

# Международная конкурентоспособность стран на мировом рынке.

## Международная торговля в условиях глобализации экономических процессов.



# Основные понятия



**Конкурентоспособность страны** (национальная конкурентоспособность) - это способность ее фирм и отраслей опережать соперника в завоевании и укреплении позиций на зарубежных рынках. В то же время это способность нации создавать и поддерживать среду, которая обеспечивает конкурентоспособность ее предприятий.

Национальная конкурентоспособность обусловлена экономическими, социальными, политическими и другими факторами в самой стране

# НАЦИОНАЛЬНЫЕ ОРГАНИЗАЦИИ

1



Комиссия по вопросам конкуренции при президенте США, 1985 г.;  
Совет по политике конкурентоспособности, 1986 г.

Великобритания одна из первых начала проводить анализ понятия конкурентоспособности.



Основные результаты анализа в «Белой книге» (**Competitiveness White Paper**) правительства по вопросам конкурентоспособности, опубликованной в конце 1998 г.

## EDUCATING FOR GLOBAL COMPETITIVENESS

A white paper on education in the 21<sup>st</sup> century by Dr. Jim Goodnight, SAS

*"In times of drastic change, it is the learners who inherit the future. The learned usually find themselves no longer equipped to live in a world that no longer exists."*  
– Eric Hoffer<sup>1</sup>

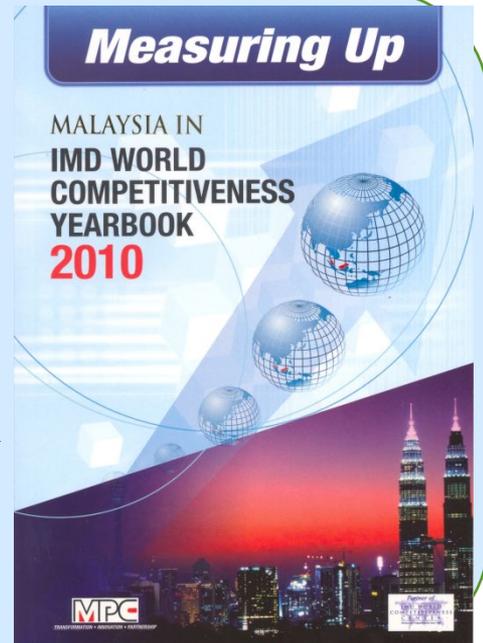


Другие государства и Европейский Союз

Международный институт  
развития менеджмента  
(International Institute  
for Management  
Development)



The World  
Competitiveness  
Yearbook



Всемирный  
экономический форум  
(World Economic  
Forum)



The Global  
Competitiveness  
Report



# ВСЕМИРНЫЙ ЭКОНОМИЧЕСКИЙ ФОРУМ РАССЧИТЫВАЕТ И АНАЛИЗИРУЕТ:

□ более 11 тыс. ведущих предприятий

□ более 160 показателей.

*Полученные данные являются основой рейтинга конкурентоспособности стран мира.*

## 2 ежегодных рейтинга:

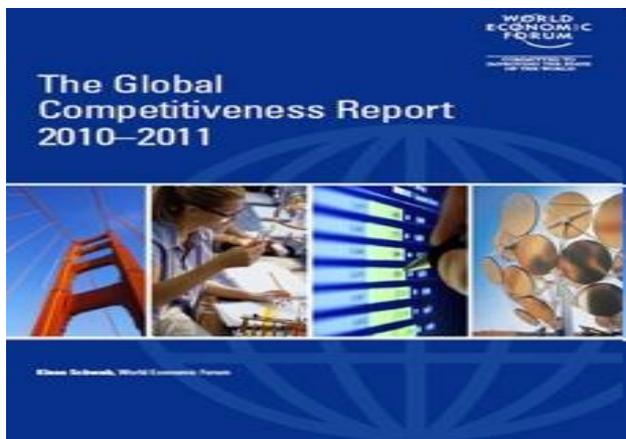
□ на базе индекса растущей конкурентоспособности (**Growth Competitiveness Index, GCI**),

