Belgium



Belgian firms place the least priority on AI integration in Europe

Belgium has rapidly embraced Open Innovation, with 54% of corporates engaging in startup collaborations for the first time in the past two years — the second highest level in Europe — yet rank last in the region for prioritising Al integration.

Despite 52% of Belgian corporates planning to launch Generative AI projects and 67% planning Diagnostic Al initiatives, only 41% of firms consider Al integration important, according to Sopra Steria Next's Open Innovation Report 2025.

Meanwhile, 90% of corporates express satisfaction with their Open Innovation projects — the highest in Europe, and the same number judge innovation crucial to their strategy – second highest in Europe.

As Belgium continues to lead in open innovation,



of Belgian corporates have started collaboration projects in the past 2 years - second highest in Europe



of Belgian corporates judge innovation crucial to their strategy – second highest in Europe

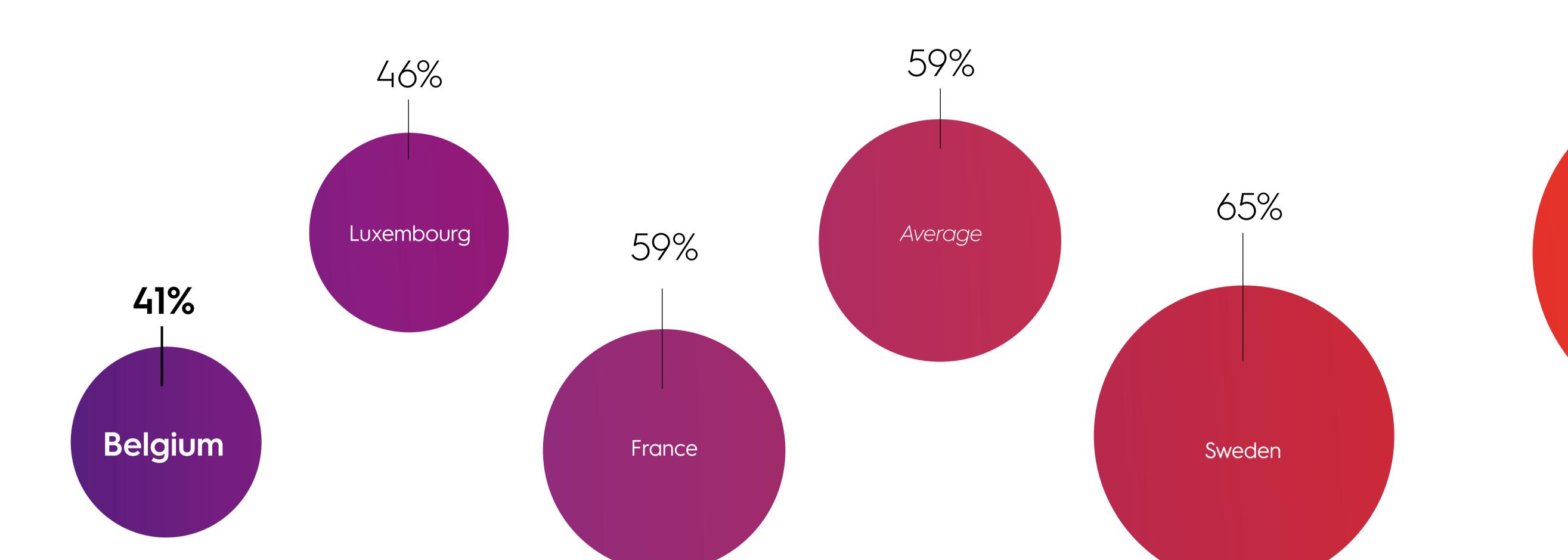
its ability to fully capitalise on AI will depend on whether it can bridge the gap between experimentation and strategic adoption.

 \frown \neg Lowest ranking in Europe for importance of integrating AI into business functions

Q: How important is integrating AI into your business? Companies responding Mission Critical or High Priority

