

**Question for written answer E-002670/2024
to the Commission**
Rule 144
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Subject: Untapped potential of AI and revitalising the technology sector and innovative national and European companies

The potential of artificial intelligence remains largely untapped. Little has been done to integrate AI into business processes, and precious few companies have used it to produce goods and provide services.

The profit-investment ratio of the world's big-tech companies is disappointing. Companies that go beyond experimentation use AI for limited activities, such as customer care and online marketing. Corporate productivity is failing to grow.

In the USA, industry players are complaining that the risk of underinvestment is significantly greater than the risk of overinvestment. Legal and regulatory risks loom large, access to large language models is expensive, data is in a disorganised state, scattered across different formats and software and IT systems are outdated.

Europe could do a great deal to compensate for these limitations and offer investors and innovation players a chance for significant development. The recent investment agreement between Microsoft and the Italian government is proof of this.

Can the Commission therefore say what programmes it intends to run and how much it intends to invest to support SMEs in the sector, to ensure not only the modernisation of IT infrastructure, but also the development of data centres, the production of semiconductors, the reform of company law, the revitalisation of competitiveness and the reduction of energy costs, with a view to making Europe a leading player in the field of innovation?

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