



GFCC

Global Federation of
Competitiveness Councils

ABDI



GFCC

**Global Federation of
Competitiveness Councils**



Growth and
development are
complex phenomena...

...But humanity has
investigated and
uncovered meaning
from far more complex
phenomena



We are at the cusp
of a **new**
understanding...

...The time is ripe to
decode the DNA of
growth and
development!

The GFCC

Competitiveness

Decoder

What is the
Competitiveness
Decoder?

Tool

Focused on data

Mastering Complexity

National Improvement

Web

Enabled

Decoder features

Visualize data in a smart way

Cluster countries

Compare yourself to others

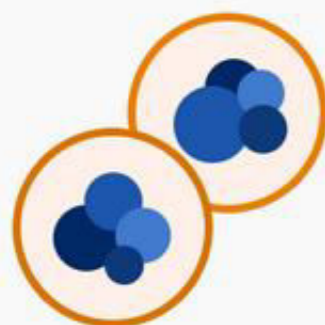
Dynamically see how countries evolve

Understand best practices

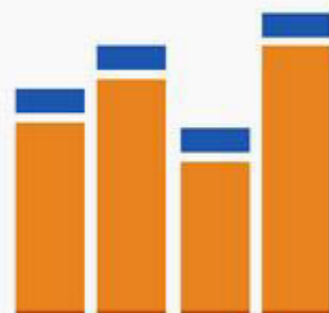
decoder.thegfcc.org

What is GFCC Competitiveness Decoder? The Decoder is a first-of-its-kind, data-based tool developed to visualize the key drivers of national competitiveness in the 21 century

With the Decoder, you can:



Define clusters of competitiveness



Compare nations based on a range of competitiveness drivers



Graphically visualize data in different ways



Dynamically see how countries are improving over time in relation to others



Understand competitiveness best practices



Project scope

- Comprehensive data collection
 - Provided by GFCC members and/or sourced from internationally available, comparable sources
 - 12 years of data across 65 countries
 - 3 people x 2 months FTE
- Concept & method development
- Statistical basis: factor analysis
- Countries grouped according to common characteristics
- Software development



**Which countries are most
competitive?**

**For what are
countries
competing?**

Investment?

