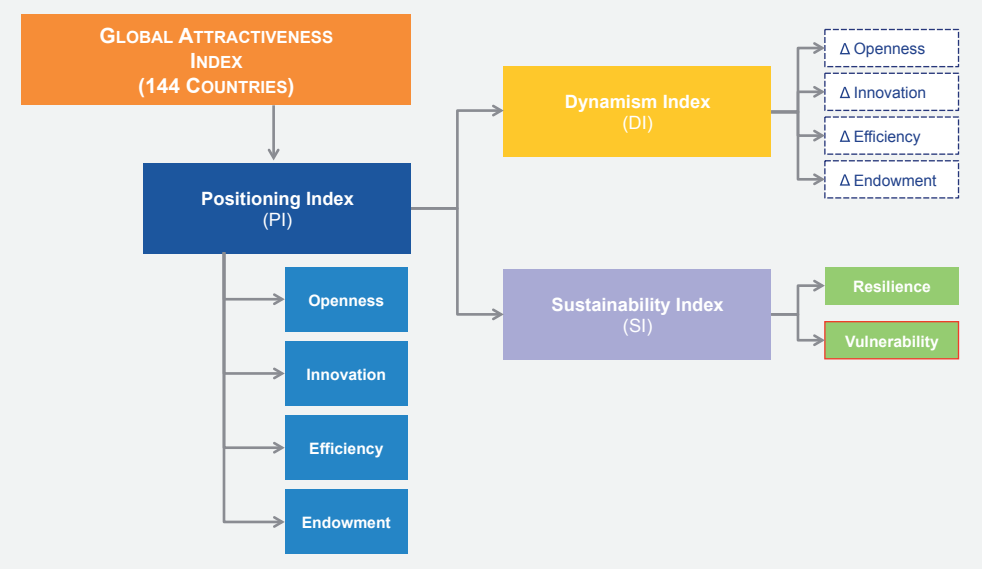
# GLOBAL ATTRACTIVENESS INDEX 2018
## The thermometer of a country's attractiveness
## CONCEPTUAL MAP

### THE GLOBAL ATTRACTIVENESS INDEX IS AN INDEX TO MEASURE ATTRACTIVENESS OF COUNTRIES AROUND THE WORLD (144 ECONOMIES MAPPED)



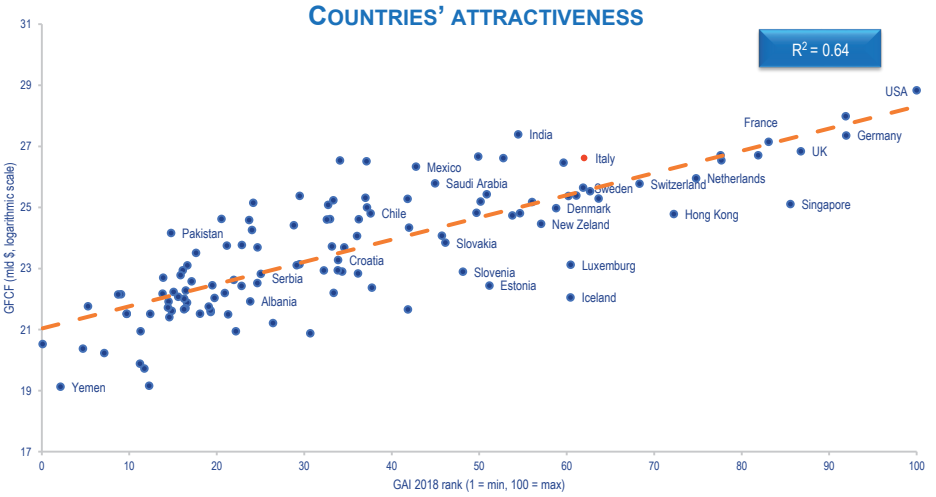

### IN THE THIRD EDITION THE METHODOLOGICAL INNOVATIONS OF THE GLOBAL ATTRACTIVENESS INDEX HAVE BEEN MAINTAINED

- Reconstruction of time series of the 144 Countries and related Key Performance Indicators (KPIs)
- Calculation of the historical index during the last six years (2013-2018)
- Elaboration of a strategic Tableau de Bord that highlights strengths and weaknesses of each Country

