

Bloom Consulting – Country Branding and Place Branding experts
www.bloom-consulting.com

Bloom Consulting Country Brand Ranking®

2019
2020



Trade
Edition



Bloom Consulting is an official data partner of the World Economic Forum

Hello!

Bloom Consulting Country Brand Ranking©

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About Bloom Consulting

Everything you need to know about us

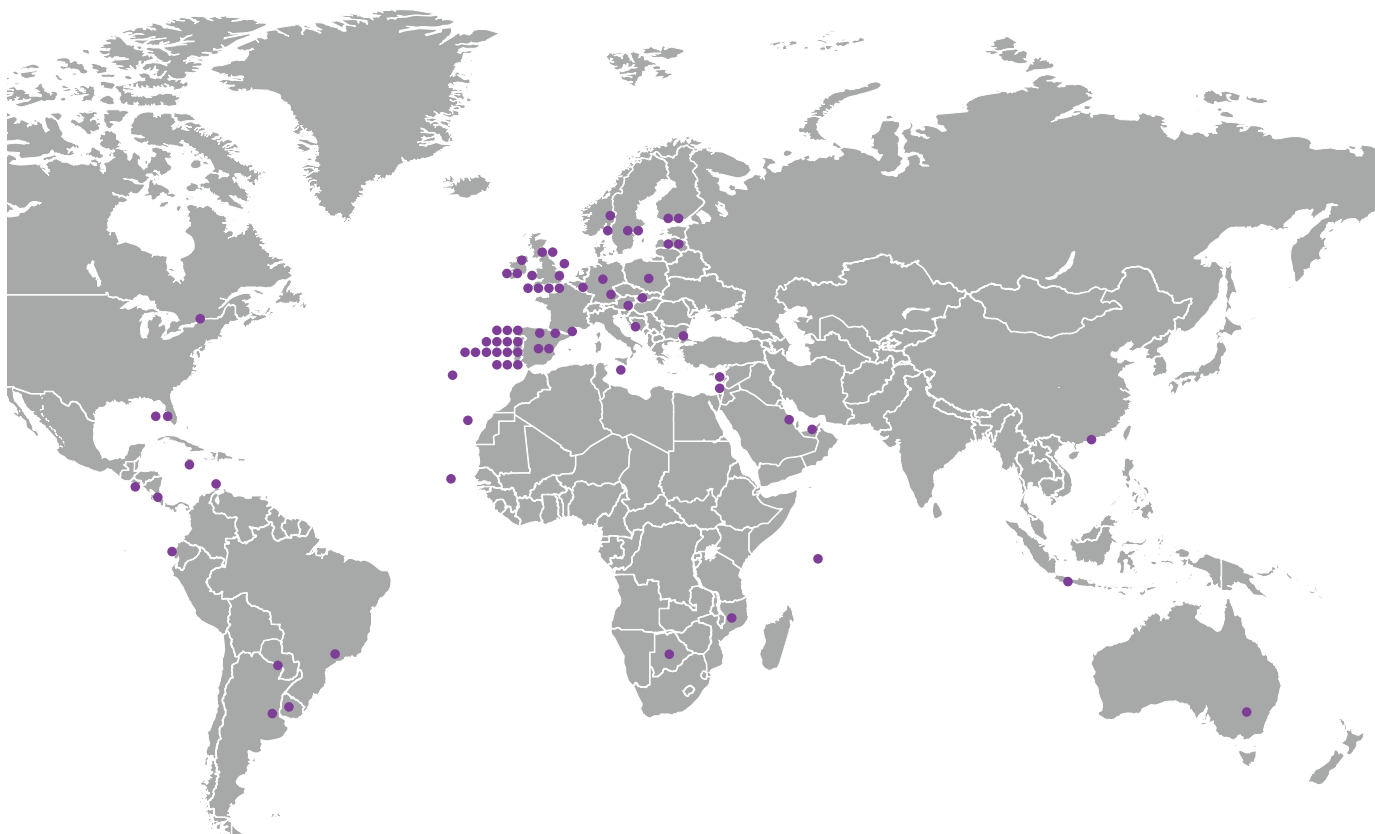
It has been a great journey since 2003, when Bloom Consulting was founded in **Madrid** as a Country Branding and Place Branding consultancy. Now, in 2019, we are celebrating our 15th anniversary with our other three offices in the international cities of **Lisbon, London** and **Sao Paulo**.

Bloom Consulting has worked with Countries, Regions and Cities from all over the world, with clients from the five continents. And our work has had significant media coverage, with interviews by **The Economist, Forbes, CNN** and **The Guardian**.

Our agency publishes the biannual *Bloom Consulting Country Brand Ranking* © for *Trade* and *Tourism*, where we extensively analyze the brand performance of almost 200 countries and territories worldwide. Furthermore, we produce the *Digital City Index* © and the *Digital Country Index* © to measure the brand appeal of Countries, Cities and Territories in the Digital World.

Bloom Consulting is a proud data partner of the  to assess Country Brand appeal.

Here are some of the Countries, Regions and Cities that Bloom Consulting has worked with:



Our list of Clients

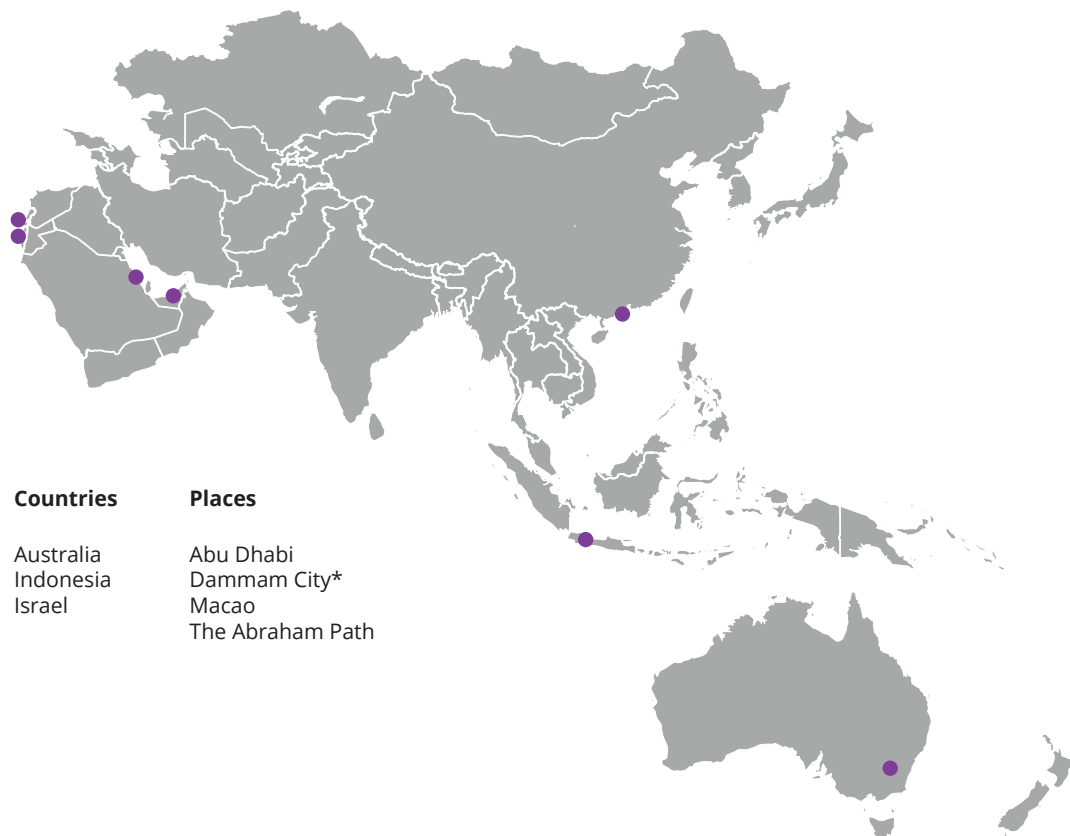
More than 70 Clients spread over 5 continents



* Project led by Placematters before uniting with Bloom Consulting

Our list of Clients

More than 70 Clients spread over 5 continents

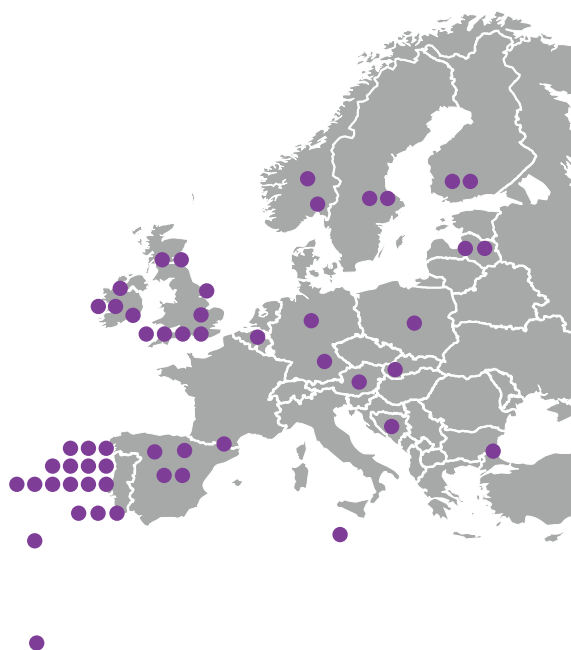


Countries

Australia
Indonesia
Israel

Places

Abu Dhabi
Dammam City*
Macao
The Abraham Path



Countries

Andorra
Austria
Bulgaria
Finland
Germany
Latvia
Malta
Norway
Poland
Portugal
Spain
Sweden

Places

Algarve
Angra do Heroísmo
Bern
Braga
Bragança
Brussels
Caldas da Rainha
Castelo Branco
Castilla y León
Central Ireland
Cork City Region*
Costa Alentejana
East Renfrewshire*
Enfield North London*
Europe
Figueira da Foz
Glasgow Airport*
Guimarães
Helsinki
Herzegovina
Idanha-a-Nova
Leiria
London Art Hub*
London Bridge*
Madeira
Madrid
Mafra
Mondim de Basto
Munich
North East Lincolnshire*
Oslo region*
Penafiel
Porto & the North
Riga
Royal Borough of Kensington and Chelsea*
Shopping Centre Bratislava*
Stockholm
Vitoria
West of Ireland
Atlantic Coast*

* Project led by Placematters before uniting with Bloom Consulting

A letter from our CEO

A ranking that marks a special date

Madrid, September 2019

2019 marks the 15th anniversary of the foundation of Bloom Consulting. Fifteen years of living a great adventure, full of challenges and successes, setbacks and discoveries, sacrifices and victories. Fifteen years of learning, building and sharing. Fifteen years of hard work rewarded with the success of our clients and partners.

The world has changed a lot since Bloom Consulting was born, and we have grown with it while we keep following and anticipating the evolution of our sector. And to do so it is necessary to know the places, the cultures, the people and their needs. It is the only way we can create strategies that have a real impact.

We truly believe in what we do. Our only focus is Country Branding and Place Branding and we put all of our efforts in our specialty. We are fully committed to provide the best know-how and the best possible solutions for each individual case.

The successful implementation of a project, with its positive and tangible results, is what inspires us to keep improving our methodology. We are living in a digital world that is constantly changing, and only a well-prepared technological framework can measure the evolution of the performance of different Country Brands and their perceptions.

Direct Foreign Investment is what makes global trade keep moving, as the 70 million online searches in this CBR© Trade Edition proves. And the data we provide in this ranking are essential for the different destinations to understand their positioning and their strengths.

