

# The AI Economy

*Metrics that Define the  
Future*

**Yugo Neumorni,  
President CIO Council**



# Yugo Neumorni

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Having more than 30 years of experience in the IT industry, Yugo Neumorni is specialized in energy and manufacturing, complex digital transformation processes, IT systems redesign, cybersecurity and cyber-defense programs, data privacy and GDPR, ERP, BI and analytics projects, IT governance and COBIT framework.

He is speaker in IT international events, private investor and consultant for VC funds.



# IDC - The Global Impact of Artificial Intelligence on the Economy and Jobs (sept, 2024)

- **\$19.9 Trillion** Artificial Intelligence Will Contribute to the Global Economy through 2030
- **3.5% of Global GDP** in 2030 Driven by Artificial Intelligence
- Every Dollar Spent on AI Will Generate **\$4.60** Into the Global Economy
- **98%** of the business leaders view AI as a priority for their organizations.



AI Will Generate a Cumulative Global Economic Impact of **\$19.9 Trillion** by 2030.



This Will Represent **3.5%** of Global GDP in 2030 and is Given By:

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Increased spending on AI solutions and services driven by accelerated AI adoption
- 

Impact along the whole AI providers supply chain, increasing revenue for the providers of essential supplies to AI solutions and service providers
- 

Economic stimulus among AI adopters, seeing benefits in terms of increased production and new revenue streams

# PWC - Sizing the prize.

*AI is expected to contribute \$15.7 tn to the global economy by 2030* (2017)

**Global Economic Impact:** AI is expected to contribute an astonishing **\$15.7 trillion** to the global economy by 2030. This is driven by both productivity gains (**\$6.6 trillion**) and increased consumer demand (**\$9.1 trillion**).

**Regional Impact:** China and North America are expected to capture around **70%** of the global economic benefit from AI, with **China** forecasted to increase its **GDP by 26.1% (\$7 trillion)** and North America by **14.5% (\$3.7 trillion)**.

**Industry-Specific Benefits:** AI will disrupt various sectors, particularly *healthcare, automotive, and financial services*. The healthcare sector is poised for major enhancements through AI-driven innovations like personalized medicine and improved diagnostic tools.

**Productivity Gains:** Substantial impact on businesses will come from improved *productivity, largely through automation of routine tasks and augmentation of human capabilities*.

**Sizing the prize**  
What's the real value of AI for your business and how can you capitalise?

**+14%**

PwC research shows global GDP could be up to 14% higher in 2030 as a result of AI – the equivalent of an additional \$15.7 trillion – making it the biggest commercial opportunity in today's fast-changing economy.

**+26%**

The greatest gains from AI are likely to be in China (boost of up to 26% GDP in 2030) and North America (potential 14% boost). The biggest sector gains will be in retail, financial services and healthcare as AI increases productivity, product quality and consumption.

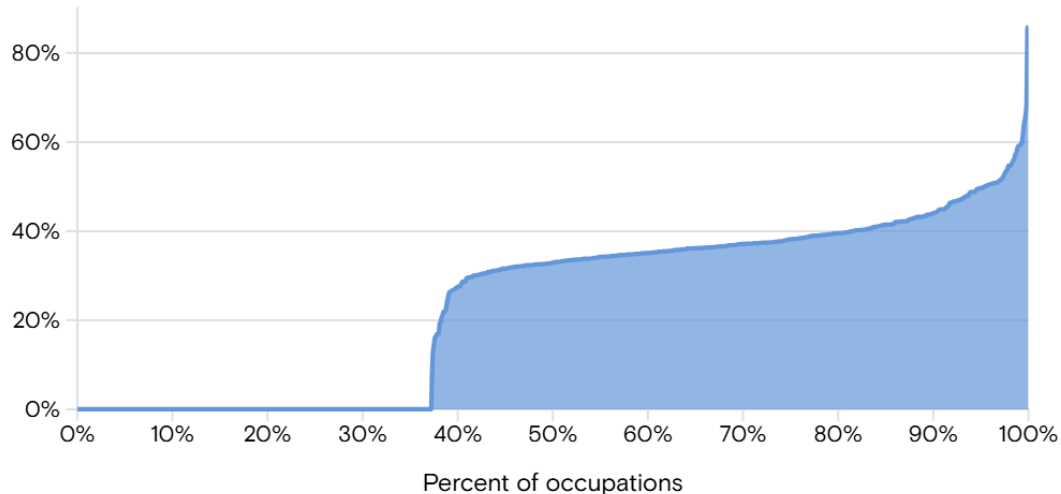


[www.pwc.com/AI](http://www.pwc.com/AI)

