



PIONEERS IN  
COMPETITIVENESS  
SINCE 1989



# IMD World Competitiveness Center



Statistics are updated as soon as new data become available  
Online access to the latest competitiveness data – find, compare and customize!

### World Competitiveness Online

World Competitiveness Online is an interactive and regularly updated website that provides access to the world's largest competitiveness database, news, videos and our criterion of the month. You can select data for any combination of countries, criteria, rankings and years. Entirely redesigned software for a more powerful and user friendly utilization! Try it on [www.worldcompetitiveness.com/online](http://www.worldcompetitiveness.com/online)



#### Select data

View any selection of countries, rankings and data, over a 15-year time series for most criteria. Downloads are available in PDF, Excel and CSV; you can easily customize all data for your personal needs and save your selections for later use.

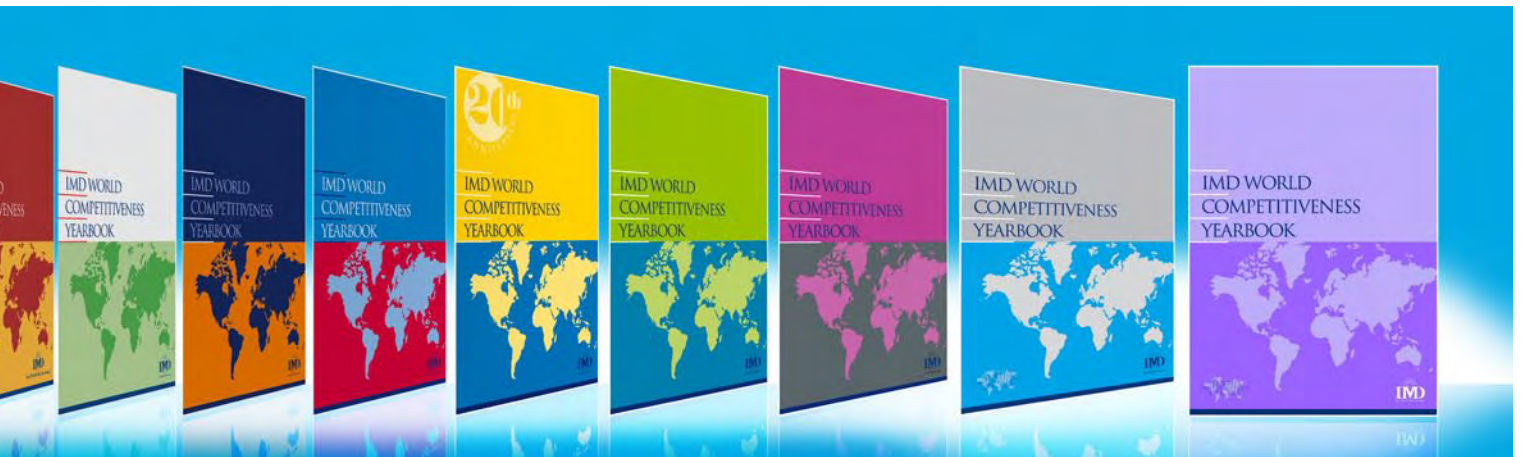
#### Country profiles

View a country's overall performance, learn about its evolution, its strengths and weaknesses and get all criteria used to assess its competitiveness. Data can be viewed in tables or charts and downloaded in Excel and PDF.

#### Contact WCY Online

[wcyonline@imd.org](mailto:wcyonline@imd.org)

Telephone: +41 21 618 06 83



### World Competitiveness Yearbook

The IMD World Competitiveness Yearbook (WCY) is the leading annual report on the competitiveness of nations and has been published by IMD since 1989. The Yearbook benchmarks the performance of the 59 most competitive countries. It measures the different facets of competitiveness, grouped into four factors (economic performance, government efficiency, business efficiency and infrastructure).

The WCY methodology is based on over 300 criteria,  $\frac{2}{3}$  hard data from international and national statistics and  $\frac{1}{3}$  survey data. Accuracy is ensured by the collaboration of 55 Partner Institutes worldwide.

