

Nation Branding and Place Branding experts

[www.bloom-consulting.com](http://www.bloom-consulting.com)

# Bloom Consulting Country Brand Ranking©

2017  
2018



Trade  
Edition



Bloom Consulting, official data partner

Hello!

# Bloom Consulting Country Brand Ranking©

## Table of Contents

Bloom Consulting	Page 1
A letter from our CEO	Page 2
Our approach to Nation branding	Page 3
Our methodology	Page 5
Global overview	Page 10
World outlook	Page 10
The top 10 overview	Page 11
Global top 25 performers highlights	Page 12
Global top 25 performers rank	Page 13
The full ranking by continent	Page 14
The Americas	Page 15
Europe	Page 19
Africa	Page 23
Asia	Page 28
Oceania	Page 33
Frequently Asked Questions	Page 35
Glossary	Page 36
Contact	Page 37

# About Bloom Consulting

## Everything you need to know in one page

Bloom Consulting was founded in 2003 as a Nation Branding consultancy.  
Our Headquarters are located in Madrid, with offices in Lisbon and São Paulo.

Bloom Consulting has been interviewed by **The Economist**, **Forbes** and **CNN** .  
According to Country Branding Central [www.countrybrandingwiki.org](http://www.countrybrandingwiki.org), our CEO José Filipe Torres, a recurrent lecturer in Universities such as **Harvard**, is considered one of the top 3 international experts in the field of Nation Branding, Region and City Branding, providing advisory for the **OECD**.

In addition, Bloom Consulting publishes the *Bloom Consulting Country Brand Ranking* © annually for both Trade and Tourism, to extensively analyze the brand performance of 193 countries and territories worldwide and the *Digital Country Index* - Measuring the Brand appeal of countries and territories in the Digital World.

Bloom Consulting proudly collaborates with the  to measure the Nation Brand appeal of every Country from a tourism perspective.

Here are some of the countries, regions and cities that Bloom Consulting has worked for:

### Countries

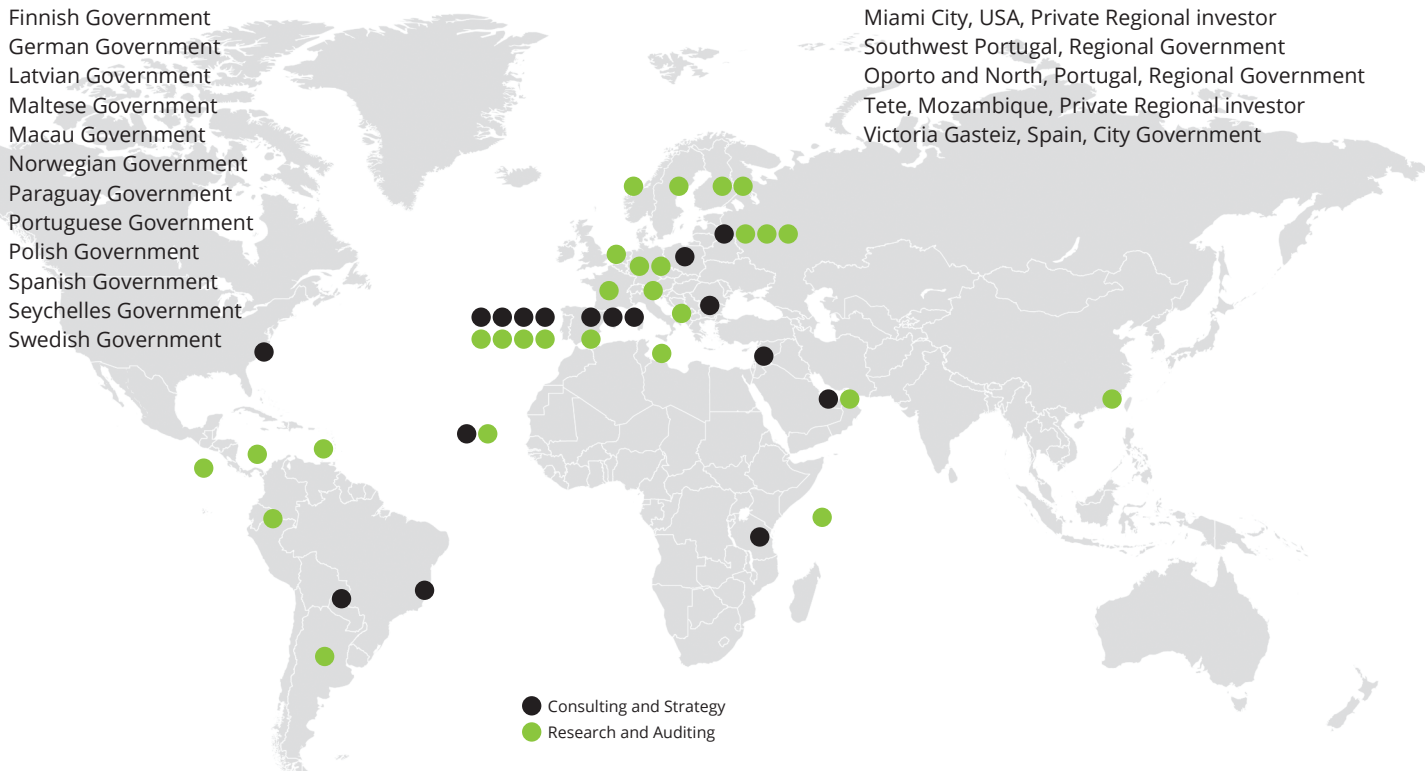
Austrian Government  
Aruban Government  
Bulgarian Government  
Cape Verdean Government  
Costa Rican Government  
El Salvador Government  
Ecuadorian Government  
Finnish Government  
German Government  
Latvian Government  
Maltese Government  
Macau Government  
Norwegian Government  
Paraguay Government  
Portuguese Government  
Polish Government  
Spanish Government  
Seychelles Government  
Swedish Government