Our knowledge and experience tell us that the strength of a Country Brand can affect its economic performance as well as its competitiveness in the global industries. We hope that this ranking can bring you valuable information for the present and the future of your country. If you wish to obtain more specific data about the performance of your Country Brand, do not hesitate to contact us at the following e-mail: contact@bloom-consulting.com

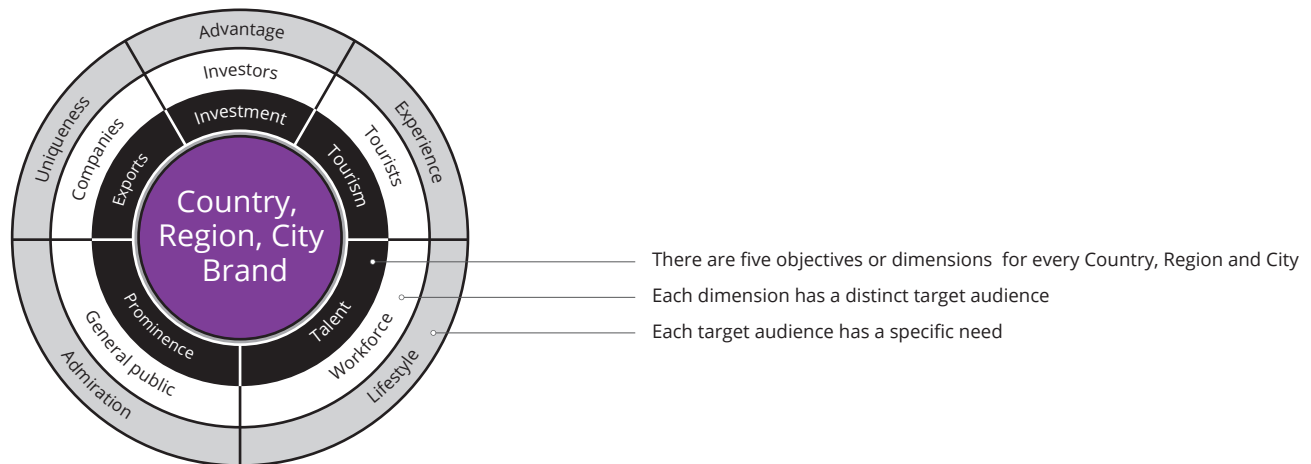
Welcome to the 6th edition of the Bloom Consulting Country Brand Ranking © Trade!



José Filipe Torres
CEO, Bloom Consulting

Our approach to Country Branding

Bloom Consulting's Branding Wheel



A Country, Region or City Brand is an asset that must be managed by a distinct and varied set of methodologies in order to achieve its desired objectives. Bloom Consulting defines five different Country, Region and City Branding objectives or dimensions as depicted above in Bloom Consulting's Branding Wheel.

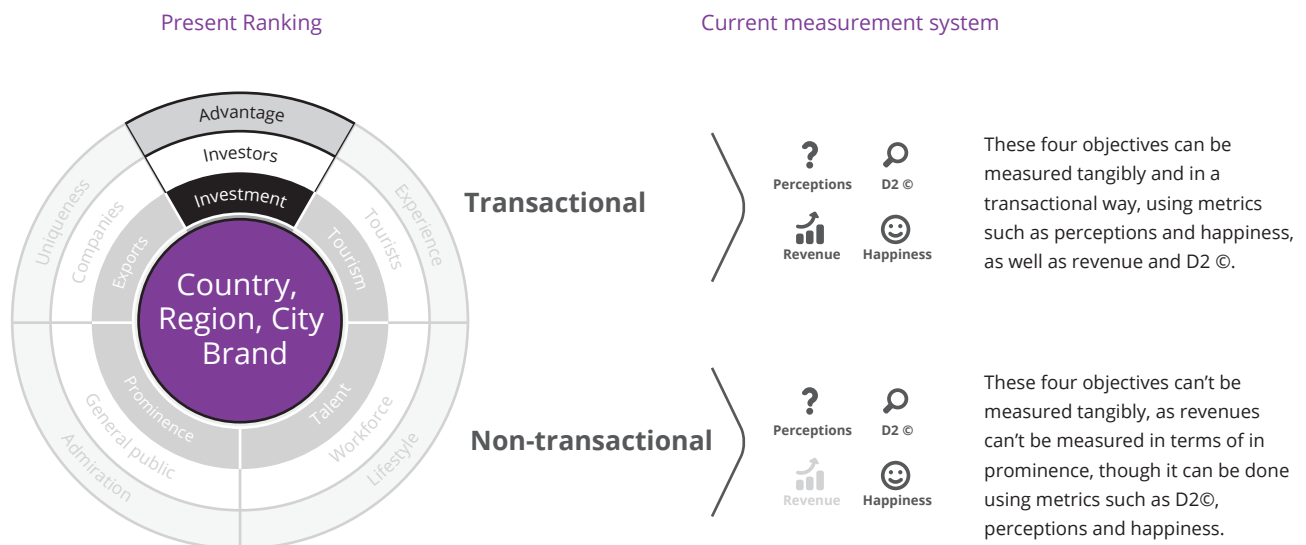
1. Attraction of **Investment**
2. Attraction of **Tourism**
3. Attraction of **Talent**
4. Strengthening **Prominence** (Increase of Public Diplomacy efforts)
5. Strengthening **Exports**

Each of these five objectives and dimensions has a specific target audience with distinct needs. The Investment dimension target audience, for example, is international investors, whose main aim is to seek an advantage when looking for a location to invest. Bloom Consulting's methodology, therefore, either works holistically on the five dimensions or focuses on isolating each dimension to develop a unique and tailored strategy.

By isolating Trade, we understand that a stricter strategy may not meet the diverse needs that a brand has, in terms of audiences and markets. Any attempt to create a larger strategy for a Country, Region or City Brand may not address sufficient content to improve the projection of the brand.

Our approach to Country Branding

Bloom Consulting's Branding Wheel



Another key facet of Bloom Consulting's approach to Country, Region and City Branding is our trademark performance measurement system. Bloom Consulting has developed a set of performance indicators that measure the impact of a branding strategy within each of the five objectives and dimensions. Branding methodologies have traditionally relied on soft data such as public perception, surveys, and interviews. Our technique, on the other hand, uses proprietary methods such as our Digital Demand – D2 © tool, measuring the online demand for a specific country by the target audience, as well as indicators of economic impact.

For this report – the Bloom Consulting Country Brand Ranking © Trade Edition – online demand for investment in a specific destination, as well as FDI statistics, are measured. This data can assess the current economic impact of trade within a country, as well as predict its future success in the industry.

Not all five dimensions of the Branding Wheel can be measured in the same way. As highlighted in the figure above, three are measured tangibly (Investment, Tourism and Exports), while the remaining two sectors (Talent and Prominence) are non-transactional.

For the time being, Bloom Consulting has developed rankings for Trade (Investment) and Tourism only.

This ranking concerns **Trade**.

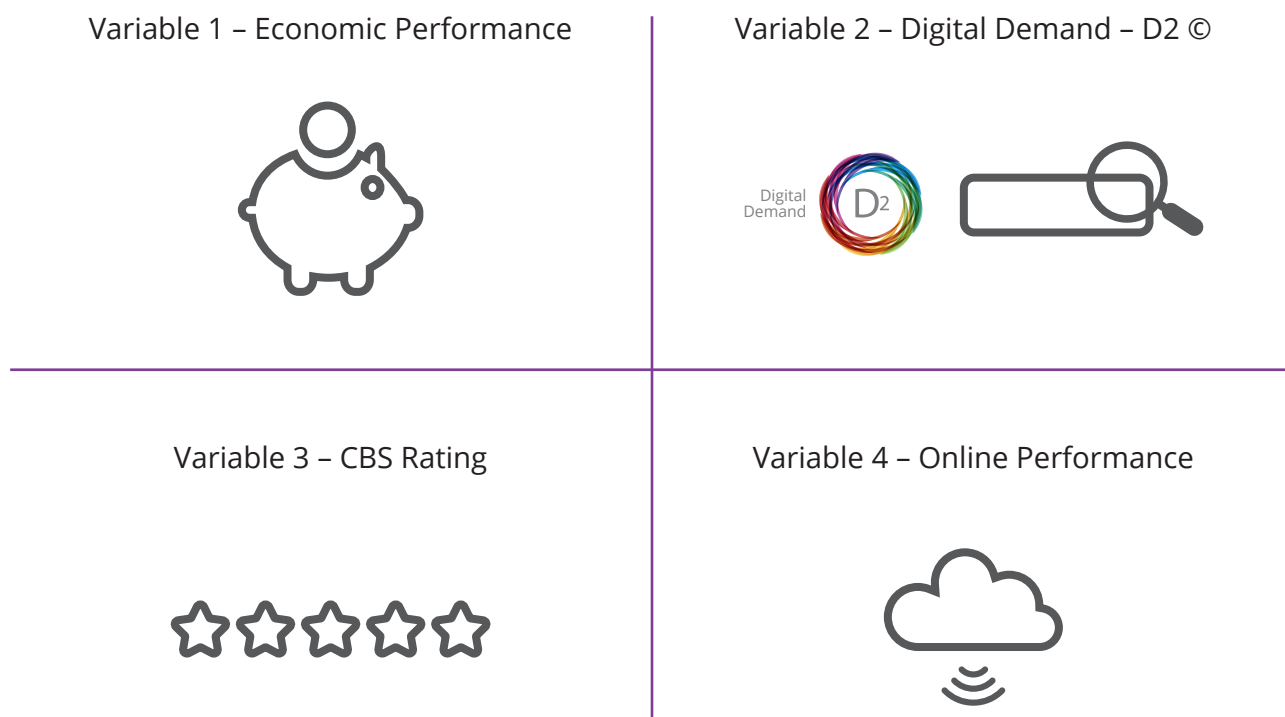
Our methodology

The logic behind our Bloom Consulting Country Brand Ranking ©

Bloom Consulting derives its biannual Country Brand Ranking © from our proprietary algorithm, only considering investment-related variables in its formation. The results of our ranking not only measure perceptions and appeal of a trade-specific Country Brand but also classify its relative branding performance in a tangible and realistic manner.

Our algorithm, accordingly, comprises four key variables used in analyzing the success of 194 unique Country and Territory Brands, as well as their relative performance as compared to one another. The ranking variables account for the economic performance of a country's FDI statistics, its online performance, as well as digital measurements, to present an accurate and objective Brand Ranking.

This methodology used in the Bloom Consulting Country Brand Ranking © is outlined in the figure below and detailed in the following pages.



Variable 1 + Variable 2 + Variable 3 + Variable 4 = **Country Brand Ranking**

Our methodology

Variable 1 – Economic performance



Net FDI inflows



Net FDI growth



The tangible economic success of a country

Foreign Direct Investment (FDI) performance is a key variable in Bloom Consulting's Country Brand Ranking ©. Economic success, whether obtained intentionally by a tailored strategy or not, is the most important aspect in measuring an effective Country Brand. If common sense is applied to this variable, it is easy to understand that investors prefer investing in a country with a good reputation rather than in a less reputable one.

This variable is based on the following data calculated from UNCTAD (United Nations Conference on Trade and Development) international FDI statistics:

Net Foreign Direct Investment inflows

Average of Net FDI inflows within a country, 2013-2017.

Strategies and economic returns do not have an immediate impact; this ranking looks at a country's Net FDI inflow from 2013-2017. This way, it reflects more consistent trends rather than volatile changes that may occur in the recovering economic climate or due to political instability.

Note that this variable is the decisive factor for the inclusion of a country or territory in our ranking. Without official data provided, Bloom Consulting will not include the territory or country in the CBR© for 2019/2020.

Net Foreign Direct Investment Growth

Average growth of Net FDI inflows within a country, 2013-2017.

The growth in FDI of each country is also an important indicator when measuring the economic performance of a Country's Brand. Therefore, the Country Brand Ranking© computes the growth rate of FDI over the last five years for more consistent trends, rather than brief volatile changes.

Our methodology

Variable 2 – Digital Demand – D2 ©



Business Environment



Socio Economic Factors



Strategic Sectors

The total online demand for a country

According to The Economist Intelligence Unit (Economist IU – Assessing and explaining risk: Investors' expectations after the financial crisis), more than 58% of investors assess investment risk online, before consulting directly with their financial advisors.

Rankings often measure the attractiveness of a Country Brand solely by extensive market research, surveys, and opinion studies. Bloom Consulting, has a different measurement system as we use a proprietary software called Digital Demand – D2©. The Digital Demand - D2© tool measures the total online search volume for trade-related activities and attractions within all of the countries and territories included in the ranking, allowing us to assess international investors' online behavior and decision-making processes. The more online investment-related searches a country has, the more appealing that Country Brand is.

Given the undeniable importance of online presence in the success of a Country Brand, Bloom Consulting has analyzed online trade-related search data across 35 brandtags, each comprising destination-specific keywords correlated to investment activities and attractions. A total of 28,570,000 keywords were analyzed across nine languages (English, Spanish, French, Italian, German, Portuguese, Russian, Japanese, and Chinese) to derive global results.

