

The economic opportunity of

# Generative AI in Italy

The economic opportunity

The boost to Italy's GDP from generative AI around ten years from now, if widespread adoption is achieved.

**150-170**

BILLION EURO  
ANNUAL IMPACT

**+8%** GDP

Gains come from:



Productivity boost from people working with generative AI.

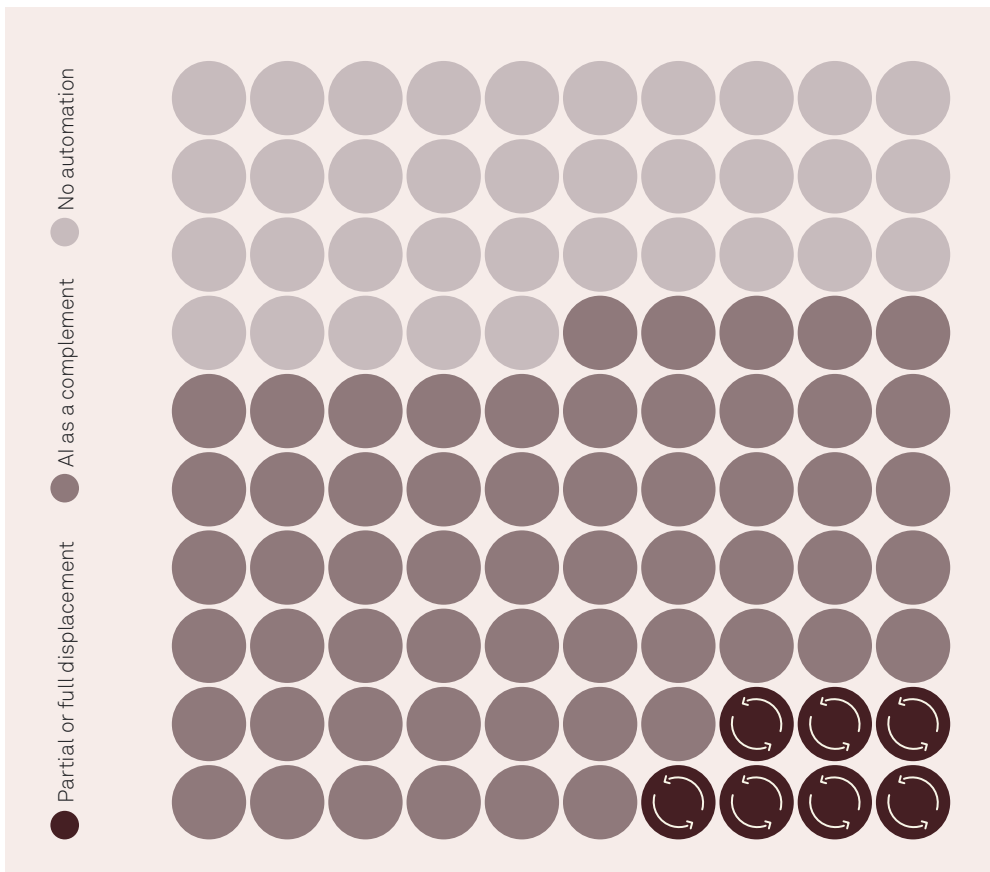


Freed-up time when generative AI helps to automate our work.



Re-prioritised and re-employed time to other value-creating activities.

## The job implications



**35%**

of jobs in Italy are likely to remain unaffected by generative AI.

**58%**

of jobs are expected to work together with generative AI and see a boost in productivity.

**7%**

of jobs are estimated to be highly exposed to generative AI, leading to some job closures.

However, the productivity boost from generative AI is expected to create new jobs replacing those lost to automation.