### Cities

Abu Dhabi, City Government  
Helsinki, City Government  
Brussels, City Government  
Buenos Aires, City Government  
Munich, City Government  
Riga, Latvia, City Government

### Regions

Algarve, Portugal, Regional Government  
Abraham Path, Israel/Palestine World bank fund  
Belo Horizonte, Brazil, Private Regional investor  
Castilla y León, Spain, Regional Government  
European Travel Commission  
Herzegovina, Regional Government  
Madrid, Spain, Regional Government  
Miami City, USA, Private Regional investor  
Southwest Portugal, Regional Government  
Oporto and North, Portugal, Regional Government  
Tete, Mozambique, Private Regional investor  
Victoria Gasteiz, Spain, City Government



# A letter from our CEO

## The most comprehensive ranking yet

Madrid, April 2017

I proudly present you with the fifth edition of Bloom Consulting's Country Brand Ranking© for Trade! Last year, we introduced our new algorithm and methodology for measuring the effectiveness of a country's brand. This year, the new methodology has allowed us to create undoubtedly the most extensive ranking yet, featuring a record number of 200 countries and territories. This reinforces our firm belief that the new structure is definitive and more comprehensive than ever before, placing an ever-increasing emphasis on digital tools.

We live in an increasingly #DigitalWorld, our future is truly digital, and digital perceptions really do reflect reality. Each and every Nation must be fully represented online, or else risk lower global prominence. Potential investors made over 79,000,000 online searches in relation to trade-based activities in 2016. Consider the insight a Country, Region, or City could gain from this data, both about the appeal of a specific Nation's business environment and its positioning within a global benchmark.

Year upon year we have been accumulating new, invaluable information which allows us to produce rankings such as this one. We proudly continue to work alongside the World Economic Forum as data partners, utilizing the data in our Country Brand Ranking series in the Travel and Tourism Competitiveness Report '17, which I encourage you to read for yourself.

It is important to highlight that according to our knowledge and experience, a Country Brand's performance cannot simply be measured based only on recent developments; It should also be measured through recurrent facts, actions, activities and policies over a period of several years.

I hope that Bloom Consulting's Country Brand Ranking© Trade Edition 2017/18 provides you with valuable information and that you appreciate the results as much as we did! I strongly encourage you to use the ranking as evidence of the impact that a strong Country Brand has on the economic performance of a national trade industry.

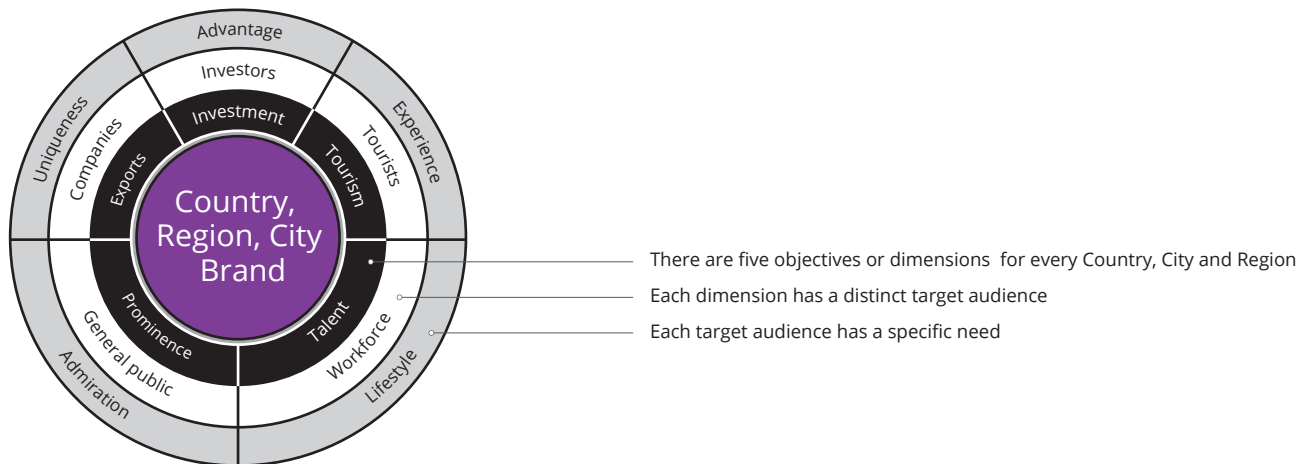
Though we would like to utilize our Country Brand Ranking© to elaborate on each individual country's performance, it is impossible to do so. However, if you would like to find out more about a specific Country Brand's performance within the ranking, please do not hesitate to contact us.



José Filipe Torres  
CEO, Bloom Consulting

# Our approach to Nation 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 (CRC) 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

