

# The economic opportunity of generative AI in D9+

Generative AI will boost global economic growth in the coming decade. For the D9+ to capture the full benefit, the region needs to promote innovation and use digital technologies and services to transform sectors and companies.

Generative AI could boost the D9+ region's GDP by **€500 billion**



**+8% GDP**  
over 10 years if D9+ takes a frontrunner trajectory

Gains come from three sources ...



Productivity boost from people working with generative AI.



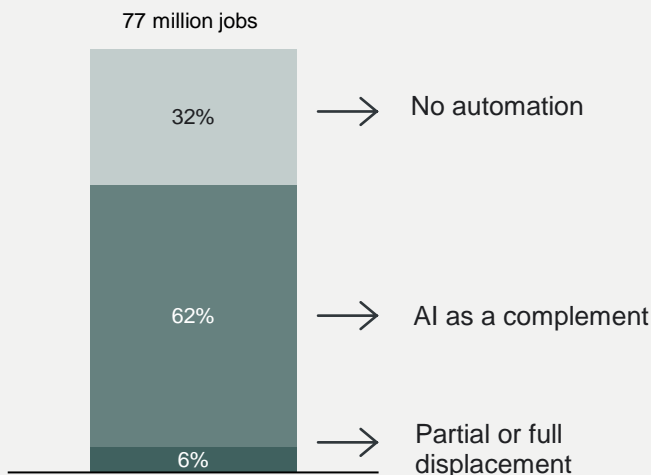
Freed-up time when generative AI helps to automate our work.



Reemploying our time to other value-creating activities.

## 62% of the jobs in D9+ are estimated to work *together with* generative AI

Share of jobs exposed to automation  
% of total employment in D9+



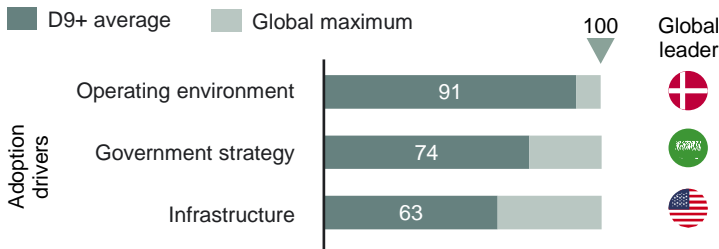
**D9+ region is well-placed to manage the job changes from generative AI.**

Annual reemployment needs in the D9+ from generative AI will be less than 10% of the historical annual average number of job openings and closures.

# Capturing the benefits

## D9+ is doing well on indicators related to early adoption ...

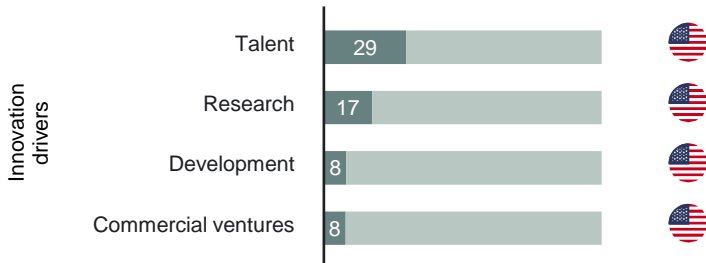
D9+ AI capacity according to the Tortoise Global AI index  
Global AI index, score out of 100 (global leader)



### On track

D9+ excels in operating environment (e.g. trust, data governance), government strategy and infrastructure.

## ... but is behind on the factors that matter most for lead innovators



### Behind

D9+ lags behind in innovation, investment and AI-related skills.

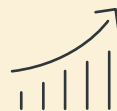
Capturing the full economic potential of generative AI will require better AI innovation capabilities in D9+



Re-train and upskill workforce



Grow R&D by local innovators



Accelerate commercial uptake

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Note: *The Tortoise Global AI Index* is underpinned by 111 indicators collected from 28 different public and private data sources and 62 governments.

An Implement Consulting Group study commissioned by Google.