

AI Ascendancy:

Türkiye and Emerging Markets Leapfrogging into the Future

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(Betül Abalı - Anadolu Agency)

Türkiye, Brazil, South Africa and Mexico each demonstrate distinct AI strengths and strategic priorities.

Türkiye leads with the highest expected growth rate, driven by strong governmental support and innovation. Brazil focuses on ethical research and industry partnerships, while South Africa emphasizes socio-economic inclusivity. Mexico leverages public-private partnerships. Collaborative efforts, regulatory enhancements and investments in education and infrastructure are essential for unlocking AI's transformative potential and ensuring inclusive growth.

Introduction

Artificial intelligence (AI) is rapidly transforming economies and societies worldwide, and emerging markets are leveraging this technology to leapfrog traditional development stages and tackle unique socio-economic challenges. This paper provides a comparative analysis of AI development in Türkiye and other emerging markets, specifically Brazil, South Africa, and Mexico. By examining government policies, industry applications, academic contributions, and challenges, the study uncovers best practices and opportunities for advancing AI in these regions.

The AI markets in Türkiye, Brazil, South Africa, and Mexico are poised for substantial growth from 2024 to 2030, with Türkiye projected to have the highest compound annual growth rate (CAGR) at 28.72 per cent. Each country presents unique strengths and challenges. Türkiye and Mexico emphasise innovation and diversified AI applications, bolstered by strong governmental support and vibrant startup ecosystems. Brazil focuses on ethical AI research and industry partnerships, particularly in agriculture, energy, and healthcare. Meanwhile, South Africa aims to balance technological advancement with socio-economic inclusivity, excelling in AI research areas such as mining, public services, healthcare, and finance.

Collaborative efforts and leveraging regional advantages are crucial for these countries to strengthen their positions in the global AI landscape. By learning from each other's experiences and building on their respective strengths, Türkiye, Brazil, South Africa, and Mexico can advance their AI capabilities and drive significant socio-economic progress.

AI Development in Türkiye

Türkiye's AI sector has experienced significant growth and development over the past few years, which has been marked by a series of strategic initiatives and robust advancements. The market size of the Turkish AI sector is projected to reach [1.62 billion USD](#) by 2024. This market is expected to demonstrate a strong compound annual growth rate (CAGR) of [28.72 per cent](#) from 2024 to 2030, ultimately achieving a market volume of 7.37 billion USD by 2030. Out of all AI sub-industries, Machine Learning (ML) and Natural Language Processing (NLP) appear to have grown the most in Türkiye. Moreover, globally, the deployment of industrial robots has seen substantial growth, with approximately 3.9 million units installed worldwide as of 2022, projected to reach 5.2 million by 2025. Türkiye ranks 18th globally in terms of industrial robot stocks, boasting 22,735 robots currently in operation.

Türkiye's AI startup ecosystem is propelled by proactive governmental support. Recognising the dynamic nature of AI and its pivotal role in national development, Türkiye introduced its maiden [National Artificial Intelligence Strategy \(NAIS\)](#) in 2021. President Recep Tayyip Erdoğan emphasised the indispensability of AI, declaring it a cornerstone of Türkiye's developmental aspirations. The Turkish government's approach to AI is framed within the broader context of its Vision 2023 plan, which outlines the country's goals for its centennial year. Crafted through a collaborative effort involving public institutions, academia, industry leaders, and international entities, the NAIS delineates six strategic pillars. These encompass initiatives ranging from nurturing AI talent and fostering innovation to regulating AI applications and fostering global collaboration. With 24 objectives and 119 actionable measures, the strategy charts Türkiye's AI journey from 2021 to 2025, with a central focus on achieving AI autonomy and reducing reliance on external technologies.

Financial and regulatory support for AI startups underscores the government's commitment to fostering indigenous AI innovation. State-backed initiatives like the [Tech-InvesTR](#) VC Program provide invaluable support to early-stage AI startups. In response, Turkish institutions have launched over [50 new AI-related programs](#), advocating for comprehensive AI education to empower the workforce. Turkish universities [such as](#) Istanbul Technical University (ITU) have established dedicated AI research centres. Additionally, the Scientific and Technological Research Council of Türkiye (TÜBİTAK) further fuels collaboration between academia, industry, and government by fostering an ecosystem conducive to AI innovation: TÜBİTAK's various programs provide financial support to both academic and industrial research projects, fostering innovation and encouraging the development of cutting-edge AI technologies. Another governmental initiative is the [Istanbul Development Agency \(ISTKA\)](#). ISTKA's programs include the Startup Istanbul initiative, which offers mentorship, networking opportunities, and financial support to emerging tech companies.