Here is the list of topics (brandtags) covered by the Digital Demand – D2 © Tool, classified into three families:

Business Environment

1. Business Climate
2. Corporate Taxation & Incentives
3. Entrepreneurship
4. FDI Information
5. Infrastructure and Accessibility
6. Invest
7. Labor Market
8. Operating Costs

Socio-Economic Factors

9. Economic Strength
10. Legal System
11. Local Market
12. Monetary and Fiscal Policy
13. Political Situation
14. Unemployment

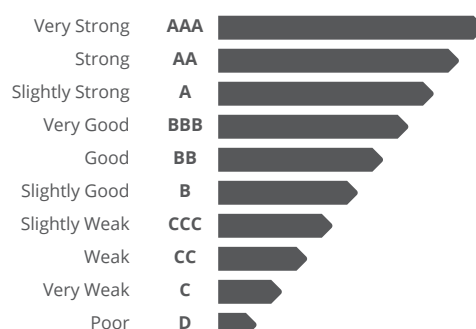
Strategic Sectors

- | | | |
|--|---|-----------------------------|
| 15. Advanced Sciences Industry | 24. ICT Industry | 32. Renewable Energy Sector |
| 16. Aerospace and Military Industry | 25. Leather and Textile Industry | 33. Retail |
| 17. Agriculture Sector | 26. Logistics and Transport Industry | 34. Tourism Industry |
| 18. Automotive Industry | 27. Metal Industry | 35. Wood Industry |
| 19. Chemical Industry | 28. Natural Resources | |
| 20. Construction Industry | 29. Pharmaceutical and Health Care Industry | |
| 21. Creative Industry | 30. R & D Industry | |
| 22. Financial and Professional Services Sector | 31. Real Estate Industry | |
| 23. Food Processing and Manufacturing Industry | | |

NOTE: The detailed Digital Demand - D2 © information for every country is not presented in this document. If you are interested in a full Digital Demand - D2 © report for a specific country or group of countries (also available for regions or cities), please email us at d2@bloom-consulting.com

Our methodology

Variable 3 – Country Brand Strategy – CBS Rating ©



The accuracy of a Country's Branding strategy for trade

The third variable of Bloom Consulting's Country Brand Ranking © evaluates the accuracy of each Investment Promotion Agency (IPA) strategy for all 194 countries and territories included in the ranking. We measure the IPA's branding accuracy by means of formulae that compare the most popular brandtags (as measured by our Digital Demand – D2 © software) for a specific country to the most heavily promoted brandtags by that country's IPA.

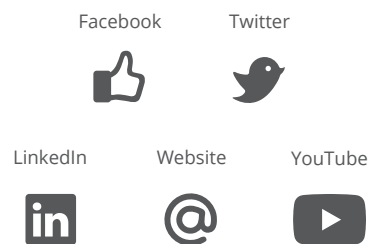
A Country Brand receives a higher rating if that country's IPA focuses its strategic and promotional positioning on the investment-related brandtags with the highest demand as measured by total online searches from international investors. A low rating can suggest either the inappropriate promotion of the least popular brandtags (as measured by digital demand volume) by an IPA or the lack of focus on the brandtags.

Exceptions may apply in the case of a country that has recently begun a new Country Brand Strategy for trade to highlight lesser-known brandtags in hopes of finding new markets. In this case, a lower rating simply implies that the result of this new strategic positioning has yet to make an impact.

At times, countries do not have enough information for building a strategy or sufficient online presence to be awarded an accurate CBS Rating, Bloom Consulting therefore decided to attribute these countries and territories the lowest possible rate (D), so that they can still be included in the ranking, as they might have Net FDI inflow.

Our methodology

Variable 4 – Online performance



The total online presence of a country

Given the importance of digital strategic positioning and communication in the success of a Country Brand, the final variable for our Bloom Consulting Country Brand Ranking © takes advantage of IPA's website analytics and social media data to analyze and evaluate the total online presence of a Country Brand. A country's IPA functions as the gateway to its Country Brand and its online presence. Through its official website and presence on additional online platforms, the IPA contributes greatly to the brand's overall success.

Website Analytics

In order to assess the performance of an IPA website, Bloom Consulting uses a website analytics tool to calculate the number of total visits to the official webpage and the average time spent per visitor. Our algorithm rewards websites with a higher number of visitors and a greater digital reach.

Social Media Presence

Our algorithm additionally accounts for social media by evaluating its presence on Facebook, Twitter, LinkedIn and YouTube. The more likes or followers the official IPA account has on these platforms, the better its ranking will be. If an IPA is inactive or does not have an account, our algorithm penalizes its Country Brand ranking.

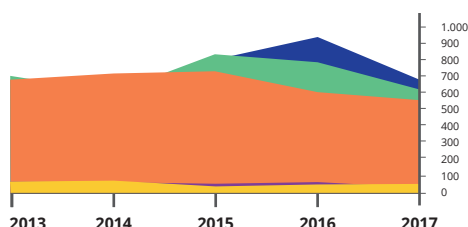
While social media activity and general online presence are important variables, they are given the least weight in our algorithm, at least for now.

World Outlook

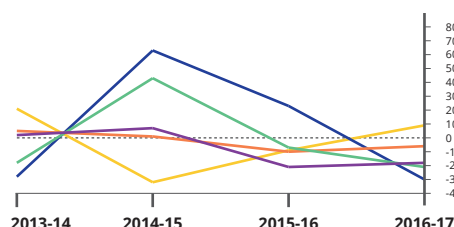
Facts and figures from the world ranking



Net FDI Inflow (millions USD\$) (Source: UNCTAD)

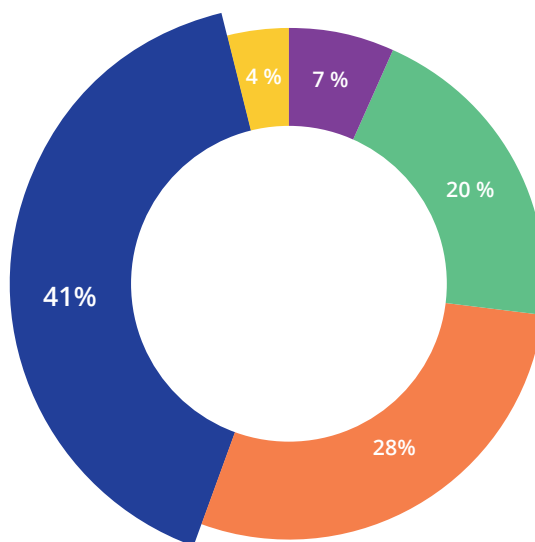
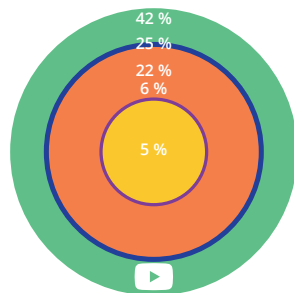
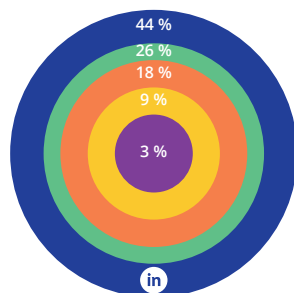
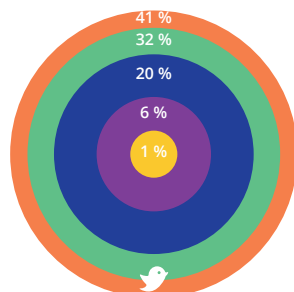
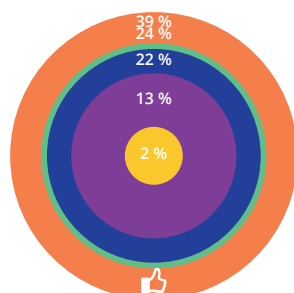


Net FDI Growth (%) (Source: UNCTAD)



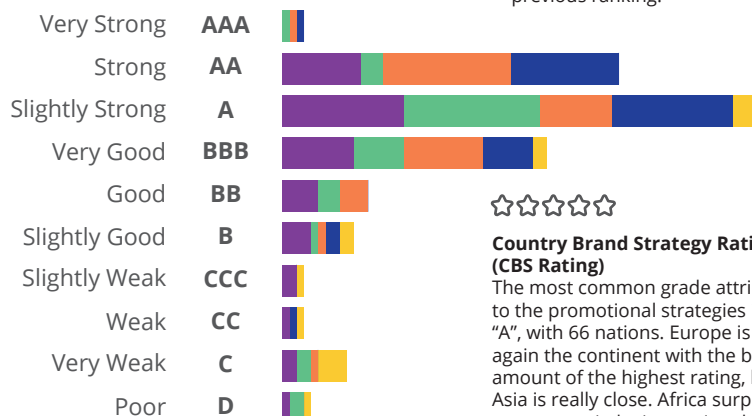
Economic Performance

The Americas and Europe are neck-to-neck when it comes to the continent with the largest Net FDI Inflow. The Americas had the advantage between 2013-2015, but Europe recovered during the biannual period of 2016-2017 and took the lead. Asia is not that far, although it doesn't present the same big numbers as the other two continents. As far as growth, Asia is the most consistent, compared to the huge ups and downs from the rest of the world.



Digital Demand - D2©

Europe recovered the dominance it had lost in the previous ranking, becoming the most appealing continent for international investors worldwide. Asia wasn't able to hold its leadership, decreasing its percentage on Digital Demand - D2©, and the Americas couldn't compete with the Top 2, thus remaining in third place. Africa suffered a mild decline on its share of Digital Demand - D2© and Oceania had the same result that in the previous ranking.



Country Brand Strategy Rating (CBS Rating)

The most common grade attributed to the promotional strategies is now "A", with 66 nations. Europe is once again the continent with the biggest amount of the highest rating, but Asia is really close. Africa surprised us once again by improving the rating of the majority of its countries, who have been able to achieve higher grades.

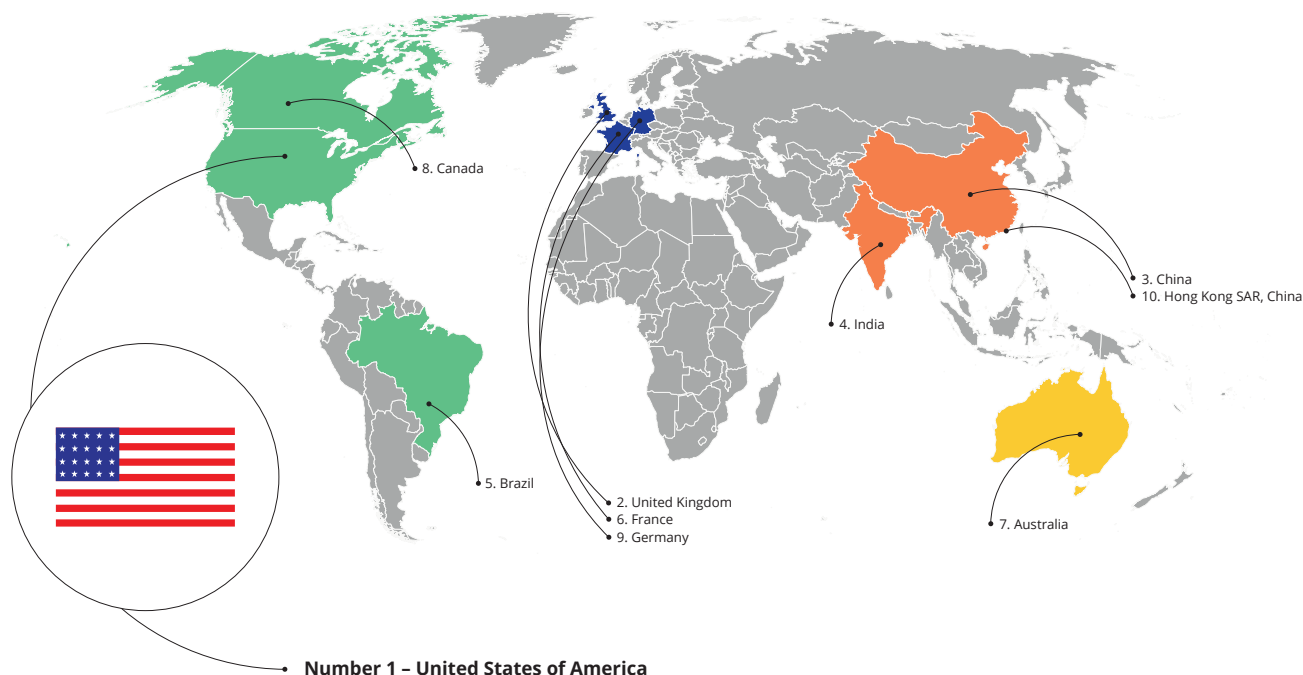


Online performance

Asia overtook America tremendously on Twitter and on Facebook with impressive results on these two platforms. The Americas may have lost the total dominance on Twitter, but are still number one on YouTube by far. Europe slightly decreased on LinkedIn but is still the leader. Overall, the continent with the best online presence on social media is Asia, followed by the Americas and then Europe. Africa and Oceania still have very low numbers to be able to compete with the other three continents.