### THE KEY PERFORMANCE INDICATORS (KPIS) USED FOR THE GLOBAL ATTRACTIVENESS INDEX 2018

| DIMENSION | MACRO-AREAS | KPI 2018 |
|---|---|---|
| Attractiveness | Openness | ▪ (Foreign Direct Investment flows into the country IN + the country's investment abroad OUT), compared with world total (2016)<br>▪ (Export + Import), compared with world total (2016)<br>▪ (No. foreign tourists IN + No. national tourists abroad OUT), compared with population (2016)<br>▪ Foreign university students, compared with youth population (2016)<br>▪ Net number of migrants, compared with population (2017) |
| | Innovation | ▪ Employed in high-technology sectors, compared with employed (2017)<br>▪ Exports of high-technology goods, compared with world total (2016)<br>▪ ICT Development Index (2017)<br>▪ Number of scientific publications, compared with world total (2017)<br>▪ Internet users, % of population (2016) |
| | Efficiency | ▪ Unemployment level (2017)<br>▪ Logistics Performance Index (2016)<br>▪ Total productivity of factors (2016)<br>▪ Rule of Law Index (2017)<br>▪ Total Tax Rate (2017) |
| | Endowment | ▪ Gross Domestic Product (GDP), compared with world total (2016)<br>▪ Gross National Product, (GNP), per capita (2016)<br>▪ Gross Fixed Investment, compared with GDP (2016)<br>▪ Natural Resource Index (2015)<br>▪ College graduates, compared with world total (2016)<br>▪ Students' skills according to PISA test score (2015) |
| Dynamism | *3-year variation of KPIs indicated above for the four Attractiveness macro-areas* | |
| Sustainability | Resilience | ▪ Human Development Index (2015)<br>▪ Global Peace Index (2017)<br>▪ Life expectancy at birth (2016)<br>▪ World Giving Index (2017)<br>▪ Avg. years of school attendance (2016) |
| | Vulnerability | ▪ Debt/GDP (2016)<br>▪ Inflation rate (2016)<br>▪ Market concentration index (2016)<br>▪ People affected by natural disasters (last 3 years), per 1,000 people (2016)<br>▪ Number of suicides, % total national population (2016)<br>▪ Population exposed to risk of poverty, % total national population (2016) |

