The economic opportunity of

Generative AI in Greece

The economic opportunity

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

10-12 BILLION EURO ANNUAL IMPACT

+6% 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
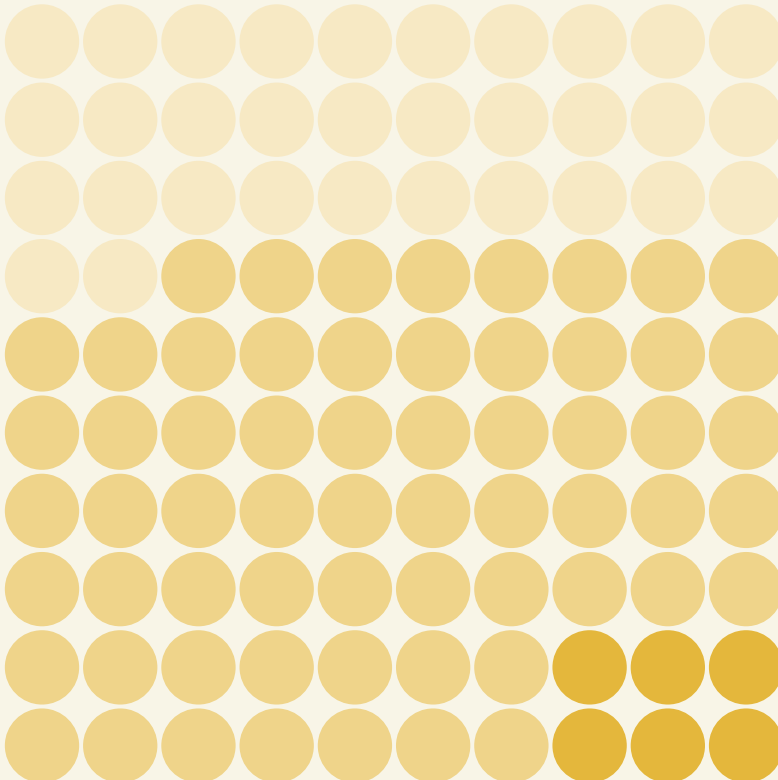
32%
of jobs in Greece are likely to remain unaffected by generative AI.

62%
of jobs are expected to work together with generative AI and see a boost in productivity.
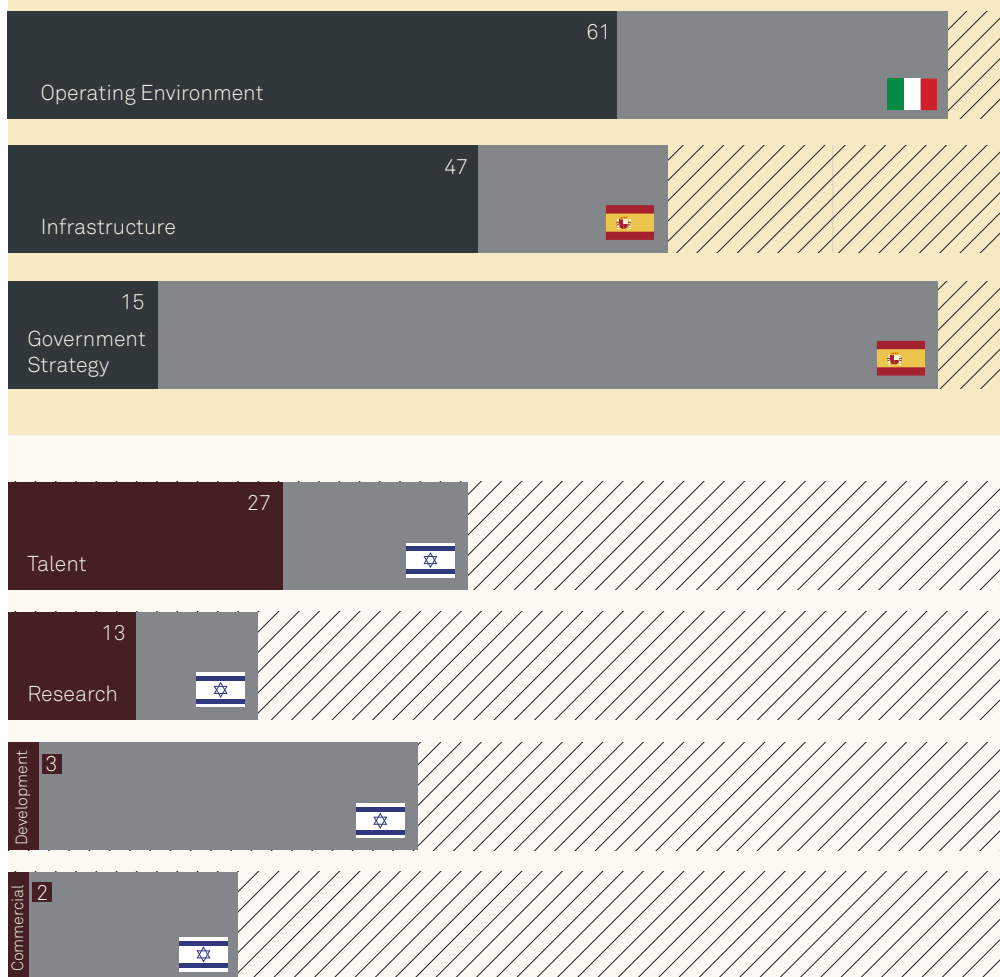
6%
of jobs are estimated to be highly exposed to generative AI, leading to some job closures. However, the productivity boost from generative AI is expected to create new jobs replacing those lost to automation.

AI readiness in Greece

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

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

Global Leader

Operating Environment — 61

Infrastructure — 47

Government Strategy — 15

Talent — 27

Research — 13

Development — 3

Commercial — 2

Adoption drivers

Greece is behind comparable countries in foundational AI adoption drivers for a safe and reliable AI-ready environment.

Greece would benefit from stronger strategies, improved data and AI operating environment, and further investments in digital infrastructure to strengthen foundational drivers.
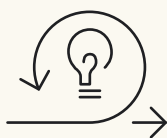
Innovation drivers

Similar to comparable countries, Greece lags behind globally in attracting and developing AI-related talent and skills, as well as in complementary innovations and investments.

Present gaps indicate that Greece faces the risk of falling further behind comparable peers on AI adoption and needs to ramp up efforts to catch up.

Note: The Tortoise Global AI Index is underpinned by 111 indicators collected from 28 different public and private data sources and 62 governments. The grey areas show the highest scores on readiness indicators in a group of comparable EMEA countries, which are similar to Greece in size and digitalisation level.

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.

Scan to view full report