The top 10 overview

The strength of emerging markets



The United States of America has topped all six Bloom Consulting Country Brand Ranking © – Trade editions. Its absolute dominance in Net FDI resulted in the highest score ever recorded by the World Bank Database. It also had a solid performance in Digital Demand – D2 © searches. These reasons help to explain USA's hegemony. Its CBS Rating was maintained since the last ranking, thus it will be interesting to see the long-term influence of the Trump administration in attracting foreign investment to the USA in the next CBR ©.

Biggest Improvements

The best performances in this edition have been carried out by one Asian and two European countries. **India** deserves a special mention for reaching second place in Asia and for moving up five positions into the global Top 10. It is currently holding fourth place thanks to a very strong Digital Demand – D2 © and a significant improvement in online performance and CBS Rating. It must be pointed out that the elimination of FDI approvals in several sectors by the Indian government has contributed to these results.

On the European side, **France** recovered the position held in the 2014-2015 ranking by showing an increase in Net FDI and climbing to the global sixth position. A high Digital Demand – D2 © and CBS Rating (AA) combined with an excellent performance in social media justify the emergence of this country who also secured second place in the continent.

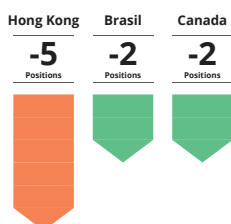
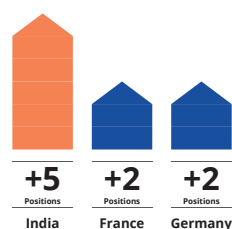
Germany finally entered the Top 10. Alongside France, the German giant improved Net FDI scores and the searches in Digital Demand – D2 ©, placed third in the European ranking. Germany's competitive and innovative aspects make this country quite appealing for investors, who are optimistic about the government measures towards research and development.

Biggest Drops

Among the nations that showed a worse performance in this ranking there are two American and one Asian. **Hong Kong** had the most important drop and took the last place in the global Top 10, even if it is still seen as one of the most appealing markets worldwide. Nonetheless, it had a low performance in Digital Demand – D2 ©, in Net FDI score and online presence, losing five positions and being surpassed by India, now second place in the continent.

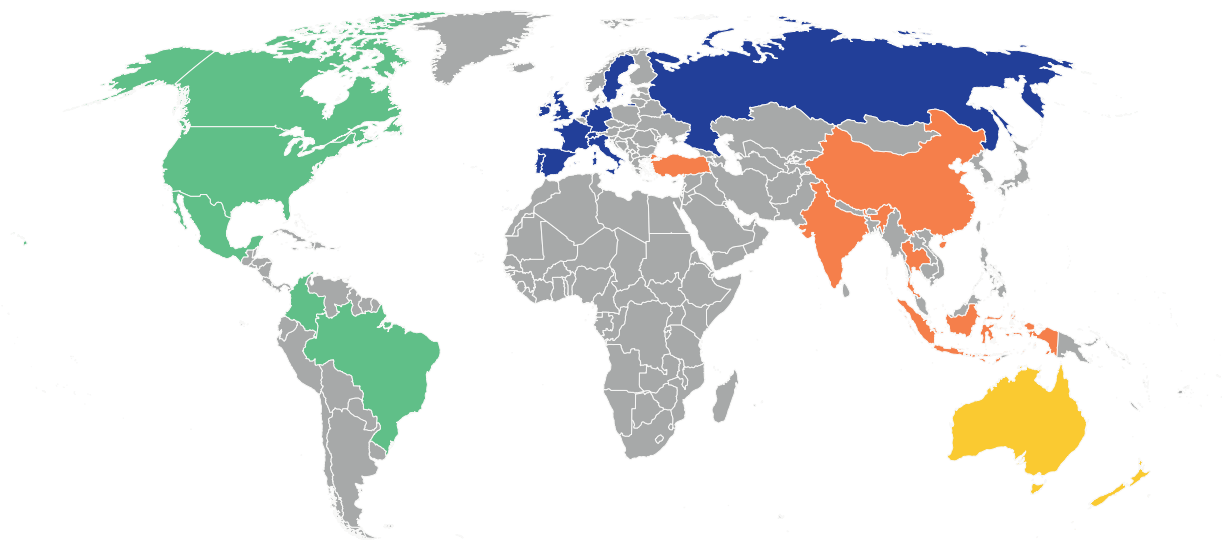
On the American side, **Brazil** fell from the third to the fifth position. This could be the result of a political crisis that began in 2014 and may have had an important impact on the Country Brand's reputation. Regarding the analyzed variables, it decreased in Digital Demand – D2 © searches and social media. On the positive side, it is still one of the Top 5 economies with the highest Net FDI inflow.

Canada also lost its previous position to France. It was strongly penalized by a loss in Net FDI inflows and a poor online performance. Unfortunately, Justin Trudeau's government hasn't achieved the desired effects yet. Nevertheless, in terms of Digital Demand – D2 © searches, Canada is still showing a high-level performance.



Global top 25 performers

Highlights



Europe continues to have the most countries out of all the continents in the global Top 25, with 12 nations appearing in this ranking. Most have improved their performance and gained ground to countries in rival continents. Three of them are among the world's powerhouses (**United Kingdom**, **France** and **Germany**). Europe is proving to be one of the most dynamic economic centers in the world due to the high scores given by investors in comparison to the previous Bloom Consulting Country Brand Ranking © – Trade.

The Netherlands, **Switzerland** and **Portugal**, with the last two being new entries to the Top 25, have presented some of the highest increases. They gathered positive results in terms of FDI, Digital Demand – D2 © and Rating Score. Portugal's case must be pointed out. In 2011 it obtained foreign financial aid to help fighting the previous economic crisis, but thanks to the efforts of the last two governments it generated a good reputation. **Turkey** and **Sweden** went in the opposite direction by underperforming in the different analyzed variables of this current edition.


























America continues to hold the world leadership with the magnificent performance from **the United States of America**. The ranking continues to be dominated by developed markets like the one from this nation, although other representatives of the continent did not succeed as well, like in the cases of **Brazil** and **Canada**, with both of them losing two positions each. **Mexico** is the exception and was able to reach the Top 15 by improving its Digital Demand – D2 ©.

Asia had a mixed performance with four of its nations improving the ranking position. On the positive side, **China** replaced Brazil among the best three countries in the world and **India** got quite close. **Indonesia** continued its increasing trend by reaching 18th place and **Malaysia** represented Southeast Asia with its new entry to the Top 25. On the negative side, **Hong Kong** bluntly exited the Top 10. **Singapore** also fell from the Top 10 to the 11th position and **Thailand** had the worst results losing eight places as it did in the CBR © Tourism.

Meanwhile, Oceania remained intact with its main giant, **Australia**, at seventh place. Africa continued without placing any of its countries among the first 25 in the world.

In this current ranking 12 countries managed to go up, eight went down, five stayed the same and three were able to enter. The global Top 25 ranking proves that foreign investment can always fluctuate from one ranking to another in light of new governments, new fiscal measures, trade wars, geopolitical instability, conflicts and embargos, among other reasons. It is really up to each country to find their own strategies to make their Country Brand more attractive in the eyes of international investment.

The global top 25 performers rank

#	Variation			CBS Rating
1.	-		United States of America	A
2.	-		United Kingdom	AA
3.	+1		China	BBB
4.	+5		India	AA
5.	-2		Brazil	A
6.	+2		France	AA
7.	-		Australia	A
8.	-2		Canada	A
9.	+2		Germany	AA
10.	-5		Hong Kong SAR, China	AA
11.	-1		Singapore	AA
12.	+4		Netherlands	AA
13.	+1		Ireland	A
14.	-2		Spain	A
15.	-		Russian Federation	BBB
16.	+3		Mexico	AAA
17.	+1		Italy	A
18.	+2		Indonesia	AA
19.	-2		Turkey	AA
20.	+13		Switzerland	AA
21.	-8		Thailand	AA
22.	+5		Malaysia	A
23.	-		Colombia	A
24.	-3		Sweden	AA
25.	+5		Portugal	AA

The full ranking

Ranking by continent

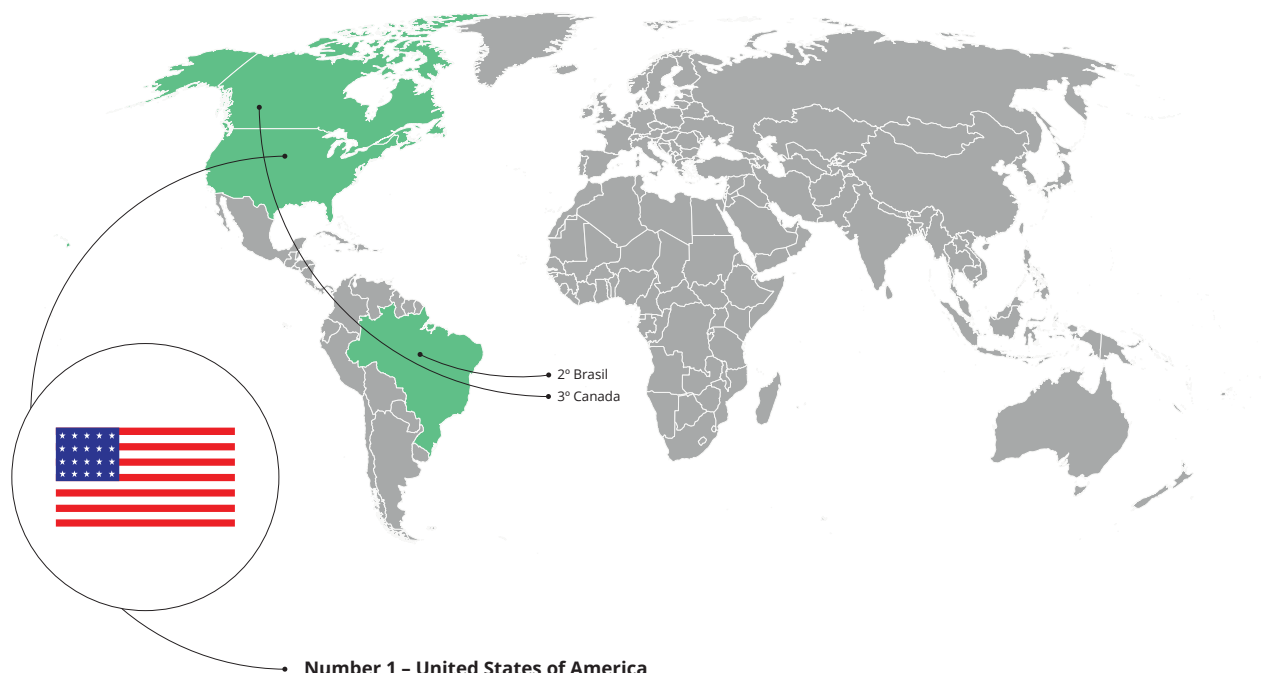


The Americas

North American brands are stronger



America Europe Africa Asia Oceania



For the sixth consecutive time, **The United States of America** leads the Bloom Consulting Country Brand Ranking © – Trade edition 2019-2020. Its undisputable dominance and leadership in Net FDI score even reached the highest historical score in the World Bank database. The United States also brings a solid Digital Demand – D2©.

Biggest Improvements

With a positive performance in all variables, **Colombia** was able to enter the Americas Top 5, pushing Chile out of this position. This Latin American country sits just behind the continent's colossal countries (USA, Brazil, Canada and Mexico), with significantly improved Average Net FDI inflows and Digital Demand – D2 © searches, aside from sustaining its CBS Rating (A). Regarding its online efficiency it finds itself among the Top 10 of social media for the second ranking in a row and even improved its digital presence.

Panama demonstrated to be an appealing venue for foreign investment by entering the Top 10. This was possible thanks to improving its position regarding Net FDI inflow, Digital Demand – D2 © searches and CBS Rating. Apparently, the 2016 scandal concerning the Panama Papers that launched millions of confidential documents of offshore companies did not have a negative impact on this Central American country.

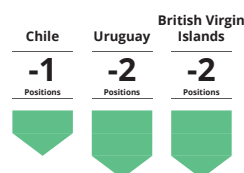
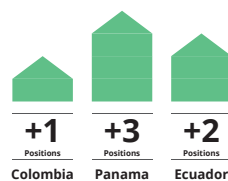
With an increase in Average FDI and Digital Demand – D2 ©, **Ecuador** entered to the Top 15. Although it still cannot directly compete with countries like Costa Rica and Panama, Ecuador had an interesting performance by improving its Rating Score from A to AA. Nonetheless, this increase is probably related to a new law to promote and attract foreign investment, which includes fiscal benefits for previous and new investments in Ecuador. A trade deal made with the European Union could also have caught the attention of international investors.

