

A GFCC e a participação brasileira na construção de um novo índice de competitividade

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Gerente de Assuntos Internacionais
ABDI

São Paulo, 29 de agosto de 2011.

Roteiro

- A GFCC
- A construção de um novo índice de competitividade
 - Os índices existentes
 - A origem do projeto
 - A situação atual
- A participação brasileira
 - O sentido para o Brasil
 - Próximos passos- proposta
- Comentários finais

[1] A GFCC

2nd US-BRAZIL
INNOVATION SUMMIT

2^a BRASIL-EUA
CONFERÊNCIA de INOVAÇÃO

20 e 21 de setembro de 2010

PARCERIAS PARA A
PROSPERIDADE NO
SÉCULO 21



<http://www.abdi.com.br/Estudo/Parcerias%20para%20a%20Prosperidade%20no%20S%C3%A9culo%20XXI.pdf>





GFCC

Global Federation of
Competitiveness Councils

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WELCOME TO THE GFCC



GFCC Members Attend Global Innovation Forum in South Korea

June 1, 2011

GFCC founders and members traveled to Seoul, South Korea last month to participate in the annual Global Innovation Forum on the invitation of HE Minister Man Soo Kang, President and CEO, Korean Development Bank Group and Korea's Presidential National Competitiveness Council. The Forum, hosted by The Korea Economic Daily, covered topics such as international competitiveness and debated strategies for enhancing productivity and innovation.

Dr. Dongsung Cho and Dr. Hwychang Moon, professors at...

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Huffington Post Op-ed:
Governor and Chairman of
Saudi Arabian General
Investment Authority on the
GFCC

Fundadores e associados

- Council on Competitiveness;
- Egyptian National Competitiveness Council (ENCC);
- Saudi Arabian General Investment Authority (SAGIA);
- Agência Brasileira de Desenvolvimento Industrial (ABDI);
- Movimento Brasil Competitivo (MBC);
- Presidential Council on National Competitiveness – South Korea;
- Eurasia Competitiveness Institute – Russia;
- Emirates Competitiveness Council – United Arab Emirates;
- Australian Industry Group – Australia;
- Council on Competitiveness – Nippon (COCN) – Japan.

A 'rede' da GFCC

1. Acatech - Germany
2. Asia Competitiveness Institute (ACI) - Singapore
3. Australian Industry Group - Australia
4. Australian Productivity Commission - Australia
5. Bahrain National Competitiveness Council - Bahrain
6. Brazilian Agency for Industrial Development (ABDI)
7. BusinessNZ - New Zealand
8. Canadian Council of Chief Executives - Canada
9. Canadian Manufacturers and Exporters - Canada
10. Centre for Competitiveness - Northern Ireland
11. Centro Nacional de Competitividad - Panama
12. Competitiveness Forum, Sabanci University - Turkey
13. Confederation of British Industries - United Kingdom
14. Confederation of Indian Industries - India
15. Consejo Nacional de Competitividad - Chile
16. Council on Competitiveness - The United States of America
17. Council on Competitiveness – Nippon (COCN) - Japan
18. Egyptian National Competitiveness Council (ENCC) - Egypt
19. Emirates Competitiveness Council - United Arab Emirates
20. Federation of Indian Chambers of Commerce and Industry - India
21. Fundacion Salvadorena para el Desarrollo Economico y Social (FUSADES) – El Salvador

A 'rede' da GFCC

23. FUNPRECIT -Argentina
24. International Competitiveness Research Institute (URAK) - Turkey
25. InterTrade Ireland - Ireland
26. Israel Institute of Technology - Israel
27. Jordan National Competitiveness Team - Jordan
28. Kenya Vision 2030 - Kenya
29. Kingdom of Morocco Competition Council - Morocco
30. Mexican Institute for Competitiveness (IMCO) - Mexico
31. National Competitiveness Council - Croatia
32. National Competitiveness Council - Ireland
33. National Competitiveness Council - Peru
34. National Competitiveness Council - Philippines
35. National Council of Competitiveness - Dominican Republic
36. National Council of Competitiveness and Development of Greece - Greece
37. National Research and Innovation Agency - Uruguay
38. OPORA RUSSIA - Russia
39. Presidential Council on National Competitiveness - Republic of Korea
40. Private Council of Competitiveness - Colombia
41. PRONicaragua - Nicaragua
42. PRONOACOM - Guatemala
43. Tekes - Finland
44. The Brazilian Competitiveness Movement (MBC) - Brazil
45. TUSIAD - Sabanci University Competitiveness Forum - Turkey
46. VINNOVA - Sweden

