**Bolstering AI and Cyber Frontiers: GITEX EUROPE 2025 Assembles
Global Experts to Explore the $84bn Cyber Opportunity**

* *The**region’s largest inaugural tech, startup and digital investment event opened to capacity crowds yesterday and runs until 23 May at Messe Berlin*
* *Global cyber chiefs highlighted digital resilience and widening AI-led threat landscape on day two*
* *Amazon Web Services (AWS) releases a new study on Generative AI adoption in Germany*

**Berlin, Germany – 22 May 2025:** Cybersecurity in Europe is experiencing an unprecedented period of challenge and transformation, compelling governments, industries, businesses, and digital economy stakeholders to take a strategic pulse-check as threats soar and the economic impacts of cybercrime intensify. As per an IDC report, European cybersecurity spending is expected to raise at a steady pace to reach $84 billion1 by 2027.

With Europe on the frontlines of a cybersecurity reset, the world’s foremost tech, digital defence and CISOs converged at **GITEX EUROPE x Ai Everything** **2025** on the urgent need to harmonise
AI-enhanced detection with the evolving regulatory playbook across Europe.

Organised by Dubai World Trade Centre (DWTC), **GITEX EUROPE x Ai Everything** takes place until 23 May at Messe Berlin, continuing the momentum with strategic discussions and innovation launches across sectors, from AI to cyber, quantum to green tech, SMEs to startups and scaleups.

**German Ministry of Defence Joins Panel on Defending Against Advanced Cybercrimes**

With preventing cybercrime dependent on combating phishing, banking malware, ransomware, and other sophisticated modes of attack via the latest next-gen technologies, an expert panel of world-renowned specialists examined AI’s crucial role in predicting breaches, automating responses, and enhancing defences.

*Captain Daniel Prenzel, Deputy Branch Head Capability Planning & Architecture* at *Germany’s Federal Ministry of Defence*, revealed how the human-AI model is a critical element, “We will always have a human - engine or model. You cannot make everyone on the computer an AI specialist. It needs to be explainable, and you need to be able to trust the AI with what it is doing.”He also highlighted one challenge, “Availability of data and sharing of data between company remains an issue. If all industries come together and share their data, we will get much better results for all of them.”

**Penny Drops for Financial Cybersecurity: Collaborative and Combative**

According to IBM’s Cost of Data Breach 2024 report, the average global breach cost reached US$ 4.88 million, with virtually every industry implicated. However, the repercussions are even more costly for finance, with the sector now spending US$ 6.08 million dealing with data breaches – 22% higher than the global average. The session titled ‘*The Next Six Months of Financial Cyber Threats: Are We Ready to Collaborate?’* brought together ethical hackers and security experts on improving security postures.

*Kai Grunwitz, President of Kyndryl*, iterated, “80% of the critical data of banks is still on the mainframe. That’s a threat, we need to invest in modernising the mainframe applications now, or sooner or later, we will have no idea how exposed we are.” While *Dhruv Bisani, Head of Adversarial Attack Simulations, Starling Bank*, thinks there’s one cyber aspect that needs more attention, “One topic that seems to be missing quite a lot is supply chain, or third-party attacks. I’ve seen a new wave of these attacks and we’re going to see a lot more, especially with AI.” *Danni Brooke, award-winning author and former undercover operative*, highlights a major gap in awareness, “We need not be so technical, we need to strip it back, speak in less tech terms so that the average person understands what these threats actually mean.”

**The World’s Leading AI Enterprises: Aligning Solutions with The EU AI Act**

Another rapidly evolving technology frontier dominating the **GITEX EUROPE x Ai Everything** agenda alongside cybersecurity was AI. A recent European Parliament study anticipates labour market productivity will increase as high as 37% by 2035 through AI. Central to this scenario are the world’s leading tech enterprises currently driving cross-sector disruption through innovative AI-powered solutions, including AWS, IBM, Airbus, Cisco, CrowdStrike, Fortinet, Lenovo, ManageEngine, and NVIDIA.

Live from the Tech Talks stage, *Nicholas Borsotto*, *Global Lead for AI Innovators*, *Lenovo Global Technology GmbH*, revealed how the EU’s AI Act, the world’s first comprehensive legal AI regulation and innovation framework, can help build secure and scalable AI systems.

Speaking from a Lenovo perspective, Borsotto revealed,“We fully support the EU AI Act’s mission, which aligns with Lenovo’s longstanding commitment to transparent, explainable, and privacy-centric AI – reflected in our AI Innovators program and Hybrid AI portfolio. Since 2022, we have operated a Responsible AI Committee and have been publicly sharing our positions on the topic. In 2025, we integrated Responsible AI into our Product Diversity Office, ensuring every new AI solution is evaluated through the lens of ethics, diversity, and inclusion from the outset.”

**AWS Unveils Gen AI Report Marking Surge in German Adoption**

One of the world’s leading names in the tech frontier, Amazon Web Services (AWS) unveiled its Generative AI Adoption Index based on an in-depth survey and analysis on how leadership structures are evolving to meet new demands, as organisations in Germany embark on scaling AI across functions. The survey reported that 60% of companies have appointed a Chief AI Officer, while another 24% intend to do so by 2026. Moreover, 93% are exploring Gen-AI tools, while 88% are running live experiments.

Elaborating on the unveiling of the new report and the Gen AI revolution sweeping Germany, *Jonathan Weiss, Managing Director, Amazon Development Center Germany*, shared,“While generative AI leads 2025 investment priorities in Germany, long-term success requires a combination of dedicated leadership, talent development, and cultural transformation. AWS combines enterprise-grade security standards with industry-leading AI capabilities and proven expertise to help customers convert AI potential into measurable business outcomes. This is particularly evident in our hybrid approach, combining internal competencies with external expertise, which is the key to successfully scaling AI initiatives – an approach that 47% of German companies plan to utilise in 2025.”

**GITEX EUROPE x Ai Everything** is part of the GITEX global network of tech and startup events, taking place in Germany, Kazakhstan, Kenya, Morocco, Nigeria, Singapore, Thailand, UAE, and Vietnam. For more information, please visit: [www.gitex-europe.com](https://www.gitex-europe.com/?utm_source=PR&utm_medium=press-release&utm_campaign=day-2).

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**About GITEX EUROPE x Ai Everything 2025**

**GITEX EUROPE x Ai Everything 2025**, Europe’s most global, collaborative, and cross-industry tech event, taking place from May 21–23, 2025, at Messe Berlin, Germany. Convening over 1,400 exhibiting enterprises, SMEs and startups from 100-plus countries, alongside over 600 investors, and 500 expert speakers across AI, Deep Tech, Quantum, Cybersecurity, Connectivity, Smart Cities, Green Tech, and many more**, GITEX EUROPE** **x Ai Everything** is advancing the continent’s digital future in partnership with the world. This inaugural edition features the new SMEDEX, GITEX SCALEX, and GQX, and brings to Germany the world’s largest and best-rated startup and investor event – North Star Europe. **GITEX EUROPE x Ai Everything** is seamlessly connected with GITEX network of tech and startup events in Germany, Morocco, Nigeria, Singapore, Thailand, UAE, and Vietnam. For more information, please visit: [www.gitex-europe.com](https://www.gitex-europe.com/?utm_source=PR&utm_medium=press-release&utm_campaign=day-2)

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