The Turkish government is also investing in the development of digital infrastructure to support the deployment and scalability of AI technologies. Initiatives such as the National Broadband Strategy and the 5G Roadmap aim to enhance internet connectivity and ensure that high-speed internet is accessible to all segments of the population. By improving digital infrastructure, the government is laying the foundation for the widespread adoption of AI technologies across various sectors both locally and internationally. In education, for example, the governmental Turkish Maarif Foundation (TMV) is [expanding](#) its international education network by implementing an AI curriculum in its schools starting from the 2024-2025 academic year. With over 447 schools globally, TMV plays a pivotal role in promoting Turkish language education and cultural diploma-

cy abroad. The initiative underscores TMV's commitment to integrating AI into education to prepare students for the digital age, aligning with Türkiye's strategic goals in global educational leadership and technological innovation.

Public-private partnerships are another reason for AI advancement in Türkiye. Collaborations between the government, private companies and academic institutions have resulted in numerous AI initiatives tailored to local and national needs. For instance, the Turkish Informatics Foundation (TBV) [works closely](#) with government agencies and private sector stakeholders to promote digital literacy and foster an environment conducive to AI innovation. TBV's initiatives include organising conferences, workshops, and training programs to enhance the AI skills of Türkiye's workforce. Another example is the Turkish Aeronautical Association University (THK), which recently unveiled a ground-breaking [national security](#) project that utilises AI to track spacecraft and satellites passing over Türkiye. The initiative aimed at bolstering national space capabilities and enhancing security, integrating deep learning to identify and monitor orbital movements. The [partnership](#) between Istanbul Technical University (ITU) and IBM to develop AI solutions for cybersecurity is another notable example.

The Turkish private sector is also investing in AI. For example, Garanti BBVA, one of Türkiye's largest banks, has collaborated with fintech startups to develop AI-driven [banking solutions](#). These include personalised customer services, fraud detection systems, and predictive analytics tools that enhance operational efficiency and customer experience. In the transportation and logistics industry, Turkish companies have formed alliances with AI technology providers to streamline operations and improve supply chain management. Turkish Airlines, for example, has invested in AI-powered solutions for [pricing optimization](#) and [operational efficiency](#). Turkcell's "Spread the Smile" campaign represented the inaugural use of AI technology for a social responsibility initiative in Türkiye.

Furthermore, the Turkish government has partnered with international organisations and research institutions to promote AI research and development through collaborative projects. For example, Türkiye's [membership](#) in the Global Partnership on Artificial Intelligence (GPAI) was approved in November 2022. Additionally, Türkiye closely monitors legal developments in the EU, such as the EU AI Act, often using them as [templates](#) for its national legislation. Türkiye is expected to regulate AI in a manner that aligns with relevant EU regulations.

A major hurdle in Türkiye's advancement in AI lies in the need for more suitable talent. However, promising developments are underway through government initiatives focused on enhancing AI education and providing robust financing support for startups. These efforts not only aim to bolster the country's capacity in AI innovation but also seek to cultivate a skilled workforce capable of driving sustainable technological progress.

AI Development in Comparative Emerging Markets

Brazil

The AI market in Brazil is poised for significant growth, with a projected market size of [3.61 billion USD](#) by 2024. This growth trajectory is expected to continue, with an annual growth rate (CAGR) of [28.61 per cent](#) from 2024 to 2030, culminating in a market volume of 16.34 billion USD by 2030. The market primarily encompasses Natural Language Processing (NLP) tools like chatbots and speech recognition, computer vision applications such as object detection and face recognition, and machine learning tools including trained algorithms. However, certain aspects, such as robotics hardware, enterprise resource planning (ERP) software, and web development services, fall outside the scope of this assessment.

After years of governmental debate, Brazil [introduced](#) the General Data Protection Law (LGPD) in 2018, which became functional in February 2020. There has been a heightened focus on regulating how AI is used, particularly concerning data privacy and protection. It is very similar to the EU's General Data Protection Regulation (GDPR): it mirrors the GDPR by emphasising core data processing principles like lawfulness, fairness and transparency by underscoring data minimisation, accuracy, storage limitation and security. These principles align with GDPR standards, promoting accountability and non-discrimination in personal data use. Brazil also [plans to establish](#) a Privacy and Data Protection Observatory, a permanent project of Data Privacy Brasil, aimed to inform and promote debates on privacy and data protection. It plans to systematise information on the LGPD and international developments, provides updates through bulletins and blogs and engages in webinars like "LGPD in motion." The Observatory will use various formats to reach diverse audiences and collaborate internationally, translating newsletters into English.