A participação brasileira

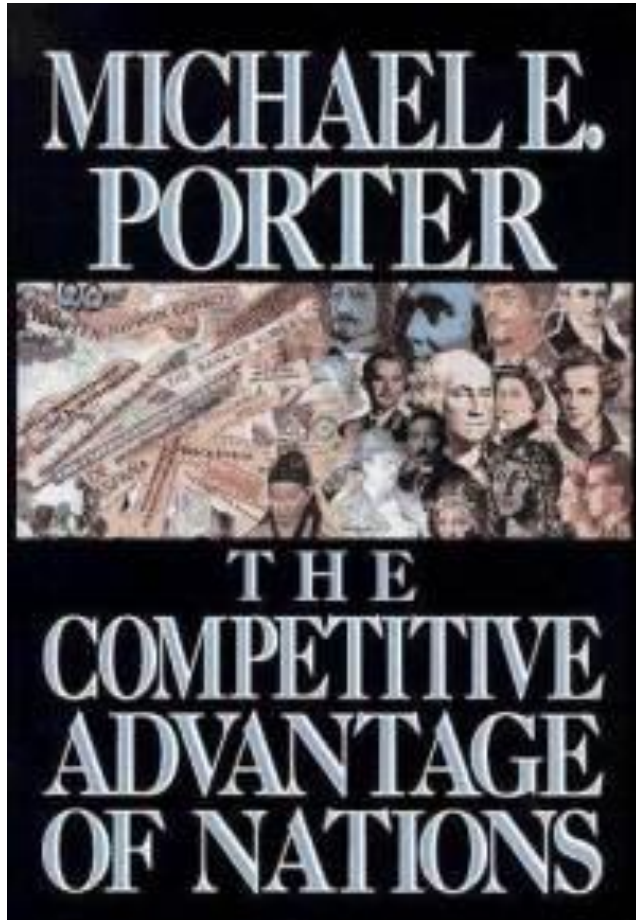
- Identificação/mapeamento de tendências de negócios, tecnologias, estratégias e políticas de desenvolvimento;
- Participação na criação de indicadores e na distribuição de informações sobre competitividade;
- Brasil: jogador relevante no cenário econômico mundial, com voz e participação ativas em fóruns internacionais;
- Benchmarking e aprendizado com práticas de gestão e promoção da inovação, desenvolvimento econômico, competitividade etc.;
- Networking e criação de oportunidades para organizações brasileiras.

[2] GFCC: projeto de um índice de competitividade

Por que um novo índice?

- Os índices que existem tem sérios limites
- Orientar ações públicas
- Posicionar o Brasil de forma 'realista'

A inspiração dos índices de competitividade



Limites dos índices atuais

- Tem baixa correlação com o desempenho verificado dos países
- São muito afetados pela conjuntura e posições dos países flutuam muito
- Não há intertemporalidade dos dados
- Critérios arbitrários para a ponderação dos dados
- As pré-condições para crescimento (competitividade) não necessariamente se traduzem em desempenho realizado....

Existing Reports on National Competitiveness

1. Government Policy & Regulation

- World Bank: Ease of Doing Business
- Heritage Foundation: Index of Economic Freedom
- World Bank: World Governance Indicators

3. Quality of Life

- UNDP: Human Development Index
- International Living¹: Quality of Life Index
- EIU: Quality of Life Index

2. Political Risk

- Political Risk Service Group²: Political Risk Service
- Political Risk Service Group: International Country Risk Guide

4. Comprehensive Approach

- IMD: World Competitiveness Yearbook
- WEF: Global Competitiveness Report

Note: 1. International Living is published by International Living Publishing Ltd. It publishes monthly magazine detailing the best places in the world to live, retire, travel, and invest. It also offers other services, such as conferences and events, real estate services, local contacts in some of the world's most popular destination.

