

The economic opportunity of

Generative AI in Central Eastern Europe

The economic opportunity

The boost to Central Eastern Europe (CEE)'s GDP from generative AI in ten years from now, if widespread adoption is achieved.

90-100

BILLION EURO
ANNUAL IMPACT

+5%

GDP

Gains come from:



Productivity boost from people working with generative AI.



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



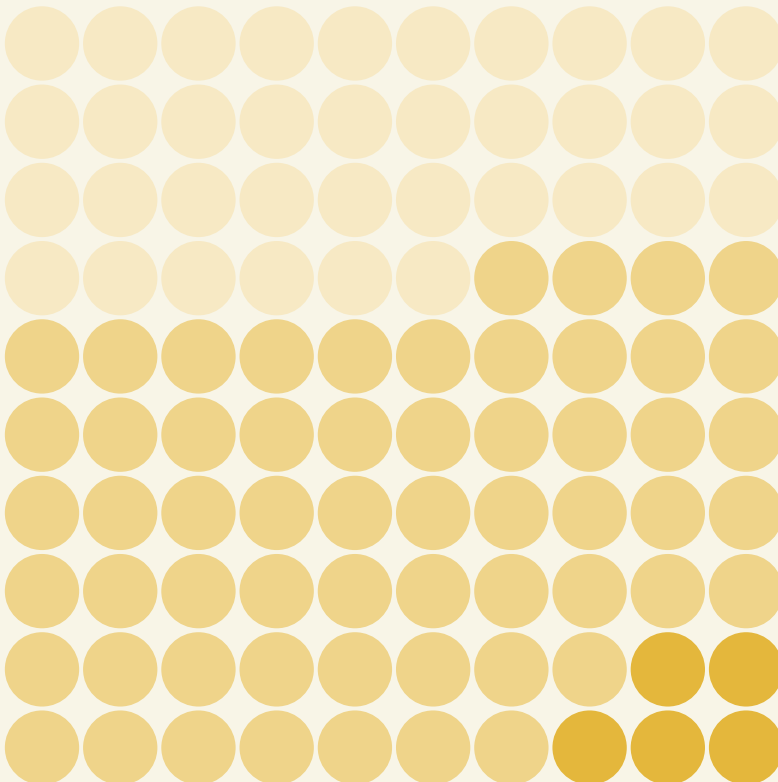
Re-prioritised and re-employed time to other value-creating activities.

The job implications

No automation

AI as a complement

Partial or full displacement



36%

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

59%

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

5%

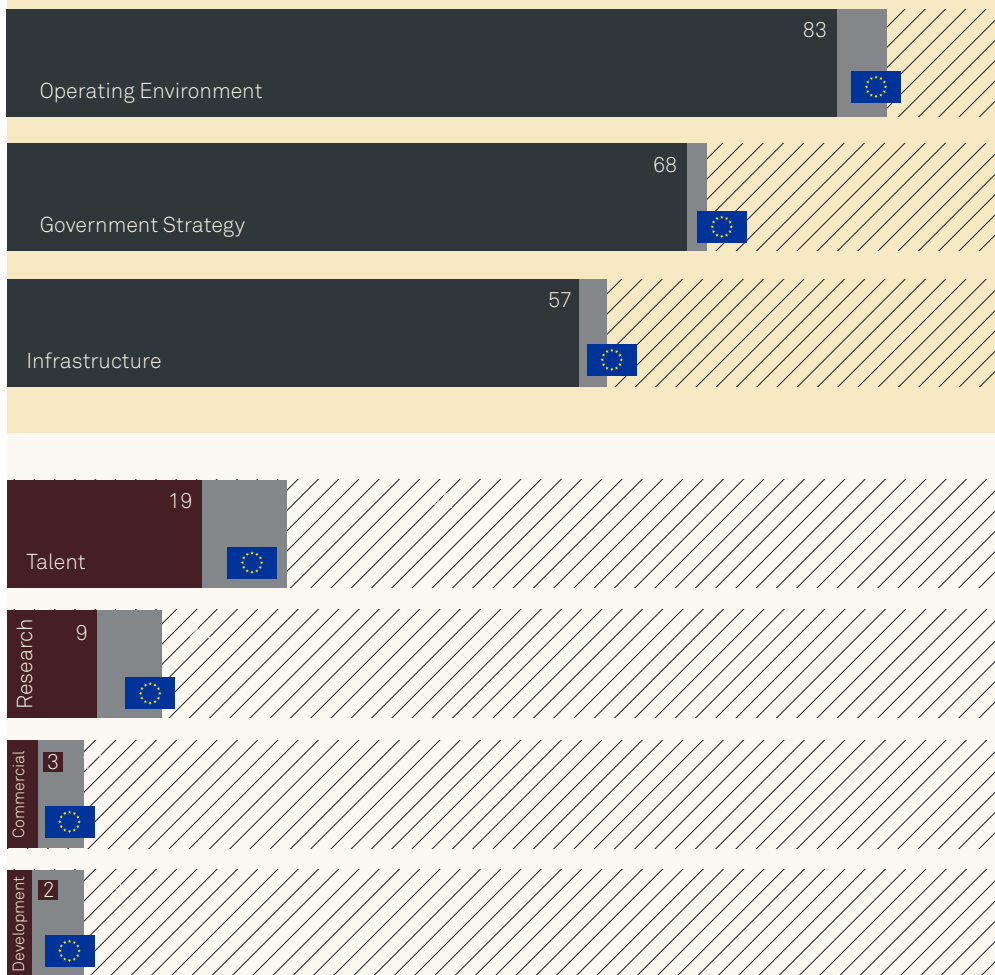
of jobs are estimated to be highly exposed to generative AI, leading to some job closures. However, the productivity boost from generative AI is expected to create new jobs replacing those lost to automation.

AI readiness in CEE

CEE's AI capacity according to the Tortoise Global AI Index

Global Leader

Global AI Index, score out of 100 (global leader)



Note: The Tortoise Global AI Index is underpinned by 111 indicators collected from 28 different public and private data sources and 62 governments. The highlighted areas show the CEE average score on readiness indicators, and the grey areas show the EU average score.

Adoption drivers

CEE performs relatively well in early AI adoption drivers that ensure a safe and reliable AI-ready environment. However, the region falls behind EU average and global leaders in all adoption drivers.

Innovation drivers

Like the rest of the EU, CEE falls behind on AI innovation drivers required to reap the full economic potential of AI.

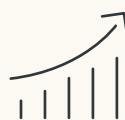
The policy implications

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.

