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IMD World Digital Competitiveness ranking 2020

2 de Outubro de 2020

Portugal ocupa a 37º posição do ranking de competitividade digital do IMD World Competitiveness center, divulgado recentemente, mantendo assim a tendência decrescente dos últimos cinco anos, com excepção de 2018.

Apesar de ter conseguido melhorias ligeiras nas áreas do conhecimento e da tecnologia, o posicionamento nacional caiu 3 posições face a 2019 e não conseguiu acompanhar o ritmo de competitividade digital de outros países.

Com as devidas vénias transcrevemos parte da informação publicada pelo IMD.

"Since the beginning of the year, every aspect of our lives has been affected by the pandemic.

Technology has been incorporated to address the pandemic in different dimensions from communication to monitoring, assessing and, hopefully in the nondistant future, finding a cure for the virus.

For most countries the responses of the survey were acquired during the first wave of COVID-19.

WDCR measures the capacity and readiness of 63 economies to adopt and explore digital technologies for economic and social transformation.

The ranking relies on three factors:

- *Knowledge, which captures the intangible infrastructure necessary for the learning and discovery dimensions of technology;*
- *Technology, which quantifies the landscape of developing digital technologies; and*
- *Future Readiness, that examines the level of preparedness of an economy to assume its digital transformation.*

Methodology in a Nutshell

1. The IMD World Digital Competitiveness (WDC) ranking analyzes and ranks the extent to which countries adopt and explore digital technologies leading to transformation in government practices, business models and society in general.

2. As in the case of the IMD World Competitiveness ranking, is assumed that digital transformation takes place primarily at enterprise level (whether private or state-owned) but it also occurs at the government and society levels.

3. Based on the research, the methodology of the WDC ranking defines digital competitiveness into three main factors: - Knowledge - Technology - Future readiness

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4. In turn, each of these factors is divided into 3 sub-factors which highlight every facet of the areas analyzed. Altogether, the WDC features 9 such sub-factors.

5. These 9 sub-factors comprise 52 criteria, although each sub-factor does not necessarily have the same number of criteria (for example, it takes more criteria to assess Training and Education than to evaluate IT integration).

6. Each sub-factor, independently of the number of criteria it contains, has the same weight in the overall consolidation of results, that is approximately 11.1% (100 ÷ 9 ~ 11.1).

7. Criteria can be hard data, which analyze digital competitiveness as it can be measured (e.g. Internet bandwidth speed) or soft data, which analyze competitiveness as it can be perceived (e.g. Agility of companies). Hard criteria represent a weight of 2/3 in the overall ranking whereas the survey data represent a weight of 1/3.

8. The 52 criteria include 19 new indicators which are only used in the assessment of the WDC ranking. The rest of the indicators are shared with the IMD World Competitiveness Ranking.

9. In addition, two criteria are for background information only, which means that they are not used in calculating the overall competitiveness ranking (i.e., Population and GDP).

10. Finally, aggregating the results of the 9 sub-factors makes the total consolidation, which leads to the overall ranking of the WDC"

Esta comunicação é de natureza geral e meramente informativa, não se destinando a qualquer entidade ou situação particular, e não substitui aconselhamento profissional adequado ao caso concreto, pelo que, não nos podemos responsabilizar por qualquer dano ou prejuízo emergente de decisões tomadas com base na informação genérica e sintética aqui descrita.

O texto foi elaborado com base na melhor informação disponível à data da sua edição

Appendices

Digital competitiveness ranking 2019 and 2020

Country / Economy	2020	Change	2019
USA	1	— (0)	1
Singapore	2	— (0)	2
Denmark	3	▲ (+1)	4
Sweden	4	▼ (-1)	3
Hong Kong SAR	5	▲ (+3)	8
Switzerland	6	▼ (-1)	5
Netherlands	7	▼ (-1)	6
Korea Rep.	8	▲ (+2)	10
Norway	9	— (0)	9
Finland	10	▼ (-3)	7
Taiwan, China	11	▲ (+2)	13
Canada	12	▼ (-1)	11
United Kingdom	13	▲ (+2)	15
UAE	14	▼ (-2)	12
Australia	15	▼ (-1)	14
China	16	▲ (+6)	22
Austria	17	▲ (+3)	20
Germany	18	▼ (-1)	17
Israel	19	▼ (-3)	16
Ireland	20	▼ (-1)	19
Estonia	21	▲ (+8)	29
New Zealand	22	▼ (-4)	18
Iceland	23	▲ (+4)	27
France	24	— (0)	24
Belgium	25	— (0)	25
Malaysia	26	— (0)	26
Japan	27	▼ (-4)	23
Luxembourg	28	▼ (-7)	21
Lithuania	29	▲ (+1)	30
Qatar	30	▲ (+1)	31
Slovenia	31	▲ (+1)	32
Poland	32	▲ (+1)	33

