

Europe in the AI Race: Will We Innovate or Watch from the Sidelines?

MANAGEMENT SUMMARY & CORE TAKEAWAY

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CONTEXT & EXECUTIVE RELEVANCE

The headlines are clear: While the US and China invest billions in artificial intelligence (AI) to maintain their global dominance, Europe is struggling to keep up. According to McKinsey, over 40% of global AI investments in 2023 came from the US, with nearly 38% from China. Europe, by contrast, accounted for a mere 7%. Can Europe overcome this investment gap and compete?

Verena Pausder from the Startup Association has called for urgent action: "If we don't act now, Europe will remain a spectator in a game that determines our future." But is this appeal enough? What steps must Europe take to catch up?

CORE ACTION ITEMS

- 01 **Massive Investments:** The EU must not only fund research but also support startups through venture capital. A European “AI Fund” could provide the financial boost needed.
- 02 **Cross-Border Research:** Initiatives like the proposed European AI Lighthouse can unify innovation across borders, pooling resources and expertise
- 03 **Strengthening Private Enterprise:** Companies need tax incentives and easier access to funding to advance AI innovation. According to PwC, AI could create \$14 trillion in economic value by 2030—Europe must secure its share of this opportunity.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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