# Generative AI could raise global GDP by 7% (April 5, 2023)

## Two thirds of occupations could be partially automated by AI

Share of occupational workload exposed to automation by AI



Source: Goldman Sachs Research

**Goldman  
Sachs**

GenAI could drive a **7% (or almost \$7 trillion)** increase in global GDP and lift productivity growth by 1.5 percentage points over a 10-year period.

**66%** of the U.S. occupations **are exposed** to some degree of automation by AI. Up to 50% of the occupations that are exposed could be replaced.

*“But not all that automated work will translate into layoffs, Although the impact of AI on the labor market is likely to be significant, most jobs and industries are only partially exposed to automation and are thus more likely to be **complemented rather than substituted** by AI,”*

**60% of today’s workers** are employed in occupations that didn’t exist in 1940. This implies that more than 85% of employment growth over the last 80 years is explained by the technology-driven creation of new positions



*“AI will not replace your job but someone who knows how to use AI better than you will ...”*



# AI: To buy, or not to buy, that is the question

(Sept, 2024)

The technology sector has generated **32% of the Global equity return** and **40% of the US equity market** return since 2010. This has reflected stronger fundamentals rather than irrational exuberance.

The tech sector globally has seen **EPS rise c.400%** while all other sectors together have achieved c.25% from the peak pre-GFC.

In our view, the **technology sector is not in a bubble** and is likely to continue **to dominate returns**. However, concentration risks are high and investors should look to diversify exposure to improve risk-adjusted returns while also gaining access to potential winners in smaller technology companies and other parts of the market, including in the old economy, which will enjoy the growth of more infrastructure spend.

## AI: To buy, or not to buy, that is the question



# WEF - GenAI could contribute an estimated \$4.4 trillion annually to the global economy, reshaping industries and international trade.<sup>sept, 2024</sup>

**Global spread and ethical concerns:** GAI is spreading rapidly worldwide, bringing issues such as **intellectual property rights, privacy violations and cybersecurity** to the fore. Examples include the unauthorized use of trademarked names and violations of national security laws due to crossborder data transfers.

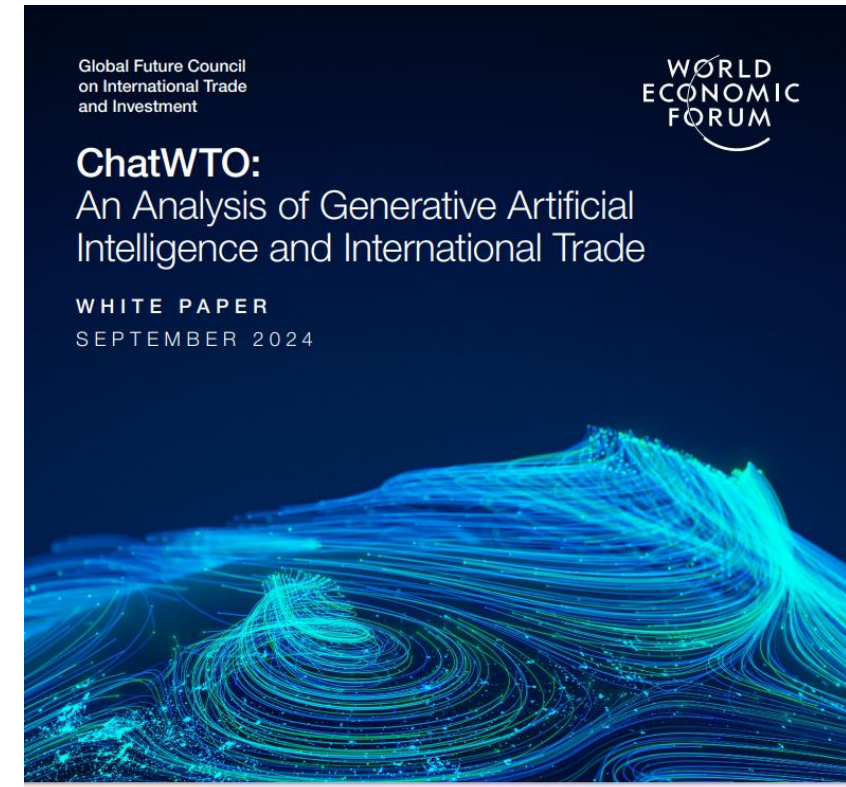
**Efficiency benefits and adoption:** Businesses are adopting GAI for its efficiency, with studies showing **significant reductions in task completion times** and improvements in output quality