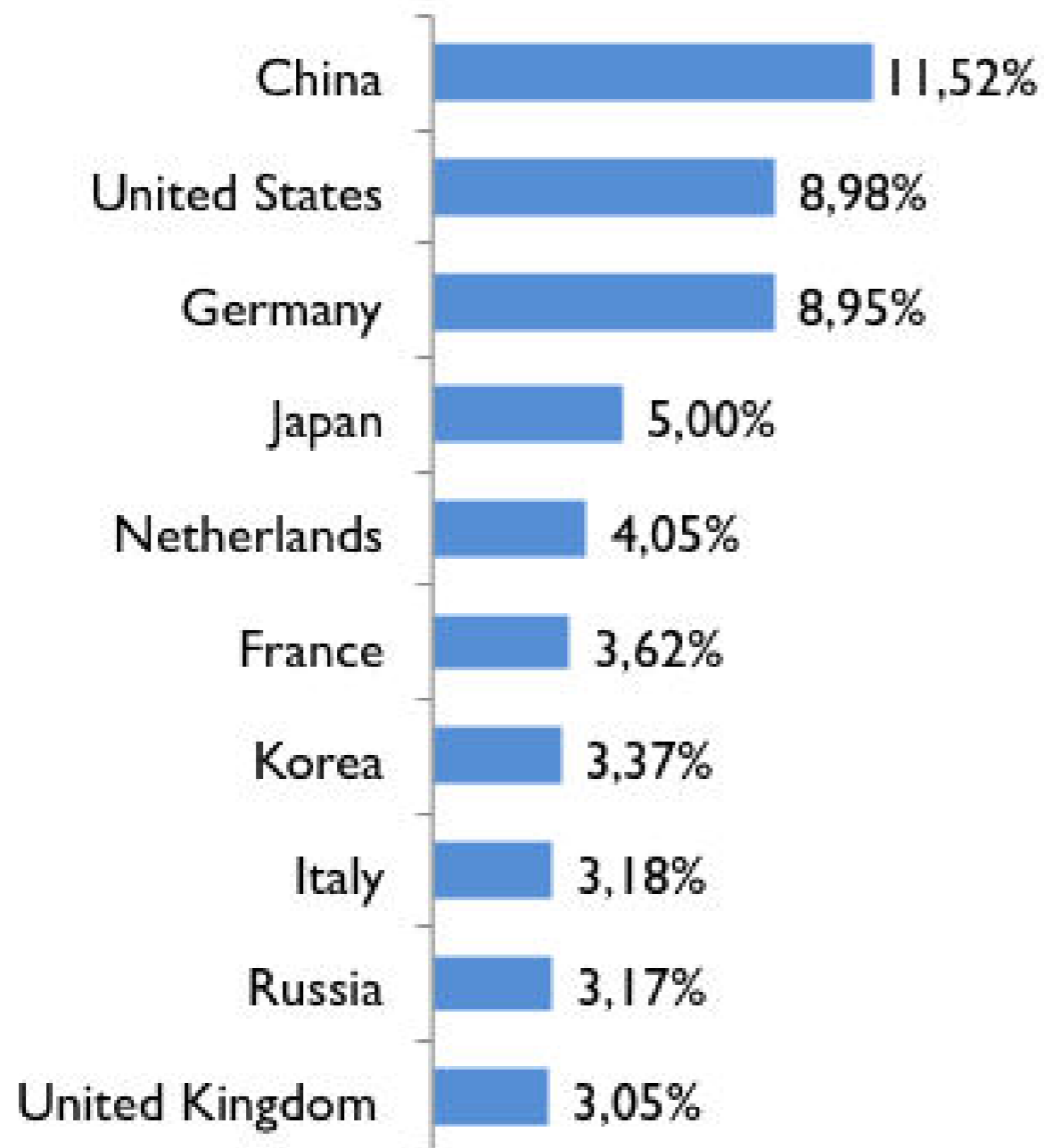
2010			2011			2012		
USA	198		USA	227		USA	167	
China	115		China	124		China	120	
Belgium	86		Belgium	103		Hong Kong	73	
Hong Kong	83		Hong Kong	96		Brazil	65	
UK	51		Brazil	67		UK	63	
Singapore	49		Australia	66		France	59	
Brazil	49		Singapore	64		Singapore	54	
Germany	47		Russia	53		Australia	49	
Russia	43		UK	51		Canada	47	
Ireland	43		Canada	41		Russia	44	
Span	41		France	41		Ireland	40	
Australia	35		Germany	40		India	27	
Switzerland	33		Italy	34		Chile	26	
France	31		India	32		Luxembourg	23	
Saudi Arabia	29		Spain	30		Belgium	19	

