WORLD COMPETITIVENESS RANKING 2020

All data are available from the World Competitiveness Online.

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SWITZERLAND

OVERALL PERFORMANCE (63 countries)

CHALLENGES IN 2020
• Surpass Covid-19 and ensure a fast economic recovery.
• Prevent protectionism and keep markets open.
• Strengthen competition in domestic sectors in order to raise productivity.
• Support adjustment and cushion structural change and preserve financial stability in the face of the challenging monetary environment.
• Increase sustainability of social welfare and pension systems.

Provided by:
SECO - State Secretariat for Economic Affairs

COMPETITIVENESS LANDSCAPE

PEER GROUPS RANKINGS

EUROPE - MIDDLE EAST - AFRICA (40 countries)

POPULATIONS < 20 MILLION (34 countries)
COMPETITIVENESS EVOLUTION

The criteria below highlight the 15 biggest Improvements and the 15 biggest Declines in the overall performance of the economy. They are determined by the largest percentage changes in the value of each criterion from one yearbook to the next.

### IMPROVEMENTS

<table>
<thead>
<tr>
<th>IMPROVEMENTS</th>
<th>WCY 2019</th>
<th>WCY 2020</th>
<th>DECLINES</th>
<th>WCY 2019</th>
<th>WCY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1.02 Government budget surplus/deficit (%)</td>
<td>0.33</td>
<td>1.39</td>
<td>3.2.14 Labor force long-term growth</td>
<td>0.26</td>
<td>-0.46</td>
</tr>
<tr>
<td>1.5.01 Consumer price inflation</td>
<td>0.93</td>
<td>0.36</td>
<td>1.4.04 Employment - long-term growth</td>
<td>0.37</td>
<td>-0.04</td>
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<tr>
<td>2.3.08 Exchange rate stability</td>
<td>0.011</td>
<td>0.006</td>
<td>1.1.15 Real GDP growth per capita</td>
<td>1.76</td>
<td>0.21</td>
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<tr>
<td>1.2.02 Current account balance</td>
<td>9.78</td>
<td>12.25</td>
<td>1.1.18 Gross fixed capital formation - real growth</td>
<td>1.78</td>
<td>0.53</td>
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<tr>
<td>3.3.10 Stock market capitalization (%)</td>
<td>221.55</td>
<td>254.20</td>
<td>1.1.14 Real GDP growth</td>
<td>2.5</td>
<td>0.9</td>
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<tr>
<td>4.3.18 Number of patents in force</td>
<td>2,378.8</td>
<td>2,693.5</td>
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<tr>
<td>1.4.08 Long-term unemployment</td>
<td>1.70</td>
<td>1.50</td>
<td>0.21</td>
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<td>2.4.18 Immigration laws</td>
<td>5.96</td>
<td>6.52</td>
<td>0.53</td>
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<tr>
<td>3.2.18 Skilled labor</td>
<td>6.53</td>
<td>7.06</td>
<td>0.73</td>
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<td>2.3.07 Foreign currency reserves per capita</td>
<td>92,759</td>
<td>100,036</td>
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<td>1.4.10 Youth exclusion</td>
<td>6.5</td>
<td>6.0</td>
<td>0.72</td>
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<td>1.4.07 Unemployment rate</td>
<td>4.71</td>
<td>4.39</td>
<td>13.37</td>
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<td>2.4.12 New business density</td>
<td>4.3</td>
<td>4.5</td>
<td>13.6</td>
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<td>3.2.24 Competent senior managers</td>
<td>6.80</td>
<td>7.14</td>
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<td>1.3.13 Relocation threats of business</td>
<td>5.19</td>
<td>5.44</td>
<td>22.3</td>
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</table>

### KEY ATTRACTIVENESS INDICATORS

From a list of 15 indicators, respondents of the Executive Opinion Survey were asked to select 5 that they perceived as the key attractiveness factors of their economy. The chart shows the percentage of responses per indicator from the highest number of responses to the lowest.
WORLD COMPETITIVENESS DIGITAL RANKING 2020

All data are available from the World Competitiveness Online.

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OVERALL PERFORMANCE (63 countries)

OVERALL & FACTORS - 5 years

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>OVERALL</td>
<td>7</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>6</td>
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<tr>
<td>Knowledge</td>
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<td>4</td>
<td>6</td>
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<tr>
<td>Technology</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
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<td>Future readiness</td>
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<td>13</td>
<td>10</td>
<td>10</td>
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COMPETITIVENESS & DIGITAL RANKINGS

PEER GROUPS RANKINGS
FACTORS BREAKDOWN - STRENGTHS AND WEAKNESSES

SWITZERLAND

KNOWLEDGE

<table>
<thead>
<tr>
<th>Subfactors</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Talent</td>
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<tr>
<td>Training &amp; education</td>
<td>18</td>
<td>25</td>
<td>15</td>
<td>15</td>
<td>14</td>
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<tr>
<td>Scientific concentration</td>
<td>13</td>
<td>13</td>
<td>6</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

Talent
- Educational assessment PISA - Math: 10
- International experience: 1
- Foreign highly-skilled personnel: 1
- Management of cities: 6
- Digital/Technological skills: 16
- Net flow of international students: 8

Training & education
- Employee training: 6
- Total public expenditure on education: 24
- Higher education achievement: 15
- Pupil-teacher ratio (tertiary education): 6
- Graduates in Sciences: 30
- Women with degrees: 28