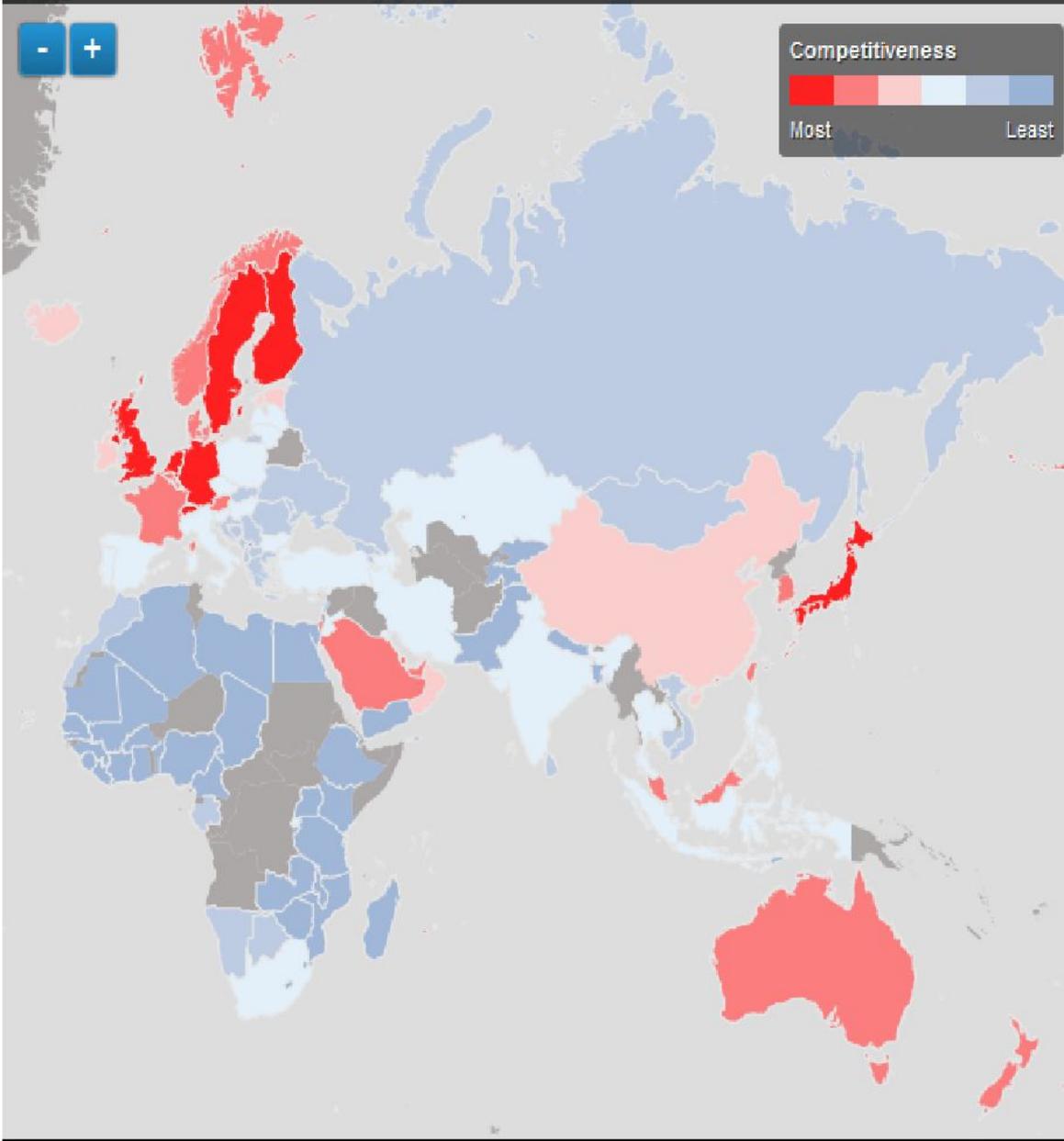
□ на базе индекса конкурентоспособности для бизнеса (**Business Competitiveness Index, BCI**).

В 2012 году более 11000 лидеров бизнеса были опрошены в 144 государствах.

**Число исследуемых экономик увеличилось со 139 до 144**

(Молдова была исключена из этого списка в связи с отсутствием необходимой информации).