Source: UNCTAD

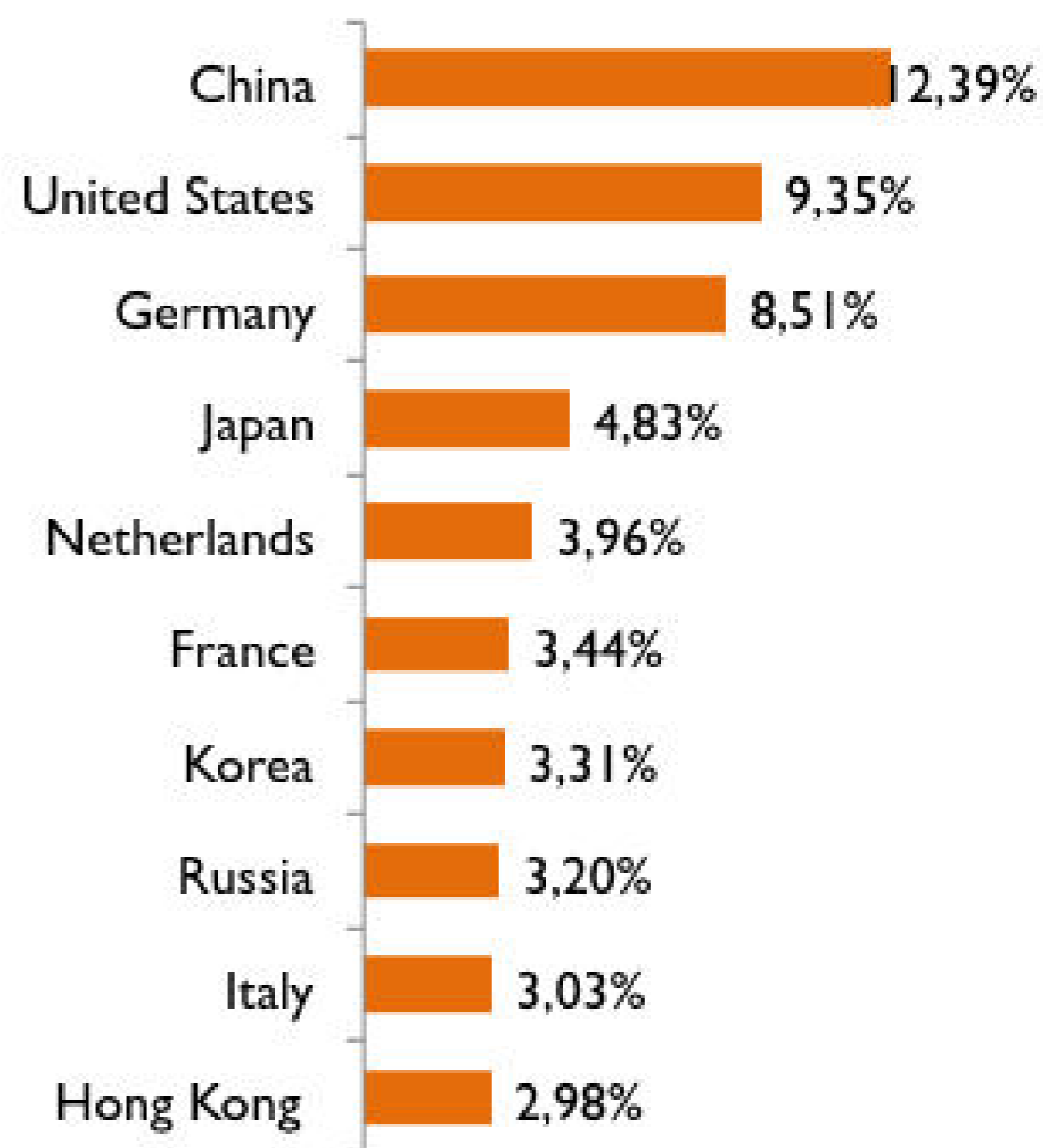
(*) in billions of US\$

Market share?

2011



2012



**But is this really
what we mean by
“competitiveness”
today?**

Adam Smith

An Inquiry into
the Nature and Causes of
**The Wealth of
Nations**



Edited and with an
Introduction, Notes, Marginal Summary, and Index
by EDWIN CANNAN

With a new Preface by George J. Stigler

MICHAEL E.
PORTER



THE
COMPETITIVE
ADVANTAGE
OF NATIONS

The **GFCC** defines **National Competitiveness** as the long-term growth of living standards through improvements in productivity.



A rising tide lifts all boats



**Competitiveness is a race to the top,
not the bottom**



National Competitiveness

```
graph TD; NC[National Competitiveness] --- Dots1(( )); Dots1 --- PE[Present Economic]; Dots1 --- EFB[Environment for Business]; Dots1 --- EGC[Effort to Generate Capabilities]; PE --- Dots2(( )); EFB --- Dots2; EGC --- Dots2; Dots2 --- GP[General Performance]; Dots2 --- EC[Economic Complexity]; Dots2 --- INF[Infrastructure]; Dots2 --- T[Talent]; Dots2 --- CAP[Capital]; Dots2 --- IN[Innovation]; Dots2 --- QOL[Quality of Life]; Dots2 --- FG[Future Growth];
```

