



DES2025 brings together 17,639 executives in its largest edition in Malaga

During the three-day event, executives from 36 countries learned about the latest digital innovations in the market that are increasing the competitiveness and efficiency of companies and organizations

Data governance, responsible AI, the quantum computing revolution and cyber protection were the major issues examined by leaders from Google, Hugging Face, SandboxAQ, Gaia-X and IMEC

Malaga, June 13, 2025. – [DES – Digital Enterprise Show 2025](#), the largest event in Europe on exponential technologies and AI, closed its doors on Thursday in Malaga. The meeting brought together **17,639 executives** from 36 countries who, during its three days, learned about the latest digital solutions on the market to boost the competitiveness of companies and public administrations.

DES2025 has generated an economic impact of **more than 30 million euros** for the capital of the Costa del Sol, while it has established itself as a global meeting point to discover the technological advances and macro trends that will mark the coming years. Proof of this have been the approaches shared by the **612 experts** who have gathered at the Digital Business World Congress, the largest forum on digitization at the community level that takes place in the framework of DES; and the **681 digital innovations** that **408 firms** have exposed.

During the closing ceremony, **Francisco de la Torre**, Mayor of Malaga, highlighted the value of public-private collaboration to develop DES in the city, since *“forums like this are what put us on the map and help us weave alliances between markets such as Europe with Asia or the United States, with a healthy competitiveness in technology”*. **Antonio García**, territorial delegate of Economy, Finance, European Funds, Industry, Energy and Mines at Junta de Andalucía in Malaga, thanked DES2025 for its role in *“discovering the most cutting-edge innovation, advancing technological trends and showing the digital initiatives that will serve to improve the sectors in the short term”*.

In turn, **Sagrario Molina**, Deputy of Technological Development at the Provincial Council of Malaga, has taken the opportunity to claim to continue betting on the city *“as a venue for international events that stimulate industry and technological moments”*.

The finishing touch to digital public transformation

The last day of DES2025 focused on the digitization of public administrations. A process not without challenges, also priorities, for the deployment of AI in Spain considering the current European regulatory context. During her speech, **Aleida Alcaide**, General Director of AI at the **Ministry of Digital Transformation and Public Administration**, addressed how the draft national law seeks to adapt and apply homogeneously the

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European Regulation on AI, with an approach focused on prevention, transparency and support for companies and citizens.

“We want to generate legal certainty so that AI can be implemented without fear”, said Alcaide, while insisting that the focus should be on preventing and simplifying rather than sanctioning, because *“regulation can seem complex, so our goal is to accompany and explain”*. In this sense, he highlighted the role of the Spanish Agency for the Supervision of Artificial Intelligence (AESIA) to anticipate errors in the application and build a culture of preventive supervision.

However, the digital transformation of public administrations cannot be measured only in technological terms. This was the point made by different experts who debated data governance and AI. In this regard, **Mar Fernández**, CIO at CSIC, stressed that *“citizen trust is fundamental; it is necessary to explain what data is used and how AI is applied”*. **Carlos Alonso**, Director of the Data Office Division at the Ministry for Digital Transformation, stated that *“quality does not come by chance, but from how the information is collected and governed”*, while **Fernando Álvarez**, Deputy Director General for Digital Transformation at the Digital Office of the Madrid City Council, defended that *“public data belongs to society and should be published whenever it is safe to do so”*.

In terms of figures, **Josep Soria**, Senior Analyst at Government Affairs and Public Policy at Google, pointed out that *“a widespread adoption of AI in the public sector could improve profitability by 9%, but for that to happen, it is essential to train a million people before 2027”*. However, **Manuel Gutiérrez**, Senior Digital Ecosystems Manager at Gaia-X, also pointed out that *“the data economy requires a climate of trust; it is not about sharing the pie but about making the cake bigger by sharing data”*.

Within the current scenario, **quantum computing** is beginning to make its way into public bodies as a tool with great potential for improving resource management, guaranteeing digital sovereignty and reinforcing security in the custody of content. Specialists at DES2025 have pointed out that public-private collaboration will be key to take advantage of this tool in areas such as justice, cybersecurity or urban planning. For **Andrés Gómez**, Applications and Projects Manager at **Galicia Supercomputing Center**, *“the administration must explore what problems it has and whether quantum computing can be the solution to problems such as fraud or traffic planning”*.

From the institutional side, **José Luis Bezares**, Director of the Spain Digital 2030 Division at the Secretariat of State for Digitization and Artificial Intelligence, emphasized that *“we understand that quantum technologies and the synergies that can be created are not only a matter for the future but also an opportunity for industrial and market innovation today”*. Bezares explained that the Spanish government has a strategy and a budget of 808 million euros to promote the national quantum ecosystem by supporting the development of use cases in critical sectors. From the judicial sphere, **Javier Hernández**, Deputy Director General for the Promotion and Innovation of Digital Services at the Ministry of Justice, defended that his organization *“must be a hub of*

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innovation to guarantee data security” and stressed that “digital sovereignty means generating wealth in the country, with infrastructures that benefit both the public and private sectors”.

About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe’s largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

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