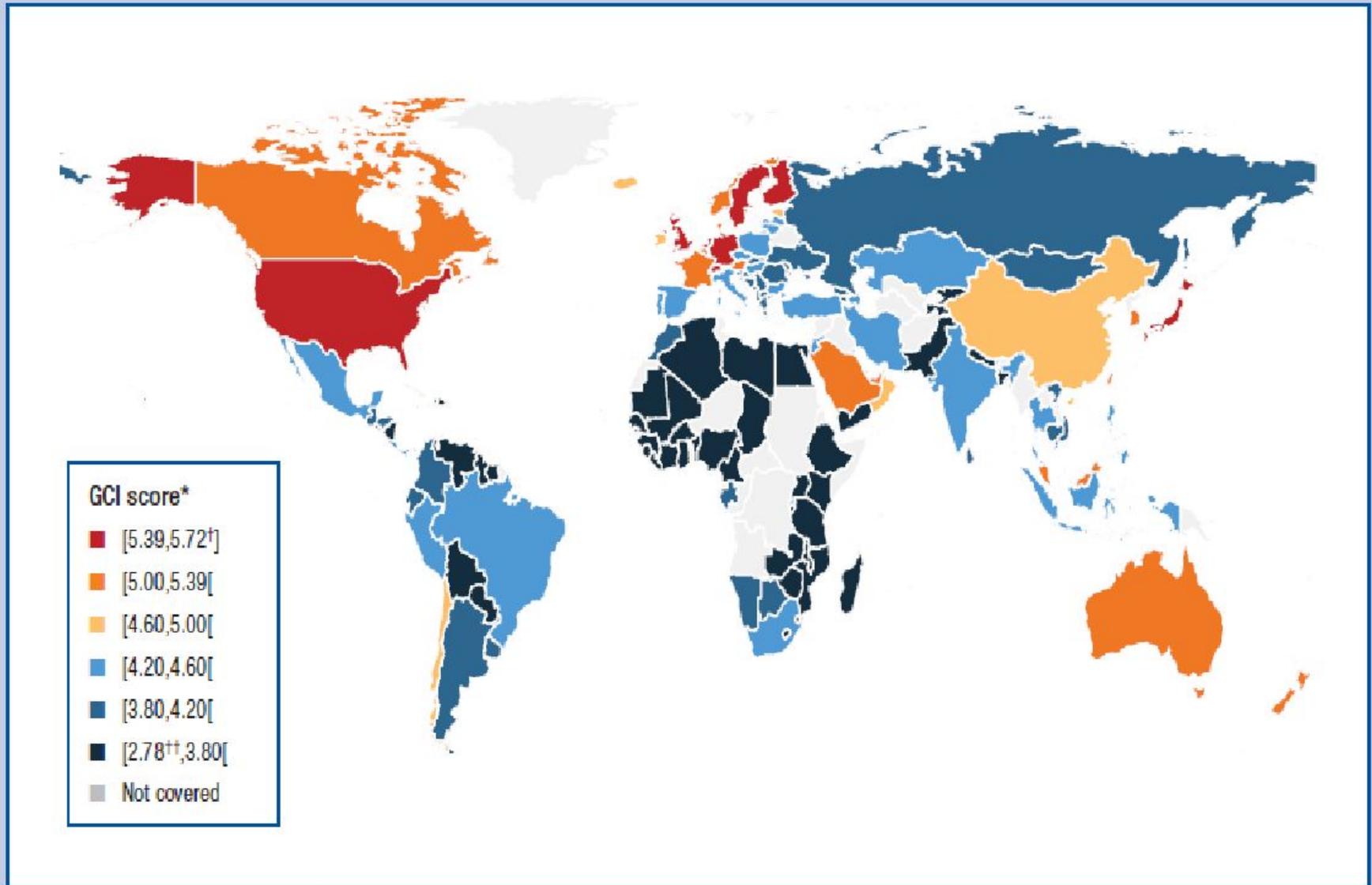
Insight Report

# The Global Competitiveness Report 2012-2013

Klaus Schwab, World Economic Forum



Figure 1: The GCI heat map



# 12 составляющих конкурентоспособности

<p><b><u>Общие требования:</u></b> Качество институтов Инфраструктура Макроэкономическая стабильность Здоровье и начальное образование</p>	<p>Основа для экономик, где развитие зависит от факторов</p>
<p><b><u>Усилители эффективности:</u></b> Высшее образование и профессиональная подготовка Эффективность рынка товаров и услуг Эффективность рынка труда Развитость финансового рынка Технологический уровень Размер рынка</p>	<p>Основа для экономик, где развитие зависит от эффективности</p>
<p><b><u>Инновации и развитость:</u></b> Конкурентоспособность бизнеса Инновационный потенциал</p>	<p>Основа для экономик, где развитие зависит от инноваций</p>

# Изменение положения стран в рейтинге конкурентоспособности к 2012 году

Страна	Место в рейтинге					
	2012	2011	2010	2009	2008	2007
Швейцария	1 	1	1	1	2	2
Швеция	4 	3	2	4	4	4
Сингапур	2 	2	3	3	5	7
США	7 	5	4	2	1	1
Германия	6 	6	5	7	7	5
Япония	10 	9	6	8	9	8
Финляндия	3 	4	7	6	6	6
Нидерланды	5 	7	8	10	8	10
Дания	12 	8	9	5	3	3
Канада	14 	12	10	9	10	13
...						
Шри Ланка	68 	52	62	79		
<b>Российская Федерация</b>	<b>67</b>	<b>66</b>	<b>63</b>	<b>63</b>	<b>51</b>	<b>58</b>
Уругвай	74	63	64	65		
...						

Top 10	GCI 2012	GCI 2011	
Switzerland	1	1	
Singapore	2	2	
Finland	3	4	
Sweden	4	3	
Netherlands	5	7	
Germany	6	6	
United States	7	5	
United Kingdom	8	10	
Hong Kong SAR	9	11	
Japan	10	9	

**Ключевые показатели**

Население(млн), 2009

ВВП (блн \$), 2009

ВВП на душу населения(блн \$), 2009

ВВП (по ППС) в % от мирового

2.1: Country/Economy Profiles

# Russian Federation

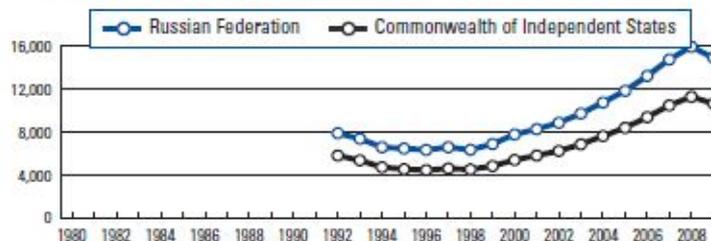
Страна

## Key indicators, 2009

Population (millions)	140.9
GDP (US\$ billions)	1,229.2
GDP per capita (US\$)	8,694
GDP (PPP) as share (%) of world total	3.05

## GDP (PPP) per capita (int'l \$), 1980-2009

ВВП на душу населения, 1980-2009



Текущий

## Global Competitiveness Index

Предшествующие

Rank (out of 139) Score (1-7)

GCI 2010-2011	63	4.2
GCI 2009-2010 (out of 133)	63	4.2
GCI 2008-2009 (out of 134)	51	4.3

Показатели по каждой составляющей

<b>Basic requirements</b>	<b>65</b>	<b>4.5</b>
1st pillar: Institutions	118	3.2
2nd pillar: Infrastructure	47	4.5
3rd pillar: Macroeconomic environment	79	4.5
4th pillar: Health and primary education	53	5.9
<b>Efficiency enhancers</b>	<b>53</b>	<b>4.2</b>
5th pillar: Higher education and training	50	4.6
6th pillar: Goods market efficiency	123	3.6
7th pillar: Labor market efficiency	57	4.5
8th pillar: Financial market development	125	3.2
9th pillar: Technological readiness	69	3.6
10th pillar: Market size	8	5.7
<b>Innovation and sophistication factors</b>	<b>80</b>	<b>3.4</b>
11th pillar: Business sophistication	101	3.5
12th pillar: Innovation	57	3.2

