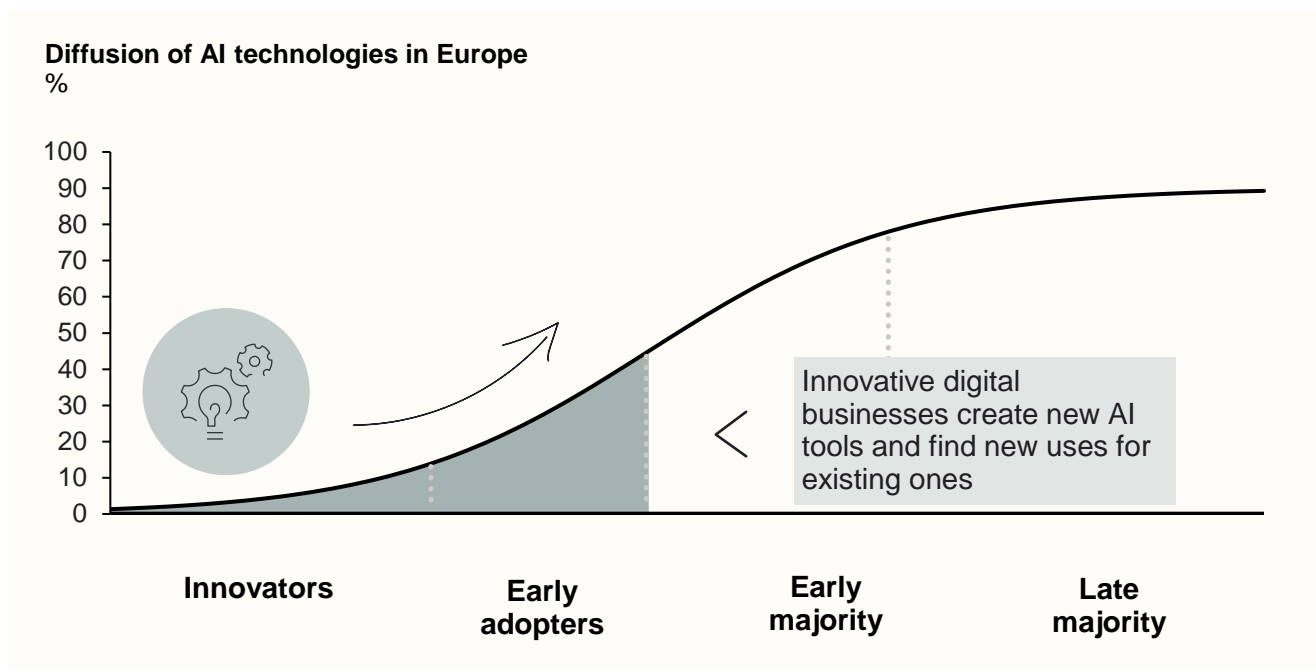
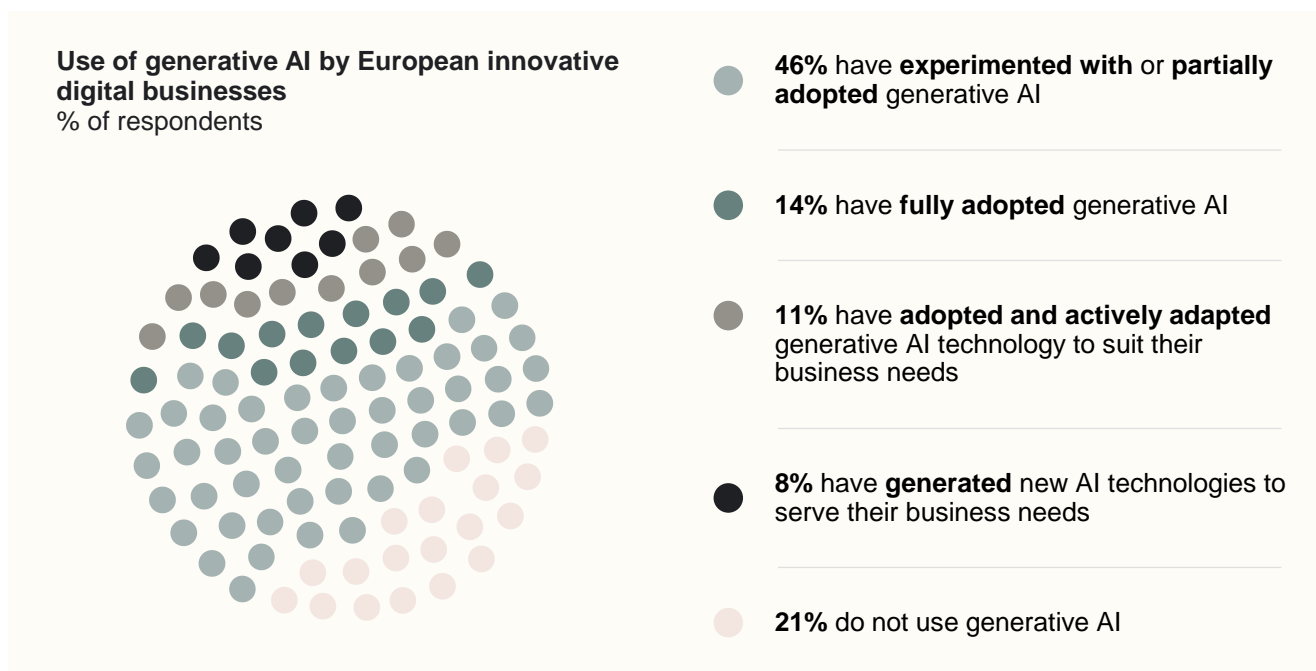