2. PRS Group is a leading organization in investment risk analysis. It focuses on political risk analysis, offering two unique and independent, publicly available methodology models, Political Risk Services and International Country Risk Guide (ICRG) and many related products and services.

Extraído de CHO, D. S. & MOON, H.C. (2010), A New Framework for Assessing National Competitiveness.

National Competitiveness Reports

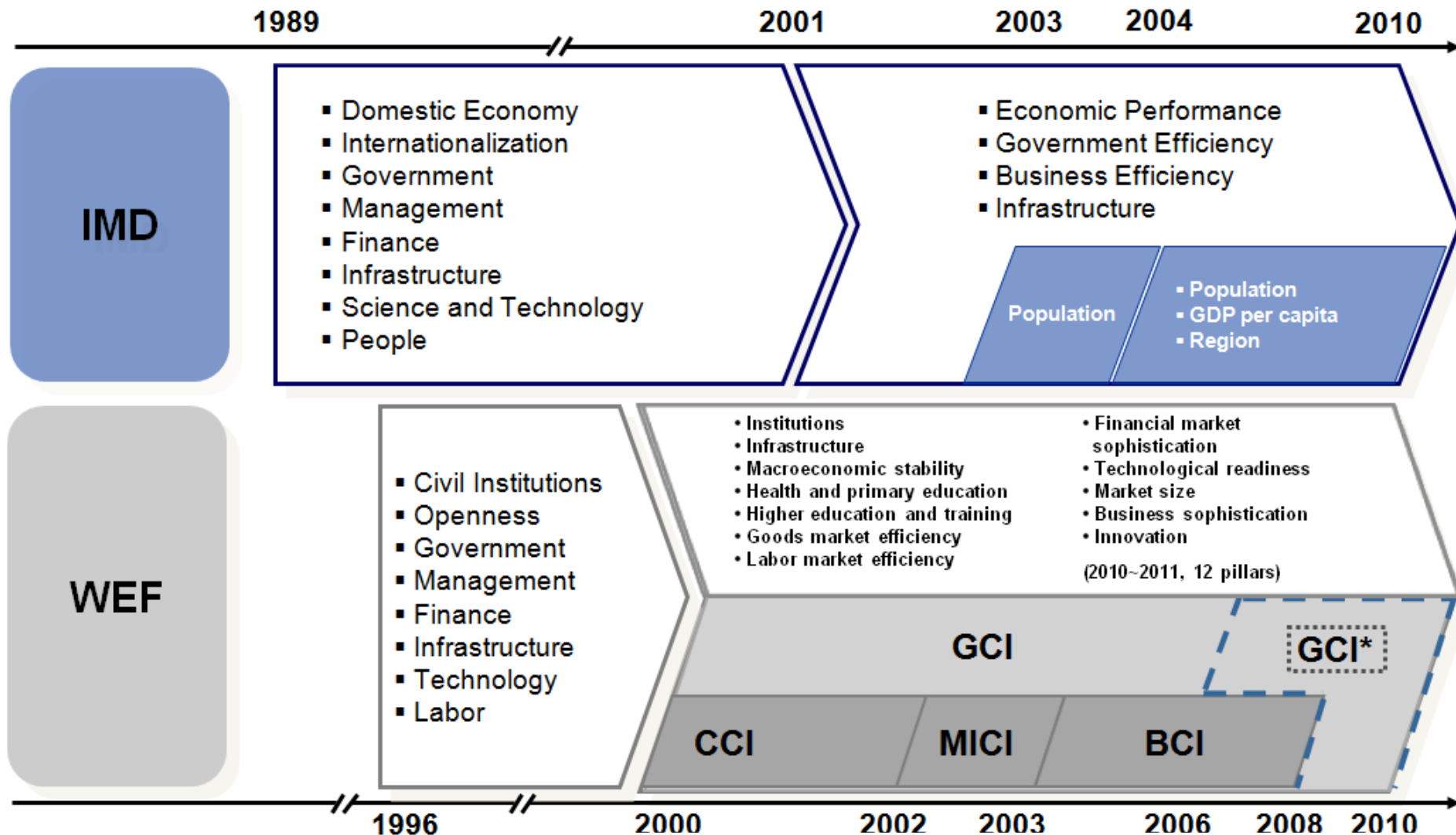


Name	World Competitiveness Yearbook (2010)	Global Competitiveness Report (2010)
Publisher	International Institute for Management Development (IMD)	World Economic Forum (WEF)
Number of Countries	58	139
Number of Factors	<ol style="list-style-type: none"> 1. Economic Performance 2. Government Efficiency 3. Business Efficiency 4. Infrastructure 	<ol style="list-style-type: none"> 1. Institutions 2. Infrastructure 3. Macro-economy Stability 4. Health and Primary Education 5. Higher Education and Training 6. Goods Market Efficiency 7. Labor Market Efficiency 8. Financial Market Development 9. Technological Readiness 10. Market Size 11. Business Sophistication 12. Innovation
Number of Criteria	327*	111
Data Set	Hard Data: 2/3 Soft Data: 1/3	Hard Data: 1/3 Soft Data: 2/3

* 246 criteria are used to calculate

Extraído de CHO, D. S. & MOON, H.C. (2010), A New Framework for Assessing National Competitiveness.

The IMD and WEF Models



Note: GCI: Growth Competitiveness Index , GCI*: Global Cor
MICI: Microeconomic Competitiveness Index, BCI: Bu

Extraído de CHO, D. S. & MOON, H.C. (2010), A New Framework for Assessing National Competitiveness.

Critical Review of the IMD and WEF Reports

Name	World Competitiveness Yearbook (2010)	Global Competitiveness Report (2010)