Country / Economy	2020	Change	2019
Spain	33	▼ (-5)	28
Saudi Arabia	34	▲ (+5)	39
Czech Republic	35	▲ (+2)	37
Kazakhstan	36	▼ (-1)	35
Portugal	37	▼ (-3)	34
Latvia	38	▼ (-2)	36
Thailand	39	▲ (+1)	40
Cyprus	40	▲ (+14)	54
Chile	41	▲ (+1)	42
Italy	42	▼ (-1)	41
Russia	43	▼ (-5)	38
Turkey	44	▲ (+8)	52
Bulgaria	45	— (0)	45
Greece	46	▲ (+7)	53
Hungary	47	▼ (-4)	43
India	48	▼ (-4)	44
Romania	49	▼ (-3)	46
Slovak Republic	50	▼ (-3)	47
Brazil	51	▲ (+6)	57
Croatia	52	▼ (-1)	51
Jordan	53	▼ (-3)	50
Mexico	54	▼ (-5)	49
Peru	55	▲ (+6)	61
Indonesia	56	— (0)	56
Philippines	57	▼ (-2)	55
Ukraine	58	▲ (+2)	60
Argentina	59	— (0)	59
South Africa	60	▼ (-12)	48
Colombia	61	▼ (-3)	58
Mongolia	62	— (0)	62
Venezuela	63	— (0)	63

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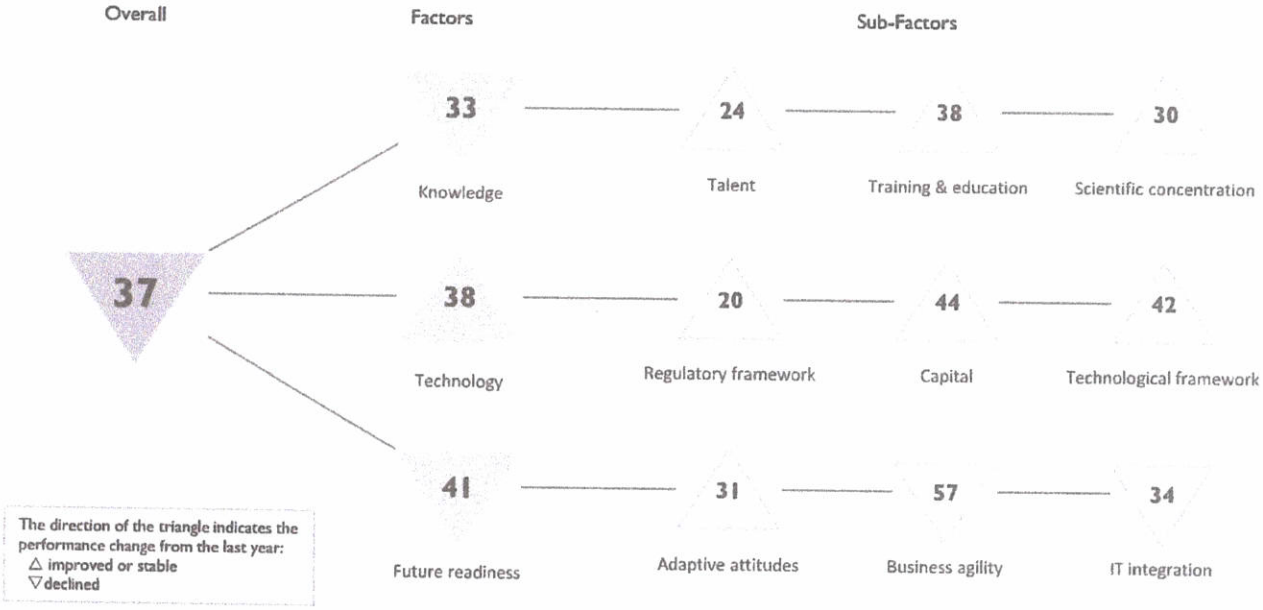
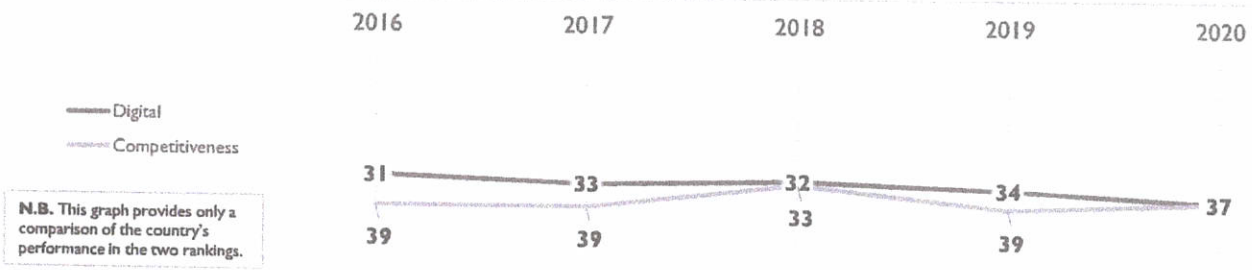
OVERALL PERFORMANCE (63 countries)



