

INDESIA

INDUSTRIAL ASSOCIATION FOR THE PROMOTION OF THE DATA ECONOMY AND
ARTIFICIAL INTELLIGENCE - INDESIA

Both Spain and Europe have an ambitious agenda for the development of Artificial Intelligence over the next few years.



Europe

- ✓ Most of the potential of data is still untapped
- ✓ **EU Challenge:**
The valorization of data faces challenges that require a European-wide solution (e.g. Regulation) which is why Spain supports and participates in initiatives.

Measure “AI made in Europe”:

Creating an ecosystem of excellence for the data economy and AI, integrating EU efforts, increasing productivity, economic growth and environmental sustainability with a human-centered approach to AI.



Spain

- ✓ The Government approved in 2019 **the Spanish strategy for R&D&I in Artificial Intelligence** and in 2020 **ENIA**¹
- ✓ **Spain Challenge:**
To turn Spain into a benchmark in data transformation, through the promotion of Artificial Intelligence developed within an ethical and legal framework based on shared values.

Objectives of the National AI Strategy (ENIA):

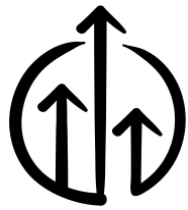
- Promote scientific research in AI
- Promote the development of digital capabilities and talent
- Develop data platforms and infrastructures
- Integrating AI to transform the economic fabric
- Enhancing the use of AI in public administration

1. National Artificial Intelligence Strategy

Source: Digital Spain Plan 2025 - https://www.lamoncloa.gob.es/presidente/actividades/Documents/2020/230720-Espa%C3%B1aDigital_2025.pdf

The industrial sector in Spain faces major challenges for which it will need to scale the use of data and artificial intelligence throughout its value chain.

Challenges for industrial companies



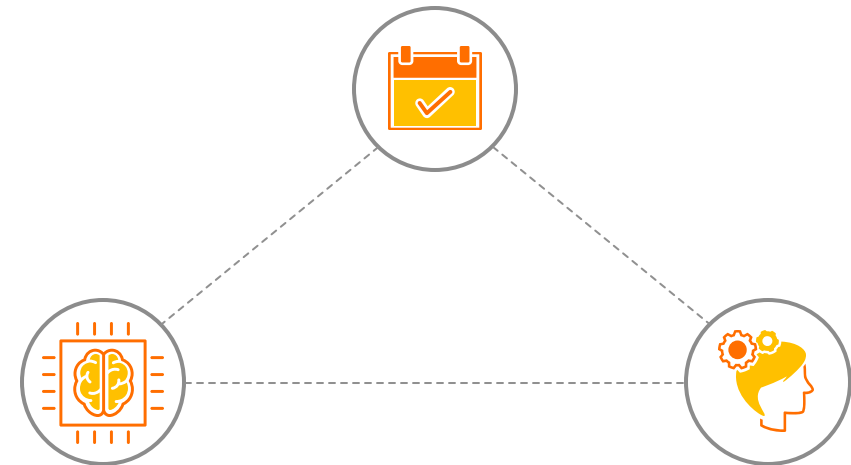
Increase competitiveness through automation and optimization of industrial processes



Improving sustainability through energy efficiency, the development of new materials and the reinforcement of the circular economy

Needs to scale up the use of AI

Identify **use cases** of AI in the industrial environment



Industrial Data Platforms

Training of current and future talent

Indesia is an association that promotes the use of data and Artificial Intelligence in Spanish industrial companies.

INDESIA



Entidades colaboradoras



National Scope

- The Tractor Project will have a national scope and a European vocation



Scalable Ecosystem

- Gradual incorporation of new companies and sectors



Industrial Mainstreaming and Accessibility

- Large companies and SMEs in the value chains of various industrial sectors will have access to the technological and economic resources necessary to solve their AI-based Use Cases



From R&D to Commercialization

- From Use Case development to commercialization (creation of a marketable product/service or monetization of data)



Environmental Sustainability

- Channel the use of AI to address the great challenge of our immediate future: environmental sustainability



Promoting STEM Training and Employment

- Promoting diversity, gender equality and employment in those areas where consortium members operate