At the IMD World Competitiveness Center, we are dedicated to the advancement of knowledge on world competitiveness by providing benchmarking services for countries and companies using the latest and most relevant data on the subject.

There is no single nation in the world that has succeeded in a sustainable way without preserving long-term value creation. Competitiveness refers to such an objective: it determines how countries, regions and companies manage their competencies to achieve long-term growth, generate jobs and increase welfare. Competitiveness is therefore a way towards progress that does not result in winners and losers. When two countries compete, both are better off.

I look forward to supporting you with the best benchmarking services and strategies to strengthen your competitiveness.

ARTURO BRIS
Director
IMD World Competitiveness Center
Professor of Finance
IMD WORLD COMPETITIVENESS CENTER

For over 25 years, the IMD World Competitiveness Center has pioneered research on how countries and companies compete to lay the foundations for sustainable value creation. The competitiveness of nations is probably one of the most significant developments in modern management and IMD is committed to leading the field.

The World Competitiveness Center conducts its mission in cooperation with a network of 57 partner institutes worldwide to provide the government, business and academic communities with the following services:

» IMD World Competitiveness Yearbook
» IMD World Digital Competitiveness Ranking
» IMD World Competitiveness Online
» Customized programs, workshops and conferences
» Special country/regional competitiveness reports
» Company competitiveness assessment and education
» IMD World Talent Ranking

Owing to the dynamic nature and ever-evolving landscape of competitiveness, we are committed to furthering our cutting-edge research and to broadening our activities portfolio.

WHO CAN BENEFIT?

» Academic researchers requiring access to the largest database of competitiveness factors worldwide, spanning 63 economies over more than 25 years
» Corporate executives with a long-term focus, interested in the market position of their company and understanding the driving forces of competitiveness in the business world
» Government officials or members of an international agency, needing to assess the competitiveness of a particular country or region, learn from other countries’ success stories and access the most comprehensive study on world competitiveness

Visit: www.imd.org/wcc or contact us at: +41 21 618 02 51, wccinfo@imd.org
IMD WORLD COMPETITIVENESS YEARBOOK

The IMD World Competitiveness Yearbook is the leading annual report on the competitiveness of countries. It benchmarks the performance of 63 countries, based on more than 340 criteria (two thirds statistical data and one third survey data). It is recognized as the reference on competitiveness on the market. Starting this year, the IMD World Competitiveness Yearbook also includes, along with the Competitiveness ranking and country profiles, the IMD Digital Competitiveness Ranking.

In a nutshell:

» 63 countries assessed
» Over 340 criteria measuring different facets of competitiveness
» Two thirds statistical data (international/national sources)
» One third survey data (executive opinion survey)
» Earliest data on the market every year

The IMD World Competitiveness Yearbook is divided into five sections: competitiveness rankings, competitiveness country profiles, digital competitiveness rankings, digital competitiveness country profiles and statistical tables.

With the IMD World Competitiveness Yearbook you can:

• The IMD World Competitiveness Scoreboard
• The IMD World Competitiveness Customized Rankings
• Competitiveness Factors

• National Competitiveness Profiles
  - Competitiveness Trends – Overall
  - Competitiveness Trends – Factor Breakdown
• Competitiveness Factors

• National Competitiveness Profiles
  - Competitiveness Strengths and Weaknesses
  - Key Attractiveness Indicators
  - Competitiveness Evolution

• Competitiveness Factors
• National Competitiveness Profiles
  - Competitiveness Trends – Factor Breakdown
  - Competitiveness Landscape

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WORLD
COMPETITIVENESS ONLINE

TIME SERIES ON COMPETITIVENESS WITH
INTERACTIVE CUSTOMIZATION

World Competitiveness Online is a unique and comprehensive
database on the competitiveness of nations. It includes a 20-year
time series from the IMD World Competitiveness Yearbook. Statistics
are updated as soon as new information becomes available.

The new, completely revamped software is based on the latest
technology, to provide a powerful and unique user experience.

The main functionalities include:

» Extensive country profiles, presented in a visual and user-
  friendly way
» Any combination of data for 63 countries, a 20-year time series
  and more than 340 criteria
» Downloads
» Excellent search and data filters
» Data can easily be re-used in other software for analysis

IMD World Competitiveness Online is an
excellent tool for our faculty and students and
we highly recommend it as a trusted source
offering comparable data.

Birgit Brejnebøl | Special Consultant | CBS Library | Copenhagen Business School | Denmark

World Competitiveness Online provides a
comprehensive range of reliable data for a
considerable number of countries, in a user-
friendly format. It is very useful for many
business and economics students at Warwick
University.

Helen Riley | Economics, Law, Official Publications, EDC and Statistical Data Librarian | Warwick University Library | United Kingdom

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CUSTOMIZED SOLUTIONS

COMPETITIVENESS PROGRAMS

Competitiveness programs for companies and governments focus on assessing and enhancing competitiveness by evaluating the factors that drive the potential for long-term value creation.

You will learn to improve competitiveness by:

» Assessing the current global trends that shape the economy
» Analyzing the implications for your company and country
» Identifying value-creating strategies
» Highlighting the success factors of the most competitive environments
» Discussing best practices to enhance competitiveness
» Examining results and setting priorities

COMPETITIVENESS ASSESSMENT

The IMD World Competitiveness Center undertakes customized projects for companies to benchmark their performance against other firms in their industry and/or in the countries where they operate. The objectives are to:

» Analyze your company’s business competitiveness using the methodology developed by the IMD World Competitiveness Center
» Allow cross-company comparisons on an industry, country, regional and global scale
» Provide an in-depth assessment of the competitiveness of your firm
» Help pursue insightful decision making based on strengths and weaknesses of your company

Highly knowledgeable professors with practical and up-to-date, real-world case studies.

Ariya Tiranaprakij | Executive Vice President | The Thai Bond Market Association | Thailand

I have really enjoyed and learned significantly. The professors are superb in giving ideas and information. They have taught me to think scientifically.

Surapon Vongvadhanaroj | CEO | Surapon Foods | Thailand

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COUNTRY AND REGIONAL COMPETITIVENESS ASSESSMENTS

Benchmark your economy against the IMD World Competitiveness Yearbook countries! The IMD World Competitiveness Center supports governments in highlighting competitive advantages and uncovering opportunities.

We offer customized reports for countries/regions not covered in the IMD World Competitiveness Yearbook to analyze their competitiveness in the global environment.

- Evaluates your economic performance based on more than 340 criteria
- Allows cross-country comparisons on a regional and global scale
- Produces a competitiveness landscape of your economy
- Assesses your country or region’s strengths and weaknesses
- Includes comments on the results and an analysis of recent research and best practices in competitiveness

COMPETITIVENESS CONFERENCES & WORKSHOPS

Conferences: The IMD World Competitiveness Center gives presentations around the world on competitiveness issues and receives visiting delegations. We can deliver a specific and customized joint brochure containing some of the IMD World Competitiveness Yearbook results with the extended version of the competitiveness profile and rankings of your economy.

Workshops: Competitiveness workshops can be organized in your country either to complement a special report or independent of a report. The program, which is typically one or two days long, is customized based on your expectations, interests and objectives.

IMD World Competitiveness Center has partnered with the following governments for special projects, reports and workshops:

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

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Developing leaders
Transforming organizations
Impacting your future

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