WORLD COMPETITIVENESS RANKING 2019

All data are available from the World Competitiveness Online.

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## Basic Facts

### Over all Performance (63 countries)

| Year | Capital | Land Area (square km '000) | Exchange Rate (per $) | Population - market size (millions) | GDP (PPP) per capita (US$) | Real GDP growth (%) | Consumer price inflation (%) | Unemployment rate (%) | Labor force (millions) | Current account balance (% of GDP) | Direct investment stocks inward ($bn) | Direct investment flows inward (% of GDP) |
|------|---------|-----------------------------|------------------------|--------------------------------------|---------------------------|---------------------|-----------------------------|---------------------|-------------------------------|-----------------------------------|---------------------------------|
| 2015 | Brasilia | 8,516 | 3.654 | 209.18 | 16,088 | 1.1 | 3.67 | 14.05 | 105.39 | -0.78 | 778.3 | 4.73 |
| 2016 | | | | | | | | | | | | |
| 2017 | | | | | | | | | | | | |
| 2018 | | | | | | | | | | | | |
| 2019 | | | | | | | | | | | | |

### Challenges in 2019

- Political articulation to lead pension reforms.
- Productivity gains in the public sector.
- Develop basic infrastructure.
- Digital upskilling.
- Prioritize sustainability.

Provided by: Fundação Dom Cabral, Innovation and Entrepreneurship Center

## Competitiveness Landscape

![Graph showing the competiiveness landscape for selected countries and sectors]

## Peer Groups Rankings

### The Americas (9 countries)

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>

### Populations > 20 Million (29 countries)

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>25</td>
<td>26</td>
<td>28</td>
<td>28</td>
<td>27</td>
</tr>
</tbody>
</table>
COMPETITIVENESS EVOLUTION & ATTRACTIVENESS INDICATORS

BRAZIL

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.

<table>
<thead>
<tr>
<th>IMPROVEMENTS</th>
<th>WCY 2018</th>
<th>WCY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.18 Gross fixed capital formation - real growth</td>
<td>0.99</td>
<td>4.13</td>
</tr>
<tr>
<td>1.1.15 Real GDP growth per capita</td>
<td>0.22</td>
<td>0.38</td>
</tr>
<tr>
<td>4.3.07 Total R&amp;D personnel per capita</td>
<td>0.97</td>
<td>1.71</td>
</tr>
<tr>
<td>2.4.14 Start-up days</td>
<td>79.5</td>
<td>20.5</td>
</tr>
<tr>
<td>2.1.09 Public finances</td>
<td>1.40</td>
<td>2.25</td>
</tr>
<tr>
<td>2.3.11 Transparency</td>
<td>1.81</td>
<td>2.84</td>
</tr>
<tr>
<td>2.3.13 Bribery and corruption</td>
<td>0.71</td>
<td>1.08</td>
</tr>
<tr>
<td>4.3.10 Researchers in R&amp;D per capita</td>
<td>0.6</td>
<td>0.9</td>
</tr>
<tr>
<td>2.5.04 Risk of political instability</td>
<td>2.80</td>
<td>3.56</td>
</tr>
<tr>
<td>3.5.05 Need for economic and social reforms</td>
<td>3.31</td>
<td>4.19</td>
</tr>
<tr>
<td>1.2.09 Exports of goods (%)</td>
<td>10.59</td>
<td>12.83</td>
</tr>
<tr>
<td>4.1.16 Energy infrastructure</td>
<td>4.27</td>
<td>5.10</td>
</tr>
<tr>
<td>4.3.20 Scientific research legislation</td>
<td>3.11</td>
<td>3.70</td>
</tr>
<tr>
<td>3.2.04 Remuneration of management</td>
<td>123,050</td>
<td>100,107</td>
</tr>
<tr>
<td>2.1.10 Tax evasion</td>
<td>3.37</td>
<td>3.97</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DECLINES</th>
<th>WCY 2018</th>
<th>WCY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2.02 Current account balance</td>
<td>-0.47</td>
<td>-0.78</td>
</tr>
<tr>
<td>2.3.08 Exchange rate stability</td>
<td>0.049</td>
<td>0.066</td>
</tr>
<tr>
<td>2.4.02 Protectionism</td>
<td>4.15</td>
<td>2.99</td>
</tr>
<tr>
<td>3.2.21 Brain drain</td>
<td>4.36</td>
<td>3.35</td>
</tr>
<tr>
<td>3.2.22 Foreign highly-skilled personnel</td>
<td>3.77</td>
<td>3.06</td>
</tr>
<tr>
<td>2.3.02 Cost of capital</td>
<td>2.31</td>
<td>1.94</td>
</tr>
<tr>
<td>1.2.25 Tourism receipts</td>
<td>0.34</td>
<td>0.28</td>
</tr>
<tr>
<td>1.2.18 Export concentration by product</td>
<td>40.4</td>
<td>46.3</td>
</tr>
<tr>
<td>2.4.08 Subsidies</td>
<td>3.73</td>
<td>3.19</td>
</tr>
<tr>
<td>3.2.18 Skilled labor</td>
<td>4.06</td>
<td>3.50</td>
</tr>
<tr>
<td>2.4.16 Labor regulations</td>
<td>2.88</td>
<td>2.52</td>
</tr>
<tr>
<td>4.4.26 Pollution problems</td>
<td>4.38</td>
<td>3.86</td>
</tr>
<tr>
<td>2.5.01 Justice</td>
<td>3.38</td>
<td>2.98</td>
</tr>
<tr>
<td>3.2.24 Competent senior managers</td>
<td>4.56</td>
<td>4.03</td>
</tr>
<tr>
<td>2.3.12 Bureaucracy</td>
<td>0.89</td>
<td>0.79</td>
</tr>
</tbody>
</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.