In April 2021, the Brazilian government [launched](#) the National Strategy for Artificial Intelligence (EBIA), aiming to harness the nation's strengths in technology, innovation, and entrepreneurship to address local challenges and generate new opportunities within the innovation ecosystem. The [EBIA](#) is founded on the five principles of the [OECD AI Principles](#):

- Inclusive growth and well-being
- Human-centred values and equity
- Transparency and explainability
- Robustness, security, and protection
- Accountability

These principles guide Brazil's efforts to ensure that AI benefits are equitably and sustainably distributed across

society. To achieve these goals, the Brazilian government has initiated and supported various AI projects across nine strategic axes:

- Legislation, regulation, and ethical use of AI
- AI governance
- International aspects
- Qualifications for a digital future (education)
- Workforce and training
- Research, development, innovation, and entrepreneurship
- Application in productive sectors
- Application in the public sector
- Public security

Since the launch of EBIA, Brazil has established six applied centres for AI (CPAs) in fields such as smart cities, agriculture, Industry 4.0, and health to support the achievement of the abovementioned principles. These centres build on pre-existing AI-focused institutions, including the Centre for AI (C4AI) and the Brazilian Association of Research and Industrial Innovation Network of Digital Technologies and Innovation. Furthermore, the Brazilian government has introduced grants for [startups and educational programs](#) to equip the current workforce with skills in data science, cybersecurity, the Internet of Things (IoT), cloud computing, and robotics from elementary to postgraduate levels.

While advocating for careful consideration to avoid overly restrictive AI regulations, the EBIA also emphasises the importance of [incorporating ethical considerations](#) into AI development from the very beginning. This concept, known as “ethics by design,” means that ethical principles—such as respect for human dignity and the enhancement of human well-being—should be integrated into every stage of AI development and use. This approach ensures that AI technologies are designed and implemented in ways that prioritise and uphold ethical standards.

The EBIA suggests that these ethical principles should not only guide AI development but could also be formalised as normative requirements, meaning they would be mandatory for all governmental AI initiatives. By doing so, Brazil aims to foster an environment where AI innovation can flourish while simultaneously ensuring that the technology is developed and used in a manner that benefits society and respects individual rights. The Brazilian AI strategy [focuses on ethical AI production](#) by financing research in fairness, accountability, and transparency (FAT); fostering corporate partnerships; requiring ethical AI in public tenders; updating legislation; promoting transparency; mitigating algorithmic bias; establishing data quality policies; encouraging human intervention in high-risk AI decisions; and implementing best practices and regulatory innovations.

As a result of Brazilian government initiatives and the development of AI regulatory frameworks, Brazil is leveraging

AI across multiple sectors to address specific challenges, particularly in the fields of agriculture, energy and health-care. For example, AI-powered solutions are enhancing precision farming, enabling Brazilian farmers to optimise crop yields and reduce resource consumption. Between 2024 and 2029, the CAGR for AI in the agriculture market in Brazil is 7.67 per cent, with a forecasted market size of the energy sector is also utilising AI to develop smart grids, improve energy efficiency, and integrate renewable energy sources. In healthcare, AI is being used for diagnostics, personalised treatment and telemedicine, significantly improving patient outcomes.

Brazilian universities and research institutions are at the [forefront of AI research](#), often collaborating with industry partners to translate innovations into practical applications. Institutions such as the University of São Paulo and the Federal University of Rio de Janeiro are leading AI research initiatives, focusing on areas such as natural language processing, machine learning and robotics. The Centre for Artificial Intelligence (C4AI) serves as a [hub](#) for collaborative research, bringing together academia, industry, and government to advance AI technologies and address societal challenges. With that said, Brazil’s AI development faces [challenges](#) like economic instability, political uncertainties, and regulatory challenges related to data privacy, which have led to insufficient investment in AI research and development. Addressing these challenges can foster a more conducive environment for AI advancement.