Biggest Drops

Chile exchanged positions with Colombia due a to worse Average Net FDI score, despite the government efforts to implement measures to promote FDI with its "Innovation Policy Platform". This Country Brand maintained its results from the previous ranking, which were not good enough to stop the Colombian improvement in social media.

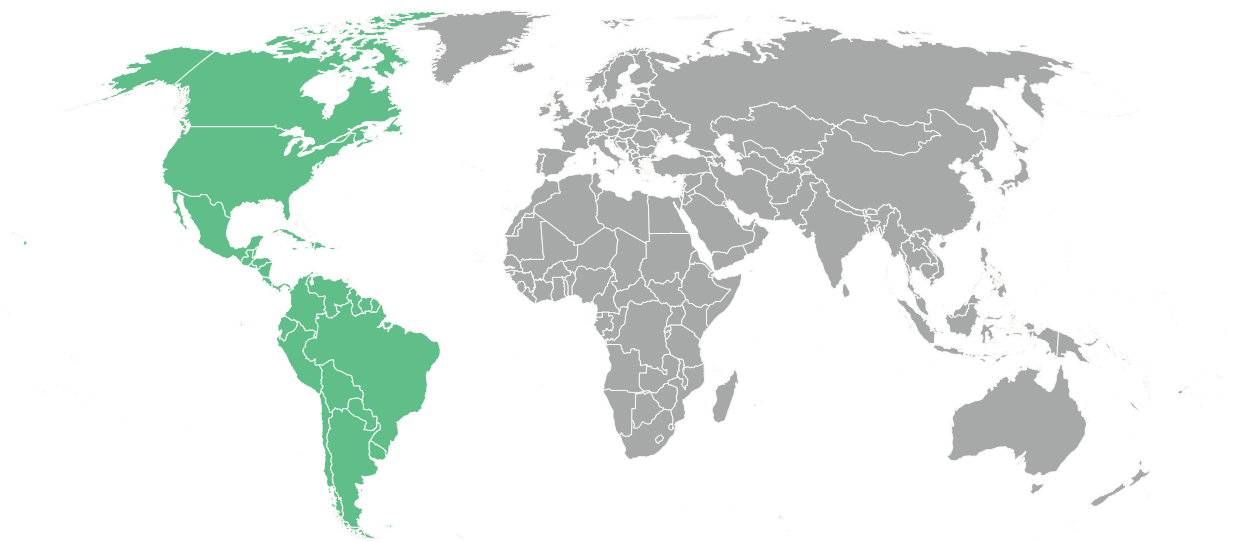
Uruguay is going through a negative trend since 2013. This nation is progressively getting away from the Top 10 and has lost five positions since then and currently occupies the 13th place. Its two direct competitors, Panama and the Cayman Islands, obtained better results, especially in terms of Net FDI. Still, it was able to improve its performance online and CBS Rating since the previous ranking.

The British Virgin Islands were one of the protagonists of the previous CBR ©, but in this current ranking they has experienced a decrease. Despite the improvement of its Rating Score and maintenance of its Digital Demand – D2 © searches, this island was not among the Top 5 main markets receiving FDI. Also, it saw the Dominican Republic and the Cayman Islands show a better general performance.



The Americas

Highlights



With an almost unchangeable Top 10, the American continent continued to show more strength in the north than in the south. Lately, investors are more interested in developing markets than in emerging ones. The FDI levels of the countries in the northern hemisphere more than double the ones in the southern hemisphere. **The United States, Mexico and Canada** continued to validate their digital importance, while the South American market showed some decreases in its proactive interest, regarding investment.


























Brazil continues to be the strongest player in South America's markets and holds second place in the continent. But it is not all positive for the Latin American giant in this ranking. It showed signs of breaking down in almost all variables associated with a more unstable political and economic situation the country has experienced recently.

Venezuela's exit from the Top 10 was expected given the general crisis the country is going through. **Uruguay** was not able to reach the general performance carried out by its most direct competitors, **Panama** and the **Cayman Islands**. The positive note comes from countries like **Paraguay** and **Bolivia**, the first country ascended into the continent's Top 20 by showing good results in Digital Demand – D2 © searches and FDI score. The second one significantly improved its online performance and CBS Rating (from D to BBB) after debuting in the previous ranking.














Mexico has renovated itself and is just behind the giants United States, Brazil and Canada, even if it has not moved positions in the continental ranking. This country has seen its Average Net FDI increase, as well as its Digital Demand – D2 © searches. It must also be taken into account that the Trump's administration policy "buy American" could drive a decrease of investments among Mexican businesses.

Out of the 14 countries in the Caribbean, ten of them have gained positions. This was achieved thanks to a higher investment in trade activities and significant financing of the telecommunication and energy industries. Although still at the bottom part of the ranking, the Caribbean nations of **Antigua** and **Barbuda**, **Granada**, and new entry, **Turks** and **Caicos Islands**, have seen an increase in their Net FDI inflow, Digital Demand – D2 © searches and online performance. Only **Trinidad** and **Tobago** stand out in a negative way by dropping seven positions to number 25 due to a weaker performance in most variables.

The Americas Rank

#	Variation		World Rank	CBS Rating
1.	-	 United States of America	1	A
2.	-	 Brazil	5	A
3.	-	 Canada	8	A
4.	-	 Mexico	16	AAA
5.	+1	 Colombia	23	A
6.	-1	 Chile	27	A
7.	-	 Argentina	31	A
8.	-	 Peru	39	A
9.	+3	 Panama	55	A
10.	-1	 Costa Rica	57	A
11.	-1	 Venezuela	60	BB
12.	+1	 Cayman Islands	62	AA
13.	-2	 Uruguay	64	AA
14.	+1	 Dominican Republic	73	BBB
15.	+2	 Ecuador	74	AA
16.	-2	 British Virgin Islands	79	C
17.	-1	 Guatemala	89	A
18.	+2	 Jamaica	90	A
19.	-	 Nicaragua	98	A
20.	+4	 Paraguay	107	A
21.	+2	 Bolivia	108	BBB
22.	-1	 Honduras	109	B
23.	-1	 Bahamas	110	A
24.	+1	 El Salvador	119	BBB
25.	-7	 Trinidad and Tobago	122	A

The Americas Rank

#	Variation			World Rank	CBS Rating
26.	-		Haiti	125	BBB
27.	+1		Belize	137	A
28.	-1		Barbados	141	A
29.	-		Guyana	150	A
30.	+1		Aruba	159	A
31.	+3		Grenada	161	BB
32.	-		Curaçao	166	BBB
33.	+2		Bermuda	170	BBB
34.	+4		Antigua and Barbuda	171	BBB
35.	-5		Suriname	172	C
36.	+1		Dominica	175	BB
37.	+2		Sint Maarten (Dutch part)	191	D
38.	*		Turks and Caicos Islands	194	D

* = New country or territory included in the ranking

Europe

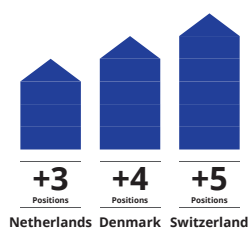
Investors focused on European opportunities



The United Kingdom once again emerged as the absolute leader in Europe in this Bloom Consulting Country Brand Ranking © – Trade Edition. The UK established a solid position due to a higher Average Net FDI inflow and a robust Digital Demand – D2 © (second in Europe, sixth in the world). Its online performance was also hard to beat in this continental ranking. In this edition, the 2016 Brexit referendum seems to not have affected the UK, although its effects will be truly seen in a future ranking.

Biggest Improvements

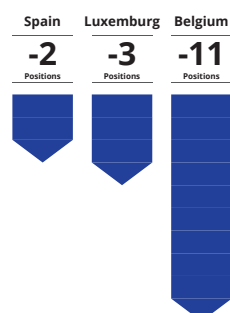
Providing a good infrastructure and appealing taxes for FDI makes **The Netherlands** a good place for various industries like fashion, advertising, entertainment and media. Thus, it is not surprising that it climbed three positions to fourth place, the former Spain position. The Netherlands led Europe in terms of Average Net FDI inflows and improved its Digital Demand – D2 © searches, as well as its online performance. **Switzerland** entered the European Top 10 and the Global Top 20. These very positive positions were confirmed by a better online performance, an increase in CBS Rating (from A to AA) and a strong output in Digital Demand – D2 © searches and Net FDI inflows.



Italy also deserves recognition thanks to its initiative "Industry 4.0", a national plan focused on innovation launched in 2017. This program attracted the attention of investors, obtaining growth in Digital Demand – D2 © and social media, which resulted in Italy reaching eighth place. Another case worth mentioning is **Denmark**, who entered the Top 15 thanks to a good performance in FDI inflows, Digital Demand – D2 © searches and a significant leap forward in its online projection.

Biggest Drops

Spain did not have a very positive performance by breaking down in almost all variables. The Netherlands and Ireland showed a better general efficiency but Spain is on a downward slope. This can be associated with its difficulty in forming a stable government in the last few years and the political crisis caused by the Catalan separatist movement.

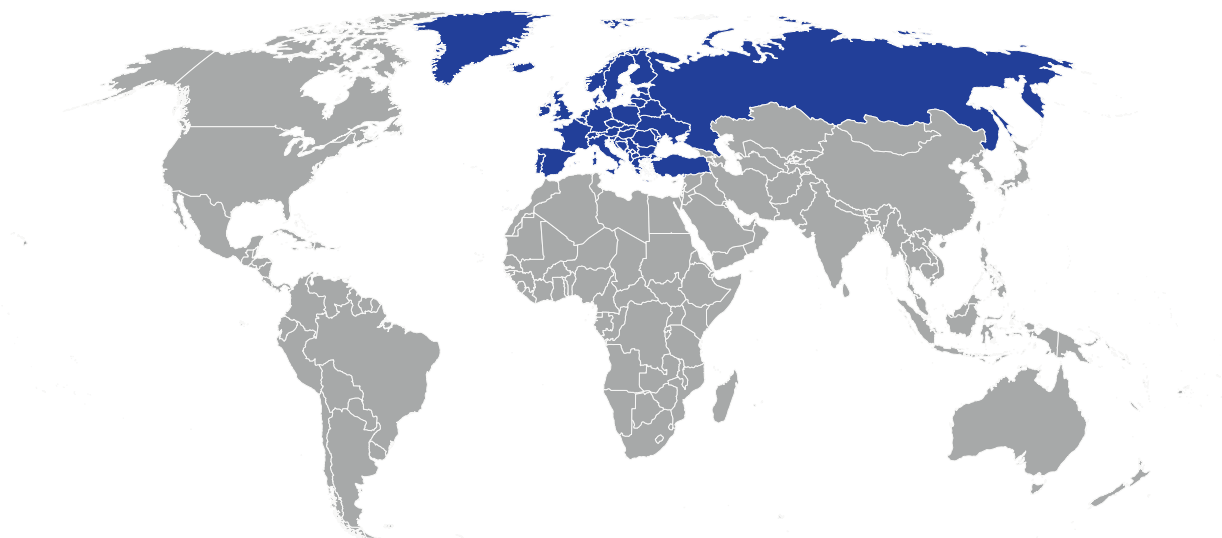


The most dramatic drop in the European ranking was performed by **Belgium**, from 12 to 23, reinforcing the negative trend seen in the previous ranking. The host of the European Union headquarters always had a good image due to its world-class infrastructure, its geographic connectivity and its qualified workforce. But the companies operating in Belgium dealt with high taxes, something that the government wanted to reverse with the corporate tax reform in 2017 to assure Belgium's presence within a competitive business environment.

In the first CBR©, **Luxembourg** was the second ranked world power, just behind the giant USA. But since it stopped being a tax haven, it has dramatically dropped down to the 14th position in Europe and the 28th in the world. Lately, it showed an unstable performance. In this edition, it significantly fell in FDI inflows but maintained its Digital Demand – D2 © searches and Rating Score (A). As a positive note, it had a slight progress in online performance, but not enough to avoid losing its position inside the Top 15. It must be understood that this is probably the real Luxembourg Country Brand, which is now more stable, compared to the more artificial and past offshore era.

Europe

Highlights




























Having 12 countries in the global Top 25 of Bloom Consulting Country Brand Ranking © - Trade 2019-2020 is proof that investors are looking for opportunities in Europe. The amount of nations with the highest categories of the CBS Rating is also a strong evidence of that. Europe has 33 out of 43 countries with at least an AA score. Most of these countries have improved their performance compared to the previous ranking, both in Net FDI inflows and Rating Score.

Southern Europe is currently experiencing a positive trend. Countries such as **Portugal, Greece, Malta, Croatia** and **Cyprus** have all improved their positions, in both continental and global levels due to a great combination of all four examined variables in this CBR @ Trade. The excellent results of two of these countries that were financially rescued in the recent past must be stood out: Portugal and Greece. They both improved their Average Net FDI inflow and Digital Demand – D2 © searches, as was the case for Cyprus.



