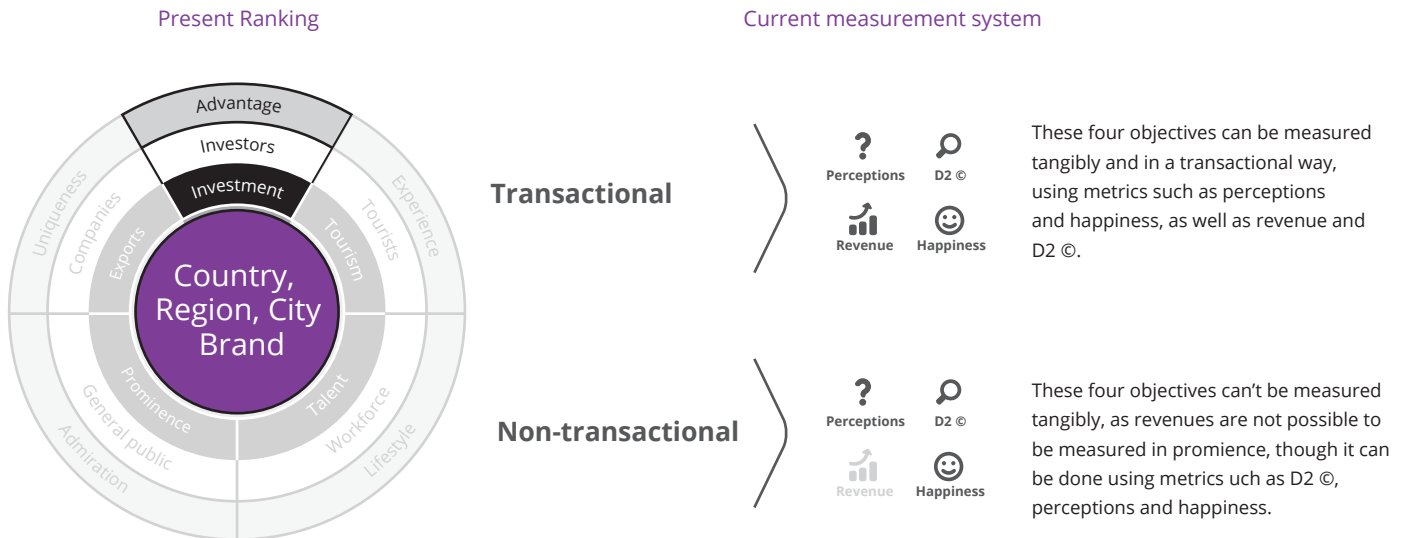
Each of these five objectives and dimensions has a specific target audience with distinct needs. The Investment target audience, for example, is international investors, whose main aim is to seek an advantage when looking for a location in which to invest. Bloom Consulting's methodology, therefore, focuses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

So why must the objectives and dimensions be isolated if together they comprise the same brand? Our reasoning behind this is that a single, narrower strategy cannot possibly satisfy the needs of a such a diverse range of brand target audiences and markets. Any attempt at an all-encompassing Country, Region, or City Branding strategy does not address sufficiently varied content and prerequisites in a manner that adequately improves the salience of the respective brand. Subsequently, any country, region, or city seeking a professional branding technique should develop tailored strategies for the needs of each target market.

It is important to remember that the brand is not the logo; a Country, Region, or City Brand can have the same logo for all five dimensions, or no logo at all.

# Our approach to Nation 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 Country Brand Ranking © Trade Edition – online demand for investment in a specific destination, as well as FDI statistics, are measured. This data can both assess the current economic impact of trade within a country, as well as predict its future success in the industry.

Not all the 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 more non-transactional.

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

# Our methodology

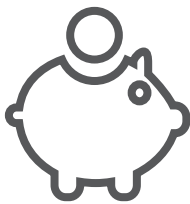
## The logic behind our Country Brand Ranking ©

Bloom Consulting derives its annual 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 to analyze the success of 200 unique Country and Territories Brands, as well as their relative performance as compared to one another. The algorithm accounts 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 Country Brand Ranking © is outlined in the figure below and detailed in the next pages.

Variable 1 - Economic Performance



Variable 2 - Digital Demand - D2 ©



Variable 3 - CBS Rating



Variable 4 - Online Performance



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 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 to invest 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 international FDI statistics:

### **Net Foreign Direct Investment inflows**

Average of net FDI inflows within a country, 2011-2015

Strategies and economic returns do not have an immediate impact; the ranking here looks at a country's Net FDI inflow from 2011-2015. This way, the ranking 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 2017/18.

### **Net Foreign Direct Investment growth**

Average growth of net FDI inflows within a country, 2011-2015

The growth in FDI of each country is also an important indicator when measuring the economic performance of a country's brand. Therefore, the 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 a recent report from 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, against 49% who consult 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 measurements system as it uses a proprietary software called Digital Demand – D2©. The 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 the online behavior and decision-making processes of international investors. 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 34 brandtags, each comprising destination-specific keywords correlated to investment activities and attractions. A total of 7,000,000 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 Tax & Incentives
3. Entrepreneurship
4. FDI Information
5. Infrastructure & Accessibility
6. Invest
7. Labour Pool
8. Operating Costs

### Socio Economic Factors

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

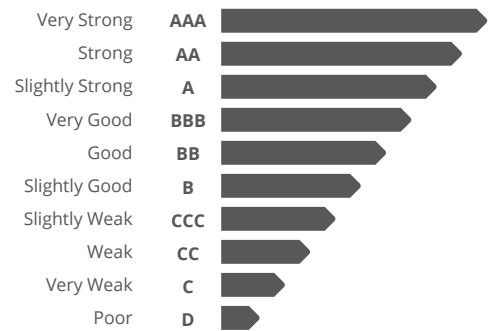
### Strategic Sectors

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

NOTE: The detailed D2 © information for every country is not presented in this document. If you are interested in a full D2 © report for a specific country or group of countries (also available for regions or cities), please email us at [d2@bloom-consulting.com](mailto: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 the strategy by each Investment Promotion Agency (IPA) for all 200 countries 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 © tool) for a specific country to the brandtags most heavily promoted 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 poor 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 in highest demand.

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 the 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 its impact.

At times, it is possible for countries to not have sufficient online presence to be awarded an accurate CBS rating, Bloom Consulting therefore decided to attribute these countries and territories the lowest rate possible, so that they are still included in the ranking, as they might have Net FDI inflow and are thus eligible for the ranking.

# Our methodology

## Variable 4 - Online performance



Facebook



Twitter



LinkedIn



Site



*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 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. Seeing as a country's IPA functions as the gateway to its Country Brand, its online diffusion, both through its official website and presence on additional online platforms, contributes greatly to the brand's overall success.

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

Our algorithm additionally accounts for the social media diffusion by evaluating its presence on Facebook, Twitter and LinkedIn. 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.