286

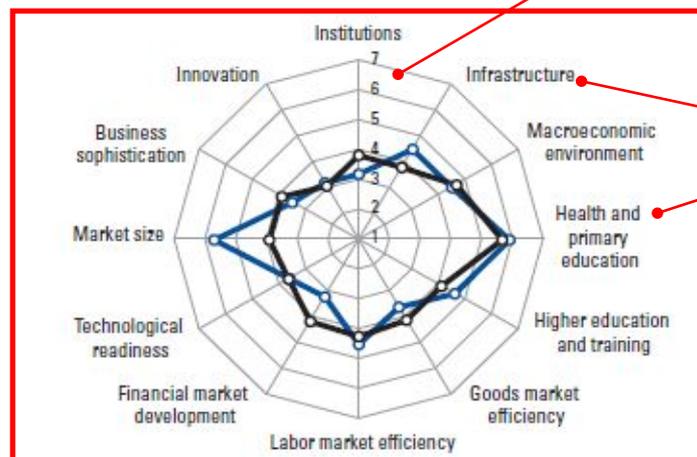
Стадия развития

## Stage of development

Стадия развития страны (выделение синим)



Конкурентная диаграмма (семибалльная шкала)



Составляющие

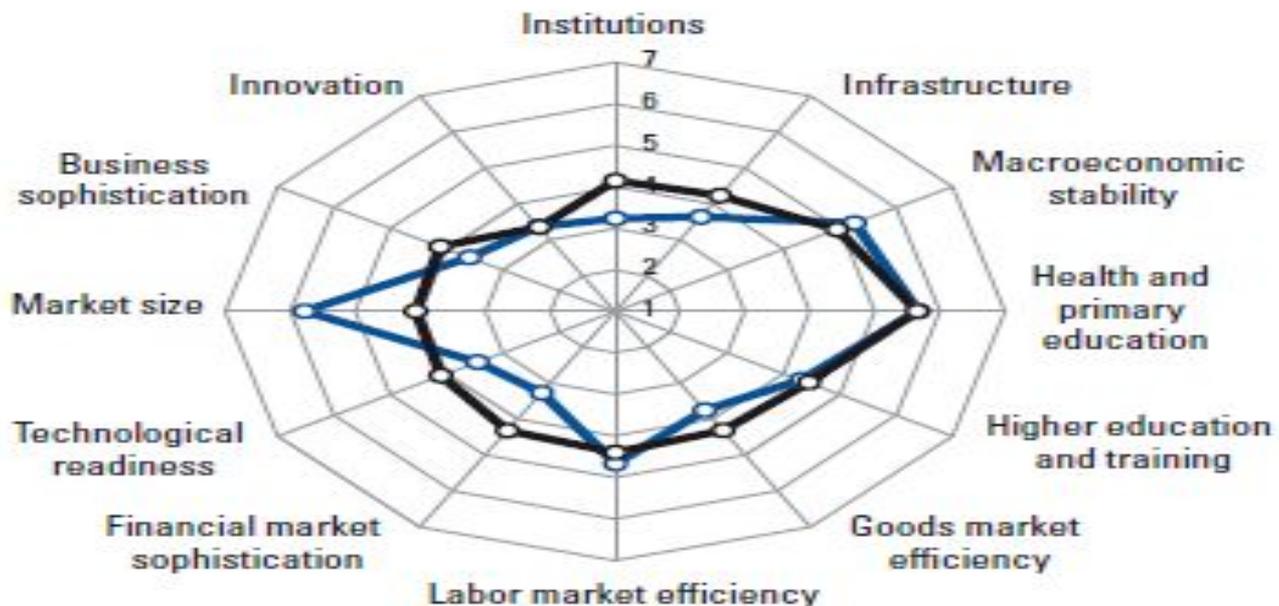
Показатели страны

Russian Federation Efficiency-driven economies

Средние показатели

# Анализ

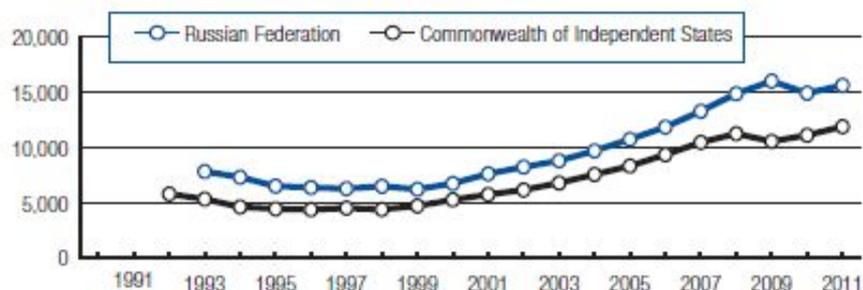
## Stage of development



## Key indicators, 2011

Population (millions).....	147.1
GDP (US\$ billions).....	1,850.4
GDP per capita (US\$).....	12,993
GDP (PPP) as share (%) of world total.....	3.02