### THE GLOBAL ATTRACTIVENESS INDEX CAPTURES VERY PRECISELY COUNTRIES' ATTRACTIVENESS




## GLOBAL ATTRACTIVENESS INDEX

HIGH | MEDIUM | LOW | CRITICAL

| | GAI Rank 2018 | GAI Score 2018 | GAI Rank 2017 | GAI Score 2017 | Dynamism 2018 | Sustainability 2018 |
|---|---|---|---|---|---|---|
| UNITED STATES | 1 | 100.0 | 1 | 100.0 | | |
| GERMANY | 2 | 91.9 | 2 | 92.8 | | |
| JAPAN | 3 | 91.9 | 3 | 87.0 | | |
| UNITED KINGDOM | 4 | 86.8 | 8 | 78.3 | | |
| SINGAPORE | 5 | 85.6 | 4 | 85.7 | | |
| CHINA | 6 | 83.7 | 5 | 84.7 | | |
| FRANCE | 7 | 83.1 | 7 | 80.7 | | |
| CANADA | 8 | 81.9 | 6 | 81.9 | | |
| AUSTRALIA | 9 | 77.7 | 10 | 74.8 | | |
| KOREA, REP. | 10 | 77.6 | 11 | 74.1 | | |
| NETHERLANDS | 11 | 74.8 | 9 | 75.2 | | |
| HONG KONG | 12 | 72.2 | 13 | 71.4 | | |
| SWITZERLAND | 13 | 68.3 | 12 | 72.0 | | |
| AUSTRIA | 14 | 63.6 | 14 | 65.4 | | |
| BELGIUM | 15 | 62.7 | 16 | 62.2 | | |
| **ITALY** | 16 | **62.0** | **17** | **61.8** | | |
| SWEDEN | 17 | 61.9 | 22 | 59.7 | | |
| IRELAND | 18 | 61.1 | 15 | 63.0 | | |
| LUXEMBOURG | 19 | 60.5 | 23 | 59.3 | | |
| ICELAND | 20 | 60.4 | 18 | 60.5 | | |
| NORWAY | 21 | 60.2 | 19 | 59.9 | | |
| SPAIN | 22 | 59.6 | 24 | 59.2 | | |
| DENMARK | 23 | 58.8 | 21 | 59.8 | | |
| NEW ZEALAND | 24 | 57.1 | 20 | 59.8 | | |
| UNITED ARAB EMIRATES | 25 | 56.0 | 25 | 57.0 | | |
| CZECH REPUBLIC | 26 | 54.7 | 26 | 56.7 | | |
| INDIA | 27 | 54.4 | 29 | 54.5 | | |
| FINLAND | 28 | 53.8 | 30 | 53.7 | | |
| RUSSIAN FEDERATION | 29 | 52.8 | 27 | 56.4 | | |
| ESTONIA | 30 | 51.2 | 34 | 50.3 | | |
| POLAND | 31 | 50.9 | 33 | 50.3 | | |
| BAHRAIN | 32 | 50.6 | 28 | 55.9 | | |
| MALAYSIA | 33 | 50.2 | 36 | 48.4 | | |
| BRAZIL | 34 | 49.9 | 31 | 53.4 | | |
| ISRAEL | 35 | 49.7 | 35 | 50.0 | | |
| SLOVENIA | 36 | 48.1 | 37 | 46.6 | | |
| SLOVAK REPUBLIC | 37 | 46.1 | 39 | 46.1 | | |
| HUNGARY | 38 | 45.7 | 38 | 46.5 | | |
| SAUDI ARABIA | 39 | 45.0 | 40 | 45.6 | | |
| KUWAIT | 40 | 43.9 | 41 | 45.3 | | |
| MEXICO | 41 | 42.8 | 42 | 45.3 | | |
| PORTUGAL | 42 | 42.0 | 44 | 41.2 | | |
| MALTA | 43 | 41.8 | 43 | 44.4 | | |
| IRAN | 44 | 41.8 | 59 | 34.3 | | |
| QATAR | 45 | 40.6 | 32 | 52.8 | | |
| LATVIA | 46 | 37.7 | 45 | 40.6 | | |
| CHILE | 47 | 37.6 | 50 | 38.9 | | |
| ARGENTINA | 48 | 37.2 | 46 | 40.1 | | |
| TURKEY | 49 | 37.1 | 49 | 39.1 | | |
| THAILAND | 50 | 37.0 | 52 | 37.3 | | |
| ROMANIA | 51 | 36.2 | 53 | 35.9 | | |
| PUERTO RICO | 52 | 36.1 | 57 | 34.8 | | |
| GREECE | 53 | 36.0 | 51 | 37.8 | | |
| SURINAME | 54 | 35.3 | 47 | 40.1 | | |
| PANAMA | 55 | 34.6 | 64 | 33.7 | | |
| LITHUANIA | 56 | 34.3 | 54 | 35.7 | | |
| INDONESIA | 57 | 34.1 | 61 | 34.2 | | |
| CROATIA | 58 | 33.9 | 56 | 34.8 | | |
| URUGUAY | 59 | 33.8 | 55 | 35.0 | | |
| CYPRUS | 60 | 33.4 | 58 | 34.7 | | |
| COLOMBIA | 61 | 33.3 | 62 | 34.1 | | |
| UKRAINE | 62 | 33.2 | 74 | 28.4 | | |
| VIETNAM | 63 | 32.9 | 67 | 32.6 | | |
| PHILIPPINES | 64 | 32.7 | 72 | 30.2 | | |
| KAZAKHSTAN | 65 | 32.6 | 66 | 33.4 | | |
| COSTA RICA | 66 | 32.2 | 65 | 33.5 | | |
| BHUTAN | 67 | 30.7 | 68 | 31.8 | | |
| OMAN | 68 | 30.1 | 48 | 39.7 | | |
| ALGERIA | 69 | 29.5 | 73 | 29.3 | | |
| LEBANON | 70 | 29.5 | 60 | 34.2 | | |