The **United Kingdom** holding the leadership role is undeniable. At the same time, the north part of Europe is going through a heterogeneous phase: while **Norway** and **Iceland** lost digital presence, investors are paying more attention towards countries like **Finland** and **Denmark**. Iceland is an interesting case. It owns a strong brand perception in terms of tourism compared to international investment intentions. This situation might come from the limitation of foreign ownership of Icelandic properties.

Finally, the countries in Central Europe maintained their previous positions and even slightly improved in some cases, both in the continent and world rankings. **France** and **Germany** are in the spotlight by occupying their usual place in the European ranking, second and third respectively. They also managed to climb to important positions in the global ranking, overcoming powers like Australia, Canada and Hong Kong. **Switzerland, Poland** and **Romania** also adopted this positive trend. On the other hand, **Belgium** and **Austria** are heading in the opposite direction by drastically breaking their general positive performance. One last word for **Kosovo**: welcome to the CBR©.

Europe Rank

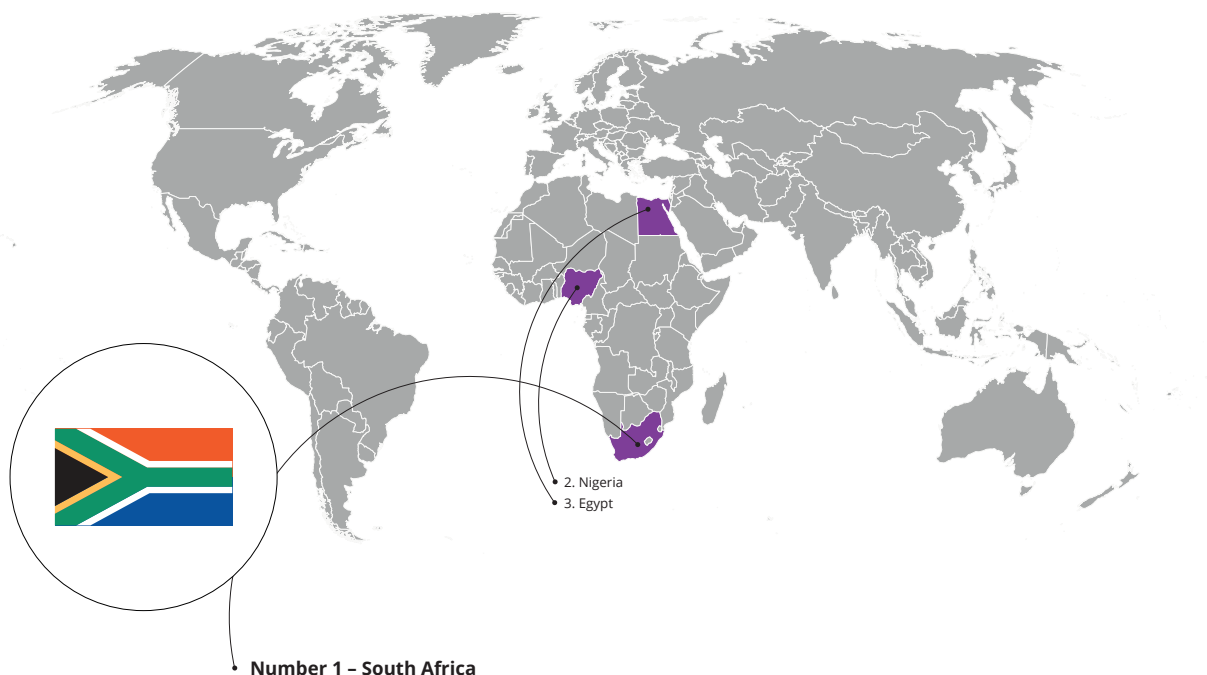
#	Variation		World Rank	CBS Rating
1.	-	 United Kingdom	2	AA
2.	-	 France	6	AA
3.	-	 Germany	9	AA
4.	+3	 Netherlands	12	AA
5.	-	 Ireland	13	A
6.	-2	 Spain	14	A
7.	-1	 Russian Federation	15	BBB
8.	+1	 Italy	17	A
9.	-1	 Turkey	19	AA
10.	+5	 Switzerland	20	AA
11.	-1	 Sweden	24	AA
12.	+1	 Portugal	25	AA
13.	+1	 Poland	26	AA
14.	-3	 Luxembourg	28	A
15.	+4	 Denmark	41	A
16.	+2	 Ukraine	43	A
17.	+5	 Finland	44	A
18.	+3	 Romania	45	AA
19.	+1	 Czech Republic	47	A
20.	+3	 Hungary	52	A
21.	+3	 Greece	53	BBB
22.	-6	 Norway	54	BBB
23.	-11	 Belgium	61	A
24.	+5	 Malta	66	BBB
25.	-8	 Austria	67	AA

Europe Rank

#	Variation			World Rank	CBS Rating
26.	-1		Bulgaria	69	A
27.	+1		Croatia	70	AA
28.	-1		Slovakia	76	A
29.	+5		Cyprus	77	AAA
30.	-		Belarus	88	BBB
31.	+1		Albania	91	AA
32.	+3		Lithuania	97	A
33.	-2		Latvia	100	BBB
34.	+2		Estonia	102	A
35.	-2		Serbia	103	B
36.	-10		Iceland	104	A
37.	+2		Slovenia	114	AA
38.	-1		Montenegro	124	A
39.	-1		Bosnia and Herzegovina	134	A
40.	+1		Moldova, Rep.	144	AA
41.	-1		Macedonia, FYR	147	BBB
42.	-		Gibraltar	167	CC
43.	*		Kosovo	174	B

Africa

Is Ethiopia the new emerging brand?

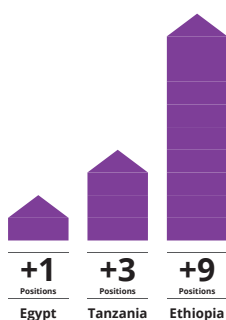


South Africa is Africa's leader for the third consecutive ranking, due to a respectable positioning in Digital Demand – D2 © and an improvement in social media and online performance. Despite scoring FDI inflows below average and maintaining its CBS Rating (BBB), South Africa raised one place in the world ranking. But it was not enough to enter the Top 25 of the Bloom Consulting Country Brand Ranking © – Trade.

Biggest Improvements

Congratulations are in order to the excellent performance of **Ethiopia** in this ranking. It increased an amazing nine positions to reach the Top 10 for the first time in the history of the CBR @ Trade. It ended up landing on the seventh place, surpassing countries like Mozambique, Zambia and Tunisia. With a strong focus on digital presence, Ethiopia capitalized the extremely positive trend it had been experiencing by climbing 18 positions in just six years. Despite having a history of internal conflicts, this African country reduced poverty and was considered one of the fastest-growing economies in the world.

Tanzania regained its 2014-2015 position, going back to sixth place by significantly increasing its CBS Rating, from BBB to AA, and a positive performance in social media. Although it didn't affect Tanzania's position, there was a slight decrease in Average Net FDI and a slight increase in Digital Demand – D2 ©. **Egypt** raised to third place, pushing Morocco out of the top three African countries due to a better performance in Net FDI, Digital Demand – D2 © searches and CBS Rating. Its online performance took a great leap forward, while it fell hard in social media presence. This northeast african country is topping the tourism ranking of the continent, proving it is handling its Country Brand strategy the right way.

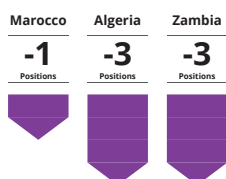


Biggest Drops

Morocco gave away the third place to Egypt not by underperforming dramatically, since the decreases in Net FDI scores and Digital Demand – D2 © searches are insignificant and it even improved its Rating Score, but it was not able to compete against Egypt's performance. Morocco launched an economic modernization program to attract more foreign investment for the year 2020, so the results of this move will be seen in the next ranking.

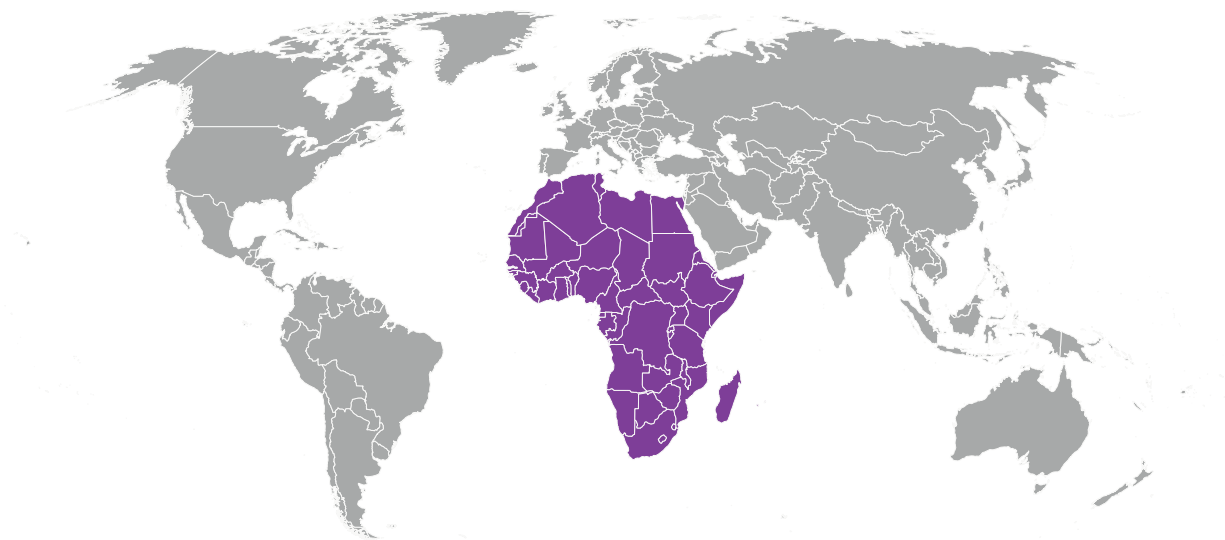
Algeria decreased in all the analyzed variables of this ranking, resulting in the loss of three places and barely staying in the Top 10. The wedges in Net FDI, Digital Demand – D2 ©, CBS Rating and online performance are signs that this country has had an agitated economic and a social crisis in the past few years. The effects of the end of the Bouteflika shall be seen in future rankings.

Zambia left the sixth position to Tanzania, and went down to ninth place. It indeed had a mixed performance: while it decreased Average Net FDI score, and in Digital Demand – D2 © searches and social media, it improved its CBS Rating and online performance. Zambia's government took initiatives to make the country's economy less dependent on the copper industry. It signed trade agreements to explore other sectors like agriculture, tourism, diamond mines and the hydroelectric industry. The impact of these new initiatives will be seen in the results of forthcoming CBR @ Trade editions.



Africa

Highlights



Africa still has a long road ahead to attract Direct Foreign Investment in comparison to the other continents. Nonetheless, many of its countries have carried out a great job in attracting new investors to see Africa's continent with a fresh pair of eyes and to realize the potential of this unique territory.


























With a Top 5 with almost no changes, **South Africa** and **Nigeria** once again emerged as the main leaders in the continent. They maintained a constant growth in the last editions, although they have not been able to reach the global Top 25. **Ghana** took the fifth place, while **Egypt** and **Morocco** exchanged the third and fourth positions, respectively. This change is related to the positive online presence of Egypt in this edition of the Bloom Consulting Country Brand Ranking © Trade 2019-2020.

Out of the total of 53 nations in this African rank, there were great rises and great drops, just like it happened in the previous edition. Countries like **Tanzania**, **Ethiopia**, **Kenia**, **Gabon**, **Botswana** and **Congo** continued the existing positive trend. Other countries like the **Ivory Coast**, **Malawi**, **Guinea**, **Togo** and **Cape Verde** showed a capacity to reverse the negative path they were taking in previous rankings.


























Sudan, **Ruanda**, **Liberia**, **Somalia**, **Libya** and **Eritrea**, on the other hand, did not gather enough arguments to gain investors' interests due to strong drops in the ranking, some of them related to instability and insecurity in these territories.

Ethiopia is a positive and exemplary case study. Its economy has exponentially grown since the last rankings, emerging as a model to follow for its African neighbors. This country once had half of its population below the poverty line but decreased the worst poverty rate in the world. The main pillars the Ethiopian economy relied on were services and agriculture, although its focus on manufacturing showed a fast and important growth. If this nation is able to limit its political instability, it will have countless financial opportunities in the horizon and could even become the next emerging Country Brand at a continental and global level.




