uneven adoption**, with differences of more than 50 percentage points between the most and least advanced industries.

The technology sector is clearly leading the transformation, with 99% of companies having already adopted or in the process of adopting AI, followed by **banking** (93%) and **insurance** (95%).

At the other extreme, sectors such as **consumer goods, real estate and construction** are still advancing more cautiously, although they are showing a growing intention to incorporate it.

AI investment by sector in Spain (%, 2025)



KPMG. (2025). Perspectives Spain 2025: Artificial Intelligence and transformation. In KPMG. https://kpmg.com/es/es/informes-publicaciones/2025/07/perspectivas-espana-2025-inteligencia-artificial-transformacion.html

This contrast highlights that digital maturity is not progressing at the same pace in all sectors, and that future competitiveness will be strongly linked to the ability to apply AI effectively and strategically.

Source: KPMG Spain 2025 Outlook Report: Artificial Intelligence and Transformation (July 2025).

Get the full report

Technology gap between large and small companies

While 44% of large companies already use AI, only 11% of SMEs do so.



ia-on. (2025, July 23). Annual Observatory: All about Artificial Intelligence | AI ON. IA-ON. https://www.ia-on.es/observatorio-anual/

Source: Annual Observatory: All about Artificial Intelligence, AI ON (July 2025)

The **IAON 2025 Observatory** puts numbers to a known reality: **artificial intelligence is already transforming the business fabric**, but it is not doing so equally. While 44% of large companies in Spain

already use AI, only 11% of SMEs have started to adopt it.

This gap reflects **not only a question of resources**, but also of organisational culture, access to digital talent and knowledge about the real opportunities offered by this technology.

Closing this gap will be key to scaling the impact of AI on the economy and ensuring that innovation also reaches small and medium-sized enterprises, which represent more than 90% of the national productive fabric.

Download the full study

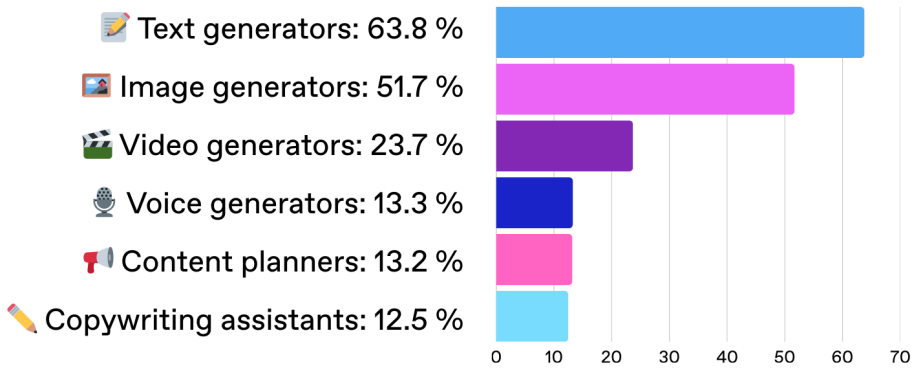
How social media professionals are integrating AI into their work

Beyond general adoption, the **Metricool 2025 report** reveals which specific tools social media professionals are incorporating into their day-to-day work. 63.8% use **text generators**, followed by **image generators** (51.7%) and **video** (23.7%).

It is striking that other features such as **voice assistants, automatic scheduling or copywriting** still have a lower adoption rate of less than 14%. This suggests that **the use of AI is still very much focused on the creation of immediate visual and textual content**.

The evolution of these figures in the coming months will be key to understanding where creative automation in social media is heading.

What AI tools do Social Media Managers use to manage social networks?



Metricool, & B, D. (2025, August 19). How social network managers use AI in 2025 [Report]. Metricool. https://metricool.com/es/informe-uso-ia-redes-sociales/

Source: Metricool report "How social media managers use AI in 2025" (August 2025).

Accede a la encuesta completa

Other interesting links on AI and new technologies

1. The **European Commission** warns of major gaps in 5G, cybersecurity, semiconductors and advanced digital skills, and calls for massive public-private investment to **strengthen European technological sovereignty**, according to its Digital Decade 2025 report.
2. Only 34% of Spanish companies have a high level of expertise in generative AI, but **72% plan to increase their investment in the next 12 months**, and 27% will do so by more than 20%.
3. The global **virtual reality market** will grow from USD 20.8 billion in 2025 to USD 123 billion in 2032, at a CAGR of around 29%.
4. Although **the EU generates 21% of the scientific papers on generative AI**, it accounts for only 7% of the actual global activity, compared to 60% in the US and 12% in China.
5. In 2025, 12.4% of the European adult population owns cryptocurrencies, equivalent to **around 49 million people**.



The MIL reopens its doors with an agenda full of **talks, training and presentations by experts** that you can't miss.

Get trained in legaltech and AI with the Madrid Bar Association

The Madrid Innovation Lab and **ICAM** are organising an **intensive course** to explore the impact of artificial intelligence in the legal sector.

Over two days, the course will address the **regulatory challenges of the new digital environment** (GDPR, AI Act...), the use of AI in the management of tourist accommodation and the design of regulatory roadmaps.

It includes **theoretical sessions and practical workshops**.

📅 **22nd and 24th September**

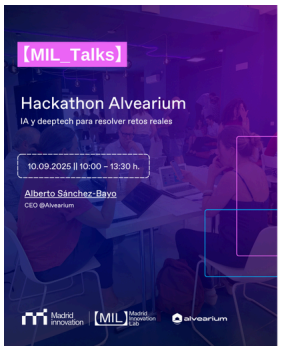
🕓 **16:00 - 20:00**



Session 1 (22 Sept.)

Session 2 (24 Sept.)

Back to work in September









After the summer break, Madrid Innovation Lab returns to its usual activity with **an agenda full of opportunities** to immerse yourself in the world of artificial intelligence from different fields.

If AI moves you and you are passionate about new technologies, **we have an event for you**.

Check the agenda

Save these dates, because the end of 2025 is coming with a bang!



This autumn, the Madrid Innovation Lab is hosting four key events for those working in innovation, technology and strategic sectors. Four events to discover real applications of artificial intelligence, connect with benchmarks and learn about solutions that are already transforming our economy:

🧠 **16 October - Day of excellence on AI investment**, with real cases and live pitch sessions.
🌍 **22 October - Industry event, MIL_SmartHorizons**: Redefining tourism with AI, with startups, demos and experiences applied to the sector.
🚪 **25 October - Open Day**, with workshops, virtual reality, interactive showroom and family activities.
🏟️ **5 November - Day of excellence on SportTech**: AI and sport, to explore how to optimise physical and mental performance with advanced technology.

👉 **Registration will open very soon and we will share all the details.**

Full agenda

Don't miss anything!

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

[MIL] Madrid Innovation Lab

Check our site!

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

See the full agenda!

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.

Madrid innovation

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