### Benchmarking the world's most competitive economies

Earliest data on the market every year – be the first to find out!

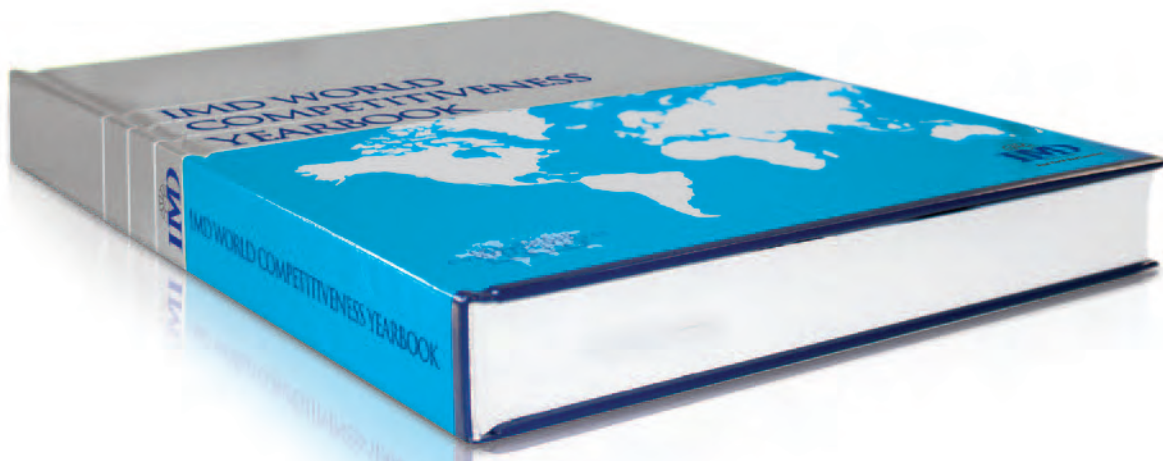
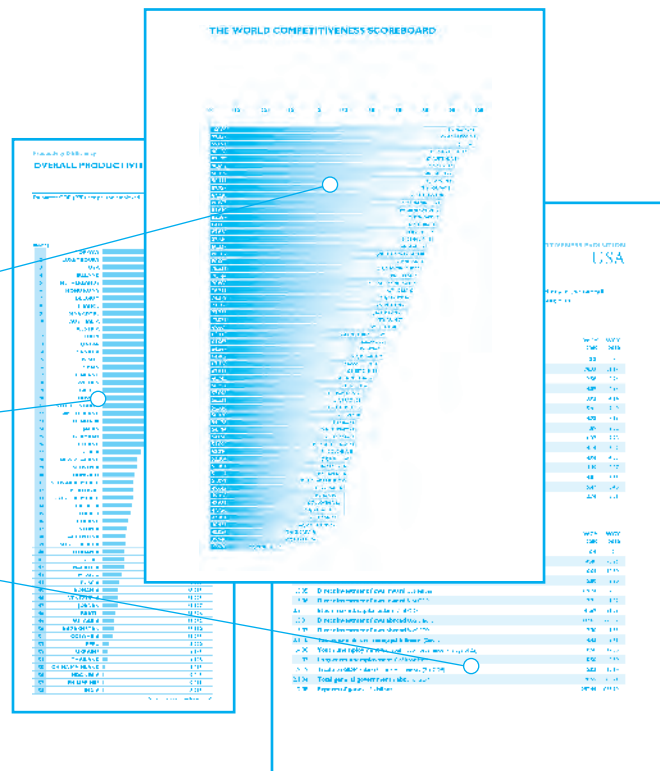
### Contact WCY

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**Discover the overall ranking**  
Benchmark a country's competitiveness against the world's leading economies

**Find statistics**  
Hard and soft data, access to over 300 criteria assessing competitiveness

**View a country's performance**  
Overall and factor rankings, improvements and declines for all 59 countries



"Working along with IMD in all the stages of preparing the report was a very pleasant, rewarding, and fruitful experience. ADCED staff has learned a lot about competitiveness and is very grateful to IMD experts for their unfailing support and understanding."