South Africa

South Africa has become a significant tech hub, especially in cities like Cape Town and Johannesburg. Startup funding soared from 50 million USD in 2015 to nearly 350 million USD in 2021, driven by both local economic strength and strategic government policies. Major tech players like IBM, Cisco, and Google have set up operations in South Africa, making it a hub for tech services across Africa. Academic institutions like the University of Johannesburg and Tshwane University of Technology are actively driving AI research and development in South Africa. Their goals range from establishing themselves as leading AI centres in Africa to supporting small and medium enterprises through digital skills enhancement. At the same time, global tech giants such as Equinix, Google, and Vantage Data Centres are pouring substantial investments into the country’s AI infrastructure. For instance, Equinix is [injecting](#) 160 million USD into a local data centre, while Google plans to launch a new Google Cloud region.

South Africa has taken proactive steps to integrate AI into its national development agenda. In 2018, the country [established](#) the Presidential Commission on the Fourth Industrial Revolution (PC4IR) to harness advanced technologies for South Africa’s development, aligning with Vision 2030. The PC4IR, consisting of leaders from academia,

business, and civil society, began its work in May 2019 by combining research and stakeholder engagement to assess the country's current conditions and future potential in the 4IR. The Commission has focused on identifying opportunities and addressing barriers to progress in the 4IR. This includes learning from international best practices to position South Africa effectively in the global 4IR landscape. The PC4IR also examines the role of the government and key institutions in leading and funding essential initiatives to ensure the successful integration and advancement of 4IR technologies in South Africa.

Importantly, the PC4IR was established to guide the country's AI strategy and ensure that AI technologies are harnessed for inclusive and sustainable development. The Commission's recommendations include

- Promoting AI research and innovation,
- Developing a skilled workforce,
- Establishing regulatory frameworks to address ethical and legal challenges associated with AI; and
- Balancing technological advancement with socio-economic inclusivity.

A notable initiative in this sense is the [AI Institute of South Africa \(AIISA\)](#), established in 2022 to advance AI research and development. It focuses on sectors such as mining, government services, and healthcare, aiming to leverage AI for economic growth and job creation. The AIISA is a [collaborative effort](#) led by three key organisations: the Department of Communication and Digital Technologies (under the Ministry of Communications and Digital Technologies), the University of Johannesburg and the Tshwane University of Technology (TUT). Together, they are driving several strategic projects in artificial intelligence (AI) across various sectors. In mining, AI-powered automation and predictive maintenance are enhancing operational efficiency and safety. The healthcare sector is using AI for disease diagnosis, patient management, and health monitoring, addressing critical healthcare challenges. Public services are also benefiting from AI through smart governance initiatives, which aim to enhance cloud infrastructure to streamline government operations, including training public servants in AI and digital skills.

The South African government's AI initiatives are strategically aligned with broader economic objectives, and the country is well on its way to becoming a regional leader. However, significant challenges remain, including the risk of widening social disparities and dependence on external expertise. For example, inadequate digital infrastructure, particularly in remote or underserved areas, poses a substantial challenge to deploying and expanding AI solutions. This infrastructure gap impedes access to AI technologies for a broader population, exacerbating existing inequalities. Other significant barriers to scaling AI initiatives in South Africa are limited resources, primarily constrained

funding, and [limited awareness](#) of the impact of AI. Many pioneering AI projects need help to secure the necessary financial backing for infrastructure development, rigorous testing and sustained growth. To fully benefit from AI advancements, South Africa needs to [overcome](#) funding constraints and improve infrastructure to ensure broader and fair access to AI technologies nationwide.

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Mexico

Mexico has recognised the strategic importance of AI in driving economic growth and competitiveness. Through a combination of government initiatives, public-private partnerships and targeted investments, Mexico aims to position the country as a leader in AI innovation and application, addressing both local challenges and contributing to global advancements. The Mexican government's commitment to AI is [evident](#) through its launch of the National AI Strategy in 2018. This comprehensive strategy focuses on integrating AI across various sectors, promoting ethical AI use, and developing a skilled AI workforce. The government also [established](#) the Mexican Observatory for AI (OMIA) to monitor AI developments and provide recommendations for policy and regulatory frameworks.

One of the key governmental [initiatives](#) supporting AI development is PROSOFT. This program is designed to bol-

ster the growth of the IT sector, including AI, by providing financial aid and resources to technology companies. By supporting both established firms and startups, PROSOFT aims to create a vibrant ecosystem where innovation can thrive. This initiative also helps bridge the gap between research and practical application, ensuring that AI technologies can be effectively deployed to address real-world challenges.

