



Technology experts call for a European AI model at DES 2026 to strengthen digital sovereignty

The largest AI event in Europe kicks off in Malaga with a focus on building a technological alternative to the world's major powers by integrating data, cloud computing and security

KTH Royal Institute of Technology academic Ricardo Baeza-Yates has highlighted the human factor behind AI, while security leaders from prominent organizations have also defended strong data governance frameworks

Madrid, June 10, 2026. – [DES – Digital Enterprise Show 2026](#), Europe's largest AI event, opened its doors yesterday in Malaga, Spain, bringing together more than 15,000 international executives to discuss how to leverage AI agents to boost organizational competitiveness. On this first day, the focus has been on the responsible use of technology, its impact on geopolitics and the need to strengthen governance and cybersecurity to ensure it has a positive impact.

In the field of ethical AI, **Ricardo Baeza-Yates**, an AI researcher at **Sweden's KTH Royal Institute of Technology**, one of the continent's most prestigious technological institutions, has pointed out that the main challenge lies in not attributing capabilities to digital solutions that they do not possess, because *"AI does not behave, and that is one of the problems we face: we talk about it as if it were human"*, he stated. To that end, he noted that *"ethics in AI does not exist; it exists in people"*; and that is why it must *"be linked to those who design and develop these systems"*.

Baeza-Yates emphasized that any AI-based solution must be grounded in a prior impact assessment, scientific evidence, testing, monitoring and algorithmic auditing. Furthermore, among the risks associated with the misuse of artificial intelligence, he cited *"more misinformation, more bias, unknown implicit censorship, less diversity and a wider digital divide"*, among other consequences.

The geopolitical dimension of AI was addressed by **Carme Artigas**, a leading figure in AI with a career at the UN and the Spanish government, among other institutions; **Osmar Polo**, CEO at **T-Systems Iberia**; and **Lali Soler**, Director of the Digital Division at **Eurecat**. Artigas argued that *"technology always shapes the map of countries and the balance of power"* and added that *"power has shifted toward data and technological infrastructure"*. She also said that *"the goal here is to achieve supremacy in AI"* and that *"the foundation is control over data and energy sources"*, while calling for greater transparency and international cooperation.

From an European perspective, Polo remarked that *"we don't have to be isolated, but we do need to have options"* and that *"Europe needs to have its own solutions so it can choose"*. He also noted that *"we have a great opportunity to position Europe as an alternative to the United States"* and that *"we must connect data, the cloud and security"*. In this regard, he explained that *"it is important to build an alternative because in Europe we have talent, but also a fragmented market"*.

Soler expanded on this perspective from a technological standpoint, noting that the debate should not be approached solely in geopolitical terms. *"We tend to analyze the situation in geopolitical terms, but we should also analyze it in technological terms"*, he said. Looking ahead, Soler highlighted smaller language models and open models and

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cautioned about the importance of maintaining critical thinking. *“We rely on the answers provided by these models. This can be dangerous if we don’t balance it by remaining aware of this situation”*, he added.

Government technology policy

AI governance and cybersecurity were also the focus of Tuesday morning’s session at DES 2026, against a backdrop marked by growing volatility and the rise of cyberattacks. On this topic, **Tomás Gómez**, CISO at the **Government of La Rioja**, said that one of the top priorities for boards of directors should be *“to approve a government technology policy”* and advocated for a cautious adoption of AI, because *“it is not without risks and must be approached in a reasoned manner”*.

For her part, **Laura del Pino**, Head of Information Security at **BBVA**, emphasized that this technology must also be used as a protective tool. *“AI is changing the challenges we face. Criminals have the potential to make scams more scalable, and we must defend ourselves in the same way”*. The BBVA expert took the opportunity to make it clear that *“growing without AI is not an option, but neither is growing without control”*.

In his remarks, **Enrique Moline**, CISO of **Carrefour**, described data as the foundation for any decision related to AI and cybersecurity. *“The key lies in sound data governance and regulatory compliance to make sound decisions”*. He also pointed out that security departments must support business growth, because *“our focus is not on selling cybersecurity, but on accelerating time-to-market for products”*.

For his part, **Alfonso López-Escobar**, Head of Information Security at the **Malaga Municipal Water Company**, stated that *“AI involves risk”* and emphasized the importance of having usage guidelines tailored to each specific case. In this regard, companies must present management with *“a cybersecurity roadmap”* and know *“how long it will take us to recover, how we will be able to do so, and who will help us”* in the event of an incident, he explained. In turn, **Antonio Sánchez-Maroto**, Cybersecurity Business Development Manager at **MasOrange**, underlined the digital culture of companies, stressing the importance of *“training all employees so they understand the technology and use it responsibly”*.

About DES | Digital Enterprise Show (June 9-11, 2026, FYCMA, Malaga): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Malaga City Council and the Regional Government of Andalusia. Over nine editions, it has become the largest European professional event on exponential technologies and one of the world’s leading events, offering senior management the latest solutions and products to accompany large corporations, SMEs, and European public administrations towards digital transformation. Over three days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products from all industries.

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