

The economic opportunity of

Generative AI in Switzerland

The economic opportunity

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

80-85

BILLION CHF
ANNUAL IMPACT

+11%

GDP

Gains come from:



Productivity boost from people working with generative AI.



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



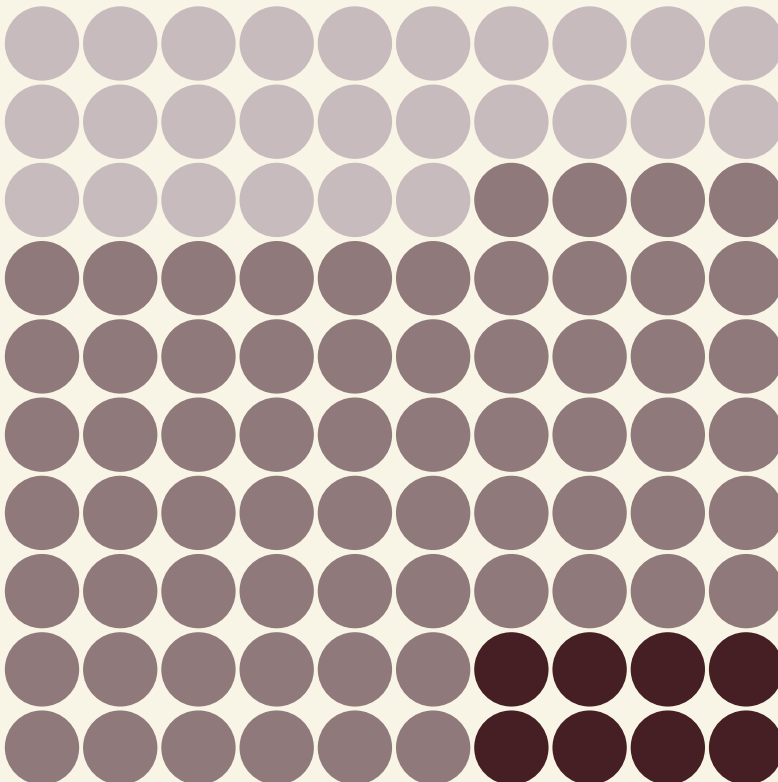
Re-prioritised and re-employed time to other value-creating activities.

The job implications

No automation

AI as a complement

Partial or full displacement



26%

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

66%

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

8%

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 Switzerland



Adoption drivers

Switzerland scores relatively high on AI operating environment and infrastructure. The government strategy on AI from 2024 is not captured in the index and could improve Switzerland's performance on this dimension.

Innovation drivers

Switzerland holds a strong position on AI innovation drivers, leading on research and development within Europe. Nonetheless, on a global level, Switzerland falls behind. Here, the United States claims the lead across indicators.

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.