Africa Rank

#	Variation		World Rank	CBS Rating
1.	-	 South Africa	36	BBB
2.	-	 Nigeria	38	AAA
3.	+1	 Egypt	46	AA
4.	-1	 Morocco	48	AA
5.	-	 Ghana	56	AAA
6.	+3	 Tanzania, United Rep.	72	AA
7.	+9	 Ethiopia	78	A
8.	-	 Mozambique	80	A
9.	-3	 Zambia	81	AA
10.	-3	 Algeria	82	AA
11.	-1	 Tunisia	83	A
12.	+1	 Kenya	84	AAA
13.	-1	 Congo, Dem. Rep.	93	AA
14.	-	 Uganda	95	AA
15.	-4	 Sudan	96	A
16.	-1	 Madagascar	105	AA
17.	-	 Cameroon	111	A
18.	-	 Namibia	113	AA
19.	+5	 Gabon	115	AA
20.	+8	 Botswana	116	AA
21.	+1	 Mauritius	117	A
22.	+9	 Congo, Rep.	120	B
23.	+3	 Mali	121	AA
24.	-3	 Zimbabwe	123	BBB
25.	-5	 Senegal	126	BBB

Africa Rank

#	Variation			World Rank	CBS Rating
26.	-7		Rwanda	127	AA
27.	-4		Liberia	128	A
28.	+8		Côte d'Ivoire	129	A
29.	-		Sierra Leone	135	AA
30.	-3		Somalia	136	B
31.	-6		Libya	139	BBB
32.	+7		Malawi	143	AA
33.	-3		Niger	145	BBB
34.	-1		Mauritania	146	A
35.	-3		Burkina Faso	151	BB
36.	+1		Seychelles	152	AA
37.	+5		Guinea	153	A
38.	-3		Chad	154	AA
39.	+2		Djibouti	155	A
40.	+7		Togo	157	A
41.	+5		Cape Verde	158	A
42.	+3		Burundi	162	AA
43.	+1		Lesotho	163	AA
44.	-10		Benin	164	C
45.	-7		Equatorial Guinea	168	BB
46.	+6		Angola	173	BBB
47.	+3		Gambia	176	BBB
48.	-8		Eritrea	177	CC
49.	-		South Sudan	180	BBB
50.	-7		Central African Republic	182	B

Africa Rank

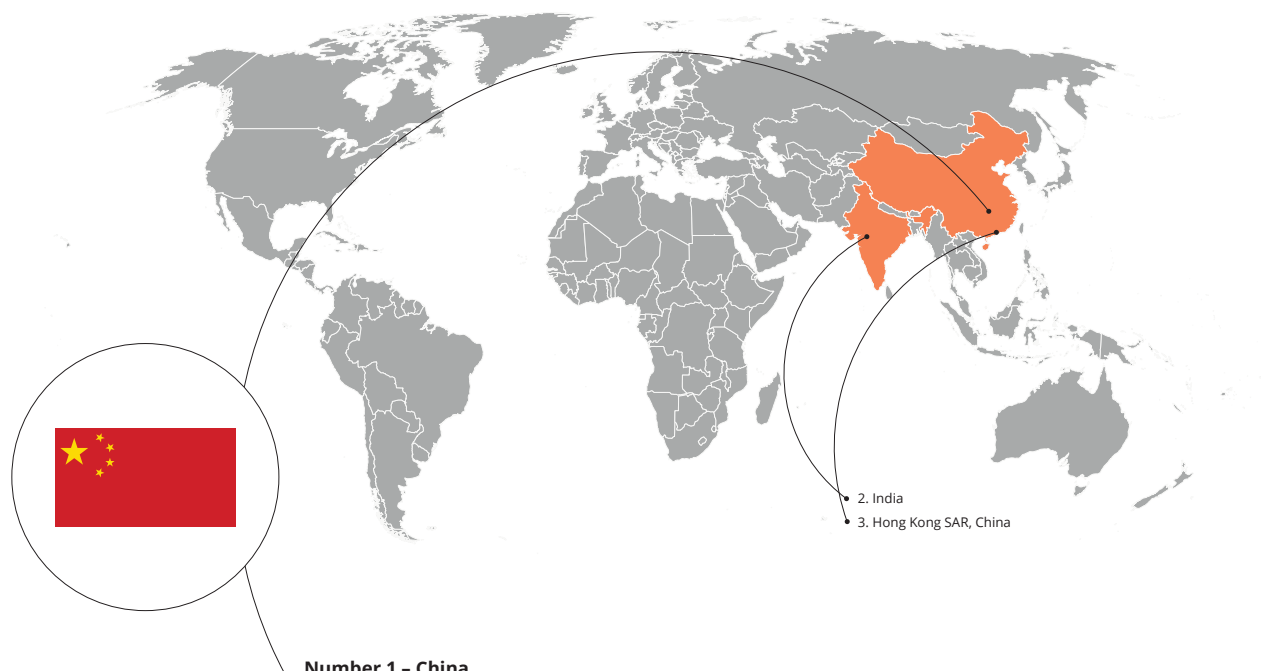
#	Variation			World Rank	CBS Rating
51.	+2		Comoros	185	BB
52.	+2		Guinea-Bissau	187	BB
53.	-2		Sao Tome and Principe	189	D

Asia

China still rules, but watch out for India



America Europe Africa Asia Oceania



China's dominance doesn't show signs of stopping any time soon. Not only did it firmly maintain the leadership in the Asian continent, but also rose to the world's Top 3, relegating Brazil to fifth place. With a very positive outcome in Net FDI score, and only the powerful United States ahead of it, China generated the highest amount of searches in Digital Demand – D2 ©. And even though it kept its CBS Rating, it did slightly decrease FDI inflows, perhaps reflecting a shift in its investment intentions towards more emerging markets like India.

Biggest Improvements

India's government decided to eliminate the Investment Promotion Agency, the government agency responsible for promoting and attracting foreign investment into the country, but it was able to grow in Net FDI Inflows, Digital Demand – D2 © searches, online performance while maintaining its Rating Score (AA).

Exceeding expectations in this current ranking was **Malaysia**. Not only did it improve in all variables: increased Net FDI inflows, Digital Demand – D2 © searches, Rating Score and online performance, but it also generated the highest FDI in its history. It is currently at seventh place in the continent and 22nd in the world.

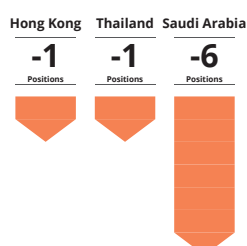
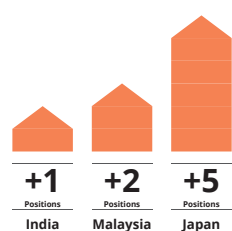
As a result of its excellent economic performance and improvement in Average Net FDI, **Japan** directly entered the Top 10. This performance includes a constantly low inflation rate, a transparent regulatory system and being at the forefront of advanced technology, research and development. If Japan is able to show great progress in Digital Demand – D2 © searches and online performance, it could reap more benefits in a future ranking.

Biggest Drops

With a long history of issues with China, **Hong Kong** has once again felt it in this ranking. It lost second place to India in the continent and dropped five positions in the world. Hong Kong suffered a hard blow by decreasing its position in Average Net FDI inflow, not improving its Rating Score and doing worse in its online performance.

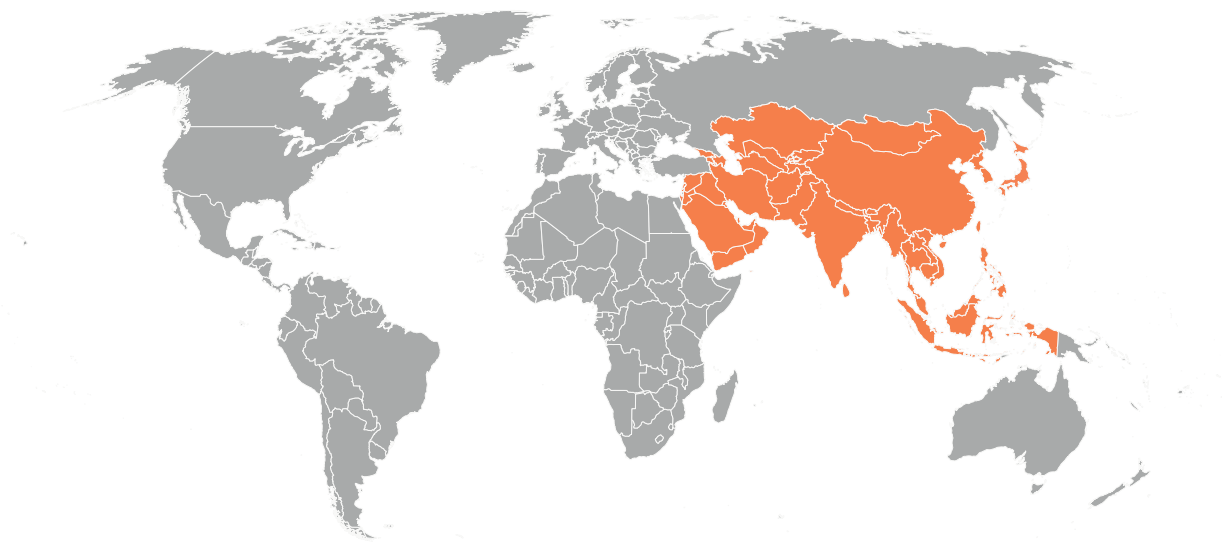
Thailand represented the emphasis of a critical situation on the emerging markets. Its performance in this edition did not meet expectations. It drastically decreased in almost all variables: Average Net FDI inflows, Digital Demand – D2 © searches and performance in social media. It was only able to sustain its previous Rating Score of AA.

Saudi Arabia continued its previous negative trend and went down six positions, leaving the continent's Top 10. This was due to negative values in FDI inflows and social media. The only positive sign was maintaining its position in Digital Demand – D2 © and CBS Rating. The Saudi government has been trying to portray a more liberal image by adopting reforms to attract FDI and diversify its economy, such as Saudi Vision 2030. Nonetheless, it still has not been able to shift the country's perception after situations like the death of the Saudi journalist inside its consulate in Istanbul in 2018, which had very negative effects on its Country Brand.



Asia

Highlights



After Europe, Asia was the continent that attracted the most FDI inflow, denoting a strong interest from investors. The preference for developed markets is reflected in the performance of countries like **Singapore** and **Japan**, with the former remaining stable and the latter improving significantly in some of the dimensions. On the other hand, the Chinese and Indian markets are still the best ranked emerging markets in this index, therefore the most attractive for investors.


























Besides, **India's** emerging market seems to be more appealing to investors, as the FDI growth shows. China continued leading the Asian continent, with very strong outcome in Digital Demand – D2 © searches and a stable Rating Score. These two variables contributed to China's climb in the global ranking, making it to the third position and surpassing Brazil on the way. India left **Hong Kong** behind, taking advantage of its own current positive trend, improving its online notability that could be boosted by liberating FDI measures.

Malaysia and Japan also had remarkable results; the first country increased its historical FDI score and the second one reached the Top 10 with fantastic numbers in Average Net FDI inflows that could be capitalized in future rankings.






















East Asia, with the exception of Japan, had a subpar performance, like in the case of **Macao**. It dropped its FDI score and was penalized for not having social media data. **Mongolia** also did not perform well. It showed negative Average Net FDI inflows and the political and economic regulatory instability of the country have become a serious obstacle on its way towards a positive trend.

Southeast Asia, with the exception of **Thailand**, had the opposite result. All of its countries maintained or improved positions, like **Vietnam** and **Myanmar**, which enhanced its Country Brand. South Asia also saw most of its Country Brands receive good results in this edition, with the exception of **Bangladesh**. **Sri Lanka** and **Nepal** climbed three positions each thanks to a good performance in all four evaluated variables.