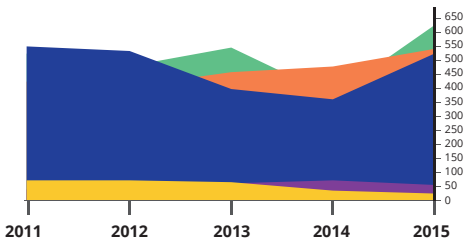
While social media activity and general online presence are important variables, they are given the least weight in our algorithm, at least for the time being.

# World outlook

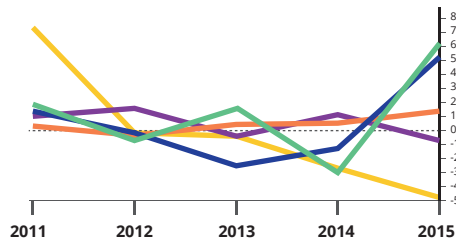
## Facts and figures from the world ranking



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

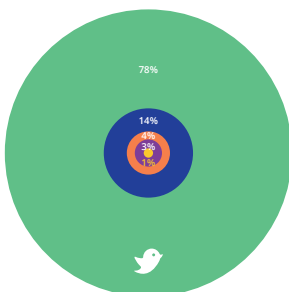
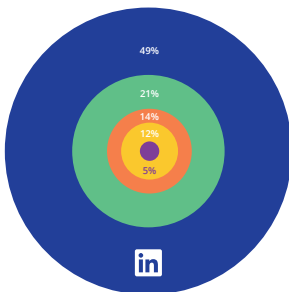
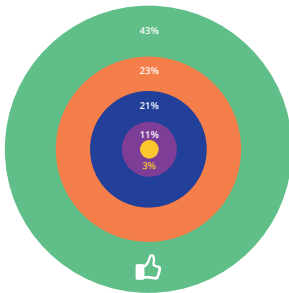


Net FDI Growth (%) (Source: UNCTAD)



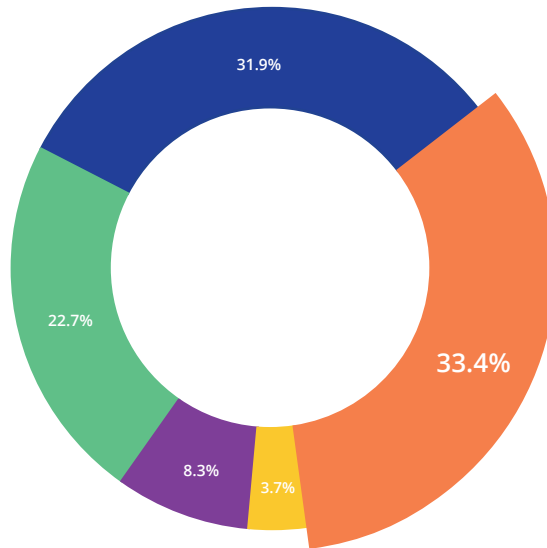
### Economic Performance

The 2011-2015 average places America again as the continent with the largest net FDI Inflow. In terms of growth, both Europe and the Americas bounced back impressively, after a weak 2014, while Oceania continues to slump.



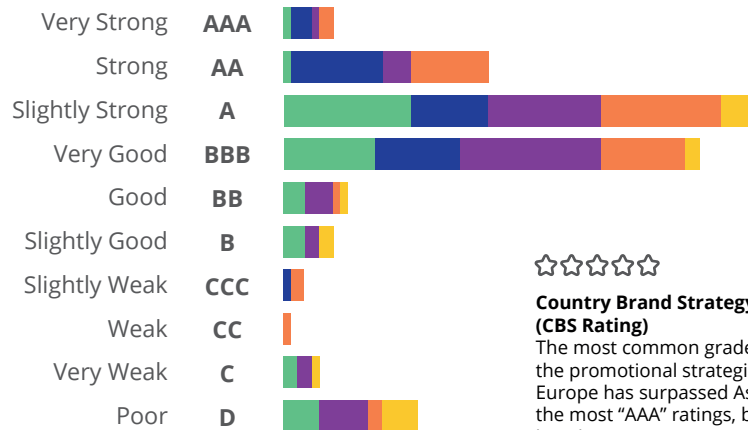
### Online performance

The Americas has excelled to overtake Europe on Twitter and Facebook, but Europe still remains the firm leader on LinkedIn. Asia has also improved its Facebook outreach to clinch past Europe, but the Americas is the clear leader.



### Digital Demand - D2 ©

Asia has overtaken Europe to become the most searched continent by international investors worldwide. Europe now has the 2nd highest share, while the Americas remains unable to challenge the top 2, staying in 3rd position.

