

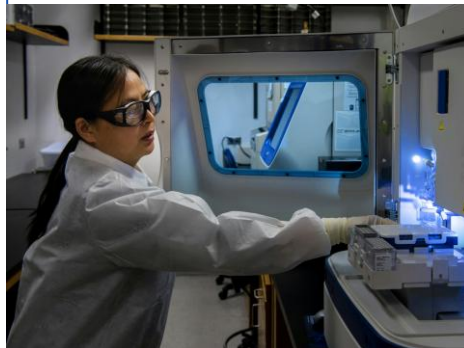


The AI opportunity in Portugal



Filipa Brigola

Google, Head of Government Affairs and
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**The AI opportunity
in Portugal is now**

“AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than electricity or fire”

Sundar Pichai, CEO of Alphabet



Economic Impact of AI

Generative AI could increase Portugal's GDP by **8%**, between **€18-22 billion** in the peak year.



Productivity Impact

+ 1.5 pp

Productivity boost
per year in Portugal
from generative AI

43%

of Portuguese
companies expect
significant
productivity effects
from generative AI in
the next few years.

60%

of jobs with augmented
capabilities, equivalent to
approx. **3 million jobs**
in Portugal

Public Sector Impact

+ 9%

Productivity boost in
Public Administration
from Generative AI



1200 M€

Per year to the
Portuguese economy



66%

of civil servants with
optimized tasks
(200.000 people)



Implications of the 9% Increase in AP Productivity

Performance improvement, human focus and benefits for citizens and businesses

Mass Performance Improvement

66%

~200,000 public employees will see daily tasks optimized.

- 80% see AI as important in the next 10 years.
- 61% already note positive impact.
- 83% value the reduction of basic paperwork.



Human Focus and Support for the Citizen

Amplify human capacity.

Employees freed from administrative tasks for:

- Closer support to the citizen.
- Resolution of complex problems.

Example in Education: Teachers with more time for personalized teaching and pedagogical activities.



Tangible Benefits

Clear transformation.

- **Citizens:** Less bureaucracy, faster access (ex: passport, birth registration).
- **Businesses:** More agile processes (ex: applications for public contracts).
- Success of the AI assistant on Gov.pt.



The Path Forward: 3 Pillars of Progress



A globe of the Earth is shown in a dark blue, semi-transparent style. Overlaid on the globe is a complex network of glowing blue lines and dots, representing a global infrastructure or communication network. The lines connect various points across the continents, and there are some bright blue starburst effects at certain nodes. The background is a dark, starry space.

