

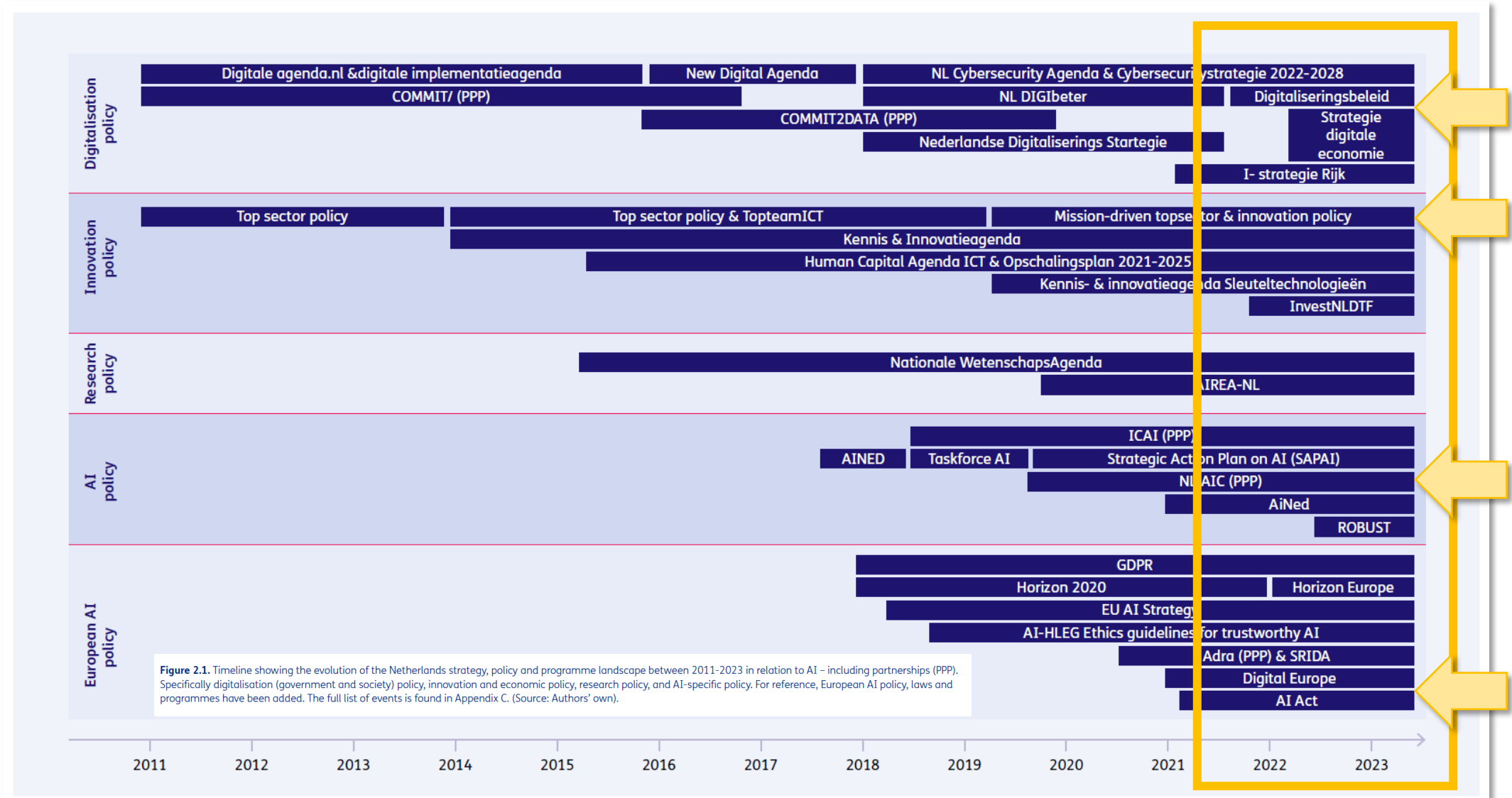


AI in Mobility and Logistics: *Exploring Challenges and Opportunities in Finland & The Netherlands*

Webinar, December 5th, 2023

Max Schreuder

EU & NL: navigating the policy landscape



AI Strategies: Netherlands & Finland

- Bridging the gap between research and industry is challenging for both countries
- Finland's main investment programs are primarily geared towards enhancing the application of AI in the business sector
- The Netherlands adopts a hybrid strategy, balancing between fundamental AI research and practical applications



From theory to practice

Generative AI use cases will have different impacts on business functions across industries.

Generative AI productivity impact by business functions¹

Low impact High impact



Note: Figures may not sum to 100%, because of rounding.
¹Excludes implementation costs (e.g. training, licenses).
²Excluding software engineering.
³Includes aerospace, defense, and auto manufacturing.
⁴Including auto retail.
 Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

AI opportunities for;

- accessibility and traffic flow
- efficient logistics
- safe, shared and flexible mobility
- sustainable mobility





Thank you!



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