Present Economic

*Development Stage and
Resources Accumulated by
countries*

History Matters

Environment for Business

Institution Matter

Effort to Generate Capabilities

Strategy Matters

General
Performance

Economic
Complexity

Infrastructure

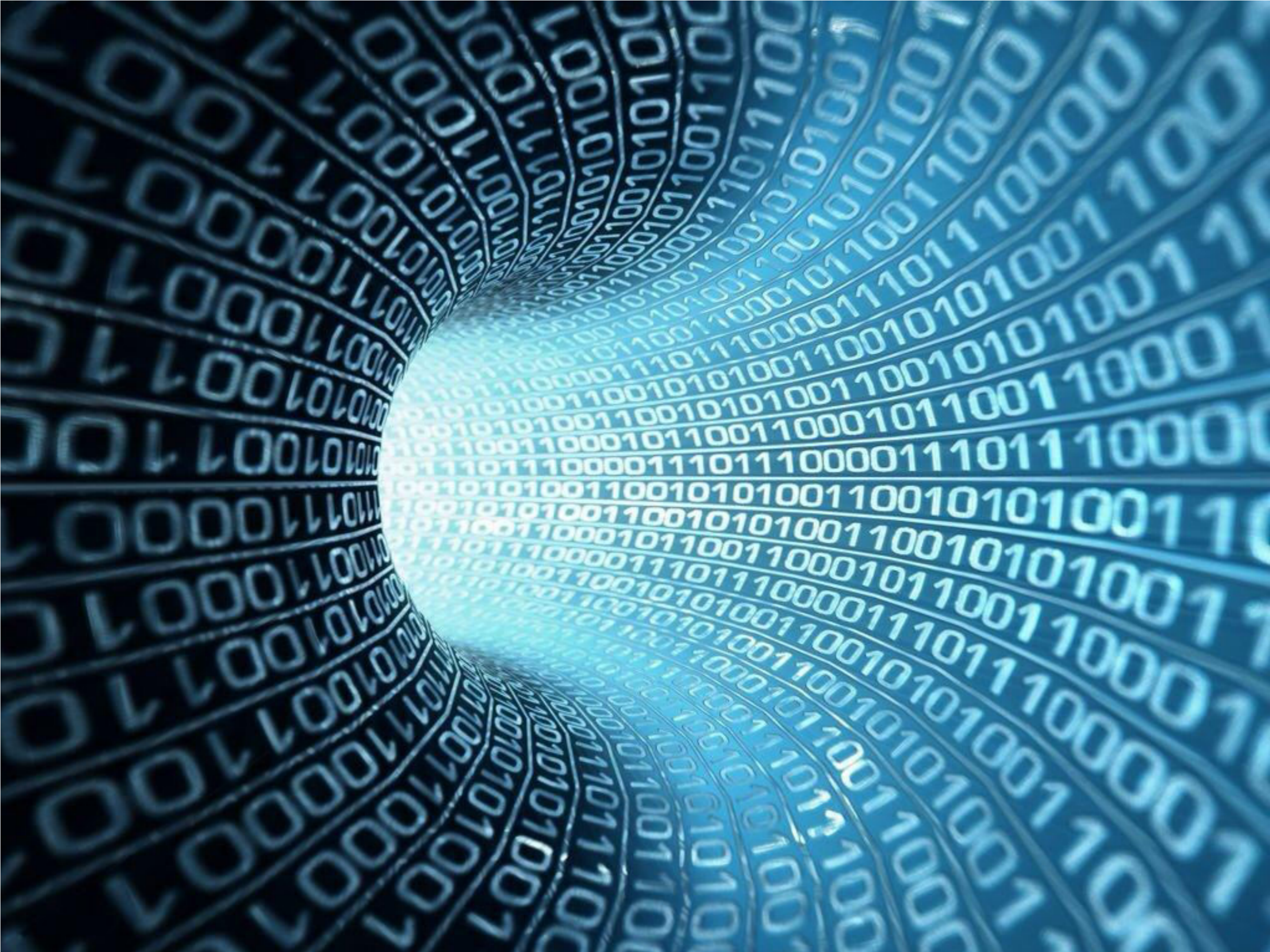
Talent

Capital

Innovation

Quality of
Life

Future
Growth



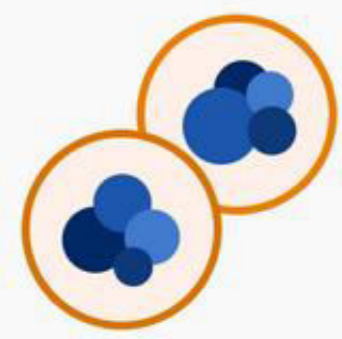
We now have the ability
to “**innovate**” our
understanding of
competitiveness...