The National Council of Science and Technology ([CONACYT](#)) plays a vital role in supporting AI research and development in Mexico. CONACYT provides funding for AI projects and supports academic institutions engaged in cutting-edge AI research. By facilitating collaboration between academia, industry, and government, CONACYT helps ensure that AI research is aligned with national priorities and can be translated into practical solutions. It appears to play a similar role to Türkiye's TÜBİTAK as it extends support to various academic research projects in AI, highlighting the government's commitment to fostering innovation.

Public-private partnerships have also been instrumental in driving AI advancement in Mexico. For instance, Mexico City's [Smart City Initiative](#) exemplifies the government's collaboration with private companies to implement AI-driven urban management solutions, including smart traffic systems that optimise traffic flow and reduce congestion, as well as smart lighting and waste management systems. Another significant partnership is between [C Minds](#), a Mexican innovation agency, and the city government's Laboratorio para la Ciudad (Laboratory for the City), which funds [experimental civic innovation](#). The initiative develops AI solutions aimed at solving urban challenges, such as environmental monitoring and public safety.

Private investment in AI is also on the rise in Mexico, with both domestic and international investors recognising the potential of the Mexican AI market. It is projected to reach [2.78 billion](#) USD by 2024 and is expected to grow at an annual rate of [28.52 per cent](#) from 2024 to 2030, reaching 12.53 billion USD by the end of the decade. This growth trajectory highlights Mexico's increasing adoption of AI technologies across various sectors. The influx of [entrepreneurial capital](#) supports this and also encourages further innovation. Various incubators and accelerators, such as Startup Mexico and MassChallenge Mexico, provide mentorship and resources to AI-focused entrepreneurs, fostering a vibrant startup ecosystem. Global tech companies have also made substantial investments in AI infrastructure in Mexico. For example, Microsoft has extended its AI for Earth program to Mexico, partnering with local organisations to tackle environmental challenges. This includes using AI to monitor deforestation, optimise water usage in agriculture, and protect biodiversity. For example, it invested in AI projects such as ["Shark ID"](#) aimed at conserving Mako sharks in the Mexican Pacific Ocean.

Despite making significant strides, Mexico encounters challenges on its AI journey. These include deficiencies in

AI infrastructure and [funding](#), such as inadequate computing power, limited access to high-quality data, insufficient internet connectivity, and restricted availability of advanced AI tools and platforms. These factors collectively impede the country's efforts to fully harness the potential of artificial intelligence across various sectors. Addressing these issues is crucial to fostering a more robust AI ecosystem in Mexico. One potential solution lies in the fact that some of the biggest American AI companies have asked their Taiwanese manufacturing partners to [move their operations](#) to Mexico in a bid to diminish reliance on China. The success of such an initiative remains to be determined.

Comparative Analysis

In analysing the AI landscapes of Türkiye, Brazil, South Africa, and Mexico, distinct patterns emerge in their policy frameworks, industry applications, academic contributions, challenges, and competitive edges (see Table 1 below):

The AI markets in Türkiye, Brazil, South Africa, and Mexico are poised for substantial growth from 2024 to 2030. In Türkiye, the AI market is expected to increase from 1.62 billion USD in 2024 to 7.37 billion USD in 2030, indicating a compound annual growth rate (CAGR) of 28.72 per cent, the highest rate in this comparative sample. This significant growth suggests a strong push towards AI adoption and development in the country. Similarly, Brazil's AI market is projected to grow from 3.61 billion USD in 2024 to 16.34 billion USD in 2030, with a CAGR of 28.61 per cent. South Africa's AI market, while smaller, is also set to expand notably, from 0.9 billion USD in 2024 to 4 billion USD in 2030, reflecting a CAGR of 28.22 per cent. Mexico's AI market is projected to grow from 2.78 billion USD in 2024 to 12.53 billion USD in 2030, with a CAGR of 28.52 per cent.

