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pwc

Transforming our Region

The New Equation



Welcome

Stephen Anderson

Strategy and Markets Leader
PwC Middle East

01



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Stephen Anderson
Strategy and Markets Leader
PwC Middle East

Economic Updates

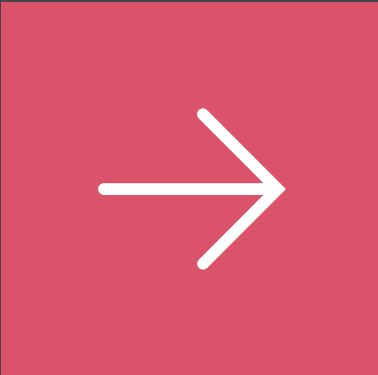
Richard Boxshall
Chief Economist
PwC Middle East

Ai

Moussa Beidas
Partner and Ideation Lead
PwC Middle East

Hopes and Fears

Randa Bahsoun
Government & Public Sector
Consulting Partner
PwC Middle East



Economic Update

Richard Boxshall

Chief Economist
PwC Middle East

02

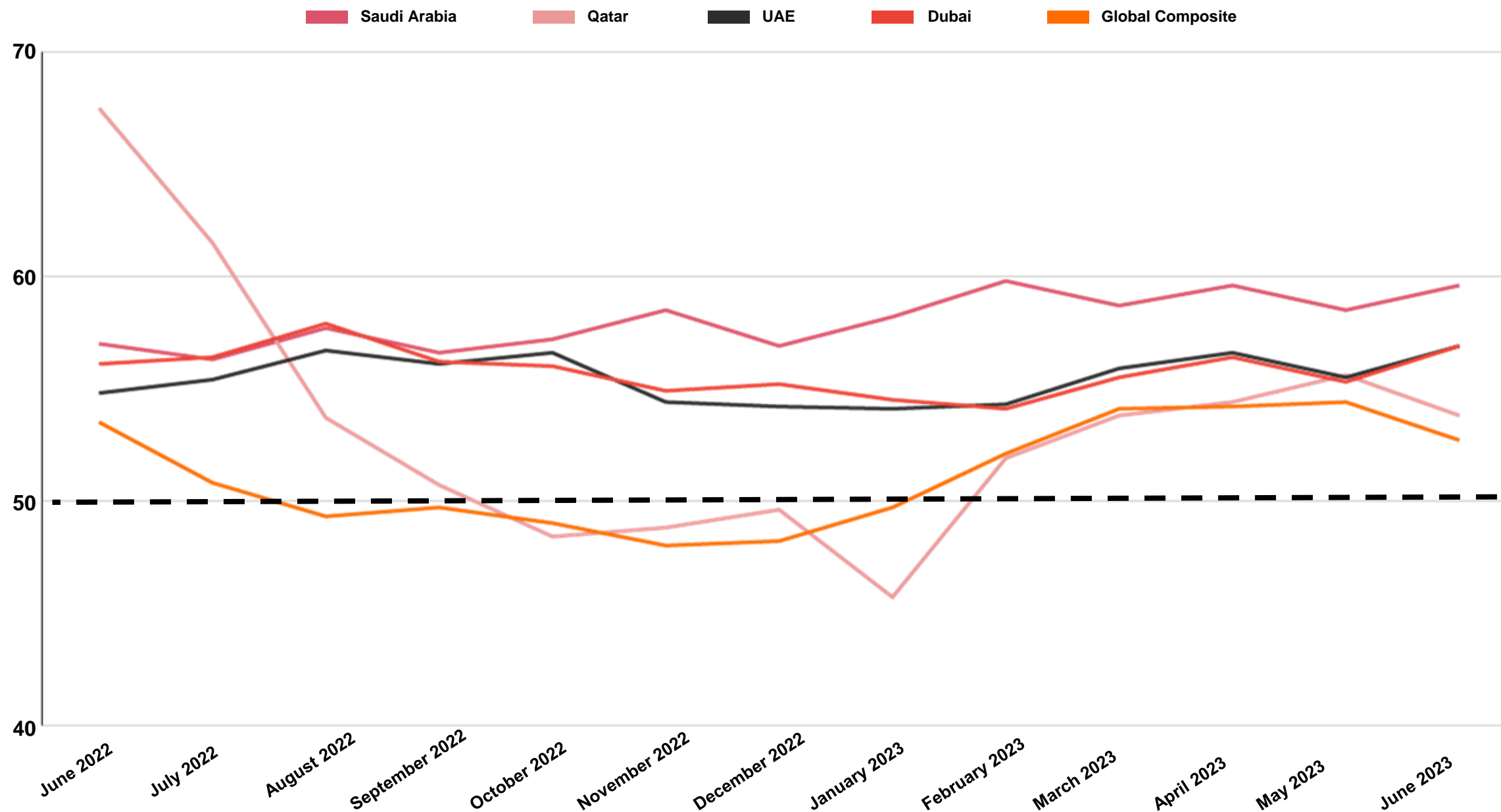


Economic Update

Non-oil private sector activity maintains strong momentum in Saudi Arabia and the UAE

Purchasing Managers' Index for June 2022 to June 2023

(a reading above 50 indicates an expansion of the non-oil private sector compared with the previous month; below 50 represents a contraction; 50 indicates no change)



Source: S&P Global.

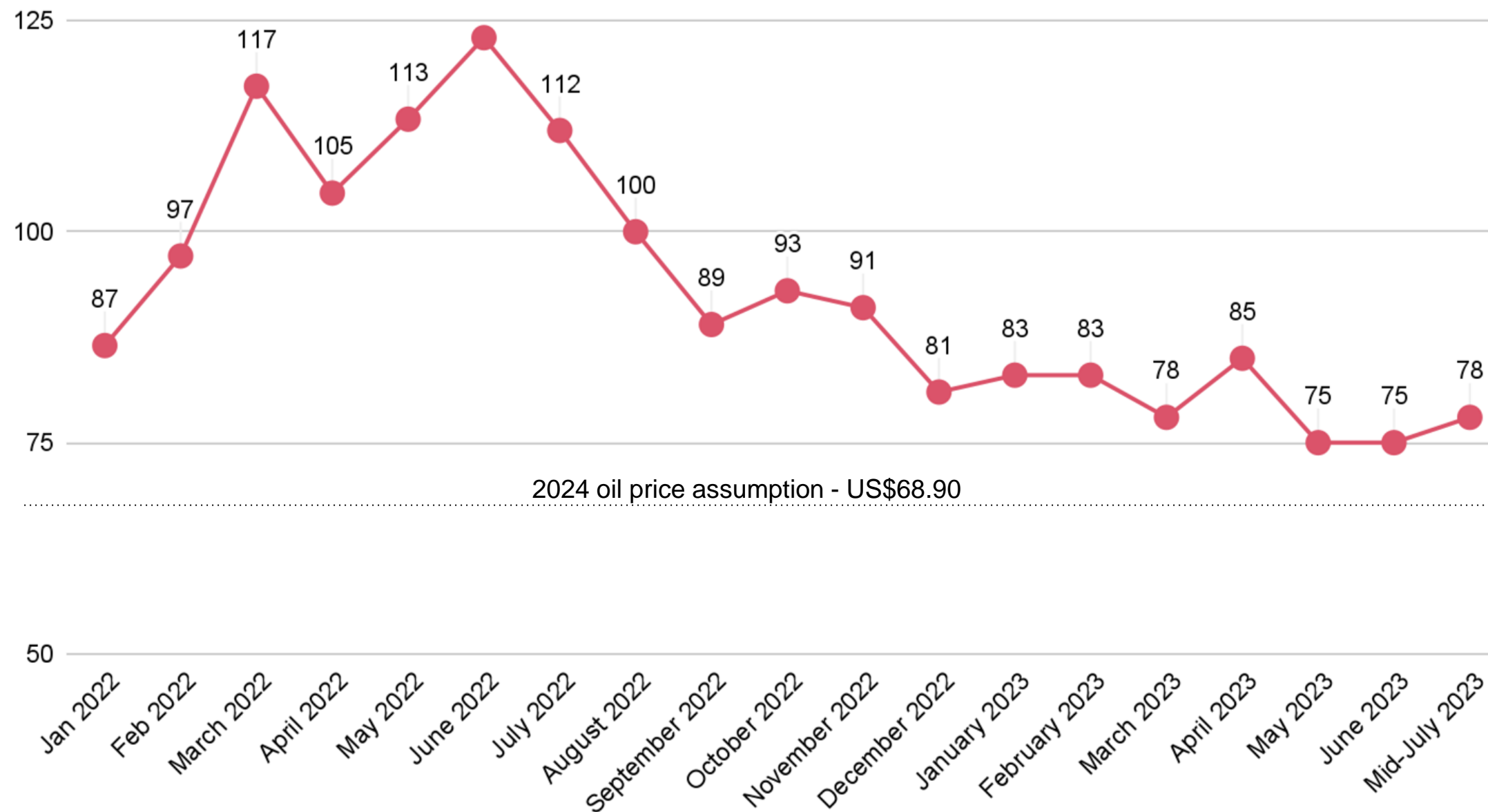
Strong PMI data in GCC states points towards the relative health and momentum of the regional economies.

