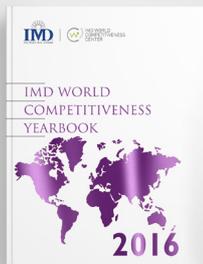




# IMD WORLD COMPETITIVENESS CENTER



**PIONEERS IN  
COMPETITIVENESS  
SINCE 1989**



## MESSAGE FROM THE IMD WORLD COMPETITIVENESS CENTER DIRECTOR



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.

A handwritten signature in black ink, consisting of several overlapping loops and lines, representing the name Arturo Bris.

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 55 partner institutes worldwide to provide the government, business and academic communities with the following services:

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

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 61 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



# IMD WORLD COMPETITIVENESS YEARBOOK

The IMD World Competitiveness Yearbook is the leading annual report on the competitiveness of countries. It benchmarks the performance of 61 countries, based on more than 300 criteria (two thirds statistical data and one third survey data). It is recognized as *the* reference on competitiveness on the market. In a nutshell:

- » 61 countries assessed
- » Over 300 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 three sections: rankings, national competitiveness profiles and statistical tables. It measures the different facets of competitiveness, grouped into four factors:

- » Economic performance
- » Government efficiency
- » Business efficiency
- » Infrastructure

” The IMD World Competitiveness Yearbook is not just an important tool for us to promote Switzerland’s innovativeness in Japan. It is also a great instrument to highlight where both Switzerland and Japan can still improve to become even more successful in the near future.

**Dr. Matthias Frey** | Head, Science & Technology Office Tokyo | Embassy of Switzerland in Japan

## With the IMD World Competitiveness Yearbook you can:





# 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 61 countries, a 20-year time series and more than 300 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**



# 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 Vongvadhanaraj** | CEO | Surapon Foods |  
Thailand



## 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 300 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.



His Excellency Mr *Elbegdorj Tsakhia*, President of Mongolia, referring to the IMD World Competitiveness Report on Mongolia during the annual Mongolia Economic Forum

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

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



IMD is ranked **1<sup>st</sup>**  
in executive education worldwide  
(*Financial Times* 2008-2015) and  
**1<sup>st</sup>** in open programs worldwide  
(*Financial Times* 2012, 2013, 2014 & 2015).



## The **IMD** Difference

**IMD is a top-ranked business school.  
We are the experts in developing global leaders  
through high-impact executive education.**

### **Why IMD?**

- » We are 100% focused on real-world executive development
- » We offer Swiss excellence with a global perspective
- » We have a flexible, customized and effective approach

**[www.imd.org](http://www.imd.org)**

### **FURTHER INFORMATION**

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