**Regulatory efforts:** International bodies like the (OECD), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the Group of Seven (G7), along with national governments, are **developing principles and regulations to manage GAI's risks**.

**Transparency and bias:** Ensuring **robust transparency and cybersecurity standards** is crucial for building trust in GAI. Mistrust due to misinformation is a significant risk, highlighting the need for clear guidelines and international cooperation.

**Employment and environmental impact:** GAI's impact on jobs is uncertain, with potential job displacement being a critical concern. Additionally, the substantial energy requirements for GAI operations pose environmental challenges.

[https://www3.weforum.org/docs/WEF\\_An\\_Analysis\\_of\\_Generative\\_Artificial\\_Intelligence\\_and\\_International\\_Trade\\_2024.pdf](https://www3.weforum.org/docs/WEF_An_Analysis_of_Generative_Artificial_Intelligence_and_International_Trade_2024.pdf)

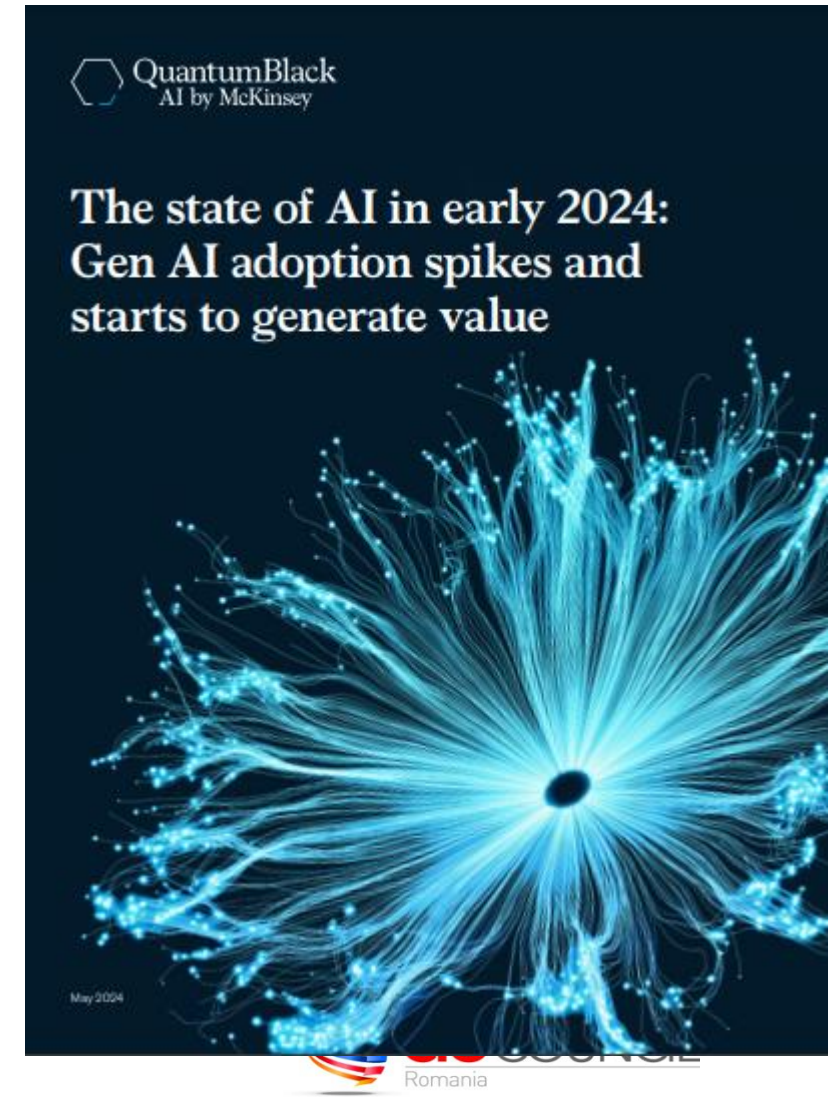




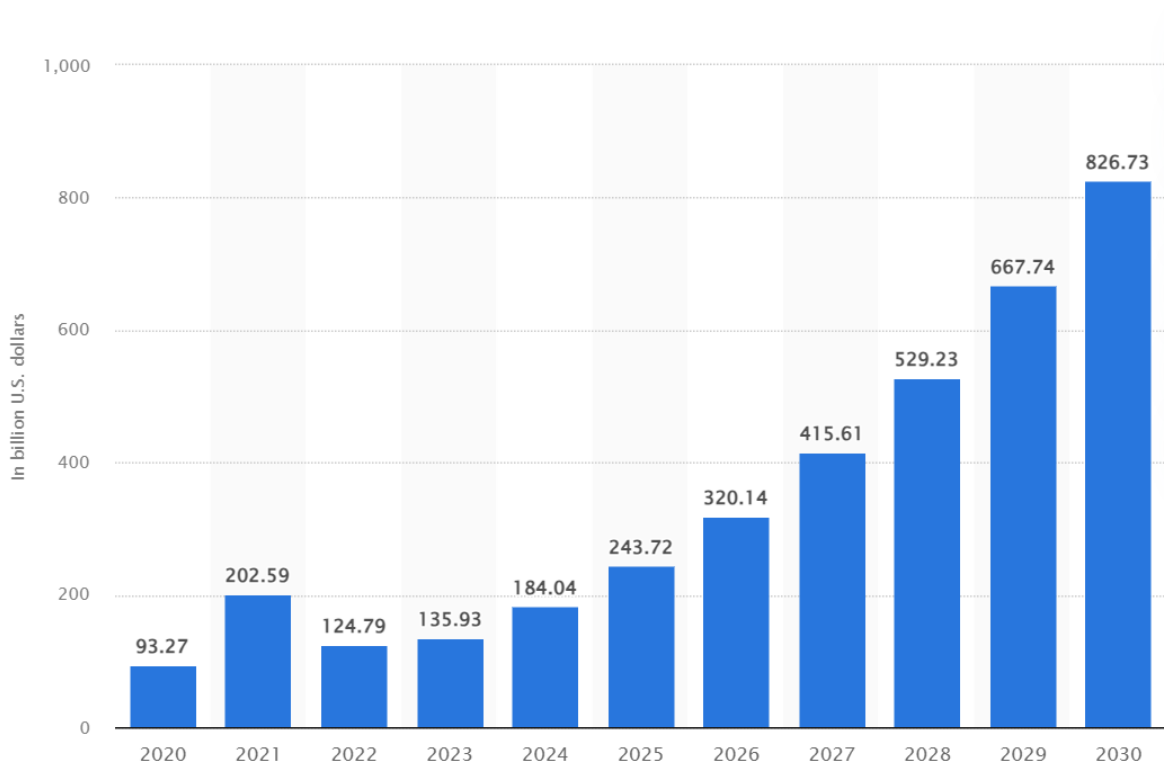
# The McKinsey The state of AI in early 2024: Gen AI adoption spikes and starts to generate value

- **Generative AI adoption:** 65% of companies are using generative AI (gen AI), especially in **marketing, sales, and product development**.
- **Performance impact:** Organizations report up to **20-30% reductions** in costs, and **5-10% revenue increases**, particularly in **HR, supply chain, and customer service**.
- **Risks:** Concerns about **AI inaccuracy** (risk for **74%** of respondents) and intellectual property issues.
- **Success factors:** Top-performing companies excel in customizing AI models and managing emerging risks.

<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>



# Artificial Intelligence - Worldwide (Mai, 2024)



- The market size in the Artificial Intelligence market is projected to reach **US\$184.00bn in 2024**.
- The market size is expected to show an annual growth rate (**CAGR 2024-2030**) of **28.46%**, resulting in a market volume of **US\$826.70bn by 2030**.
- In global comparison, the largest market size will be in the United States (US\$50.16bn in 2024).

# Conclusions

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**Global Economic Growth:** AI's integration into various sectors promises substantial economic gains, revolutionizing productivity and efficiency.

