

# 2024 STATE OF DESIGN & MAKE

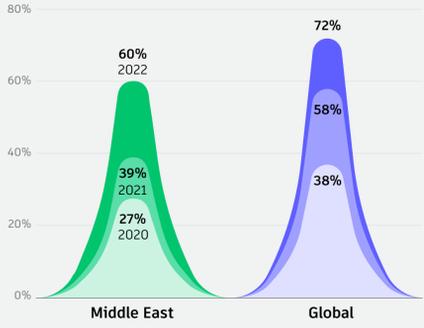


## Middle East summary

### BUSINESS RESILIENCE

#### Company performance is improving

Percentage of businesses that outperformed corporate expectations:



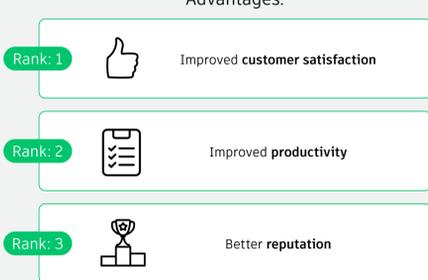
#### Cost control emerges as the top business challenge

Top 3 challenges cited by leaders:

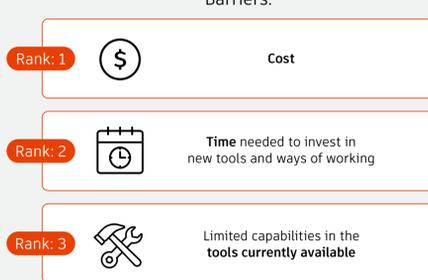


#### Top advantages of—and barriers to—digital transformation

Advantages:

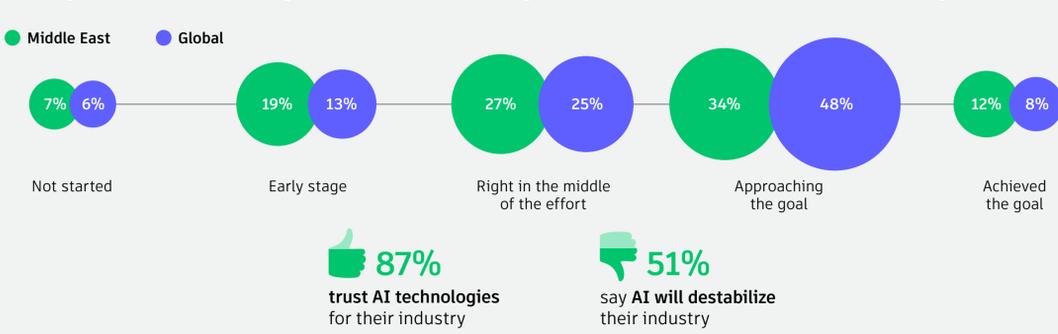


Barriers:



#### The AI finish line is within sight for many

Most organizations are approaching or have achieved current AI goals (values do not add up to 100% due to rounding)

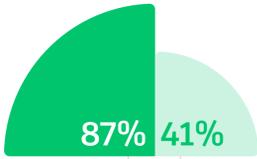


“AI is going to be a massive driver for us. I think every organization in the world is going to be impacted—it’s just a question of the extent. We’re identifying use cases where we can eliminate very manual or antiquated workloads. We use a number of AI point solutions at the moment for transcribing meeting minutes, logging action items, and extracting the sentiment of meetings, amongst others.”

—Severin Tenim, head of strategic projects & development, ALEC Engineering & Contracting

### TALENT

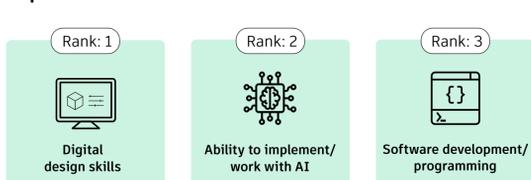
#### Upskilling is essential but out of reach for many



87% of survey respondents agree that upskilling is important

41% say their organizations don't have the necessary skills and resources to design internal training programs

#### Top 3 skills of the future



#### Companies are taking a multipronged approach to solving the talent problem

Digital maturity helps attract talent



Sustainability efforts attract and help retain talent



47%

say they used AI to supplement a skills gap

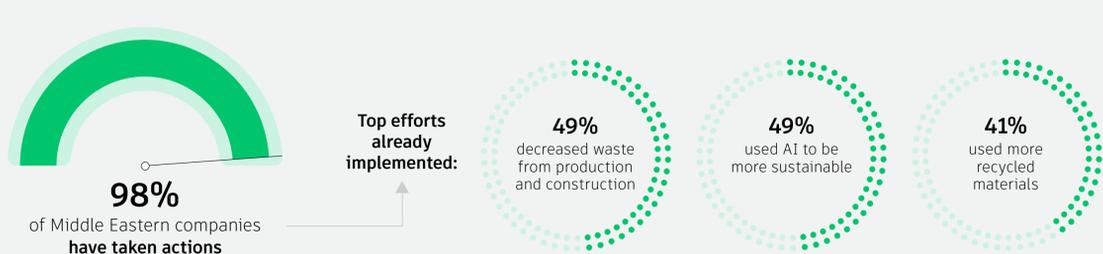


“We’re investing heavily in our own workforce. We have training and upskilling programs focused on not only technical training and how to use the latest technologies, but also leadership and soft skills like communication and problem-solving.”

—Damir Jaksic, CIO, KEO International Consultants

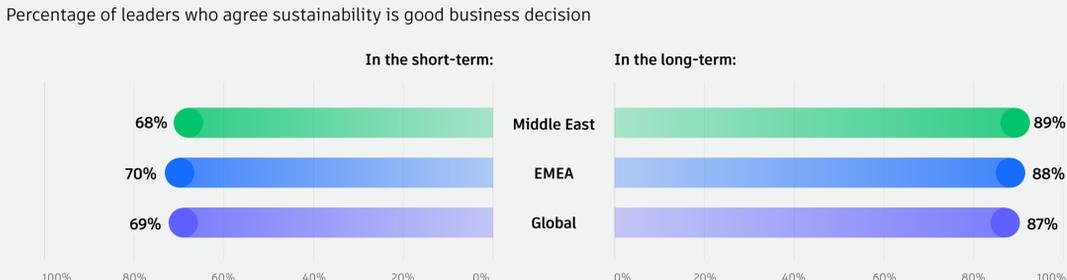
### SUSTAINABILITY

#### Sustainability becomes a key priority



#### Sustainability is proving its value to both short-term and long-term business health

Percentage of leaders who agree sustainability is good business decision



79%

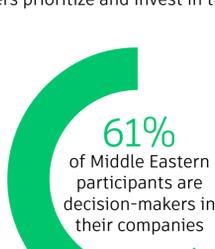
say that sustainability goals are no longer a nice to have, they are a requirement of modern business

### METHODOLOGY

The *State of Design & Make* report is a global, annual study for leaders of design and make places, objects, and experiences. It identifies the most pressing drivers of change that are shaping today’s business decisions to help leaders prioritize and invest in the future.

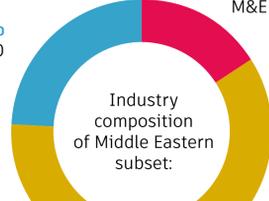
150 Middle Eastern industry leaders, futurists, and experts surveyed

8 years is the average experience respondents have in their industry



24% AECO

16% M&E



Access the full *2024 State of Design & Make* report—including all glossary terms and research insights

[Read full report](#)

Source: Autodesk, 2024 *State of Design & Make* report and study data

