

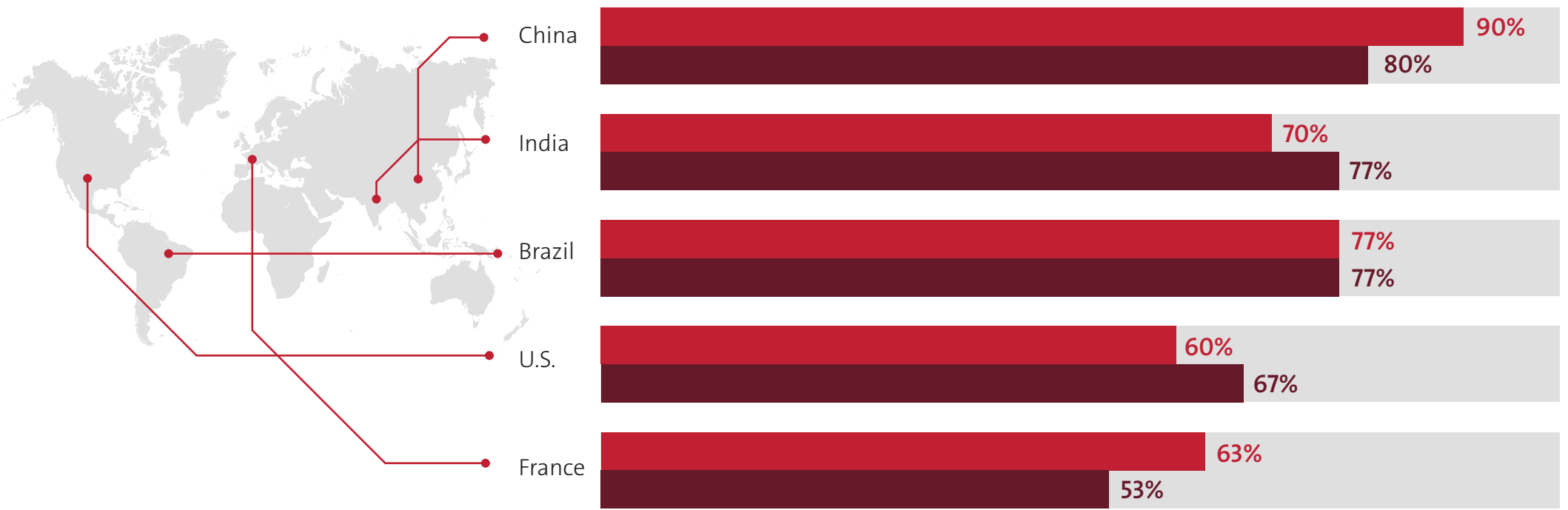


Understanding the impact of technologies: A regional view

The Fourth Industrial Revolution will bring an undeniable wave of change. A recent survey reveals that emerging economies in Asia and South America have a clearer understanding of how these new technologies will impact their approaches to innovation safety.¹

Respondents by region who indicated that emerging technologies will have a major impact on innovation.

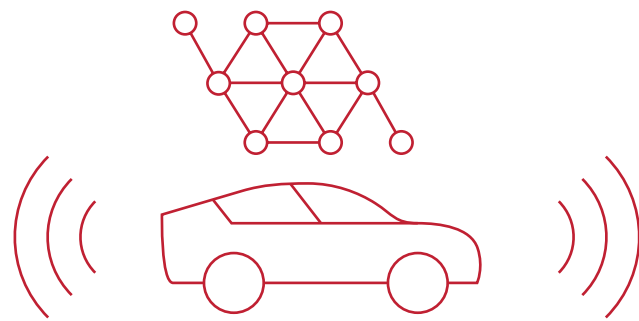
■ AI/Machine Learning ■ IoT/Connected Technologies



Discrepancies in understanding can be explained by some key trends

Leapfrogging

Emerging nations have developed capabilities and infrastructure using the latest technologies, readying the population for advanced technology use.



China drivers **twice as trusting** of autonomous cars as U.S. drivers²

Troves of data

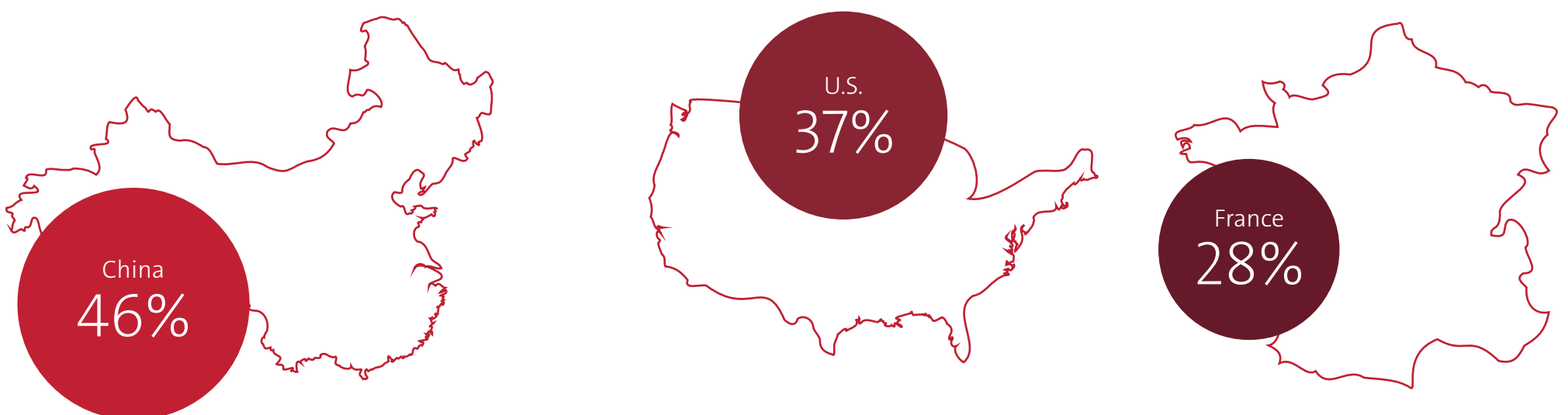
Due to government mandates or popular adoption, many emerging economies have access to more data yielding insights into customer needs, preferences and buying patterns.



Innate to business

Surrounded by data and the latest technology, businesses in emerging countries have AI top of mind.

Companies that have a comprehensive, companywide AI strategy⁴



Explore more trends in innovation safety at [UL.com/Insights](https://www.ul.com/insights)

Sources:

- 1 – UL Innovation Safety Survey, 2019.
- 2 – Forbes, “Why This Country (Not the USA) Will Be First to Adopt Driverless Cars.” May 31, 2018.
- 3 – China Morning Post, “China trails US in every area of AI development except big data, Oxford University report finds,” March 19, 2018.
- 4 – Deloitte, “Future in the balance? How countries are pursuing an AI advantage,” May 1, 2019.

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