

Fit for the Future

Creating a Digitally- advanced Citizen-centric Society





Hani Ashkar

Middle East

Senior Partner

\$320bn

AI to contribute to Middle East
GDP by 2030

91%

of Middle East CEOs believe AI
will change how they do business
in the next five years, but just 23%
have introduced it

54%

of CEOs say lack of digital culture
and training is the biggest
challenge facing Middle East
companies

45%

of current GCC roles are
automatable using existing
technology

Middle East

- Malls, hotels and expensive cars
- Weak institutions
- Public sector dominates
- Tight controls on people movement
- Reliance on oil
- Telecom monopolies

ADAPT

Megatrends

Digital economies

- Amazon, Airbnb, Uber-Careem
- Data protection and privacy
- Tech-enabled SMEs
- Open systems
- Diversified service-based economies
- Social, mobile, digital and cloud-based

Diversity: a lost economic
opportunity



\$575bn

a year lost in MENA due to barriers
to female labor participation

66%

of respondents felt that governments should
intervene in private-sector companies to set
targets for gender diversity

\$160tn

lost in wealth because of the difference in
lifetime earnings between women and men
(approx \$23,620 per person)



Rob McCargow

Director of Artificial
Intelligence

New world. New skills.



55%

of people are worried automation and/or
other innovations will take their job away

\$3tn

in tech investment each year

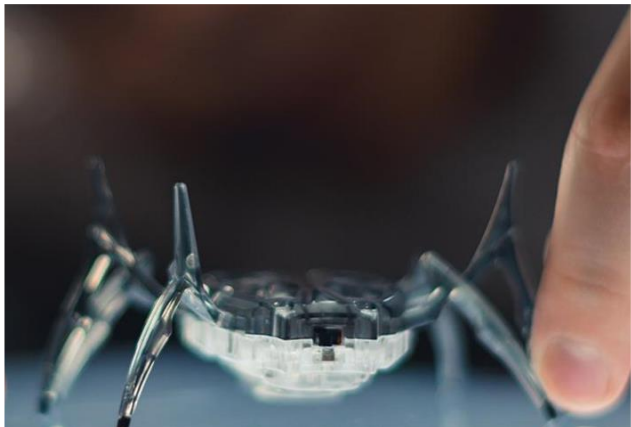
79%

of CEOs are worried about the availability
of key skills

74%

are ready to learn new skills or re-train to
remain employable in the future

Our recommendations





1

Enable the digital economy

2

Digital, diverse talent;
fuelled by flexibility and
inclusion

3

Collaboration to drive
targets and the
implementation of upskilling
initiatives to cultivate
change in the society