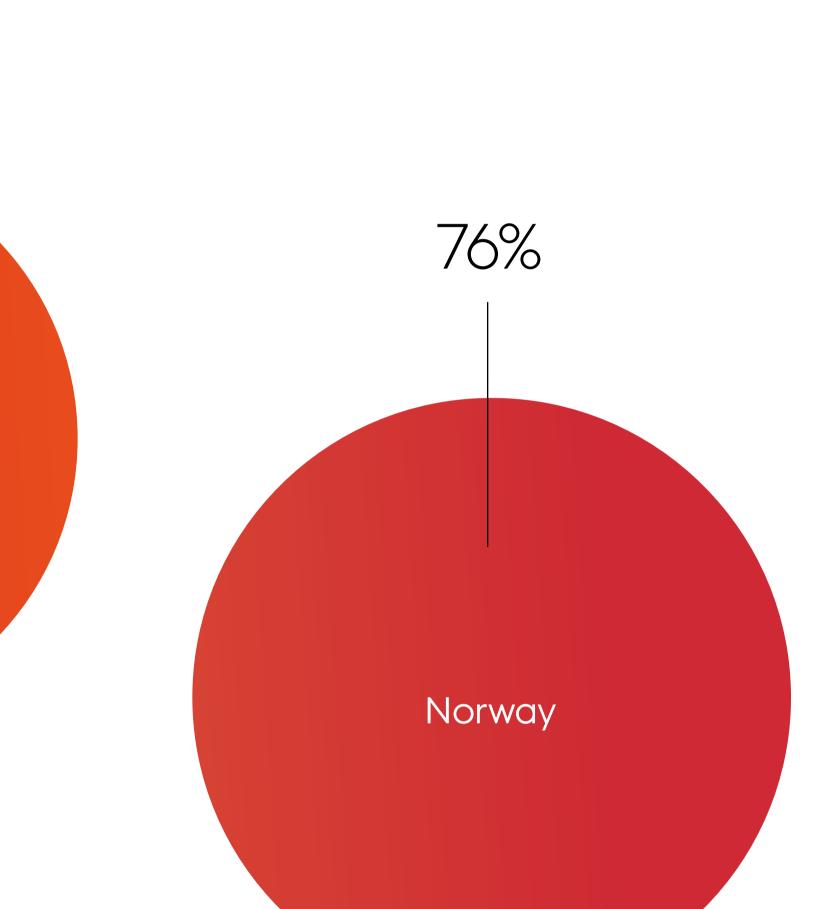
 $\Theta()$ of corporates express satisfaction with their

Open Innovation projects highest in Europe



67%

BELGIUM



Highest number of collaboration projects focused on Diagnostic AI expected in the next 2 years

| 35% | 19% | 20% | |
|---------|--------------------|------------|--|
| FRANCE | SWITZERLAND | LUXEMBOURG | |
| 34% | 30% | 34% | |
| GERMANY | THE NETHERLANDS | AVERAGE | |

Q: Which area(s) would you be most interested in collaborating with a startup in the next 24 months? Companies identifying Diagnostic AI.

Most satisfied $| \uparrow$

70%

The Netherlands

proportion of startup collaborations in Europe

| 58% | 71% | 70% | |
|---------|-------------|--------------------|---------|
| DENMARK | SWITZERLAND | THE NETHERLANDS | 90% |
| 83% | 84% | 77% | BELGIUM |
| SPAIN | FRANCE | AVERAGE | |

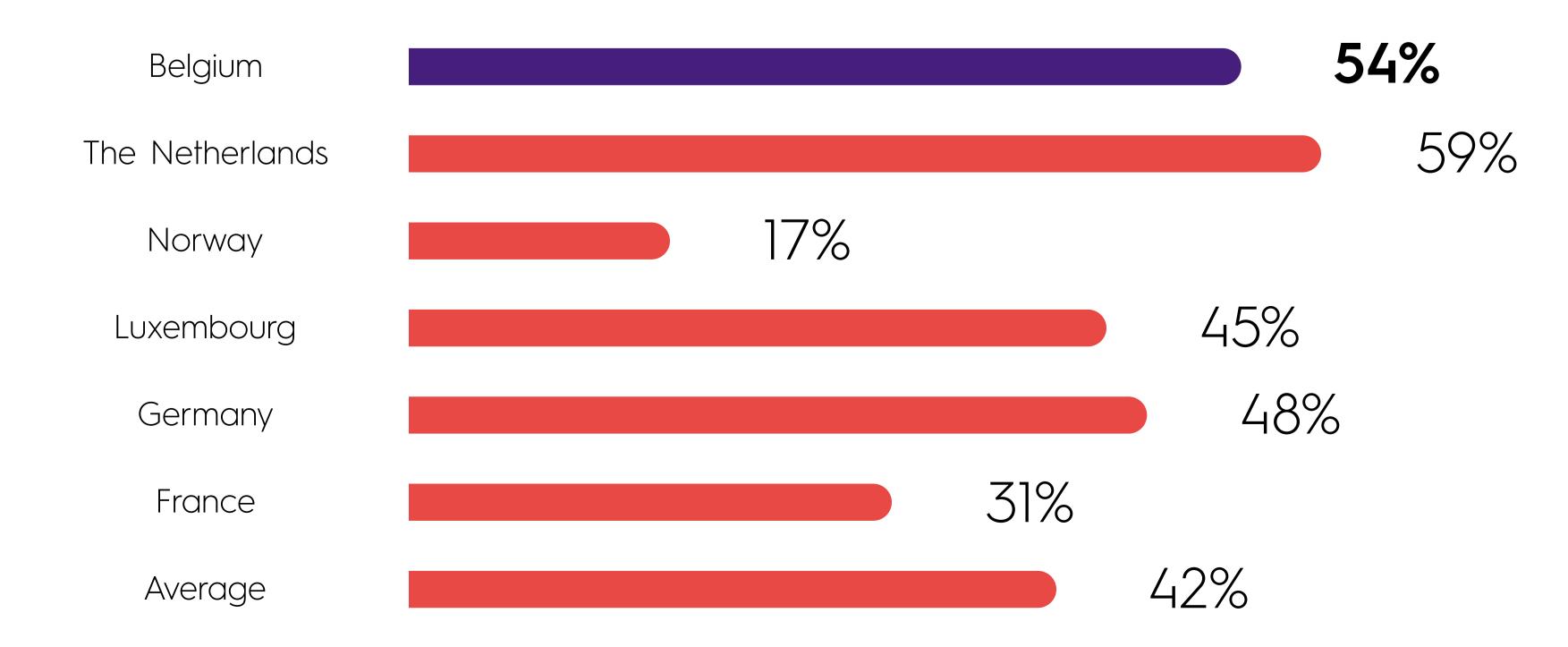
Q: Are you satisfied with your experience of collaborating with startups? Companies replying satisfied.