Definition of National Competitiveness	<ul style="list-style-type: none"> ▪ Business Environment - Facts and policies shape the ability of a nation to create and maintain an environment that sustains more value creation for its enterprises and more prosperity for its people. 	<ul style="list-style-type: none"> ▪ Productivity - The set of institutions, policies, and factors that determine the level of productivity of a country.
Countries of Evaluation	<ul style="list-style-type: none"> ▪ 58 countries ▪ Advanced and newly industrialized countries ▪ Excluded many other developing countries 	<ul style="list-style-type: none"> ▪ 139 countries ▪ Both developing and developed countries ▪ Relying too much on the subjective data
Theoretical Validity	<ul style="list-style-type: none"> ▪ Missing variables: public-private partnership, market sophistication, cluster development, etc 	<ul style="list-style-type: none"> ▪ Missing variables: natural resources, public-private partnership, foreign direct investment, etc
Weights	<ul style="list-style-type: none"> ▪ Different weights by types of data - Hard : Survey = 1 : 0.55 	<ul style="list-style-type: none"> ▪ Different weights by stages of development - Factor-driven: 60:40:20* - Efficiency-driven: 35: 50: 50 - Innovation-driven: 5: 10: 30
Country Grouping	<ul style="list-style-type: none"> ▪ Population size, GDP per capita, Region 	<ul style="list-style-type: none"> ▪ Factor, Efficiency, Innovation-driven

* Ratio of basic requirements, efficiency enhancers, and innovation drivers. **Extraído de CHO, D. S. & MOON, H.C. (2010), A New Framework for Assessing National Competitiveness.**

A New Framework for Assessing National Competitiveness

Dong-Sung Cho and Hwye-Chang Moon
Seoul National University

Sponsors

Global Federation of Competitiveness Councils (GFCC)
Presidential Council on National Competitiveness (PCNC), Korea

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[May, 17 2007 Korea Herald] ...
[EDITORIAL] Low brand image Some of the country's top companies