Stronger demand in Dubai signalled the strongest overall improvement in operating conditions in the non-oil sector since August 2022.

Economic Update

Despite OPEC's efforts, Brent Crude prices have been largely falling since June 2022

Brent Crude oil prices for January 2022 to June 2023



Fiscal Breakeven oil prices for GCC states

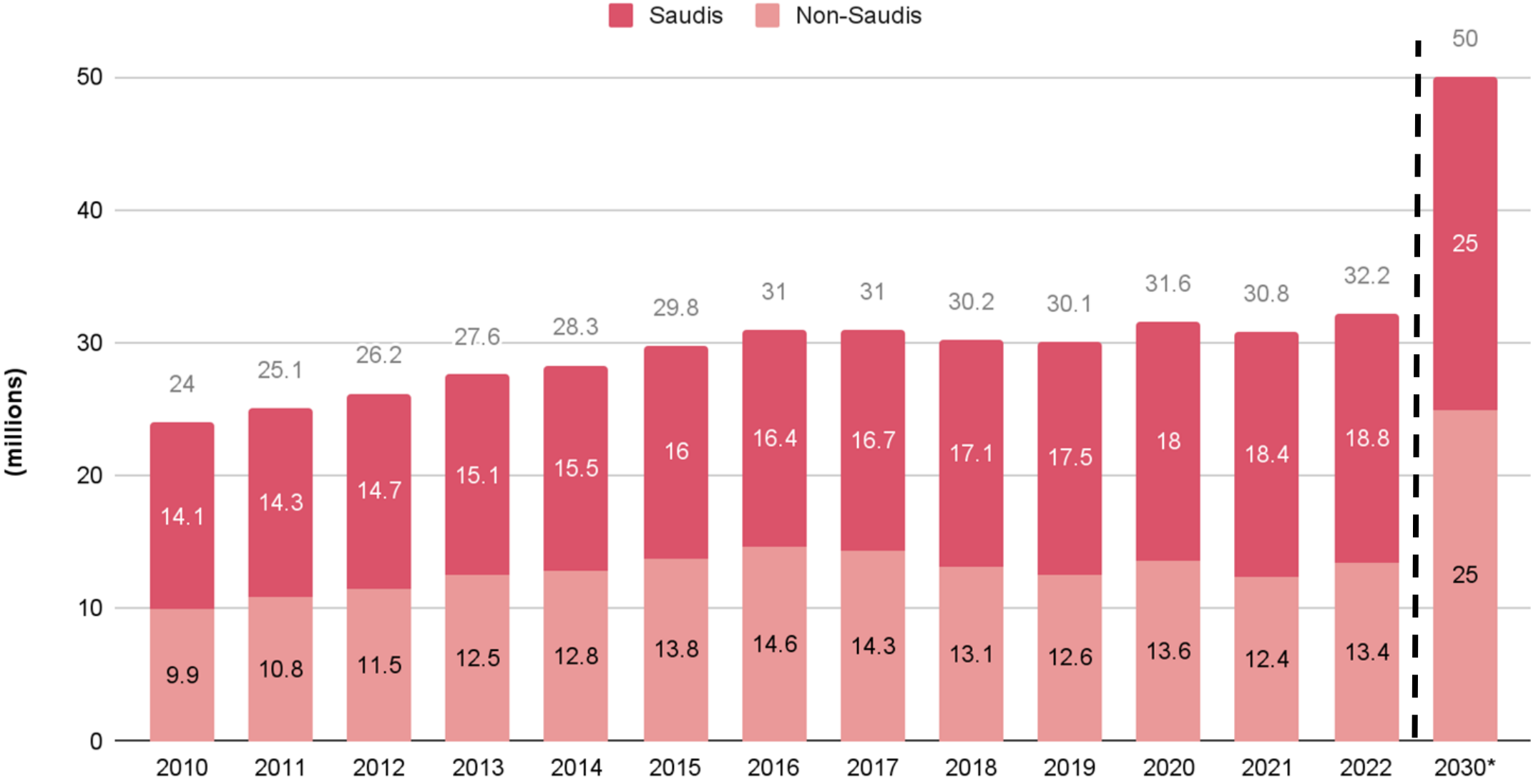
	2023	2024
Qatar	\$44.8	\$41.5
UAE	\$55.6	\$54.8
Kuwait	\$70.7	\$66.3
Oman	\$72.2	\$66.4
Saudi Arabia	\$80.9	\$75.1
Bahrain	\$126.2	\$129.1