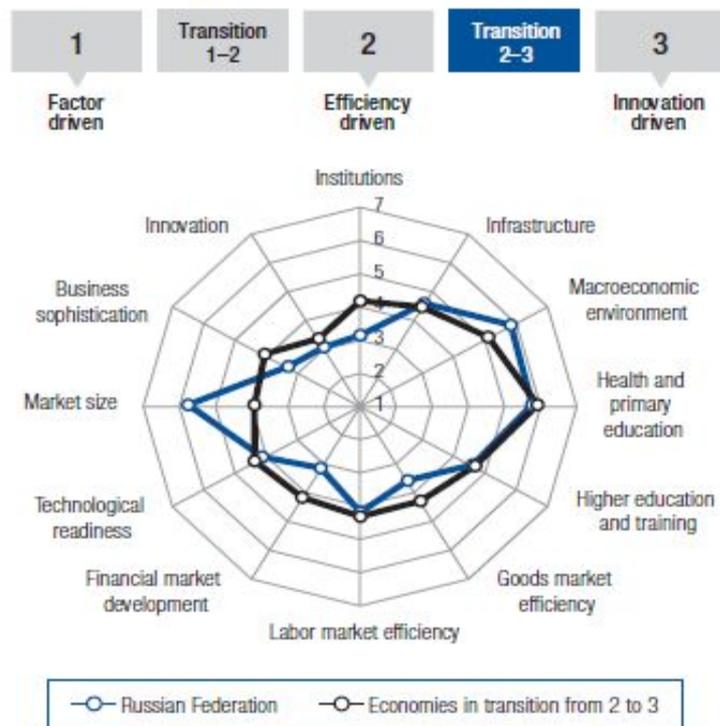
GDP (PPP) per capita (int'l \$), 1990–2011



## The Global Competitiveness Index

	Rank (out of 144)	Score (1–7)
<b>GCI 2012–2013</b> .....	<b>67</b>	<b>4.2</b>
GCI 2011–2012 (out of 142).....	66	4.2
GCI 2010–2011 (out of 139).....	63	4.2
<b>Basic requirements (30.0%)</b> .....	<b>53</b>	<b>4.8</b>
Institutions.....	133	3.1
Infrastructure.....	47	4.5
Macroeconomic environment.....	22	5.8
Health and primary education.....	65	5.7
<b>Efficiency enhancers (50.0%)</b> .....	<b>54</b>	<b>4.3</b>
Higher education and training.....	52	4.6
Goods market efficiency.....	134	3.6
Labor market efficiency.....	84	4.2
Financial market development.....	130	3.2
Technological readiness.....	57	4.1
Market size.....	7	5.8
<b>Innovation and sophistication factors (20.0%)</b> .....	<b>108</b>	<b>3.2</b>
Business sophistication.....	119	3.3
Innovation.....	85	3.0

### Stage of development



# The Global Competitiveness Index in detail

**INDICATOR** **VALUE** **RANK/144**

## 1st pillar: Institutions

1.01	Property rights .....	2.8	133
1.02	Intellectual property protection .....	2.6	125
1.03	Diversion of public funds .....	2.4	126
1.04	Public trust in politicians .....	2.5	86
1.05	Irregular payments and bribes .....	3.1	120
1.06	Judicial independence .....	2.6	122
1.07	Favoritism in decisions of government officials .....	2.4	127
1.08	Wastefulness of government spending .....	2.8	103
1.09	Burden of government regulation .....	2.6	130
1.10	Efficiency of legal framework in settling disputes .....	2.8	124
1.11	Efficiency of legal framework in challenging regs. ....	2.7	127
1.12	Transparency of government policymaking .....	3.6	124
1.13	Gov't services for improved business performance	3.0	110
1.14	Business costs of terrorism .....	4.7	118
1.15	Business costs of crime and violence .....	4.5	90
1.16	Organized crime .....	4.2	114
1.17	Reliability of police services .....	2.8	133
1.18	Ethical behavior of firms .....	3.4	119
1.19	Strength of auditing and reporting standards .....	3.8	123
1.20	Efficacy of corporate boards .....	3.9	124
1.21	Protection of minority shareholders' interests .....	3.0	140
1.22	Strength of investor protection, 0–10 (best)* .....	4.7	94

**INDICATOR** **VALUE** **RANK/144**

## 6th pillar: Goods market efficiency

6.01	Intensity of local competition .....	4.0	124
6.02	Extent of market dominance .....	3.3	107
6.03	Effectiveness of anti-monopoly policy .....	3.4	124
6.04	Extent and effect of taxation .....	2.9	121
6.05	Total tax rate, % profits* .....	46.9	105
6.06	No. procedures to start a business* .....	9	97
6.07	No. days to start a business* .....	30	104
6.08	Agricultural policy costs .....	3.0	133
6.09	Prevalence of trade barriers .....	3.5	132
6.10	Trade tariffs, % duty* .....	10.3	106
6.11	Prevalence of foreign ownership .....	3.4	133
6.12	Business impact of rules on FDI .....	3.5	128
6.13	Burden of customs procedures .....	2.9	137
6.14	Imports as a percentage of GDP* .....	22.3	135
6.15	Degree of customer orientation .....	3.7	134
6.16	Buyer sophistication .....	3.5	61

## 7th pillar: Labor market efficiency

7.01	Cooperation in labor-employer relations .....	3.7	125
7.02	Flexibility of wage determination .....	5.1	69
7.03	Hiring and firing practices .....	3.7	90
7.04	Redundancy costs, weeks of salary* .....	17	81
7.05	Pay and productivity .....	4.0	65