[November, 29 2006] KOREA BRAND... 2006-11-22

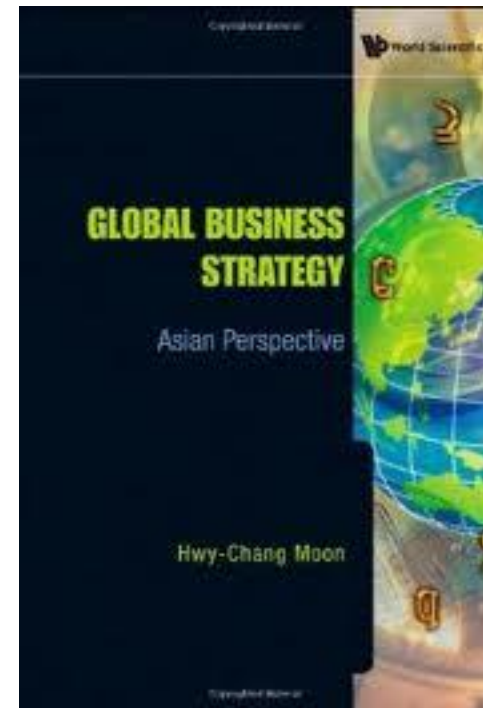
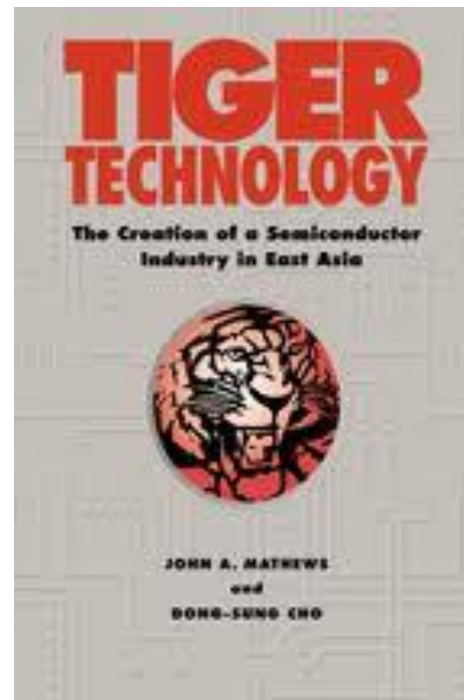
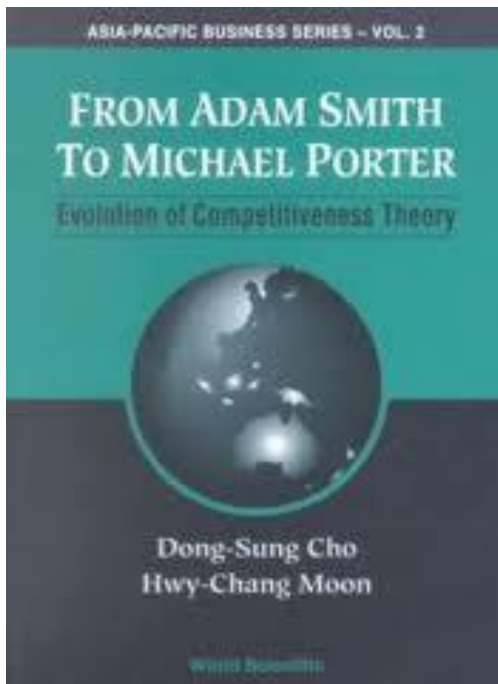
Our Research

 See areas of our research

- ▶ Competitiveness Study
- ▶ Brand Management Study
- ▶ Sustainability Management Study
- ▶ Other Studies



Os pesquisadores do IPS



Avanços do modelo do IPS

- Modelo Porter ampliado
- Nova ponderação entre dados soft e hard
- Pesos dos fatores obtidos por regressões – não arbitrários
- Segmentação dos países conforme seu estado de desenvolvimento

[3] A participação brasileira

Próximos passos - proposta

- Aplicação piloto do modelo do IPS
- Análise crítica e propostas de melhorias
- Desenvolvimento de agenda conjunta
- Reunião do GFCC – POA, 21/22 de novembro
- Construção de índice - 2012

[4] Comentários finais