Sources: EIA; IMF Regional Economic Outlook.

Economic Update

The Kingdom has seen strong population growth in the last decade

Saudi Arabia's population for 2010 to 2022
(millions)



According to the Saudi Census, the Kingdom's population has grown by a cumulative 34% since 2010.

The population of Saudi Arabia will need to grow by about 55% to reach the 50m target for 2030.

Source: Saudi Census 2022; Vision 2030.

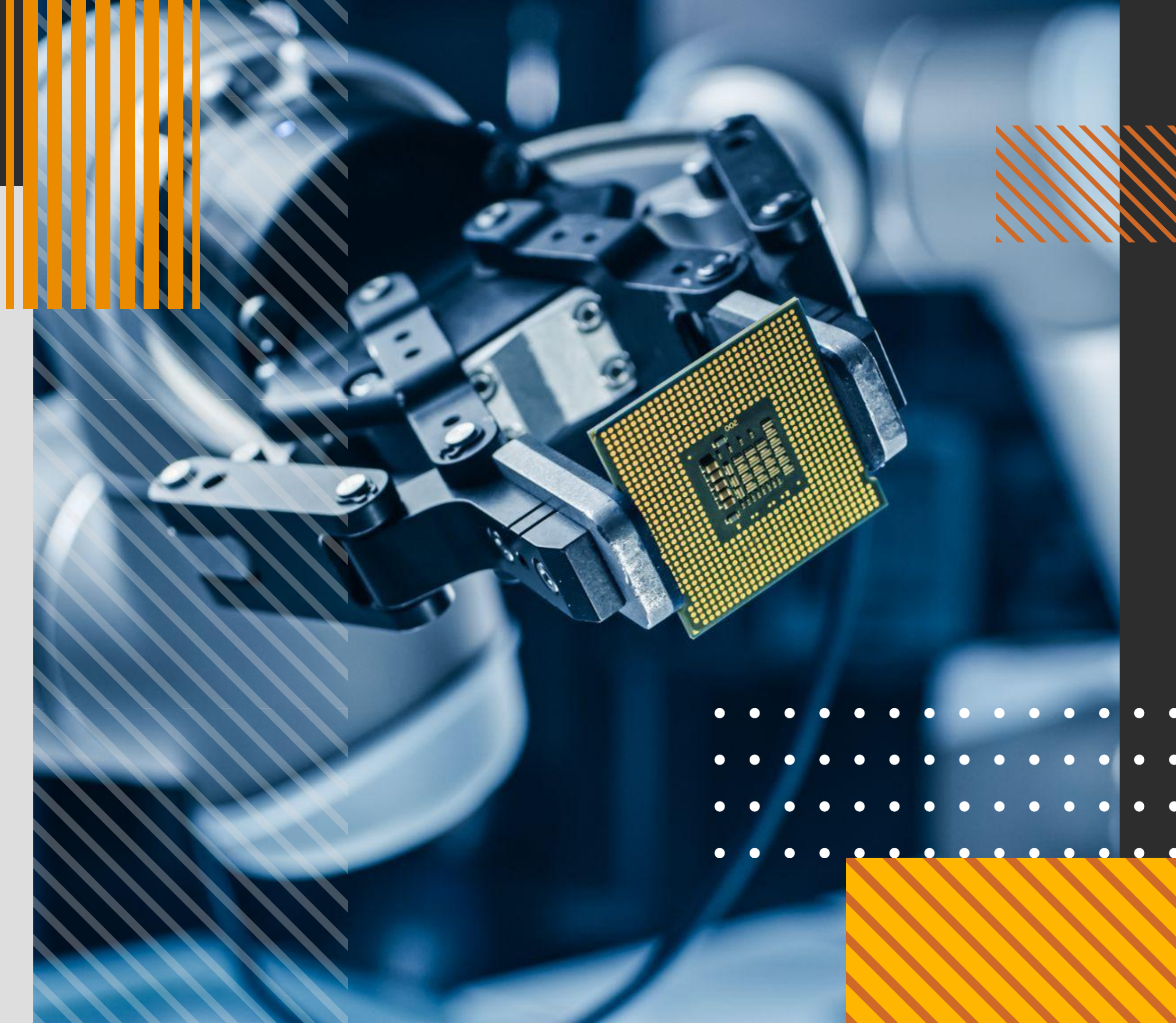
Generative Ai

The frontier of innovation

Moussa Beidas

Partner and Ideation Lead
PwC Middle East

03



AI Implementation Framework - How We Make It Real

01

AI Readiness

- Define Readiness Parameters
- Evaluate and Assess

AI-Readiness Assessment

02

Ideation and Discovery

- Define objectives
- Conduct AI Acceleration Workshop
- Evaluate and shortlist

Prioritised AI Use Cases

03

Development

- Planning
- Design
- Development and Testing
- Deployment and Monitoring

AI Use Cases Implementation

Key Focus Areas

What are some of the concerns your employees have with their experience?

02 Employee Experience

What are the key metrics or insights that are important to you and a challenge to get?

04 Data and Insights

01 Customer Experience

What are your current challenges with customer experience?

03 Process Efficiency

Which processes within your business can be augmented with AI?



AI Horizon (Responsible Use of AI)



**Ethical
Considerations**



**Human
Oversight**

The responsible use of AI involves designing, developing, and deploying generative AI systems in a way that benefits society while minimizing potential risks and harms.