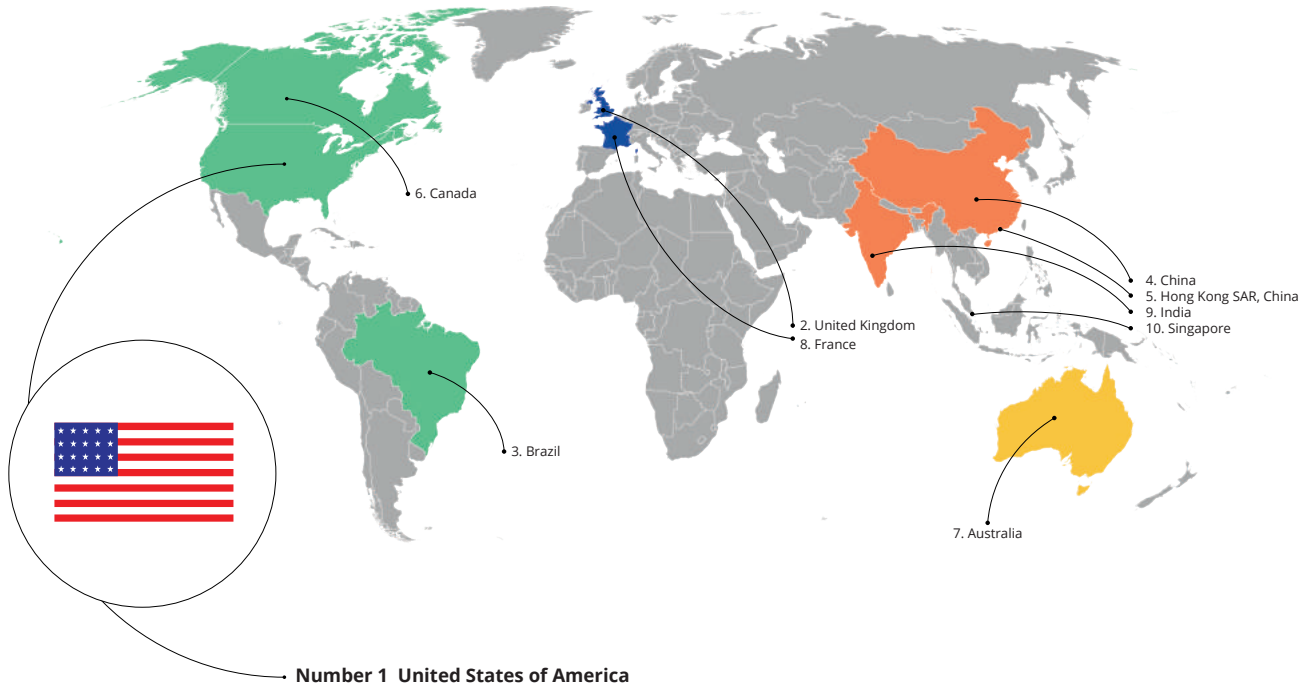


### Country Brand Strategy Rating (CBS Rating)

The most common grade attributed to the promotional strategies is an "A". Europe has surpassed Asia to receive the most "AAA" ratings, but Asia still has the most Nations awarded the top 3 grades, with 3 more than Europe. Africa, despite having the most "D" ratings, has shown good improvement compared to the last ranking.

# The top 10 overview

3 American, 2 European, 4 Asian and 1 Oceanian

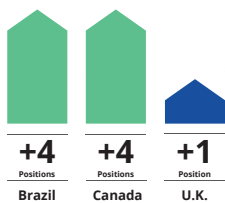


**Number 1 United States of America**

For the 5th consecutive year, the United States of America once again sits on top of Bloom Consulting's Country Brand Ranking © 2017/18 Trade Edition. The combination of an outstanding Net FDI score, consistently strong Digital Demand- D2 ©, and a positive CBS Rating © have ensured the North American giant remains in first position for yet another year.

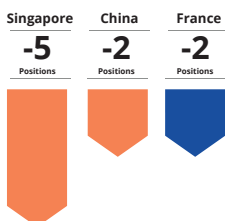
### Biggest improvements

The biggest risers within the Top 10 this year belong to The Americas. While the USA remains on top, Brazil and Canada have both witnessed formidable growth, and have risen 4 positions respectively. Brazil now places in 3rd position, an impressive result explained by high scores in Net FDI, Absolute Digital Demand- D2 ©, and especially in Social Media performance. Further north, Canada experienced phenomenal rises in terms of growth, both in FDI and Digital Demand- D2 ©, which can explain its rise up to 6th. Although it also registered a good score in Online Performance, a stronger CBS Rating © could have seen the country rise even further up the ranking. While the emphasis is very much on the impressive Americas' improvers, it is worth mentioning that the United Kingdom ascended one position, overtaking China in the process to take 2nd place in this year's ranking, largely thanks to an outstanding CBS Rating © of "AAA".



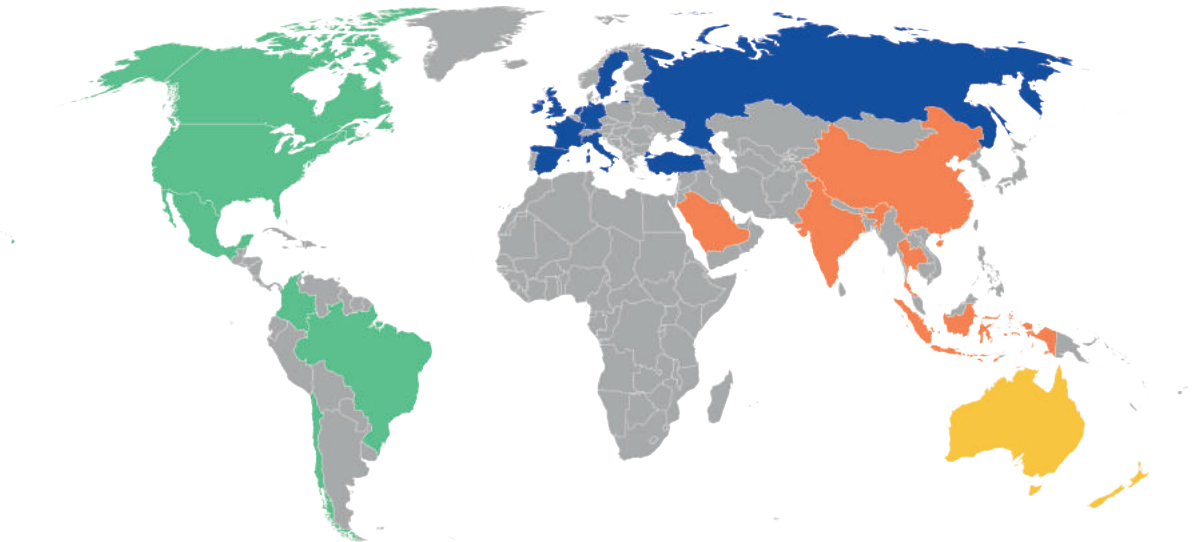
### Biggest drops

As The Americas move up, Asia is on the decline. Despite moving up 4 positions in the last ranking, Singapore has now fallen 5 positions to 10th - barely featuring in the Top 10, partially due to stronger FDI Growth by other countries in the ranking. China, eclipsed by the United Kingdom and Brazil, now sits in 4th, as a result of slowing FDI Growth and a weak CBS Rating ©. Hong Kong SAR, China, drops one position in this year's ranking, to 5th. Away from Asia, France continues to tumble, falling another two positions down to 8th. This is not the result of any particular decline, but more due to stagnation within the FDI and Digital Demand- D2 © parameters.