## 2nd pillar: Infrastructure

2.01	Quality of overall infrastructure	3.5	101
2.02	Quality of roads	2.3	136
2.03	Quality of railroad infrastructure	4.2	30
2.04	Quality of port infrastructure	3.7	93
2.05	Quality of air transport infrastructure	3.8	104
2.06	Available airline seat kms/week, millions*	3,280.5	12
2.07	Quality of electricity supply	4.3	84
2.08	Mobile telephone subscriptions/100 pop.*	179.3	5
2.09	Fixed telephone lines/100 pop.*	30.9	41

## 3rd pillar: Macroeconomic environment

3.01	Government budget balance, % GDP*	1.6	20
3.02	Gross national savings, % GDP*	28.6	28
3.03	Inflation, annual % change*	8.4	111
3.04	General government debt, % GDP*	9.6	9
3.05	Country credit rating, 0–100 (best)*	66.9	39

## 4th pillar: Health and primary education

4.01	Business impact of malaria	n/appl.	1
4.02	Malaria cases/100,000 pop.*	(NE)	1
4.03	Business impact of tuberculosis	5.4	70
4.04	Tuberculosis cases/100,000 pop.*	106.0	93
4.05	Business impact of HIV/AIDS	5.5	56
4.06	HIV prevalence, % adult pop.*	1.0	105
4.07	Infant mortality, deaths/1,000 live births*	9.1	52
4.08	Life expectancy, years*	68.8	100

7.06	Reliance on professional management	3.6	110
7.07	Brain drain	2.8	111
7.08	Women in labor force, ratio to men*	0.87	38

## 8th pillar: Financial market development

8.01	Availability of financial services	3.7	117
8.02	Affordability of financial services	3.4	118
8.03	Financing through local equity market	3.0	100
8.04	Ease of access to loans	2.6	86
8.05	Venture capital availability	2.4	85
8.06	Soundness of banks	3.8	132
8.07	Regulation of securities exchanges	3.4	114
8.08	Legal rights index, 0–10 (best)*	3	118

## 9th pillar: Technological readiness

9.01	Availability of latest technologies	3.9	129
9.02	Firm-level technology absorption	3.6	141
9.03	FDI and technology transfer	3.6	135
9.04	Individuals using Internet, %*	49.0	57
9.05	Broadband Internet subscriptions/100 pop.*	12.2	47
9.06	Int'l Internet bandwidth, kb/s per user*	31.9	44
9.07	Mobile broadband subscriptions/100 pop.*	47.9	17

## 10th pillar: Market size

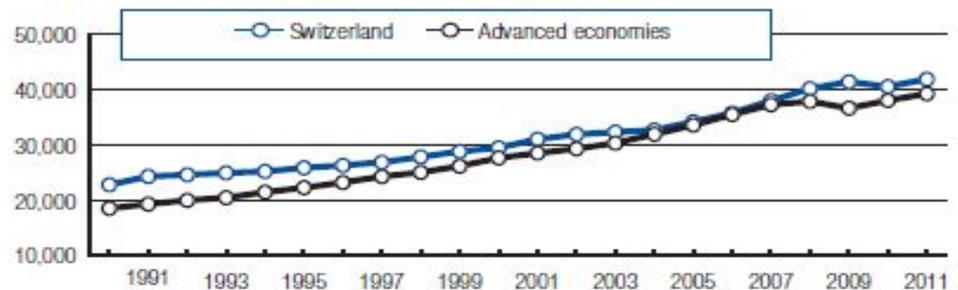
10.01	Domestic market size index, 1–7 (best)*	5.6	9
10.02	Foreign market size index, 1–7 (best)*	6.1	7

# Switzerland

## Key indicators, 2011

Population (millions).....	8.1
GDP (US\$ billions).....	636.1
GDP per capita (US\$).....	81,161
GDP (PPP) as share (%) of world total.....	0.43

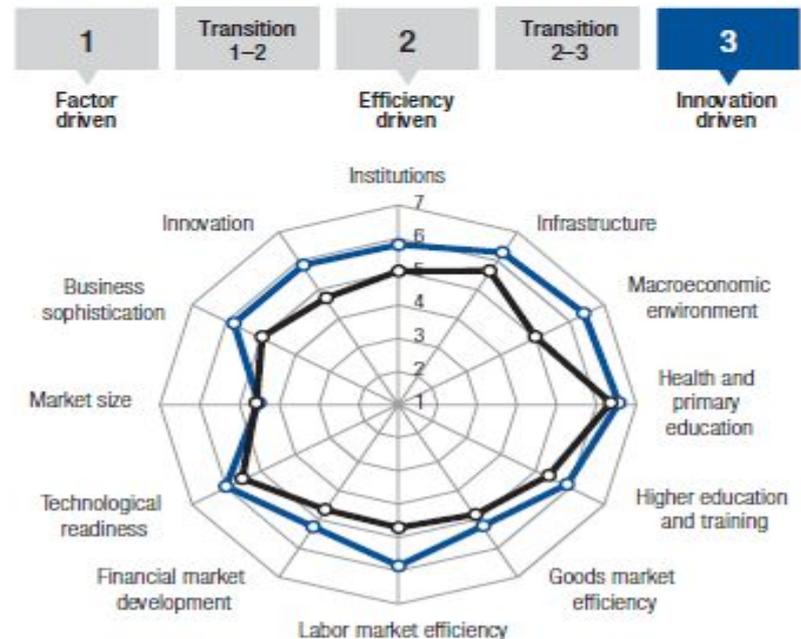
GDP (PPP) per capita (int'l \$), 1990–2011