Innovative digital businesses propel AI adoption across the Dutch economy

As creators, adapters and early adopters, innovative digital businesses are catalysts for disseminating AI to the rest of the economy

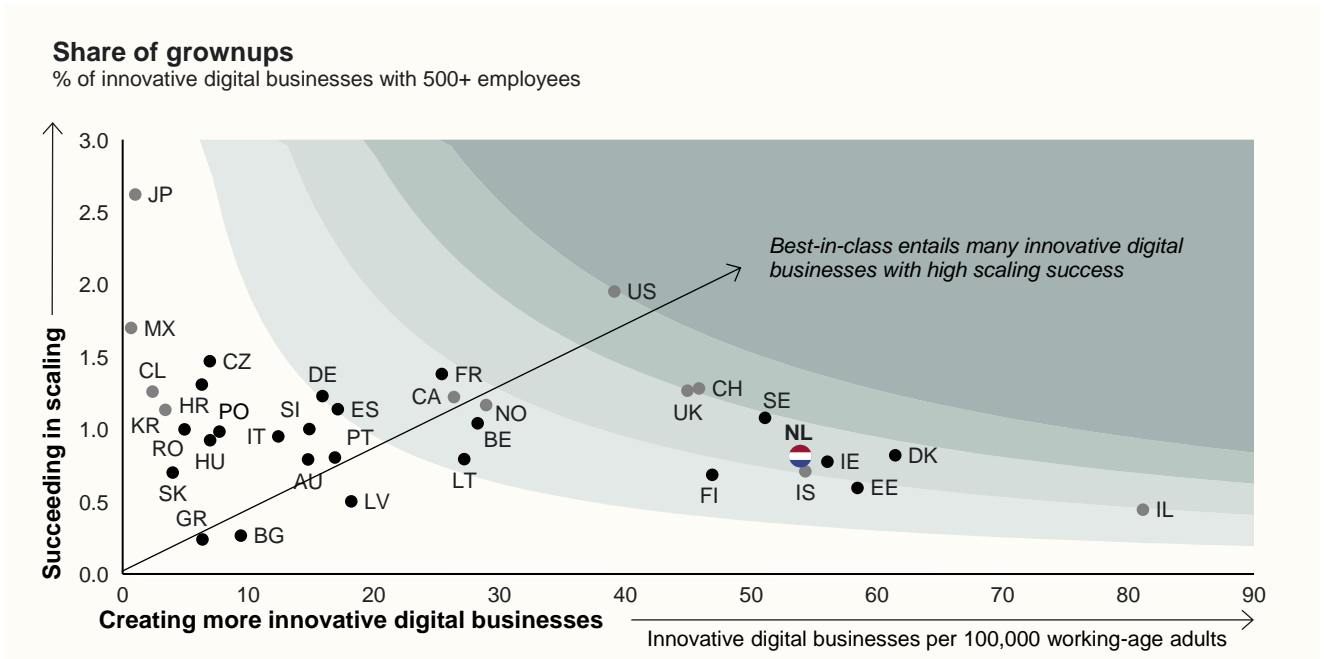


79% of European innovative digital businesses use generative AI



AI can supercharge the ecosystem of innovative digital businesses in the Netherlands, boosting productivity and competitiveness

There is still untapped potential in the Dutch ecosystem of innovative digital businesses



If the Netherlands scales up innovative digital businesses to the levels of leading OECD countries, this could...



Create **53,000 high-value jobs**, supporting the future competitiveness of the Dutch workforce



Contribute **EUR 8.1 billion** annually to the economy

