DIGITAL ENTERPRISE SHOW

10-12 JUNE 2025
MÁLAGA - FYCMA

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Digital Enterprise Show 2025

Technological Trends Shaping the Future of Industry

Geotechnological hegemony, the evolution of AI, advances in quantum computing, the ethical debate, and cyber defense are emerging as the key issues that businesses and public administrations must take into account

Technological advancements are creating opportunities across all industries, but they are also generating new challenges to address. **DES – Digital Enterprise Show 2025**, Europe's largest event on exponential technologies and AI held in Málaga, has analyzed the challenges and opportunities that digital tools present as drivers for geopolitical leadership, cyber defense, and organizational competitiveness.

Drawing from the insights of the **612** experts who gathered at the event, **DES 2025** has identified the **10 key trends** shaping the technology landscape in 2025.

10 KEY TECHNOLOGY TRENDS

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1. Technological leadership: a new form of geopolitical power

Digital dependence on powers such as the United States and China has placed Europe in an uncertain position. This was highlighted at DES 2025, where various specialists noted that brain drain, limited investment in science and education, and the lack of unity with multiple innovation hubs threaten to relegate the continent to a position of dependency. Experts also agreed on the importance of leveraging technology to strengthen defense in a time of geostrategic uncertainty.

"Donald Trump has ordered his states not to act independently in AI for the next ten years in order to compete directly with China. Meanwhile, in Europe, each country, each region wants its own technology park. That way, we cannot compete If we want to lead the world, we have no choice but to invest in science, technology, and mathematics, to avoid being dependent on other powers."

Pedro Baños, Colonel in the Spanish Army (retired)

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2. The Rise of Generative AI

DES 2025 has confirmed that AI will continue to be one of the fastest-growing technologies, with a global market expected to reach **$900 billion by 2026**. Among its forms, generative AI will provide increasingly powerful tools, enabling everything from programming via prompts to autonomously creating content.

The benefits of implementing this solution will be felt in both private and public organizations, with widespread adoption of generative AI in the latter potentially improving profitability by up to **9%**.

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3. The potential of LQMs

AI and quantum computing are beginning to converge, exploring a new generation of models beyond LLMs (Large Language Models). While LLMs are useful, they remain statistical tools without a true understanding of the world. Companies such as SandboxAQ are driving the evolution toward LQMs (Large Quantum Models), capable of integrating molecular dynamics, physics, chemistry, and biology to generate deep knowledge previously unknown.

DES 2025 has highlighted that **LQMs** will represent the next major step for AI, moving from merely estimating to genuinely transforming the environment.

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4. Greater hyperautomation

The hyperautomation of processes is impacting industries across the board, from retail to human resources, enabling the optimization of tasks and freeing up time for higher-value activities.

DES 2025 highlighted that non-human identities are expected to increase fiftyfold in the coming years, making it crucial to maintain control over access credentials and prioritize security.

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5. Ethics and conscious use of technology

At DES 2025, leaders emphasized the need to develop responsible technology by, for example, establishing models in which AI systems are registered, cataloged, and evaluated according to their risk level, always from a moral perspective. New roles are emerging in this field, such as Responsible AI Officers, ethics committees, and specialized offices, which are essential during the early stages of implementing digital solutions.

This is complemented by incorporating a human-centered vision into university curricula and promoting the standardization of **AI regulations**.

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6. Cybersecurity in the age of AI

At DES 2025, experts highlighted the impact of AI on cybercrime, which has increased significantly in recent years: according to the National Police, **1 in 5 crimes** is now cyber-related. To protect against digital threats, specialists recommend incorporating security mechanisms into every AI project, including safe data handling, robust models, and continuous monitoring.

They also urged SMEs to invest in cybersecurity, noting that currently around **60%** of them do not.

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7. Data leadership

The current differentiating factor for companies lies in data and its strategic use. At the event, it was revealed that **65%** of executives acknowledge that data is not fully understood within their organizations, and **58%** admit that their decisions are based on inconsistent information.

Experts emphasized the potential of data analytics, its economic value, and connectivity. However, achieving a single digital market for data sharing requires a de facto standard, a climate of trust, and the consolidation of interoperability initiatives driven by the **EU** since 2024.

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8. Quantum computing: a future with challenges

The global quantum computing market is expected to reach **$72 billion by 2035**, highlighting the significant role this technology will play in the new digital era. Regarding challenges, experts anticipate that in the coming years, post-quantum cryptography will become essential, as current encryption systems could become obsolete by **2030**.

Addressing this issue will require a robust cybersecurity strategy, including Zero Trust approaches, and a gradual transition to hybrid models that combine traditional algorithms with new post-quantum solutions.

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9. Immersive technologies gain momentum:

Beyond AI and quantum computing, immersive technologies are also expanding rapidly. Projections estimate that the European AR/VR market will experience a compound annual growth rate of **40.96%** between **2025** and **2033**.

The manufacturing sector is leading the adoption of these initiatives, followed by industries such as healthcare, retail, and entertainment.

10 KEY TECHNOLOGY TRENDS

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10. New digital skills

Technologies are increasingly shaping the development and emergence of new professional profiles. As highlighted at DES 2025, in Spain there are over **4,000** AI and data positions unfilled, with the greatest gaps observed in roles specialized in computer vision and ethical AI.

To address this imbalance, experts emphasized the importance of education, awareness, and the acquisition of digital and social skills, with critical thinking being a key component.

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