![Chart showing key attractiveness indicators]

- Open and positive attitudes: 66.4%
- Dynamism of the economy: 63.0%
- Skilled workforce: 43.8%
- Business-friendly environment: 43.2%
- Cost competitiveness: 40.4%
- Quality of corporate governance: 38.4%
- Access to financing: 32.9%
- Effective labor relations: 28.1%
- Policy stability & predictability: 19.2%
- Strong R&D culture: 17.8%
- Reliable infrastructure: 12.3%
- Effective legal environment: 9.6%
- High educational level: 4.8%
- Competitive tax regime: 4.8%
- Competency of government: 4.8%
WORLD COMPETITIVENESS
DIGITAL RANKING 2018

All data are available from the World Competitiveness Online.

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BRAZIL

OVERALL PERFORMANCE (63 countries)

OVERALL & FACTORS - 5 years

<table>
<thead>
<tr>
<th>Overall</th>
<th>Factors</th>
<th>Sub-Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Knowledge</td>
<td>Talent</td>
</tr>
<tr>
<td>62</td>
<td>61</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Technology</td>
<td>Regulatory framework</td>
</tr>
<tr>
<td>55</td>
<td>59</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Future readiness</td>
<td>Adaptive attitudes</td>
</tr>
<tr>
<td>47</td>
<td>38</td>
<td>52</td>
</tr>
</tbody>
</table>

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

N.B. This graph provides only a comparison of the country's performance in the two rankings.

COMPETITIVENESS & DIGITAL RANKINGS

THE AMERICAS (9 countries)

<table>
<thead>
<tr>
<th>THE AMERICAS (9 countries)</th>
<th>POPULATIONS &gt; 20 MILLION (29 countries)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6  5  5  5  6</td>
<td>23  23  22  23  24</td>
</tr>
</tbody>
</table>

N.B. This graph provides only a comparison of the country's performance in the two rankings.
FACTORS BREAKDOWN - STRENGTHS AND WEAKNESSES

BRAZIL

KNOWLEDGE

<table>
<thead>
<tr>
<th>Subfactors</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent</td>
<td>57</td>
<td>60</td>
<td>59</td>
<td>60</td>
<td>61</td>
</tr>
<tr>
<td>Training &amp; education</td>
<td>46</td>
<td>52</td>
<td>49</td>
<td>48</td>
<td>57</td>
</tr>
<tr>
<td>Scientific concentration</td>
<td>41</td>
<td>40</td>
<td>43</td>
<td>44</td>
<td>54</td>
</tr>
</tbody>
</table>

Talent
- Educational assessment PISA - Math: 56
- International experience: 53
- Foreign highly-skilled personnel: 52
- Management of cities: 60
- Digital/Technological skills: 62
- Net flow of international students: 33

Training & education
- Employee training: 51
- Total public expenditure on education: 10
- Higher education achievement: 57
- Pupil-teacher ratio (tertiary education): 44
- Graduates in Sciences: 56
- Women with degrees: 50

Scientific concentration
- Total expenditure on R&D (%): 33
- Total R&D personnel per capita: 51
- Female researchers: 50
- R&D productivity by publication: 8
- Scientific and technical employment: -
- High-tech patent grants: 48

TECHNOLOGY

<table>
<thead>
<tr>
<th>Subfactors</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Regulatory framework</td>
<td>58</td>
<td>57</td>
<td>58</td>
<td>60</td>
<td>59</td>
</tr>
<tr>
<td>Capital</td>
<td>51</td>
<td>55</td>
<td>54</td>
<td>56</td>
<td>56</td>
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<tr>
<td>Technological framework</td>
<td>49</td>
<td>49</td>
<td>47</td>
<td>48</td>
<td>47</td>
</tr>
</tbody>
</table>