Türkiye and Mexico prioritise fostering innovation and collaboration in their AI policies, positioning themselves with strong governmental support and burgeoning AI startup ecosystems. They emphasise a broad spectrum of applica-

Table 1: Comparison of AI Development in Türkiye vs Other Emerging Markets				
	Türkiye	Brazil	South Africa	Mexico
2024 Market Size (Billion USD)	1.62	3.61	0.90	2.78
2030 Market Size (Billion USD)	7.37	16.34	4.00	12.53
2024-2030 CAGR (%)	28.72	28.61	28.22	28.52
Policy and Strategic Framework	Focuses on fostering innovation and enhancing competitiveness	Emphasises ethics, research, and workforce development	Balance technological advancement with socio-economic inclusivity	Highlights collaboration and ethical considerations
Industry Applications and Innovations	Manufacturing, healthcare, retail and finance	Agriculture, energy, healthcare	Mining, healthcare and public services	Manufacturing, healthcare, retail and finance
Academic and Research Contributions	Turkish universities partnering with global tech giants to drive AI research	Brazilian universities collaborating with industry partners to translate innovations into practical applications	South African universities focusing on machine learning, computer vision, and AI ethics	Mexican universities leading research in machine learning, natural language processing, and robotics.
Significant Challenge(s)	Talent development	Economic and political instability leading to insufficient investment in AI research. Regulatory challenges.	Limited digital infrastructure (insufficient broadband internet access, lack of advanced data centres, limited availability of high-speed networks et cetera). Constrained funding and awareness of AI impact.	Limited AI infrastructure and funding (inadequate computing power, lack of high-quality data, insufficient internet connectivity and limited access to advanced AI tools and platforms)
Competitive Edge	Rapidly growing AI startup ecosystem and strong government support.	Strong innovation ecosystem and government support for AI initiatives.	Emerging tech hubs and a growing pool of skilled tech professionals.	Strong talent pool and proximity to the US market.

tions across manufacturing, healthcare, retail, and finance, showcasing a diversified approach to AI integration. Brazil, on the other hand, focuses on ethical research and industry partnerships, particularly in sectors such as agriculture, energy, and healthcare. This strategic emphasis aligns with its robust innovation ecosystem and supportive governmental policies despite facing challenges related to economic stability and infrastructure. South Africa adopts a policy framework that balances technological advancement with socio-economic inclusivity, aiming at core AI technologies and ethics. Despite its challenges with digital infrastructure, the country excels in AI research areas such as mining, public services, healthcare, and finance.

Each country has unique strengths and challenges in the field of AI. Türkiye and Mexico appear to have a more developed ecosystem for AI startups and innovation, while Brazil and South Africa face AI and digital infrastructure challenges, respectively, but excel in specific research domains. Collaborative efforts and leveraging regional advantages can be the missing link for these countries to strengthen their positions in the global AI landscape.

Lessons Learned and Best Practices

The comparative analysis of AI development in Türkiye, Brazil, South Africa, and Mexico highlights several critical insights and strategies for success. To emulate successful practices, these countries should focus on fostering robust collaboration between government, academia, and industry while addressing regulatory and ethical concerns, as well as promoting inclusive AI development. Key recommendations for advancing AI in Türkiye and other emerging markets include substantial investments in research and innovation, developing a highly skilled workforce and addressing socio-economic disparities as part of AI research, development and scaling plans. By leveraging best practices and overcoming existing challenges, these emerging markets can harness AI's transformative potential to drive significant economic growth and societal benefits.

Singapore's ["Model AI Governance Framework"](#) offers a prime example of effective AI governance, emphasising the prevention of biases and ensuring algorithmic transparency and accountability. Essential strategic actions include:

- Structuring comprehensive AI governance ecosystems.
- Encouraging data sharing and the use of representative datasets.
- Improving data quality.
- Facilitating access to open government data.
- Creating data review boards; and
- Promoting open-source codes to detect biases.

These measures can guide emerging markets in responsibly and effectively harnessing AI, paving the way for a future where technology serves all segments of society equitably and transparently.

Conclusion

The comparative analysis of AI development in Türkiye, Brazil, South Africa, and Mexico reveals a dynamic landscape of growth, innovation, and challenges. Each country demonstrates unique strengths and strategic priorities, contributing to its potential for substantial AI market expansion from 2024 to 2030. Türkiye leads with the highest projected CAGR, emphasising innovation and strong governmental support, fostering a robust AI startup ecosystem. Brazil focuses on ethical AI research and strategic industry partnerships, particularly in agriculture, energy, and healthcare. South Africa strives to balance technological advancement with socio-economic inclusivity, concentrating on AI applications in mining, public services, healthcare, and finance. Meanwhile, Mexico leverages public-private partnerships and governmental initiatives to drive AI adoption across manufacturing, healthcare, retail, and finance sectors. Moving forward, these nations can benefit from collaborative efforts, enhanced regulatory frameworks, and investments in education and infrastructure to fully realise the transformative potential of AI and ensure inclusive growth and development.