

WCC CUSTOMIZED REPORTS

1. Why IMD?

- a. Objectivity of IMD reputation (academic institution, neutral, independent, unbiased, multi-cultural) → **credibility**
- b. IMD's brand "Real World. Real Learning" and approach: applies to real life business situations the research conducted by faculty and R&D
- c. IMD's ranking as one of the world's top business schools:
<http://www.imd.org/about/keyfacts/rankings.cfm>

2. Why WCC?

- a. World leader in research on competitiveness for nations and regions:
<http://www.imd.org/wcc>
- b. Pioneered and researched concept of competitiveness for past 2 decades
- c. Widely considered to be the most reputable benchmark of the world's most competitive economies
- d. Most comprehensive database on world competitiveness (over 300,000 statistics)
- e. Unique network of PIs worldwide
- f. Expertise on regional dimension (8 regional projects over past 3 years)
- g. **"Wide-angle approach"** covering the 4 dimensions of competitiveness
- h. Objective analysis of an economy's performance based on 2/3 hard statistics (competitiveness that is measurable)

3. Reference Custom Reports:

- a. Sultanate of Oman (2000 and 2004)
- b. Kingdom of Saudi Arabia (2002)
- c. Emirate of Dubai - UAE (2005)
- d. State of Qatar (2006)
- e. State of Sabah – Malaysia (2006)
- f. Emirate of Abu Dhabi – UAE (2007)
- g. Ile-de-France – France (2007)
- h. State of Selangor – Malaysia (2007)
- i. Klang Valley – Malaysia (2007)
- j. Galicia – Spain (2007)
- k. Republic of Kazakhstan (2008)
- l. Terengganu – Malaysia (2008)
- m. Sultanate of Oman (2009)
- n. United Arab Emirates (2009)
- o. Kuala Lumpur – Malaysia (2009)
- p. Mongolia (2010)

4. Objectives of Custom Reports:

- a. Analyze the competitiveness of the country/region based on the WCY methodology
- b. Benchmark against world's most competitive economies – raise visibility and standing
- c. Make comparisons across economies on a regional and global scale
- d. Pursue insightful decision-making based on results
- e. Focus on competitive challenges and opportunities facing the economy
- f. Prepare a national business plan or action plan

5. **Advantages of Custom Reports:**
 - a. Applies WCY methodology – credibility, reputation, reliability, **value backed by IMD knowledge!**
 - b. **IMD works with reliable PI** that has intimate knowledge of the region
 - c. Internal working tool – assess strengths & weaknesses to promote competitiveness (set goals & targets)
 - d. Attract investment and talents via Public Relations strategies (Investment promotion agencies)
 - e. Learn from others (via WCC workshops): success stories, best practices, case studies
 - f. **Confidentiality** – the results are confidential for the internal use of the mandatory; selected results can be published to enhance the visibility of the country/region and/or attract investments

6. **Contents of National/Regional Reports:**
 - a. **Full-fledged report or Electronic results only** (generally for regions or small economies)
 - b. Analysis of results by IMD
 - c. The World Competitiveness Scoreboard with the country/region
 - d. Customized Rankings:
 - i. Geographical breakdown (Europe, Asia, the Americas)
 - ii. Peer groups (population size, GDP per capita)
 - e. Methodology and Principles of Analysis
 - f. Evolution of Overall and Factor Rankings (5 years) for WCY economies
 - g. Competitiveness Factor Rankings:
 - i. Economic Performance
 - ii. Government Efficiency
 - iii. Business Efficiency
 - iv. Infrastructure
 - h. Sub-Factor Rankings (20 sub-factors)
 - i. Competitiveness Structures (spider charts) comparing the country/region with each WCY economy
 - j. National or Regional Profile:
 - i. Basic Facts
 - ii. Competitiveness Landscape
 - iii. Challenges facing the economy
 - iv. 10 Strengths & Weaknesses per Factor
 - v. 20 Strongest Criteria
 - vi. 40 Weakest Criteria
 - vii. Simulation
 - viii. Statistical Data (all criteria values & ranks for the economy compared to the WCY average value)
 - k. Statistical Tables (over 300 ranking tables covering all criteria)
 - l. Appendix: Notes & Sources

WCC COMPETITIVENESS WORKSHOPS

To complement a special report, we generally recommend:

- A pre-report workshop (IMD WCC methodology, competitiveness concepts, success factors, best practices) which can be organized in your country, with the participation of 2-3 IMD experts. Date and contents to be customized according to the Partner Institutes' needs.

- A post-report workshop or a conference could also follow the publication of the report to present the findings, explain how the results can be interpreted and help authorities to prioritize competitiveness policies for implementation.

Please Contact:

Suzanne Rosselet-McCauley, Deputy Director: suzanne.rosselet@imd.ch

Anne-France Borgeaud Pierazzi, Economist: borgeaud@imd.ch

IMD World Competitiveness Center

Tel: +41 21 618 06 23 or +41 21 618 02 68

Ch. de Bellerive 23, P.O. Box 915

CH – 1001 Lausanne, Switzerland

www.imd.org/wcc