Scientific concentration
- Total expenditure on R&D (%): 3
- Total R&D personnel per capita: 4
- Female researchers: 34
- R&D productivity by publication: 38
- Scientific and technical employment: 4
- High-tech patent grants: 32
- Robots in Education and R&D: 15

TECHNOLOGY

<table>
<thead>
<tr>
<th>Subfactors</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Regulatory framework</td>
<td>10</td>
<td>13</td>
<td>15</td>
<td>14</td>
<td>10</td>
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<tr>
<td>Capital</td>
<td>12</td>
<td>11</td>
<td>15</td>
<td>16</td>
<td>14</td>
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<tr>
<td>Technological framework</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td>9</td>
<td>14</td>
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</tbody>
</table>

Regulatory framework
- Starting a business: 37
- Enforcing contracts: 41
- Immigration laws: 18
- Development & application of tech.: 6
- Scientific research legislation: 1
- Intellectual property rights: 2

Capital
- IT & media stock market capitalization: 43
- Funding for technological development: 9
- Banking and financial services: 12
- Venture capital: 15
- Investment in Telecommunications: 23

Technological framework
- Communications technology: 11
- Mobile Broadband subscribers: 14
- Wireless broadband: 34
- Internet users: 21
- Internet bandwidth speed: 3
- High-tech exports (%): 30

FUTURE READINESS

<table>
<thead>
<tr>
<th>Subfactors</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptive attitudes</td>
<td>21</td>
<td>23</td>
<td>12</td>
<td>11</td>
<td>9</td>
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<tr>
<td>Business agility</td>
<td>3</td>
<td>4</td>
<td>7</td>
<td>14</td>
<td>6</td>
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<tr>
<td>IT integration</td>
<td>14</td>
<td>13</td>
<td>16</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

Adaptive attitudes
- E-Participation: 18
- Internet retailing: 9
- Tablet possession: 9
- Smartphone possession: 3
- Attitudes toward globalization: 26

Business agility
- Opportunities and threats: 15
- World robots distribution: 26
- Agility of companies: 17
- Use of big data and analytics: 25
- Knowledge transfer: 1
- Entrepreneurial fear of failure: 2

IT integration
- E-Government: 16
- Public-private partnerships: 9
- Cyber security: 10
- Software piracy: 10
WORLD TALENT RANKING 2020

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OVERALL PERFORMANCE (63 countries)

The direction of the triangle indicates the performance change from the last year:
△ improved or stable
▼ declined

**Investment & Development**

<table>
<thead>
<tr>
<th></th>
<th>2020 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total public expenditure on education</td>
<td>13</td>
</tr>
<tr>
<td>Total public exp. on education per student</td>
<td>2</td>
</tr>
<tr>
<td>Pupil-teacher ratio (primary education)</td>
<td>31</td>
</tr>
<tr>
<td>Pupil-teacher ratio (secondary education)</td>
<td>30</td>
</tr>
</tbody>
</table>

**Apprenticeships**
- are sufficiently implemented | 1
- Employee training
  - is a high priority in companies | 6
- Female labor force
  - Percentage of total labor force | 21
- Health infrastructure
  - meets the needs of society | 2

**Appeal**

<table>
<thead>
<tr>
<th></th>
<th>2020 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost-of-living index</td>
<td>58</td>
</tr>
<tr>
<td>Attracting and retaining talents</td>
<td>21</td>
</tr>
<tr>
<td>Worker motivation</td>
<td>3</td>
</tr>
<tr>
<td>Brain drain</td>
<td>2</td>
</tr>
<tr>
<td>Quality of life</td>
<td>3</td>
</tr>
</tbody>
</table>
- Foreign highly-skilled personnel
  - are attracted to your country's business environment | 1
- Remuneration in services professions
  - Gross annual income including supplements such as bonuses, US$ | 1
- Remuneration of management
  - Total base salary plus bonuses and long-term incentives, US$ | 4
- Effective personal income tax rate
  - Percentage of an income equal to GDP per capita | 21
- Justice
  - is fairly administered | 4
- Exposure to particle pollution
  - Mean population exposure to PM2.5, Micrograms per cubic metre | 15

**Readiness**

<table>
<thead>
<tr>
<th></th>
<th>2020 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor force growth</td>
<td>43</td>
</tr>
<tr>
<td>Skilled labor</td>
<td>7</td>
</tr>
<tr>
<td>Finance skills</td>
<td>3</td>
</tr>
</tbody>
</table>
- International experience
  - of senior managers is generally significant | 1
- Competent senior managers
  - are readily available | 5
- Primary and secondary education
  - meets the needs of a competitive economy | 3
- Graduates in Sciences
  - % of graduates in ICT, Engineering, Math & Natural Sciences | 30
- University education
  - meets the needs of a competitive economy | 1
- Management education
  - meets the needs of the business community | 1
- Language skills
  - are meeting the needs of enterprises | 5
- Student mobility inbound
  - Foreign tertiary-level students per 1000 inhabitants | 8
- Educational assessment - PISA
  - PISA survey of 15-year olds | 21
About the Institute for Management Development (IMD)

IMD is an independent academic institution with Swiss roots and global reach, founded almost 75 years ago by business leaders for business leaders. Since its creation, IMD has been a pioneering force in developing leaders who transform organizations and contribute to society.

Based in Lausanne (Switzerland) and Singapore, IMD has been ranked in the Top 3 of the FT’s annual Executive Education Global Ranking for the last nine consecutive years and in the top five for 17 consecutive years. Our MBA and EMBA programs have repeatedly been singled out among the best in Europe and the world.

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