...to leverage 21st century
tools – and bring
“**Big Data**” analysis to
competitiveness!

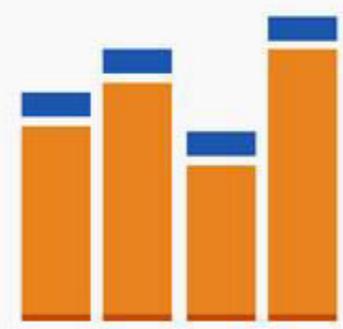
**The Decoder helps to
answer some questions**

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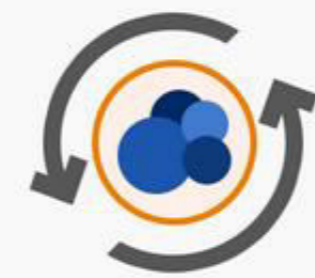
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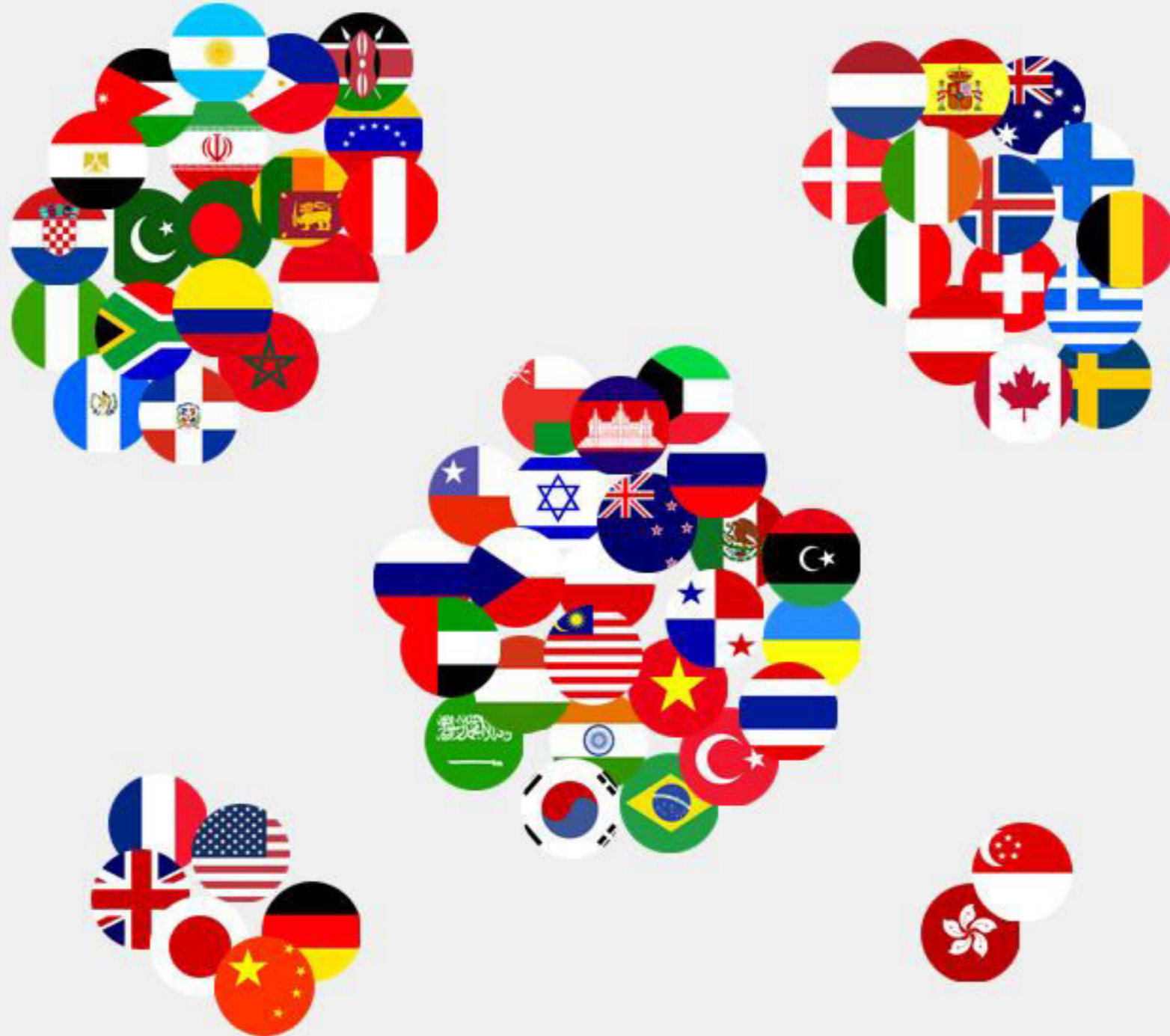


