

» Topic

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AI for Inclusive Growth and Innovation: The Case of Poland

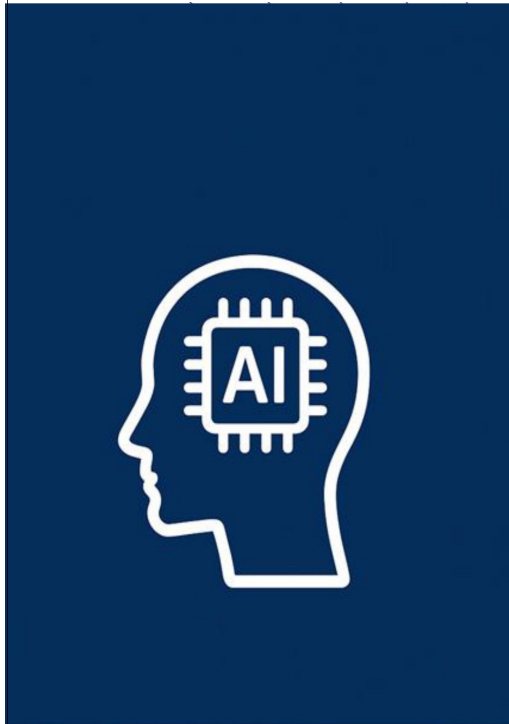
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The Polish economy in the era of artificial intelligence: opportunities and challenges

Introduction

- The development and adoption of AI is one of the key areas in Poland's digital transformation
- AI is the key to increase competitiveness, innovation, and the pace of economic growth





State of play

- Only 5.9% of Polish companies use AI – mainly large companies from the information and communication, industrial, finance, and insurance sectors
- AI factories are emerging – they provide ready-made solutions for businesses and public administration, accelerating the practical implementation of technology
- Poland is developing its own language models (e.g., PLLuM, Bielik)
- Poland actively participates in building the AI Continent, (standards, regulations, and research and development projects), strengthening its position on Europe's digital map
- European Digital Innovation Hubs (EDIH) support companies in their digital transformation and AI adoption
- SMEs are becoming more and more aware of the importance of digitalization

Strategic goals - % of enterprises using AI

EUROPEAN UNION



The Path to the Digital Decade*
75% by 2030

POLAND



National Action Plan for the Digital Decade*
34% by 2030

National Digitalization Strategy 2035*
50% by 2035

*the documents are currently under adoption



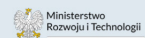
AI Implementation in Poland

Large Companies

1. **PKN Orlen** – Failure prediction, energy optimization
2. **Grupa Azoty** – Energy savings through AI in chemical processes
3. **KGHM** – Geological data analysis and real-time equipment monitoring
4. **Dino** – Demand forecasting and supply optimization

SME

1. **Neoteric** – Sales and personalized marketing communication
2. **S-Labs** – User behavior analysis and energy consumption optimization
3. **CallPage** – Service automation and customer behavior analysis
4. **Foodtech.ac** – Machine learning for controlling plant growth conditions



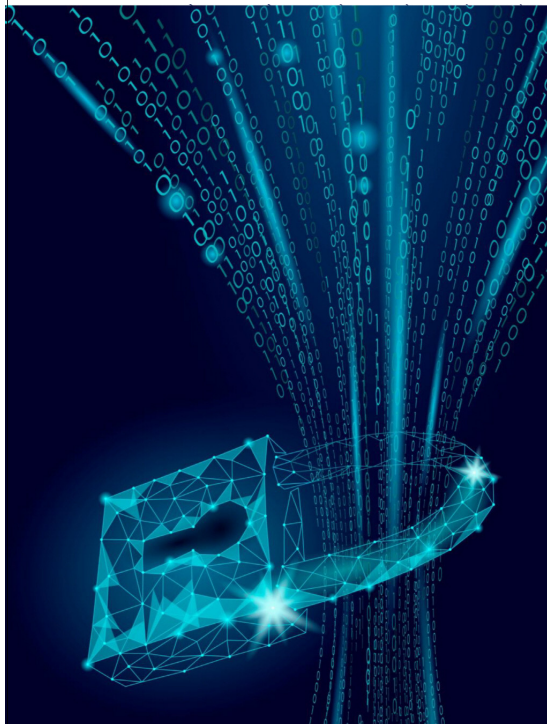
Economic impact

AI could increase Poland's GDP by 5-10 %

Efficiency increase and innovation across multiple sectors: healthcare, education, transport, industry, agriculture, finance, and public administration

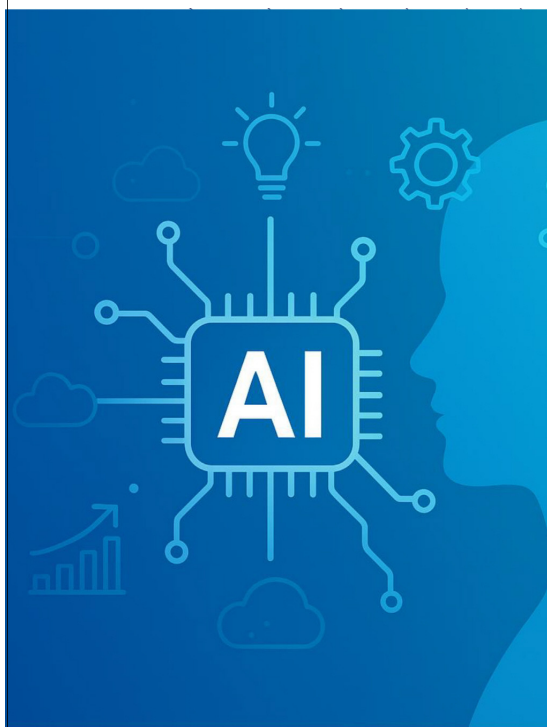
Gains from automation – industry is already achieving up to 30% efficiency improvements

Poland has the potential to become one of the leaders in digital transformation



Challenges

- AI Act Implementation – the need for clear interpretation and support for businesses
- Limited access to modern computing infrastructure
- High energy costs of model training and environmental impact
- Shortage of AI specialists and digital skills in the SME sector (development but also adoption)
- The need to enhance Poland's attractiveness for AI investors and talent



How are we addressing the challenges?

1. AI Policy until 2030 – a strategic, long-term plan for developing Poland's AI ecosystem, prepared by the Ministry of Digital Affairs
2. AI Fund and SME Support – financing, training, education and advisory services
3. AI Factories – investment in AI factories' development as hubs for implementing and scaling solutions for business and public administration
4. Collaboration between academia, business, and public administration – joint research and implementation projects
5. Deploying AI in strategic sectors – industry, healthcare, transport, education, and agriculture – as a response to economic and social challenges



Thank you

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