Regulatory framework
- Starting a business: 62
- Enforcing contracts: 36
- Immigration laws: 29
- Development and application of technology: 60
- Scientific research legislation: 55
- Intellectual property rights: 57

Capital
- IT & media stock market capitalization: 40
- Funding for technological development: 59
- Banking and financial services: 51
- Investment risk: 44
- Venture capital: 52
- Investment in Telecommunications: 39

Technological framework
- Communications technology: 60
- Mobile Broadband subscribers: 29
- Wireless broadband: 26
- Internet users: 46
- Internet bandwidth speed: 53
- High-tech exports (%): 26

FUTURE READINESS

<table>
<thead>
<tr>
<th>Subfactors</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptive attitudes</td>
<td>43</td>
<td>43</td>
<td>44</td>
<td>45</td>
<td>38</td>
</tr>
<tr>
<td>Business agility</td>
<td>45</td>
<td>54</td>
<td>51</td>
<td>46</td>
<td>52</td>
</tr>
<tr>
<td>IT integration</td>
<td>49</td>
<td>51</td>
<td>48</td>
<td>49</td>
<td>51</td>
</tr>
</tbody>
</table>

Adaptive attitudes
- E-Participation: 32
- Internet retailing: 40
- Tablet possession: 46
- Smartphone possession: 28
- Attitudes toward globalization: 44

Business agility
- Opportunities and threats: 41
- Innovative firms: -
- Agility of companies: 48
- Use of big data and analytics: 59
- Knowledge transfer: 58

IT integration
- E-Government: 42
- Public-private partnerships: 59
- Cyber security: 54
- Software piracy: 36
WORLD TALENT RANKING 2018

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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

- **Total public expenditure on education** Percentage of GDP: 6.2 % (2018 Rank: 10)
- **Government expenditure on education per stud** Percentage of GDP per capita (secondary education): 21.6 % (2018 Rank: 30)
- **Pupil-teacher ratio (primary education)** Ratio of students to teaching staff: 24.79 ratio (2018 Rank: 57)
- **Pupil-teacher ratio (secondary education)** Ratio of students to teaching staff: 24.40 ratio (2018 Rank: 57)
- **Apprenticeships** are sufficiently implemented (2018 Rank: 37)
- **Employee training** is a high priority in companies (2018 Rank: 51)
- **Female labor force** Percentage of total labor force: 44.50 % (2018 Rank: 39)
- **Health infrastructure** meets the needs of society (2018 Rank: 62)

### Appeal

- **Cost-of-living index**: Index of a basket of goods & services in the main city, including housing (New York City = 100) 86.30 index (2018 Rank: 48)
- **Attracting and retaining talents**: is a priority in companies (2018 Rank: 48)
- **Worker motivation**: in companies is high (2018 Rank: 50)
- **Brain drain**: (well-educated and skilled people) does not hinder competitiveness in your economy (2018 Rank: 43)
- **Quality of life**: is high (2018 Rank: 39)
- **Foreign highly-skilled personnel**: are attracted to your country’s business environment (2018 Rank: 52)
- **Remuneration in services professions**: Gross annual income including supplements such as bonuses, US$ 17,117 US$ (2018 Rank: 38)
- **Effective personal income tax rate**: Percentage of an income equal to GDP per capita 8.47 % (2018 Rank: 11)
- **Personal security and private property rights**: are adequately protected (2018 Rank: 59)

### Readiness

- **Labor force growth**: Percentage change 1.97 % (2018 Rank: 16)
- **Skilled labor**: is readily available (2018 Rank: 52)
- **Finance skills**: are readily available (2018 Rank: 58)
- **International experience**: of senior managers is generally significant (2018 Rank: 53)
- **Competent senior managers**: are readily available (2018 Rank: 52)
- **Educational system**: The educational system meets the needs of a competitive economy (2018 Rank: 62)
- **Science in schools**: is sufficiently emphasized (2018 Rank: 63)
- **University education**: meets the needs of a competitive economy (2018 Rank: 58)
- **Management education**: meets the needs of the business community (2018 Rank: 58)
- **Language skills**: are meeting the needs of enterprises (2018 Rank: 63)
- **Student mobility inbound**: Foreign tertiary-level students per 1000 inhabitants 0.10 number (2018 Rank: 57)
- **Educational assessment - PISA**: PISA survey of 15-year olds 389 Average (2018 Rank: 56)
IMD is ranked 1st in open programs worldwide – 7 years in a row.
Financial Times 2012 – 2018

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