# Global top 25 performers

## Highlights




























On a continent level, Europe dominates the Global Top 25 - out of the 11 Nations represented, 8 have had a positive change in the ranking - only France, Russia and Sweden fell down the ranking. However, Asia has much less positively. Of the 7 Asian Nations that feature in the ranking, just 2 registered positive growth - Thailand and Indonesia.

The Americas generally witnessed positive changes, as seen in the dominance of the U.S.A., and the likes of Brazil, Colombia and Chile ascending the ranking. However, despite holding a perfect CBS Rating ©, Mexico bucked the trend by losing 5 positions, principally due to ever-decreasing FDI scores. Australia, in 7th position, continues to be the sole representative of Oceania in the Global Top 25, as it registers another year of growth, having risen 1 position. For yet another year, an African Nation has been unable to feature in the ranking.

On a country level, there are several other noteworthy changes seen in this year's Global Top 25. Germany has risen slightly by one place to take 11th position. Spain, Thailand and Ireland, all countries on the rise, follow closely behind, while Russia sits in 15th position, having dropped 4 positions. The effects of the continued economic instability in Russia are reflected in the ranking, as the country's FDI scores plummet. Despite political instability elsewhere, Turkey has managed to rise 3 positions up to 17th, after having dropped 5 positions in the previous report. This bounce back is the result of a good CBS Rating © and a recent pickup in FDI statistics.

Two new countries, Ireland and Luxembourg, feature for the first time in the Global Top 25 of this year's Country Brand Ranking ©. Ireland is without doubt the rising star in the ranking - the Nation has achieved another year of extraordinary growth by soaring a mighty 12 positions into the heights of 14th place worldwide, mainly as a consequence of consistently outstanding scores concerning FDI, both Net and Growth. Excellent FDI scores are also responsible for the rise of Luxembourg, which must be highly praised for its impressive jump of 8 positions, to now claim 24th in the Global Ranking.

# The global top 25 performers rank

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



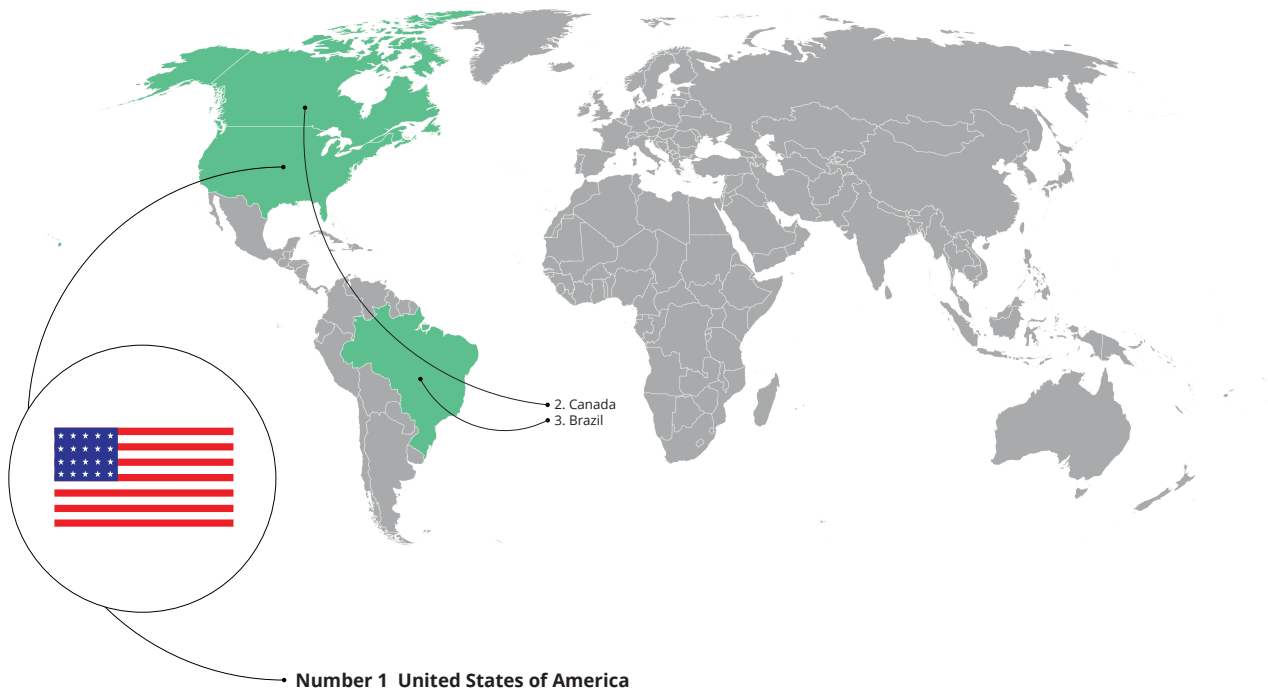
# The full ranking

## Continent by continent



# The Americas

USA in the north, Brazil in the south



**Number 1 United States of America**

The United States once again dominates the regional ranking, and it appears this trend won't change until the closest competitors, Brazil and Canada, can begin to challenge the number one on all fronts. The resounding FDI figures alongside dominant Digital Demand- D2 ©, solid Online Performance figures and a good CBS Rating © means that the USA, for the fifth consecutive year, the country to beat.