Dr. Abd Al Majeed Al Heeti |  
Abu Dhabi Council  
for Economic Development



Design and concept: Magic Pencil; Photography: Yves Rynckel, Lunel Flusin, Jean Schuerm (Black & White) and Rigis Colombo; Illustration: Sylvia Ischer ©IMD 2012

### Special projects, reports and workshops have been completed for these governments:

- United Arab Emirates
- Oman
- Kuala Lumpur
- Kazakhstan
- Abu Dhabi (Emirate)
- Saudi Arabia
- Qatar
- Dubai (Emirate)
- Syria
- Sabah (State of Malaysia)
- Selangor (State of Malaysia)
- Ile-de-France (Region in France)
- Klang Valley (Region in Malaysia)
- Galicia (Region in Spain)
- Terengganu (State of Malaysia)
- Mongolia

### Special Competitiveness Reports

Special reports are produced for governments that wish to assess their international competitiveness and benchmark their performance. These reports:

- » Analyze competitiveness on the basis of over 300 criteria, using the WCY methodology
- » Allow cross-country comparisons on a regional and global scale
- » Provide insights that can inform decision-making
- » Help to establish priorities and policies
- » Are used to promote investment in a country, state or region

Special reports are developed in cooperation with a local Partner Institute.

### Competitiveness Workshops

Competitiveness workshops are usually organized to complement a special report. This process helps to disseminate the results and improve understanding:

- » Explain the facets of competitiveness and WCY methodology
- » Explore the challenges and opportunities facing your economy
- » Highlight the success factors found in the most competitive environments
- » Discuss best practices to enhance competitiveness
- » Examine results and priorities for your country, run simulations

These workshops can also be held independently from a report.

### Sample Workshop Agenda

#### Day 1

15:30–16:15	Welcome Address/Introduction	10:15–10:45	Survey on Competitiveness
	IMD: Real World Learning for International Competitiveness	10:45–11:00	Break
		11:00–11:45	Rankings & Benchmarking
16:15–16:45	Why is Competitiveness Important?	11:45–12:30	Group Sessions
		12:30–13:30	Lunch
16:45–17:00	The Competitiveness Landscape	13:30–14:30	Success Stories on Competitiveness

#### Day 2

09:00–09:15	Introduction	14:30–15:30	Group Sessions
09:15–10:15	WCC Approach to Competitiveness	15:30–16:00	Final De-briefing/Conclusion

### The IMD World Competitiveness Center is a part of IMD

IMD is a world pioneer in executive education. More than a business school, we collaborate with individuals, teams and organizations to resolve real business issues, build capabilities and prepare for the future. We do so through a unique Real World, Real Learning approach, which stems from our ongoing partnerships with leading international companies.

Delivered from our campus on the shores of Lake Geneva in Switzerland and key locations worldwide, our top-ranking programs and services combine practical experience, thought leadership and a global mindset. Come join our open and inspiring learning environment to challenge your perspectives, expand your horizons – and unlock your full potential.

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### THE WORLD COMPETITIVENESS PACKAGE 2012

**Yearbook + CD +  
Immediate Online Access**

All-in-1



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Yearbook + 3 years Online Access **CHF 1800**

**Yearbook 2012 available next June**

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**Yearbook 2012 available next June**

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## 2012: In Search of Clarity...

The World Competitiveness Landscape is today characterized by volatility and uncertainty. The short-term turmoil triggered by the instability of financial markets and the doom and gloom atmosphere created by the restructuring of government debts blur the true picture of competitiveness. Many companies are still doing well and several countries continue to improve their competitiveness.

Who are the winners in this new world of competitiveness? What is their competitiveness profile? What is the real impact of the crisis on the competitiveness of nations?

Since 1989, the annual World Competitiveness Yearbook together with the World Competitiveness Online Database constitute the most updated and comprehensive package providing clarity and sound analysis on the competitiveness of the world's key economies.



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and receive each month the latest competitiveness briefs

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