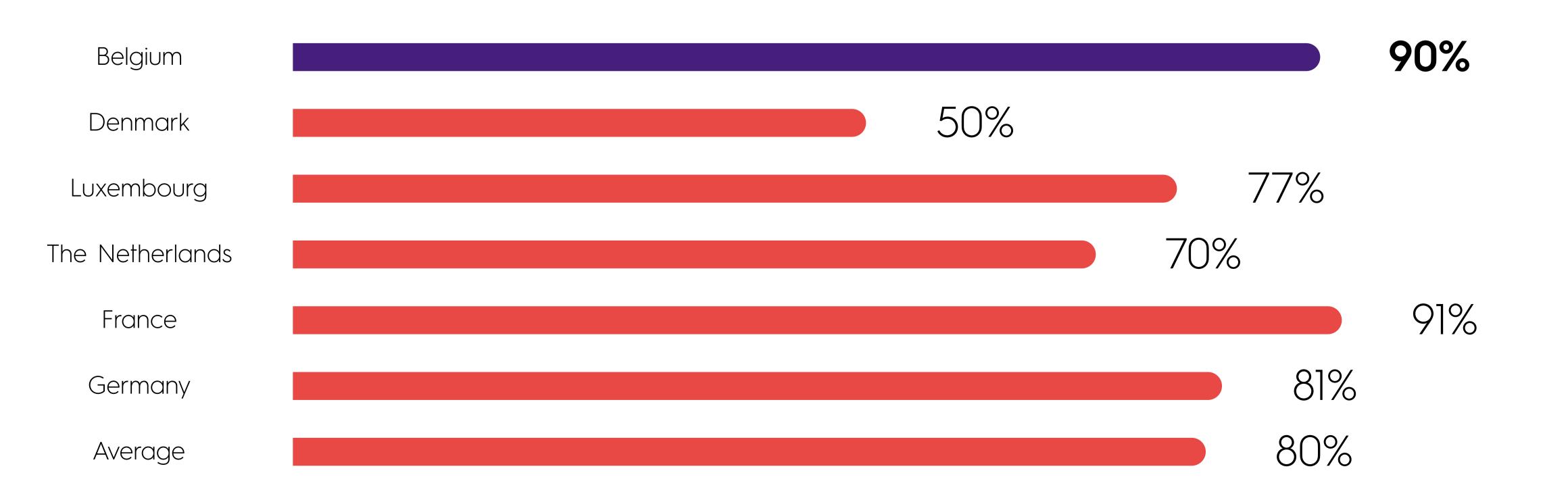
of companies new to Open Innovation

Q: For how many years has your organisation collaborated with startups? Companies answering Less than 1 year and 1-2 years.



to judge Open Innovation crucial to their strategy in Europe

Q: How important is startup collaboration for your organisation's strategy? Companies answering Very Important (Mission Critical) and Important, but not Mission Critical.





This survey was conducted among 1,643 public and private sector organisations and startups in 12 European countries: United Kingdom, France, Italy, Spain, Germany, Sweden, Norway, Denmark, Belgium, the Netherlands, Luxembourg, and Switzerland.

sopra 🌄 steria next