**Data Quality
& Bias**



**Privacy
& Security**



**Education &
Awareness**

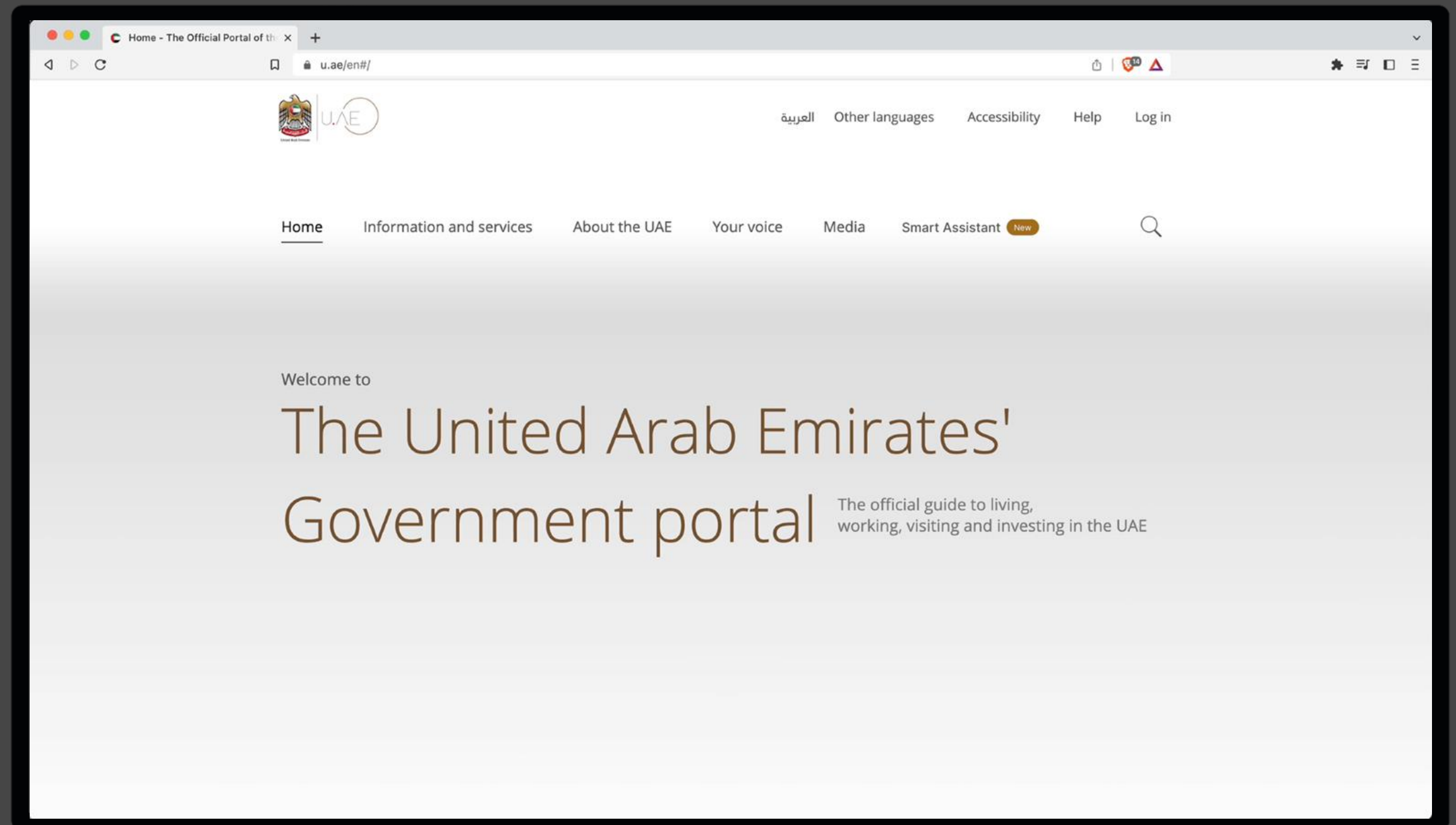


**Regulation &
Governance**

What are we currently doing with ChatGPT?



- Releasing The UAE's **first Open AI government portal** implementation
- Establishing the **Generative AI Centre of Excellence**



PwC Acceleration Center (How we are going to co-create)

We use our acceleration center to bring people together and identify the day-to-day challenges that they face and apply AI to assist them.

We use the MG Taylor methodology and Design Thinking to run ideation sessions and use PwC and Microsoft experts to facilitate breakouts and capture actionable outcomes



Business Participants



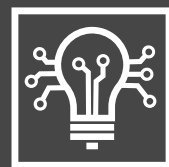
Experience Monitoring



PwC and Ms Experts



Execution Team



Ideation team



Hopes and Fears

Randa Bahsoun

Government & Public Sector
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04



Our results reveal three key themes

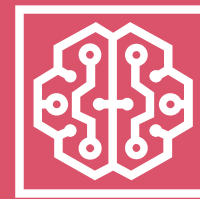
01

**Embracing the
upskilling
imperative**



02

**Trust in the
potential of AI**



03

**Rising demand for
autonomy and job
satisfaction**



Embracing the upskilling imperative



52%

believe their jobs will change significantly in the next 5 years

62%

believe green skills will play a crucial role in shaping their careers

75%

see digital skills as one of the top priorities for their careers in the next 5 years

