

The economic opportunity of

# Generative AI in the Netherlands

The economic opportunity

The boost to the Netherlands' GDP from generative AI if widespread adoption is achieved over ten years.

**80-85** BILLION EURO      **+9%** GDP

Gains come from:



Productivity boost from people working with generative AI.



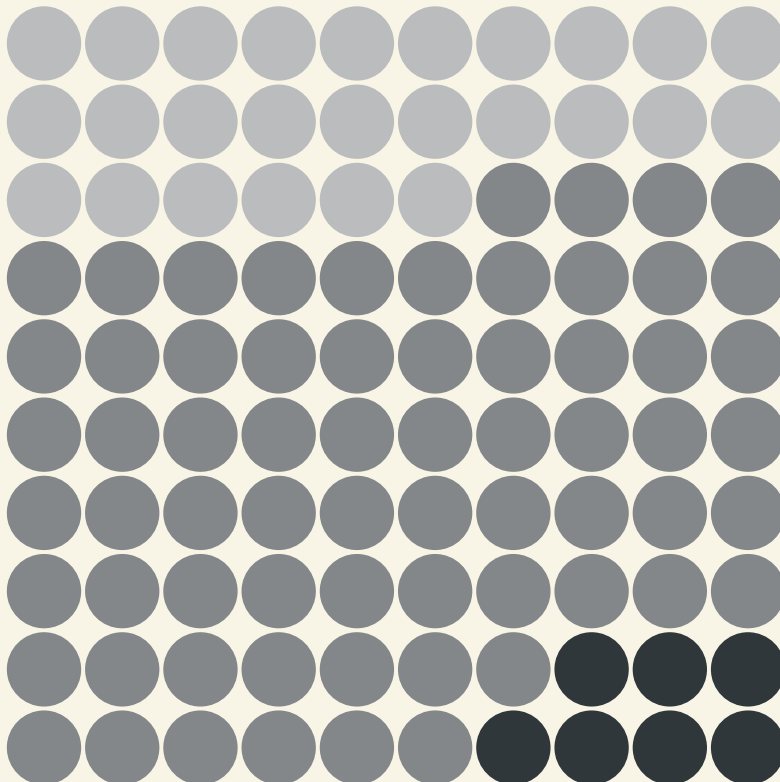
Freed-up time when generative AI helps to automate our work.



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

## The job implications

● No automation  
● AI as a complement  
● Partial or full displacement



**26%**

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

**67%**

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.

# AI readiness in the Netherlands



## Adoption drivers

The Netherlands is well-placed for generalised AI use and early phases of adoption.

Moreover, the Netherlands has historically been good at adopting and commercialising new technology.

## Innovation drivers

Drivers of AI innovation suggest that the Netherlands has yet to transform its lead in AI talent into commercial ventures and start-up activity.

The Netherlands needs a strong focus on innovation and international outlook to propel its competitive edge into the generative AI era.

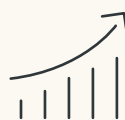
## The policy implications

Capturing the full economic gains requires innovation capabilities and a conducive regulatory framework to enable:



### Growing R&D by local innovators

Enable innovation and invest in AI research and development.



### Accelerating commercial uptake

Promote widespread adoption and universal accessibility.



### Retraining and upskilling workforce

Build human capital and an AI-empowered workforce.