**Regional Disparities:** While regions like China and North America lead in AI-driven growth, it's vital to consider strategies for broader, more inclusive adoption worldwide.

**Sectoral Disruptions:** Key industries, particularly healthcare, automotive, and financial services, stand to gain immensely from AI advancements, setting new standards in innovation and service delivery.

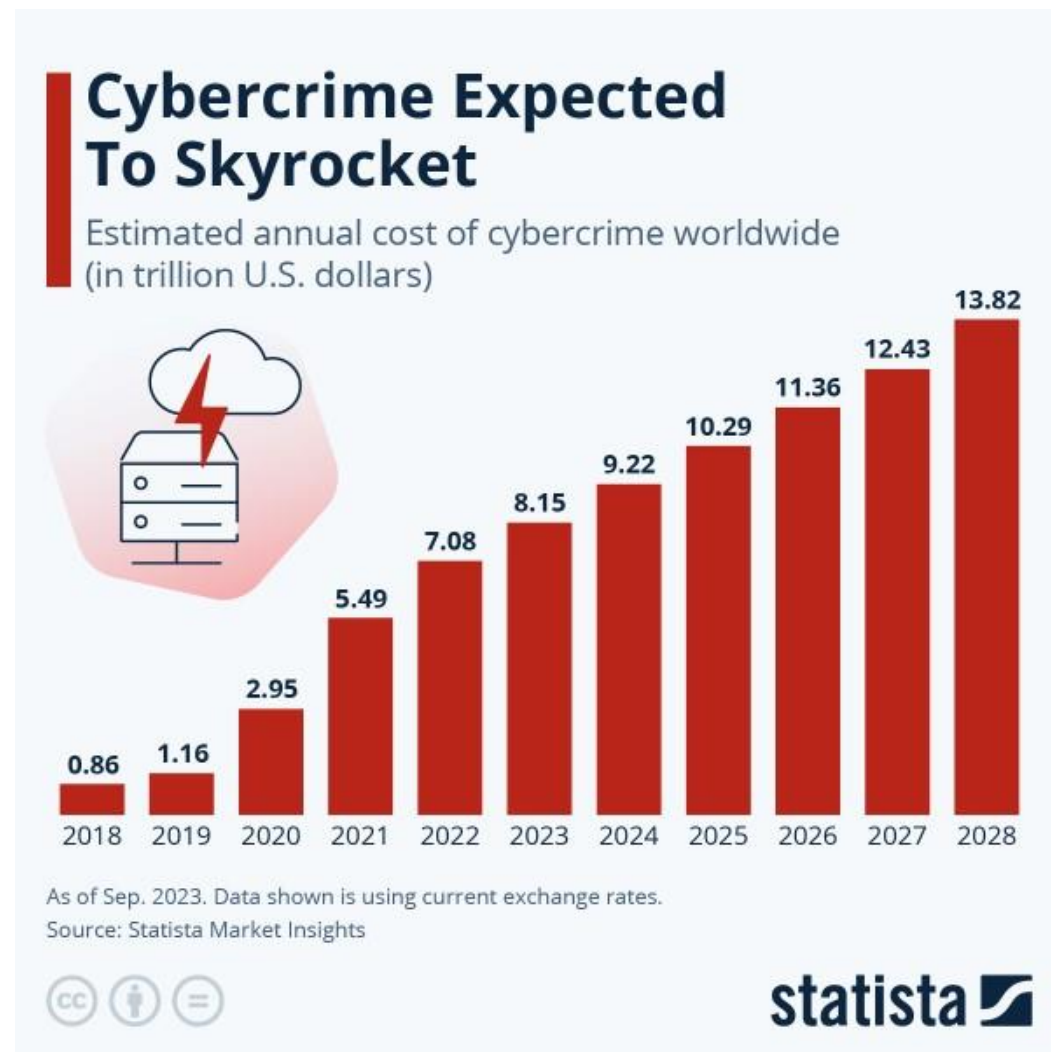
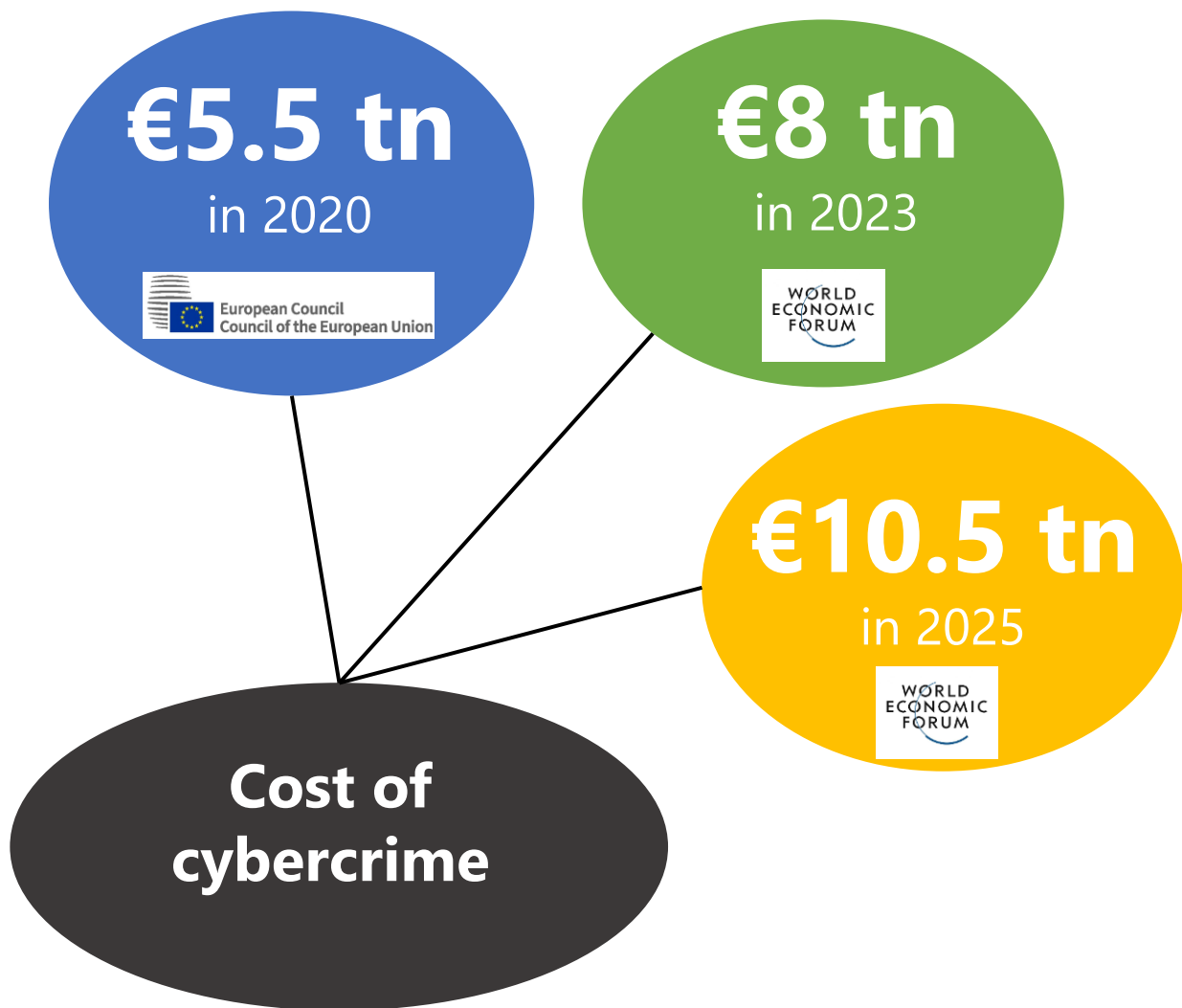
**Workforce Evolution:** While automation poses risks to certain job categories, it also opens avenues for new roles and opportunities. Companies must prioritize upskilling and reskilling to adapt to these changes.

