



Press release

Accelerating AI innovation could unlock an annual CHF 15 billion economic boost for Switzerland

Davos, Switzerland, 20 January 2026 – A new economic report developed by Implement Consulting Group, for digital switzerland and Google, shows that Switzerland has an annual CHF 15 billion AI innovation potential from using AI in R&D and innovation processes. Today, the key findings of the report were presented by the leads of the three organisations to an interested public in Davos - one of this year's WEF themes being the deployment of innovation at scale and responsibly. The report puts forward that commercialising AI at scale will be key to realizing this potential as innovative digital businesses are drivers of this potential.

Key findings from the report

AI offers a pivotal opportunity to accelerate innovation by fostering new businesses, increasing productivity, and speeding up scientific discovery. In the AI era, Swiss businesses must embrace a mindset of innovation and leverage cutting-edge technology to remain competitive.

The report examines how AI can accelerate innovation in Switzerland, building on [previous analysis](#) that estimated a 11% (CHF 80-85 billion) GDP boost from AI adoption to the Swiss economy in ten years. It provides insights into strategic AI initiatives that can further boost Switzerland's economic landscape and outlines opportunities across three dimensions:

- **Inventing with AI:** Ideas are getting harder to find, and Europe faces a dual challenge: a global slowdown in R&D productivity and weaker returns on R&D investments compared to the US. AI can revitalise innovation in Europe and Switzerland by doubling the quality of solutions and increasing R&D efficiency by 10-20%, depending on the domain.

AI is already accelerating scientific breakthroughs in Europe and Switzerland. The report estimates that AI can unlock CHF 15 billion in annual economic value from accelerating Swiss R&D innovation by 2034. The wider social returns could be up to seven times larger than the individual firm-level gains.

- **Producing AI:** Switzerland must take part in building AI models, data centres and AI applications. Expanding AI production in Switzerland is a significant opportunity for the economy with the European comparative advantage being in AI applications and services.
- **Commercializing AI:** Europe and Switzerland need more innovative digital businesses to commercialise the AI innovation potential. These businesses are critical for creating, diffusing, and accelerating transformative AI innovations across key sectors. Furthermore, innovative digital businesses that successfully scale make an outsized contribution to the economy, as they are around 130% more productive than European companies on average. Getting Swiss innovative digital businesses on a par with leading OECD countries represents significant economic potential. These

businesses are at the forefront of commercialising AI which is key for achieving both the AI innovation potential and the broader AI adoption potential.

The CHF 15 billion AI innovation potential is an amplifier for the CHF 80-85 billion adoption opportunity from generative AI adoption in Switzerland. While developing AI models and applications is a stepping stone to the adoption potential, the AI-driven acceleration of research can amplify economic gains in the very long term.

Quotes by the participating organisations

Christine Antlanger-Winter, Country Director, Google Switzerland:

«The study shows that AI has the potential to advance R&D processes in Switzerland significantly, and thereby can contribute an additional CHF 15 billion per year to the Swiss economy by 2034. To remain competitive in the AI era, Switzerland must seize emerging opportunities with both boldness and responsibility. By ensuring these advancements benefit everyone, we can sustain our position as a prosperous, innovative, and inclusive society.»

Franziska Barmettler, CEO digitalswitzerland:

«This report delivers evidence and a strong foundation for action to harvest the benefits of AI in Switzerland. Our focus is on ensuring that these benefits reach the more traditional industries and SMEs that power our economy, and on supporting the responsible adoption of AI technologies. This is why we are currently developing the Swiss AI Action Plan together with our broad ecosystem.»

Martin Hvist Thelle, Partner at Implement Consulting Group:

«Switzerland can unlock new sources of growth by deploying AI innovation at scale. Deploying AI in R&D can boost Swiss GDP by 1.7% compared to 1.4% in the EU. The opportunities are most pronounced in R&D-intensive industries such as pharmaceuticals and advanced manufacturing. Generative AI is a new method of invention and can reverse the long-term decline in R&D productivity. Switzerland's established strength in scaling young, innovative businesses will be critical to fully capturing the AI innovation opportunity.»



From left to right: Martin Hvist Thelle (Partner, Implement Consulting Group), Christine Antlanger-Winter (Country Director, Google Switzerland) and Franziska Barmettler (CEO digitalswitzerland). Please click on the image to obtain a print-quality version.

For a full overview of the findings, please visit: <https://implementconsultinggroup.com/article/accelerating-innovation-with-ai-in-switzerland>

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About digitalswitzerland

digitalswitzerland is the independent voice for digital transformation in Switzerland. As an umbrella organisation with over 130 members from business, science, and civil society, digitalswitzerland unites actors from all sectors to further extend Switzerland's position as a leading digital nation. digitalswitzerland focuses on cross-sector, core digital issues, and complements the work of sector-specific associations. Driven by business and science, digitalswitzerland works in close dialogue with authorities to create favourable framework conditions to enable the full potential of digital technologies within Switzerland's federalist system.

About Google

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Google Cloud, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc. Google opened its first office in Switzerland in 2004. With approximately 5,000 employees of 85 nationalities, Zurich is one of Google's largest research and development centers worldwide. Further information can be found at google/CH