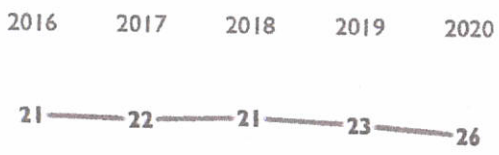
OVERALL & FACTORS - 5 years	2016	2017	2018	2019	2020
OVERALL	31	33	32	34	37
Knowledge	31	31	27	31	33
Technology	35	37	36	38	38
Future readiness	31	35	32	34	41

COMPETITIVENESS & DIGITAL RANKINGS



PEER GROUPS RANKINGS

EUROPE - MIDDLE EAST - AFRICA (40 countries)



POPULATIONS < 20 MILLION (34 countries)

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▶ **Overall top strengths**
▷ **Overall top weaknesses**

KNOWLEDGE

Subfactors	2016	2017	2018	2019	2020
Talent	31	30	23	26	24
Training & education	21	18	27	39	38
Scientific concentration	35	36	34	32	30

Talent	Rank
Educational assessment PISA - Math	27
International experience	48
Foreign highly-skilled personnel	35
Management of cities	24
Digital/Technological skills	14
Net flow of international students	28

Training & education	Rank
▷ Employee training	58
Total public expenditure on education	31
Higher education achievement	42
▶ Pupil-teacher ratio (tertiary education)	13
▶ Graduates in Sciences	13
Women with degrees	39

Scientific concentration	Rank
Total expenditure on R&D (%)	29
Total R&D personnel per capita	23
Female researchers	18
R&D productivity by publication	32
Scientific and technical employment	33
High-tech patent grants	41
Robots in Education and R&D	34

TECHNOLOGY

Subfactors	2016	2017	2018	2019	2020
Regulatory framework	20	19	19	21	20
Capital	50	50	45	48	44
Technological framework	38	43	39	45	42

Regulatory framework	Rank
Starting a business	33
Enforcing contracts	30
▶ Immigration laws	4
Development & application of tech.	18
Scientific research legislation	30
Intellectual property rights	29

Capital	Rank
IT & media stock market capitalization	34
Funding for technological development	30
Banking and financial services	42
Country credit rating	46
Venture capital	42
Investment in Telecommunications	39

Technological framework	Rank
▶ Communications technology	5
▷ Mobile Broadband subscribers	59
Wireless broadband	52
▶ Internet users	12
Internet bandwidth speed	23
▷ High-tech exports (%)	55

FUTURE READINESS

Subfactors	2016	2017	2018	2019	2020
Adaptive attitudes	31	34	35	32	31
Business agility	27	40	27	52	57
IT integration	32	32	30	29	34

Adaptive attitudes	Rank
E-Participation	35
Internet retailing	35
Tablet possession	32
Smartphone possession	41
Attitudes toward globalization	19

Business agility	Rank
Opportunities and threats	50
World robots distribution	31
▷ Agility of companies	53
▷ Use of big data and analytics	55
Knowledge transfer	32
Entrepreneurial fear of failure	49

IT integration	Rank
E-Government	32
Public-private partnerships	41
Cyber security	41
Software piracy	28