54% are

confident in their employers' commitment to equip them with upskilling tools and opportunities

Trust in the potential of AI



46%

recognise that AI has the potential to enhance workplace productivity

34%

believe AI will create new job opportunities

42%

agreed that AI will create opportunities to acquire valuable skills

Only **19%** of Gen Z are less confident in their ability to learn new skills offered by AI

Rising demand for autonomy & job satisfaction



39%

are likely to switch jobs in 2023, up from 30% last year

Gen Z

frequently faced unmanageable workloads in the past year

Reasons for job changes: higher salaries, job fulfilment, and increased autonomy in the workplace

58%

of Gen Zers believe their employers may not survive the next decade

Key takeaways

Middle East organisations should take specific actions

01

Prioritise upskilling programs for continuous learning and development

01

Build strategies on technology and decarbonisation

03

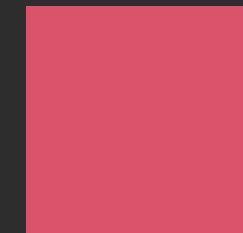
Focus on agility and adaptability to stay ahead of the rapid pace of change

04

Engage with employees and embrace innovative and flexible work approaches to build trust

05

Create a compelling employee value proposition to meet the expectations of the new generation



Middle East Workforce Hopes and Fears Survey 2023



Scan for more insights from our report,
Out Now!



Q&A





Thank you