## The Global Competitiveness Index

	Rank (out of 144)	Score (1–7)
<b>GCI 2012–2013</b> .....	<b>1</b>	<b>5.7</b>
GCI 2011–2012 (out of 142).....	1	5.7
GCI 2010–2011 (out of 139).....	1	5.6
<b>Basic requirements (20.0%)</b> .....	<b>2</b>	<b>6.2</b>
Institutions.....	5	5.8
Infrastructure.....	5	6.2
Macroeconomic environment.....	8	6.4
Health and primary education.....	8	6.5
<b>Efficiency enhancers (50.0%)</b> .....	<b>5</b>	<b>5.5</b>
Higher education and training.....	3	5.9
Goods market efficiency.....	7	5.3
Labor market efficiency.....	1	5.9
Financial market development.....	9	5.3
Technological readiness.....	6	6.0
Market size.....	39	4.5
<b>Innovation and sophistication factors (30.0%)</b> .....	<b>1</b>	<b>5.8</b>

## Stage of development



# The Global Enabling Trade Report 2010

Insight Report

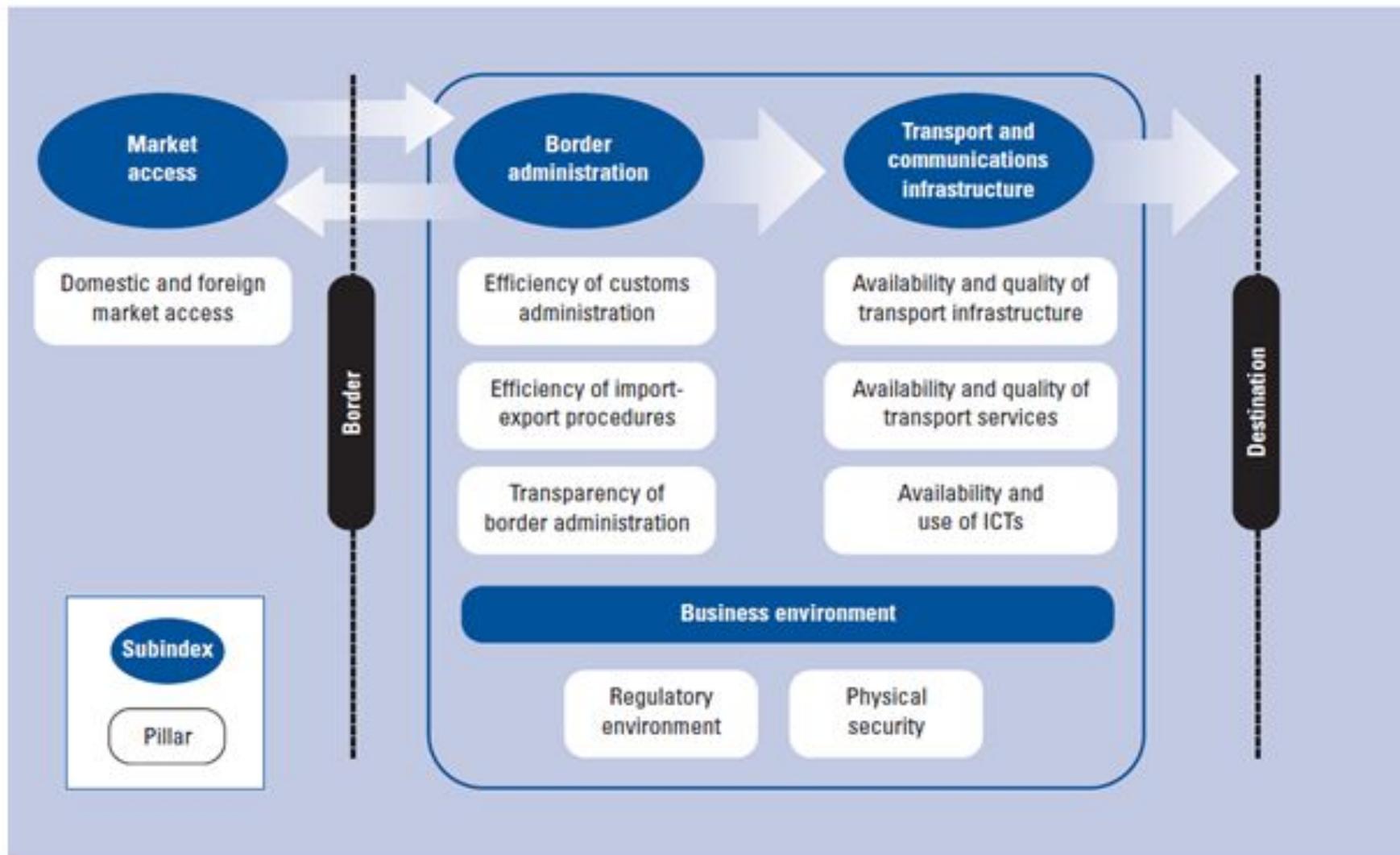
# The Global Enabling Trade Report 2012

## Reducing Supply Chain Barriers

ROBERT Z. LAWRENCE, MARGARETA DRZENIEK HANOŪZ, AND SEAN DOHERTY, EDITORS

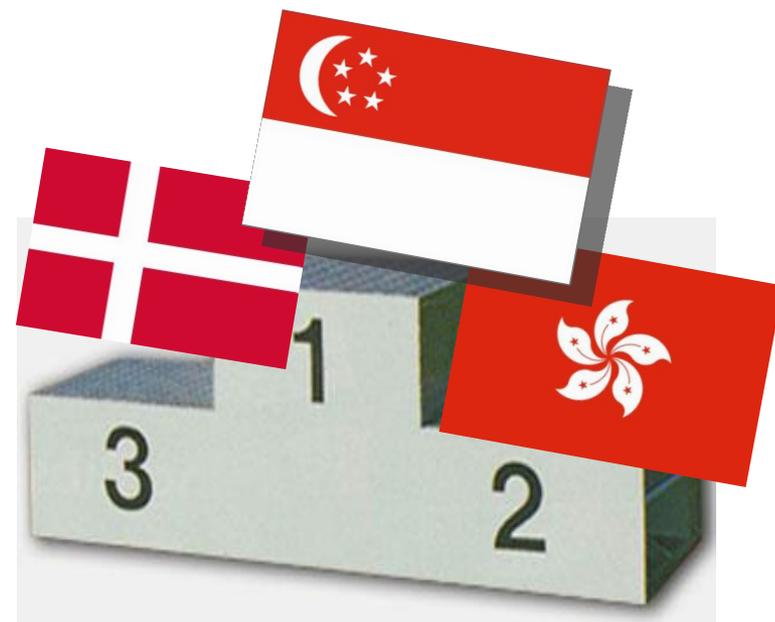


# СТРУКТУРА ИНДЕКСА ЕТІ И 9 КЛАСТЕРОВ ВОВЛЕЧЕННОСТИ ЭКОНОМИКИ В МИРОВУЮ ТОРГОВЛЮ



# Изменение положения стран в рейтинге индекса ЕТІ к 2010 году

Страна	Место в рейтинге на 2012 год	Место в рейтинге на 2010 год	Индекс ЕТІ - 2010	Место в рейтинге на 2009 год
Сингапур	1 	1	6.06	1
Гонконг	2 	2	5.70	2
Дания	3 	3	5.41	4
Швеция	4 	4	5.41	5
Швейцария	8 	5	5.37	3
Новая Зеландия	5 	6	5.33	11
Норвегия	12 	7	5.32	7
Канада	9 	8	5.29	6
Люксембург	10 	9	5.28	13
Нидерланды	7	10	5.26	10
...				
Бангладеш	109 	113	3.38	111
Российская Федерация	112 	114	3.37	109
Камерун	118 	115	3.35	106



# Russian Federation

## The Enabling Trade Index 2012 in detail

■ Competitive Advantage ■ Competitive Disadvantage

INDICATOR, UNITS		RANK/132	SCORE	BEST PERFORMER	SCORE
<b>1st pillar: Domestic and foreign market access</b> .....		<b>129</b> .....	<b>2.9</b>	<b>Singapore</b> .....	<b>6.2</b>
1.01	Tariff rate, (%).....	100.....■	10.3	Hong Kong SAR.....	0.0