Investing in infrastructure

Equiano

+ 500M€

Added to Portugal's
GDP annually

Lisbon,
Portugal

▼ Branching unit



Nuvem Subsea Cable

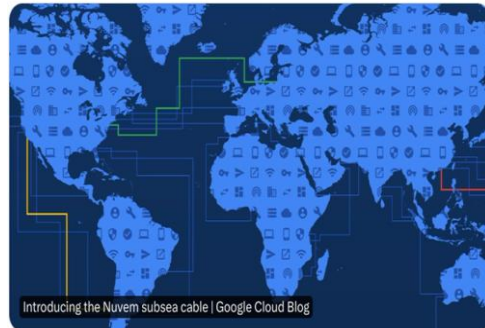


Sundar Pichai ✓

@sundarpichai

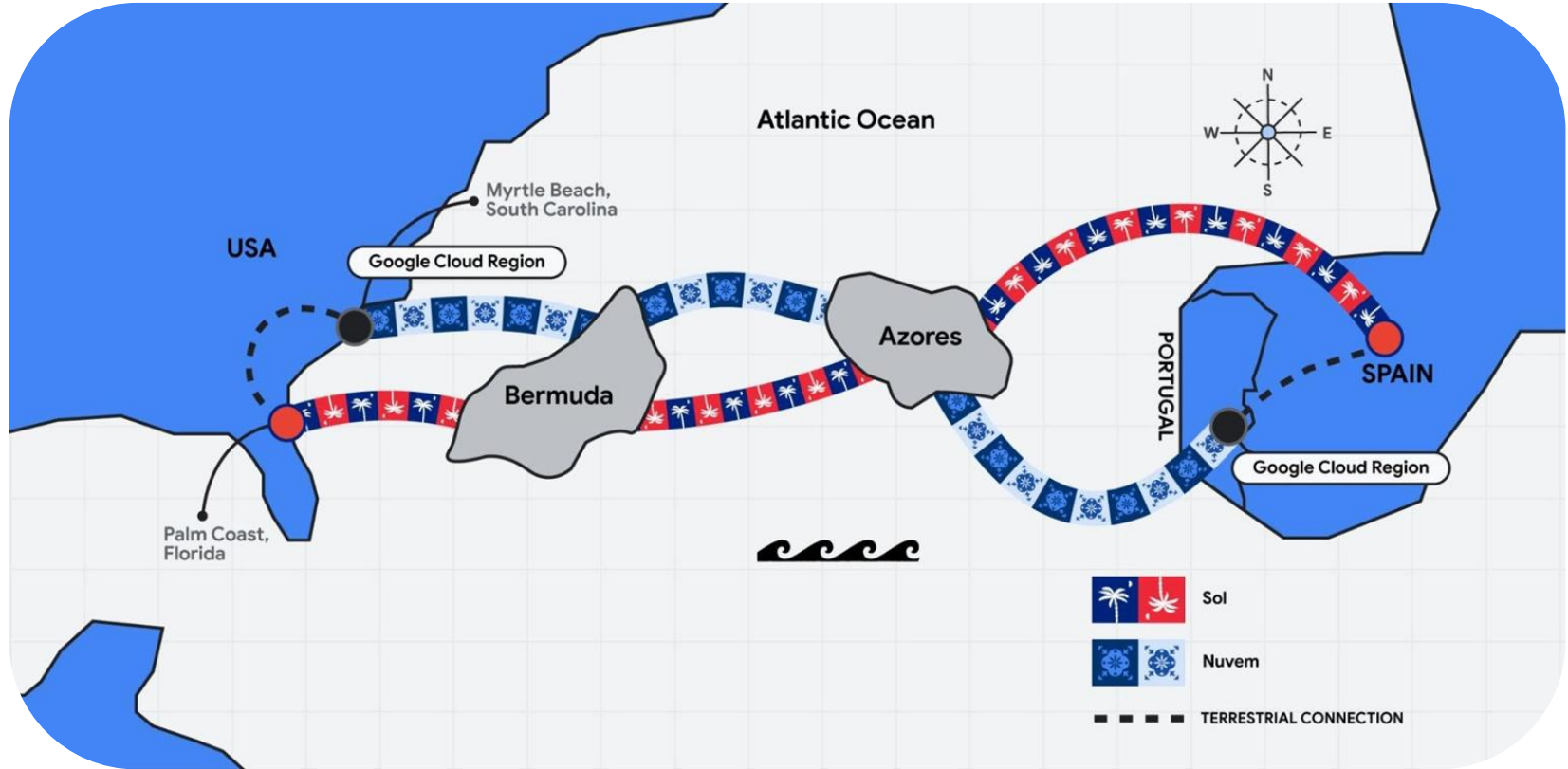


Bem Vinda, Nuvem! We're collaborating on a new transatlantic subsea cable Nuvem, which means "cloud" in Portuguese. It will connect Portugal, Bermuda, and the US, helping to provide digital services and new opportunities for local economies.



Introducing the Nuvem subsea cable | Google Cloud Blog

Sol Subsea Cable



How AI is Impacting the Portuguese Society

In Education




Google for Education



Secretaria Regional
de Educação, Ciência
e Tecnologia

AI Tutor/Explicador

In Healthcare

Gemini 2.5 Pro ranks
on 98th percentile at
national access test



SPMS_{EPE}
Serviços Partilhados do Ministério da Saúde

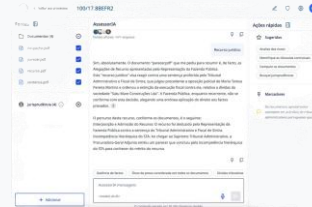
Clinical Coding



ULS
COIMBRA

Drug Interactions

In Justice



CONSELHO SUPERIOR
DOS TRIBUNAIS
ADMINISTRATIVOS
E FISCAIS

AI Assistant for the
Judges

To capture the AI opportunity in the public sector, Portugal must address five key barriers



Fragmented decision-making



Fear of breaking the rules



Prioritising citizen impact



Regulatory uncertainty



A risk of vendor lock-in



Think task-based



Think risk-conscious



Think impact-oriented



Create cloud clarity



Make smart procurement choices

Investing in AI Skills

Google.org

\$1M investment
in AI skilling programs

+7000 university 
students in Portugal



Thank you!



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