**Strategic Implementation:** Success in AI adoption hinges on customizing AI models to fit specific organizational needs and effectively managing associated risks.

**Ethical and Regulatory Landscape:** As AI spreads globally, it brings forth challenges around intellectual property, privacy, and cybersecurity. Strong regulatory frameworks and international cooperation are crucial to address these issues.

**Environmental Impact:** The substantial energy demands of AI operations highlight the need for sustainable practices and innovations to mitigate environmental effects.

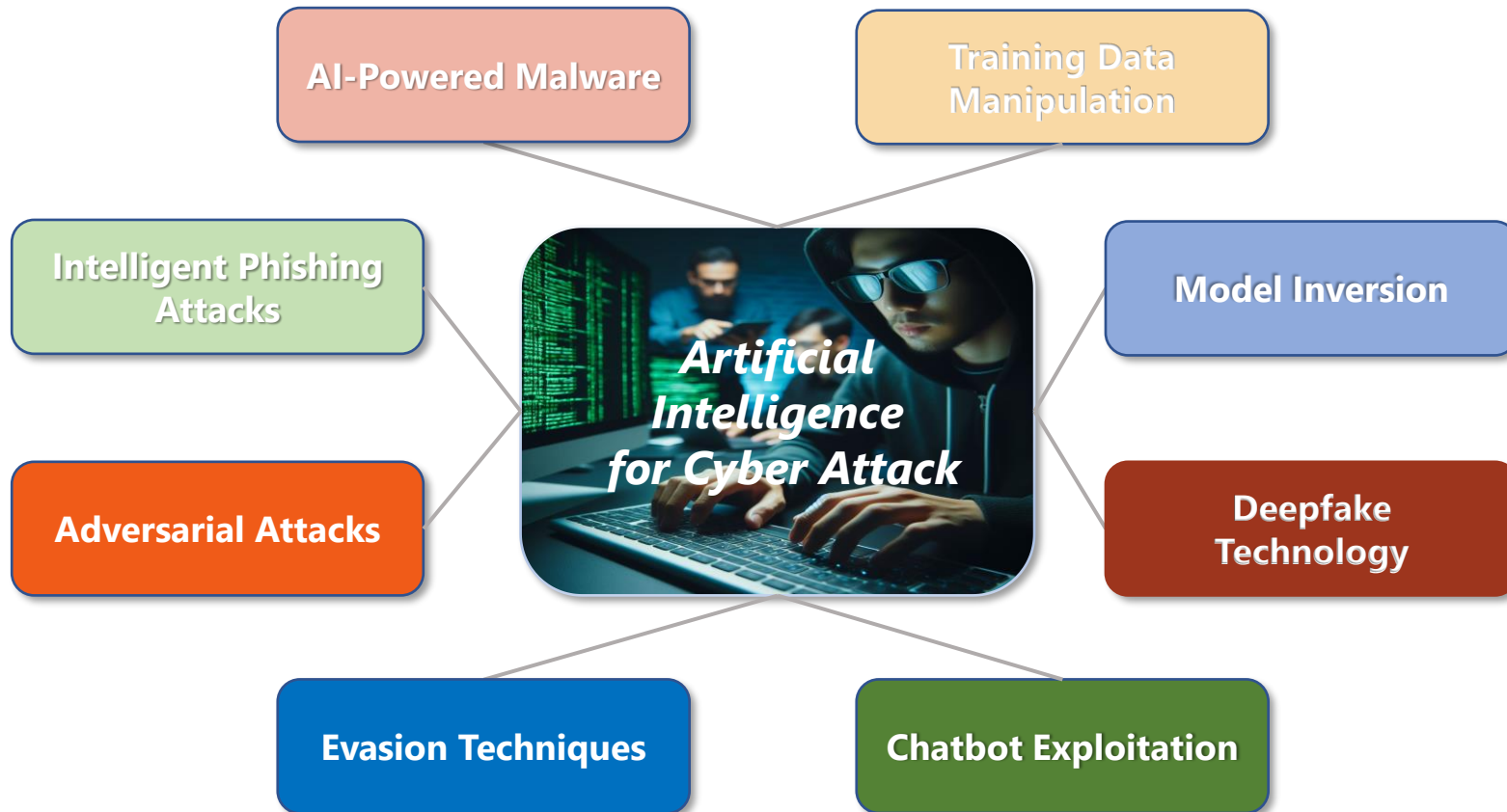
# Total costs of cybercrime globally



# Artificial Intelligence for Cyber Defense



# Artificial Intelligence for CyberAttack



*Microsoft Created a Twitter Bot to Learn From Users. It Quickly Became a Racist Jerk.*



WSJ PRO

**Fraudsters Used AI to Mimic CEO's Voice in Unusual Cybercrime Case**

Scams using artificial intelligence are a new challenge for companies

# Q&A

**Yugo Neumorni, EMBA, CISA**  
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