1.02	Non-tariff measures, index 0-100 (worst) <sup>1</sup> .....	59.....	75.5	Cambodia .....	4.7
1.03	Complexity of tariffs, index 1-7 (best).....	102.....■	3.4	Hong Kong SAR.....	7.0
	Tariff dispersion, standard deviation .....	84.....■	9.6	Hong Kong SAR.....	0.0
	Tariff peaks, % .....	61.....■	2.9	Multiple economies (23).....	0.0
	Specific tariffs, % .....	131.....■	17.3	Multiple economies (49).....	0.0
	Distinct tariffs, number .....	131.....■	1,941	Hong Kong SAR.....	1.0
1.04	Share of duty-free imports, % .....	95.....■	35.3	Hong Kong SAR.....	100.0
1.05	Tariffs faced, % .....	113.....■	5.9	Chile.....	3.6
1.06	Margin of preference in destination mkts, index 0-100 (best).....	58.....■	30.9	Malawi.....	93.8
<b>2nd pillar: Efficiency of customs administration</b> .....		<b>89</b> .....	<b>3.7</b>	<b>Singapore</b> .....	<b>6.6</b>
2.01	Burden of customs procedures, 1-7 (best) .....	127.....■	2.8	Singapore.....	6.2
2.02	Customs services index, 0-12 (best).....	55.....■	7.5	Multiple economies (2).....	12.0
<b>3rd pillar: Efficiency of import-export procedures</b> .....		<b>114</b> .....	<b>2.9</b>	<b>Singapore</b> .....	<b>6.4</b>
3.01	Efficiency of the clearance process, 1-5 (best).....	123.....■	2.0	Singapore.....	4.1
3.02	No. of days to import.....	114.....■	36	Singapore.....	4.0
3.03	No. of documents to import.....	121.....■	10	France.....	2.0
3.04	Cost to import, US\$ per container .....	103.....■	1,800	Malaysia .....	435.0
3.05	No. of days to export.....	117.....■	36	Multiple economies (4).....	5.0
3.06	No. of documents to export.....	95.....■	8	France.....	2.0
3.07	Cost to export, US\$ per container .....	110.....■	1,850	Malaysia .....	450.0
<b>4th pillar: Transparency of border administration</b> .....		<b>113</b> .....	<b>2.5</b>	<b>New Zealand</b> .....	<b>6.7</b>
4.01	Irregular payments in exports and imports, 1-7 (best).....	108.....■	2.6	New Zealand .....	6.7
4.02	Corruption Perceptions Index, 0-10 (best) .....	114.....■	2.4	New Zealand .....	9.5