Understand competitiveness best practices

[i]

Which countries are the
most competitive
across the globe?

General Performance...



[ii]

Against which
countries should I
compare?

[iii]

**What drives country
grouping?**

**Economic size and
global trade are the
key aspects setting
countries apart in
terms of performance**

1.1 GDP

1.4. GDP as a share of world GDP

1.8 Goods: export

1.9. Goods: import

1.20. World Trade Share

[iv]

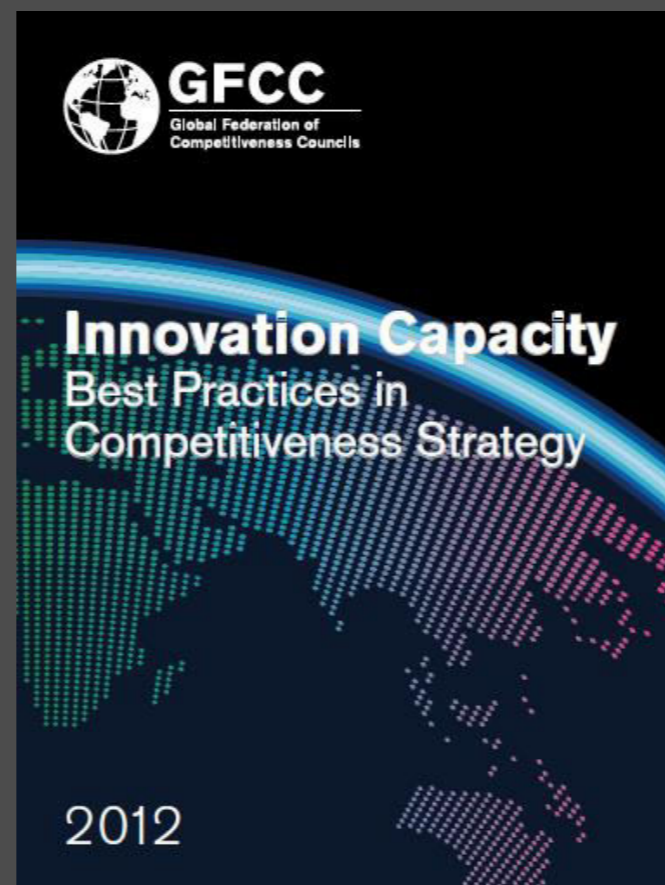
How are countries
performing **over time**?

[v]

What if I want to
compare my country to
all other countries?

[vi]

What could/should
countries **do** to
improve
competitiveness?



Summing up...

- ▶ data... not just concepts
- ▶ a new concept for competitiveness analysis
- ▶ to which countries should I look?
- ▶ learning and mastering complexity
- ▶ (over time) a powerful tool for improvement

+
Countries

Embedded
re-clusterization
algorithm



WHAT

IS

NEXT ?



+ Data
Points

Features:
Cross section
analysis

Practices
library

What is needed?



GFCC research team



Financial resources



Marketing effort



Outreach to IOs

decoder.thegfcc.org

Thank you!

Roberto Alvarez

ralvarez@abdi.com.br

Chad Evans

cevans@compete.org