Asia Rank

#	Variation			World Rank	CBS Rating
1.	-		China	3	BBB
2.	+1		India	4	AA
3.	-1		Hong Kong SAR, China	10	AA
4.	-		Singapore	11	AA
5.	+1		Indonesia	18	AA
6.	-1		Thailand	21	AA
7.	+2		Malaysia	22	A
8.	-		United Arab Emirates	29	A
9.	+5		Japan	30	A
10.	-		Israel	32	AA
11.	+1		Viet Nam	33	AA
12.	-1		Korea, Rep.	34	BBB
13.	-6		Saudi Arabia	35	AA
14.	-1		Kazakhstan	37	AAA
15.	-		Philippines	40	BBB
16.	-		Pakistan	49	AA
17.	+1		Iran	50	AA
18.	-1		Taiwan	51	AA
19.	+3		Georgia	58	A
20.	-1		Bangladesh	59	AA
21.	+2		Myanmar	63	AA
22.	-1		Jordan	65	AA
23.	-3		Iraq	68	A
24.	+2		Cambodia	71	A
25.	-		Qatar	75	AA

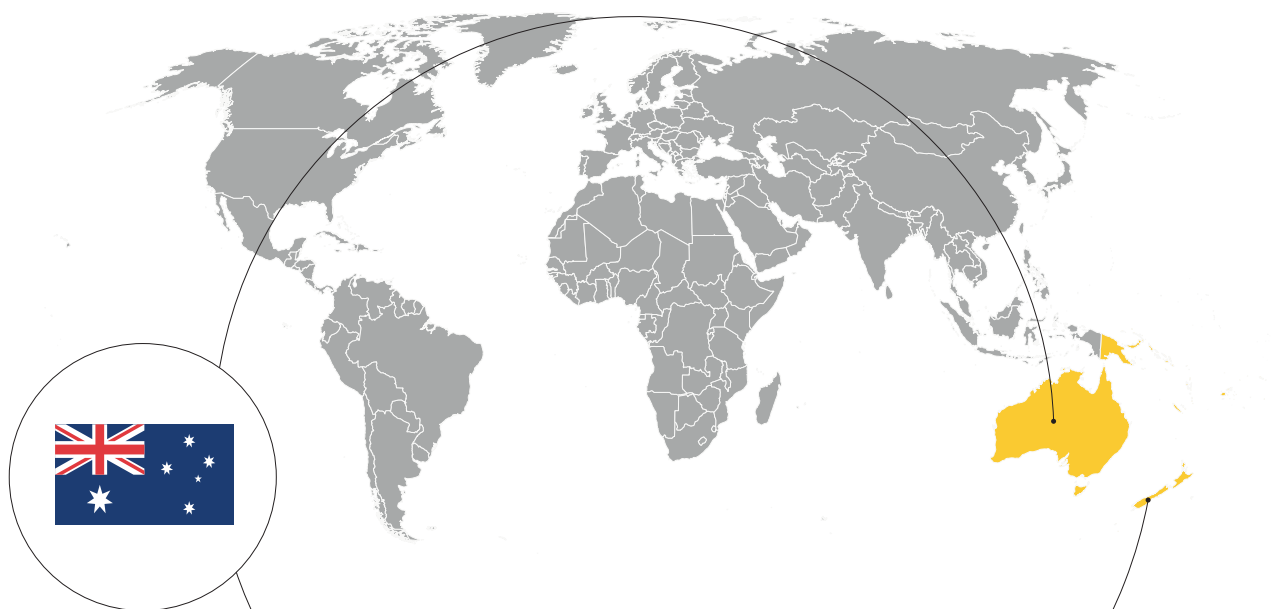
Asia Rank

#	Variation			World Rank	CBS Rating
26.	+2		Bahrain	85	A
27.	-3		Lebanon	86	BB
28.	+2		Sri Lanka	87	A
29.	-2		Macao SAR, China	92	A
30.	+1		Oman	94	BBB
31.	+3		Azerbaijan	99	AA
32.	-		Kuwait	101	BB
33.	-4		Mongolia	106	AA
34.	+2		Lao P.D.R.	112	BB
35.	-2		Uzbekistan	118	BBB
36.	-1		Turkmenistan	130	C
37.	+1		Brunei Darussalam	131	BBB
38.	+1		Afghanistan	132	BBB
39.	+3		Nepal	133	BBB
40.	-		Armenia	140	BBB
41.	+2		Maldives	148	BBB
42.	+2		Tajikistan	149	A
43.	+2		Bhutan	156	BBB
44.	+4		Kyrgyzstan	160	B
45.	+2		Yemen	165	AA
46.	-		Timor-Leste	181	BB

* = New country or territory included in the ranking

Oceania

Australia without direct competitors



Number 1 – Australia

Australia's robust economy and leadership in the continent can't be challenged. **Australia** had the eighth strongest Digital Demand – D2 © in the world and was quite stable in Average Net FDI. Its greatest leap was seen in its social media performance going from 58 to 16. Its greatest drop was seen in its online performance, falling from 19 to 49. Nonetheless, Australia maintained a firm seventh position in the global ranking and didn't change its CBS Rating.

Number 2 – New Zealand

If first place is clearly reserved for Australia, second place seems destined to **New Zealand**. As positive aspects of its performance in this CBR © – Trade, it maintained the category of its CBS Rating (A) and had positive Digital Demand – D2 © searches, climbing two positions in global terms (from 34th to 32nd). As negative aspects, it had a weaker online performance (from 15th to 46th), a drop in social media presence (from sixth to 27th) and a worse Net FDI (from 71st to 80th). Although New Zealand's Country Brand is working well, it still cannot compete head-to-head with its close neighbor, Australia.

Biggest Improvements and Drops

Papua New Guinea had the greatest increase in the current Oceania ranking. It is now situated in fifth place thanks to an improved Average Net FDI of 13 positions, a steady CBS Rating (A) and a good performance in social media. It is also important to point out the emergence of **Samoa** and the **Marshall Islands** for different reasons: the former recovered in Digital Demand – D2 © searches and CBS Rating, and the latter grew its Average Net FDI and presence in social media.

As a negative note, **Kiribati** dropped five places and exited the Top 10. This was due to a general decrease in its performance in almost all analyzed variables. **New Caledonia** reached third place in the continental ranking but in the global one it dropped 17 positions. This significant fall could be associated with a worse performance in Net FDI ranking, Digital Demand – D2 © searches and social media presence. **Palau** also fell hard in the global ranking despite showing excellent improvement in its CBS Rating (from D to B).

Oceania

Highlights



Only a surprising and unexpected situation could remove **Australia** from being the clear leader in Oceania in the forthcoming Bloom Consulting Country Brand Rankings © – Trade. This country is not only the greatest powerhouse of the continent but also one of the strongest performers in the world. It is currently occupying a firm seventh place in a Top 10 full of American, European and Asian giants. Despite not improving its CBS Rating, Australia still has one of the strongest global Digital Demand – D2 © taking eighth place. Despite its strategic Country Brand, it still has plenty of room to grow within its digital influence.

New Zealand, on the other hand, seems to have experienced a drop in its general performance. It has underperformed especially online and in social media, but it's still not at risk of losing its native second place in the continent. New Zealand is very dependent on its trade with Australia due to their proximity, but the agreements with China, Japan, USA and the EU are also very important. Unfortunately, New Zealand lost part of its foreign investment. Possible effects of the terrorist attack suffered in 2019 still don't show on this report but this situation will be a real challenge for this country.















In this edition, the continent of Oceania had four of its countries raise up the ranking, four go down, five remain the same and one new entry. Oceania portrays a very unequal market: Australia is in the Top 10, New Zealand ranks 42nd and **New Caledonia** is in position number 138. The differences between nations immediately stand out, along with its ability to capture foreign investment. This is obviously visible in the FDI ranking: Australia holds 11th place, while New Zealand and New Caledonia occupy the 80th and 81st positions respectively.

Fiji occupied fourth place and **Papua New Guinea** got close while showing a good trend. It achieved some good results in its Average Net FDI and took the fifth place that previously belonged to **Palau**, which is now at the sixth position. Thanks to a good Digital Demand – D2 © and CBS Rating results, **Samoa** also accomplished a significant climb in this continental rank by entering the Top 10, leaving behind **French Polynesia**, **Vanuatu** and **Salomon Islands**.

On the other hand, **Kiribati** experienced the worst drop in the ranking and was not present among the first ten countries in the continent. New Caledonia also showed a negative trend, despite being the third best ranked country once again. Its weaker performance in the global ranking, alongside Palau, led both countries to lower scores in the Net FDI rank. Salomon Islands, who closed the Top 10, had a negative CBS Rating and Digital Demand – D2 ©.

A final note must be given to the only new entry in this continental ranking, **Tuvalu**, who showed an improved Net FDI and social media presence during the period of this CBR © – Trade report.

Oceania Rank

#	Variation			World Rank	CBS Rating
1.	-		Australia	7	A
2.	-		New Zealand	42	A
3.	-		New Caledonia	138	C
4.	-		Fiji	142	BBB
5.	+5		Papua New Guinea	169	A
6.	-1		Palau	178	B
7.	+4		Samoa	179	BBB
8.	-2		French Polynesia	183	C
9.	-		Vanuatu	184	B
10.	-2		Solomon Islands	186	CCC
11.	+1		Tonga	188	CC
12.	-5		Kiribati	190	C
13.	+1		Marshall Islands	192	C
14.	*		Tuvalu	193	D

* = New country or territory included in the ranking

Bloom Consulting Country Brand Ranking ©

Frequently Asked Questions

Why did Bloom Consulting develop its Country Brand Ranking?

Bloom Consulting created its Country Brand Ranking as a means of evaluating the impact of Country Brand strategies. Our ranking is effective in analyzing the appeal of a Country Brand, and is therefore useful as a tool for increasing a Country Brand's success.

How does Bloom Consulting's Country Brand Ranking © differ from other similar rankings?

While other Country Brand rankings tend to focus on soft data, such as surveys and expert opinions, Bloom Consulting's Country Brand Ranking © focuses on tangible data, analyzed with its Digital Demand – D2 © tool and relevant, proprietary statistical models. Furthermore, Bloom Consulting splits its Country Brand analysis in separate dimensions from its Brand Wheel ©, instead of creating a combination of factors thus providing a more detailed and thorough analysis in each specific dimension; while this report deals solely with Trade, we also publish a Country Brand Ranking for Tourism.

Who benefits from the information in Bloom Consulting's Country Brand Ranking©?

Our Country Brand Ranking © is valuable for anyone who needs to measure their Country Branding performance in the area of Trade. Therefore, Ministries of Economy and Investment Promotion Agencies can take valuable information for their short to medium term strategies and goals.

What is new in the 2019 / 2020 edition of Bloom Consulting's Country Brand Ranking©?

The 2019 / 2020 edition of our Country Brand Ranking places more focus than ever before on the importance of online appeal to the success of a Country Brand. For this reason, both the Digital Demand – D2 © variable and the online presence variable hold a more significant weight in a country's final ranking.

What is Digital Demand – D2 ©?

Bloom Consulting's Digital Demand – D2 © is a proprietary tool developed for the sake of quantifying and measuring the total global search volume for country-specific, trade-related keywords across nine languages. More information on www.d2digitaldemand.com

How is it possible for a Country Brand to have both a poor CBS Rating and a high overall position in the Country Brand Ranking?

A country's CBS Rating only evaluates the accuracy of its Country Brand strategy, as derived from a comparison between the strategic positioning of its IPA and the actual demand from potential investors discerned by our Digital Demand – D2 © tool. Subsequently, although a country's Net FDI may be incredibly high, its investment strategy may not be maximizing the Country Brand's full potential.

Why are some countries not featured in Bloom Consulting's Country Brand Ranking ©?

A country that does not provide official Foreign Direct Investment data to UNCTAD will not be included in Bloom Consulting's Country Brand Ranking © 2019 / 2020 edition. Nevertheless, if a country does not maintain official pages on social media platforms, it is still included in the ranking, but receives a lower score for the fourth variable.

What other services does Bloom Consulting provide?

Apart from our Country Brand Ranking, Bloom Consulting develops integrated Country, Region and City Brand strategies, as well as revolutionary Digital Demand – D2 © reports tailored to any destination in the world.

Bloom Consulting Country Brand Ranking ©

Glossary

Digital Demand – D2 ©

Bloom Consulting's proprietary tool for measuring the total "search volume" from the most important search engines across nine different languages.

Country Brand Strategy Rating (CBS Rating ©)

Bloom Consulting's rating technique evaluating the accuracy of IPA strategic positioning.

Brandtags

A series of 34 distinct categories comprised of keywords used in online searches, each encompassing a different trade-related activity or attraction.

Bloom Algorithm

Our proprietary equation that calculates a Country Brand's ranking by assessing four key variables.

Investment Promotion Agency (IPA)

The official national agency responsible for the promotion of investment in its respective country.

Web Analytics

An online tool that analyzes the performance of an IPA website through variables such as number of visits and amount of time spent on its webpage.

Thank you!

For more information please contact

Spain (HQ)

José Filipe Torres
Founding Partner and CEO
jtorres@bloom-consulting.com

or

Gonzalo Vilar
Partner and Head of Strategy
gvilar@bloom-consulting.com

Bloom Consulting
www.bloom-consulting.com

La Palma 14, 1 Izq Ext
28004 Madrid,
Spain

Office phone: +34 91 308 02 86 (CET)

Press:
contact@bloom-consulting.com