| BULGARIA | 71 | 29.1 | 70 | 30.4 | | |
| PERU | 72 | 28.8 | 71 | 30.4 | | |
| JORDAN | 73 | 26.7 | 75 | 28.0 | | |
| AZERBAIJAN | 74 | 26.5 | 69 | 31.1 | | |
| MOLDOVA | 75 | 26.4 | 79 | 26.7 | | |
| VENEZUELA | 76 | 26.1 | 63 | 34.1 | | |
| GEORGIA | 77 | 26.0 | 76 | 27.1 | | |
| TRINIDAD AND TOBAGO | 78 | 25.9 | 84 | 24.9 | | |
| SERBIA | 79 | 25.0 | 77 | 26.9 | | |
| DOMINICAN REPUBLIC | 80 | 24.7 | 83 | 25.4 | | |
| GABON | 81 | 24.6 | 88 | 24.1 | | |
| SOUTH AFRICA | 82 | 24.2 | 80 | 26.6 | | |
| GUYANA | 83 | 24.2 | 85 | 24.8 | | |
| MOROCCO | 84 | 24.0 | 78 | 26.7 | | |
| ALBANIA | 85 | 23.8 | 82 | 25.9 | | |
| EGYPT | 86 | 23.7 | 93 | 22.7 | | |
| ECUADOR | 87 | 22.9 | 87 | 24.4 | | |
| BOLIVIA | 88 | 22.8 | 81 | 26.1 | | |
| MONTENEGRO | 89 | 22.2 | 92 | 22.8 | | |
| COTE D'IVOIRE | 90 | 21.9 | 98 | 21.0 | | |
| MAURITIUS | 91 | 21.3 | 94 | 21.5 | | |
| SRI LANKA | 92 | 21.2 | 91 | 22.8 | | |
| TUNISIA | 93 | 21.0 | 90 | 22.8 | | |
| PARAGUAY | 94 | 20.9 | 96 | 21.4 | | |
| BANGLADESH | 95 | 20.5 | 112 | 18.0 | | |
| CABO VERDE | 96 | 19.9 | 99 | 20.8 | | |
| NICARAGUA | 97 | 19.8 | 108 | 18.9 | | |
| GHANA | 98 | 19.5 | 86 | 24.4 | | |
| KYRGYZ REPUBLIC | 99 | 19.3 | 97 | 21.2 | | |
| MACEDONIA | 100 | 19.3 | 104 | 20.1 | | |
| JAMAICA | 101 | 19.1 | 95 | 21.4 | | |
| ARMENIA | 102 | 18.1 | 89 | 22.9 | | |
| TANZANIA | 103 | 17.6 | 102 | 20.5 | | |
| BOTSWANA | 104 | 17.1 | 107 | 18.9 | | |
| KENYA | 105 | 16.6 | 105 | 19.6 | | |
| BOSNIA AND HERZEGOVINA | 106 | 16.6 | 106 | 19.4 | | |
| SENEGAL | 107 | 16.5 | 103 | 20.4 | | |
| BENIN | 108 | 16.4 | 120 | 17.1 | | |
| CAMBODIA | 109 | 16.3 | 115 | 17.5 | | |
| RWANDA | 110 | 16.3 | 114 | 17.6 | | |
| CAMEROON | 111 | 16.1 | 121 | 16.9 | | |
| GUATEMALA | 112 | 15.9 | 111 | 18.0 | | |
| LAO PDR | 113 | 15.6 | 124 | 16.4 | | |
| ZAMBIA | 114 | 15.5 | 118 | 17.3 | | |
| TAJIKISTAN | 115 | 15.4 | 122 | 16.6 | | |
| NEPAL | 116 | 15.1 | 129 | 14.7 | | |
| MONGOLIA | 117 | 14.8 | 125 | 16.0 | | |
| PAKISTAN | 118 | 14.8 | 119 | 17.3 | | |
| MAURITANIA | 119 | 14.6 | 113 | 17.7 | | |
| EL SALVADOR | 120 | 14.5 | 126 | 15.9 | | |
| MALI | 121 | 14.4 | 110 | 18.0 | | |
| MYANMAR | 122 | 14.0 | 101 | 20.7 | | |
| UGANDA | 123 | 13.9 | 116 | 17.4 | | |
| HONDURAS | 124 | 13.8 | 123 | 16.5 | | |
| SEYCHELLES | 125 | 13.6 | 117 | 17.3 | | |
| TIMOR-LESTE | 126 | 12.5 | 109 | 18.1 | | |
| GUINEA | 127 | 12.4 | 131 | 13.7 | | |
| CHAD | 128 | 12.4 | 127 | 15.0 | | |
| GAMBIA | 129 | 12.3 | 128 | 14.9 | | |
| SIRIA | 130 | 12.2 | 138 | 10.0 | | |
| BURUNDI | 131 | 11.7 | 133 | 13.2 | | |
| MALAWI | 132 | 11.3 | 132 | 13.6 | | |
| LIBERIA | 133 | 11.2 | 130 | 13.8 | | |
| NIGERIA | 134 | 10.6 | 100 | 20.8 | | |
| ZIMBABWE | 135 | 9.7 | 134 | 12.6 | | |
| MADAGASCAR | 136 | 9.7 | 135 | 12.1 | | |
| NAMIBIA | 137 | 9.1 | 137 | 11.4 | | |
| MOZAMBIQUE | 138 | 8.7 | 136 | 12.0 | | |
| LIBYA | 139 | 7.4 | 142 | 5.1 | | |
| SIERRA LEONE | 140 | 7.1 | 139 | 7.7 | | |
| HAITI | 141 | 5.3 | 140 | 6.9 | | |
| SWAZILAND | 142 | 4.7 | 141 | 6.0 | | |
| YEMEN | 143 | 2.1 | 143 | 1.8 | | |
| LESOTHO | 144 | 0.1 | 144 | 0.1 | | |

N.B. Countries with a reduced data coverage are highlighted in grey (<0.64)