### Biggest improvements



Despite the top 6 countries in The Americas ranking remaining unchanged in this year's ranking, they have performed well in the Global Ranking. Brazil, for example, rose an outstanding 4 places to claim 3rd in the world. Although these regional non-moving nations are improving overall in every variable, no singular country has possessed the ability to surpass one of their regional competitors. Only two countries experienced a regional gain in positions. Argentina claimed the position of Peru to move up into 7th, whereas Costa Rica has moved into the top 10, after rising two positions for the second consecutive year to take 9th place. The Central American nation has increasing Digital Demand- D2 © to thank for its sustained growth.

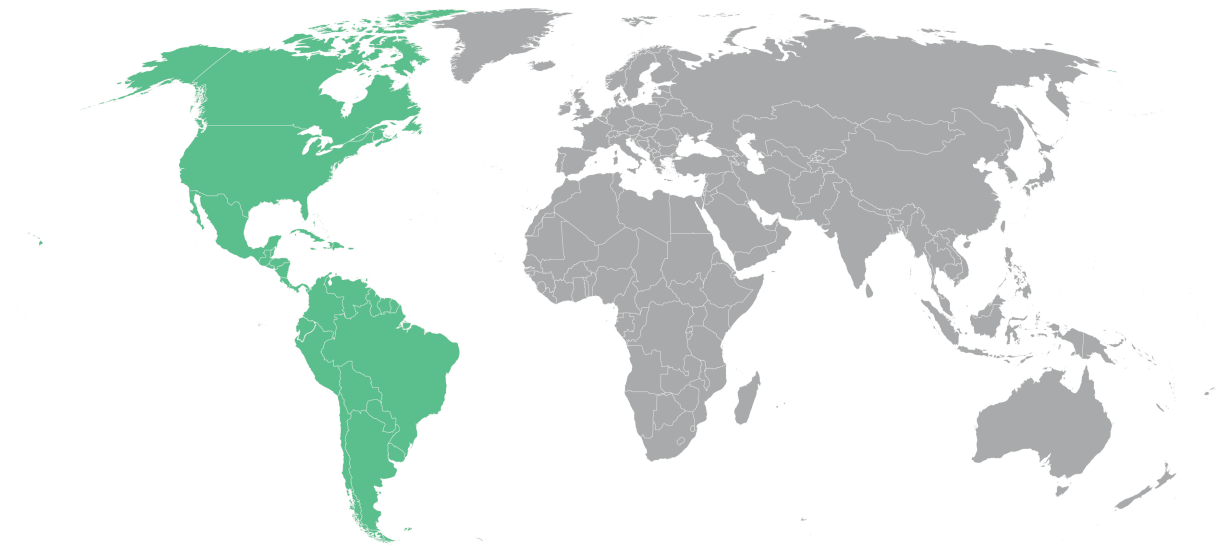


### Biggest drops

Regionally, Mexico holds on to 4th position, but a weak FDI score means the Central American Nation lost a significant 5 positions globally, now leaving it in a less than impressive 19th position. Wavering FDI figures in Peru have resulted in its slight drop down the ranking to 8th position regionally, and down 3 positions in the Global Ranking. Elsewhere, civil unrest and political instability continue to deter investment in Venezuela, resulting in a decrease of one position to 10th.

# The Americas

## Highlights



Within the Americas, trade-related Country Brands are still looking reasonably strong in this year's ranking. Although the top 6 countries have maintained their previous regional position, they have all shown good improvement on a global level, and all continue to feature in the Global Top 25. This shows that, on the whole, the Americas is a prosperous and stable region.


























The USA remains the unrivalled winner in the region, but Nations further down the Americas ranking are showing good growth. Chile and Colombia, still regionally positioning in 5th and 6th respectively, both gained 1 position in the Global Ranking thanks to improving FDI scores. A powerful surge of FDI also saw Argentina not only rise one position regionally to take 7th, but also hike an impressive seven positions up to 32nd on the Global Ranking.

On the other hand, Mexico maintained its regional positioning of 4th, but tumbled five places on global terms, down to 19th position overall. Although Mexico was the only country in the Americas to be awarded the perfect CBS Rating © of "AAA", and it received an increase in Digital Demand- D2 ©, the decline down the ranking was the result of a poor FDI score. Uruguay narrowly misses out on the top 10 this year, descending one position to 11th.


















The British Virgin Islands, which makes its mark on the ranking for the first time this year, features in 14th position. These islands are in fact the highest ranking new entrant on a global level, which despite an outright Poor CBS Rating ©, ranks at an impressive 74th position, thanks to a formidable FDI score given the size of the Nation.

In this year's ranking, we are pleased to welcome six new countries in the Americas: British Virgin Islands; Bolivia; Suriname; Anguilla; Bermuda; Sint Maarten (Dutch part). The inclusion of these countries and territories is due to an update in the methodology, whereby every Nation providing international FDI statistics to UNCTAD will feature in this edition of the Country Brand Ranking for trade.

