DES2025 predicts the next wave of AI: Models capable of creating previously nonexistent knowledge

The event, which opened its doors today in Malaga, featured Fernando Domínguez, Vice President at Sandbox AQ, who discussed the AI revolution alongside mathematical systems capable of analyzing vast amounts of data

Executives from well-known companies such as MasOrange, Alibaba.com, Repsol, Mango or Securitas Direct shared insights into how artificial intelligence is transforming key industries for economic development

Malaga, June 10, 2025. – **DES – Digital Enterprise Show 2025**, the largest European event of exponential technologies, opened its doors this morning in Malaga, Spain, revealing the future of artificial intelligence, after its democratization in recent years. In this sense, the meeting has received **Fernando Domínguez Pinagua**, vice president at Sandbox AQ, a company emerged from Alphabet specialized in AI and quantum computing, who has reflected on what will be the next wave of artificial intelligence, especially in the B2B sector.

These are LQMs (Large Quantitative Models), mathematical models that analyze huge amounts of data to help understand and predict complex phenomena. These, in comparison to the current language-centric Large Language Models, combine equation solving with AI techniques such as neural networks and knowledge graphs. All this, with the aim of creating reliable data that goes beyond existing knowledge, generating a significant impact on the economy, both at the policy-making level and in financial and business markets.

In this regard, Domínguez Pinagua pointed out that "*we must be careful with Large Language Models, since they are only statistical. AI does not think, it only makes estimates. I would say that the artificial intelligence modality, as we understand it today, is excellent for marketing, for example. However, it does not have an impact on the real economy. This is where LQMs come in*".

AI redefines all sectors

This first day of DES has also unveiled the strategies being carried out by large companies such as MasOrange, Alibaba.com, Repsol, Mango or Securitas Direct, in the adoption of AI in their processes and equipment.

One of the greatest voices that brought together the looks of the executives in attendance was that of **Meinrad Spenger**, CEO at MasOrange, who highlighted the importance of telecommunications for public administrations and the advancement of society. "*If we increase Internet and fiber penetration, we also increase GDP. We are committed to innovation and we do not focus only on large cities or industrialized areas*", he said. Spenger also made it clear that connectivity must always be secure, explaining that "*we*

are all constantly connected, and our service must be secure. Every machine has a chip and we need to ensure that the power and the service we provide are protected".

AI has similarly impacted e-commerce by improving product descriptions or creating more dynamic and personalized campaigns. In the words of **Giusy Beneduce**, Head of Customer Success at **Alibaba.com**, "*the three areas where we have seen the most changes are content creation, international commerce - when it comes to maintaining relationships with buyers around the world - and in digital marketing*".

In this line, **Carles Aragonés**, Ecommerce and CRM Director at Groupe SEB, which in its portfolio has brands such as Tefal or Moulinex, has exposed the benefits that AI has brought them to serve customers. "*We have been using this tool for a year now to have the conversation automated, solve follow-ups and analyze the buyer. But we don't want to stop there, we want to give a hyper-personalized experience*," he clarified. **Jaume Riutord**, founder and CEO at the online store **Habitium**, agreed with **Aragonés** on the capabilities of this technology. "*AI has been able to make a difference in customer service, although this point goes progressively. We don't respond by chat, but by mail, and these are differentiated and evolving to perfect the AI response*", he said.

Next steps for AI in talent

During the day, the ninth edition of DES explored how the workplace is being redefined in the face of rapid technological change, evolving employee expectations and new models of collaboration. **Guille Lorbada**, Head of New Ways of Working at **Repsol**, has indicated that they are looking to become more efficient in terms of productivity and business transformation with digitalization. "*We want to take a strategic approach to generic AI and know the plans for its implementation. It's no longer about technology, it's about people. When we talk about generic AI at Repsol, we talk about dedicating time*", he has stated.

For his part, **Álvaro Vázquez**, Director of People Management Iberia & Latam at Securitas Direct, emphasized that AI is not just a tool. "*Big changes are coming in human resources. We will use voice analytics for recruitment, as well as AI coaching for managers and directors, and chatbots. It's not just about giving an answer, it's about finding answers to these questions*", adding that "*we are using AI to select talent, as well as to predict who will sell the most*".

Along these lines, **Mireia Galofré**, Global Total Rewards & Organization & People Analytics Director at Mango, said that "*we should talk more about data. People data is the most complex data in all organizations. That is why my mission is to be a leading company in its governance*". Along the same lines, **Diana Arias**, Human Resources Director at GBfoods, pointed out that "*with AI we will have more information, but we will also have to control this same flow. We are losing the fear of failure. But, in this process, we need to understand how AI can help to understand and help in this failure*".

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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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