# The Americas Rank

#	Variation		World Rank	CBS Rating
1.	-	 United States of America	1.	A
2.	-	 Brazil	3.	A
3.	-	 Canada	6.	BBB
4.	-	 Mexico	19.	AAA
5.	-	 Chile	22.	BBB
6.	-	 Colombia	23.	A
7.	+1	 Argentina	32.	AA
8.	-1	 Peru	38.	BBB
9.	+2	 Costa Rica	56.	A
10.	-1	 Venezuela	58.	BB
11.	-1	 Uruguay	62.	A
12.	-	 Panama	63.	BBB
13.	-	 Cayman Islands	66.	A
14.	*	 British Virgin Islands	74.	D
15.	-1	 Dominican Republic	87.	BBB
16.	-1	 Guatemala	88.	BBB
17.	-	 Ecuador	89.	A
18.	-2	 Trinidad and Tobago	96.	BBB
19.	-1	 Nicaragua	101.	A
20.	-1	 Jamaica	103.	A
21.	-1	 Honduras	104.	A
22.	-1	 Bahamas	107.	A
23.	*	 Bolivia	112.	D
24.	-2	 Paraguay	114.	A
25.	-2	 El Salvador	122.	A

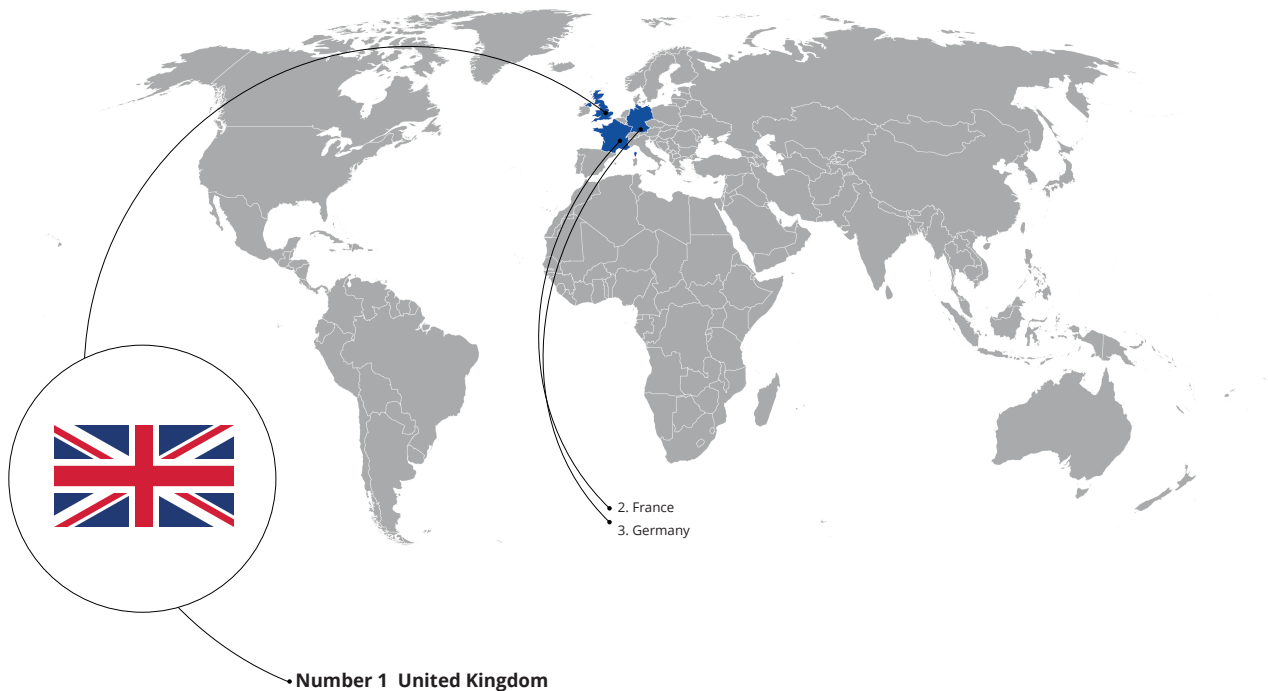
# The Americas Rank

#	Variation			World Rank	CBS Rating
26.	-1		Haiti	125.	A
27.	-3		Barbados	139.	A
28.	-2		Belize	144.	BBB
29.	-2		Guyana	152.	A
30.	*		Suriname	154.	D
31.	-3		Aruba	160.	A
32.	-2		Curaçao	165.	BBB
33.	*		Anguilla	168.	D
34.	-3		Grenada	174.	BB
35.	*		Bermuda	175.	BBB
36.	-4		Saint Lucia	177.	BBB
37.	-1		Dominica	181.	A
38.	-3		Antigua and Barbuda	182.	B
39.	*		Sint Maarten (Dutch part)	192.	D
40.	-7		Saint Kitts and Nevis	194.	B
41.	-7		Saint Vincent and the Grenadines	195.	BB
42.	-5		Montserrat	197.	B

\* = New country or territory included in the ranking

# Europe

Slow growth for the traditional economies

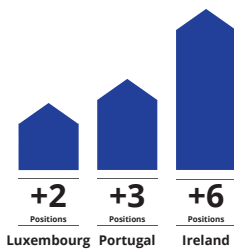


## Number 1 United Kingdom

Congratulations once again must go to the United Kingdom for reinforcing its position at the very top of the Europe Rank, while holding firmly onto its perfect “AAA” CBS Rating ©. The U.K. not only outshone all regional competition, but the effectiveness of the United Kingdom’s Country Brand for Investment has resulted in a slight, yet truly impressive climb of one position on the Global Ranking to surpass China and earn 2nd position.

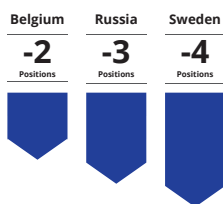
## Biggest improvements

This year’s greatest improvement within Europe comes Ireland, which entered the top 10 with a remarkable hike of 6 places, to occupy the 5th position. This remarkable improvement is fuelled by a seemingly endless escalation of incoming Foreign Direct Investment. A strong performance on Social Media and a marginally stronger CBS Rating © were responsible for the recent surge of Portugal, which has risen by 3 positions in Europe to claim 13th spot, and hiked a superb 8 positions to complete the global top 30. While Luxembourg saw a good regional jump of 2 positions up to 11th, it’s performance on a global scale was impressive - it shot up 8 positions to feature within the the Global Top 25, in 24th position.



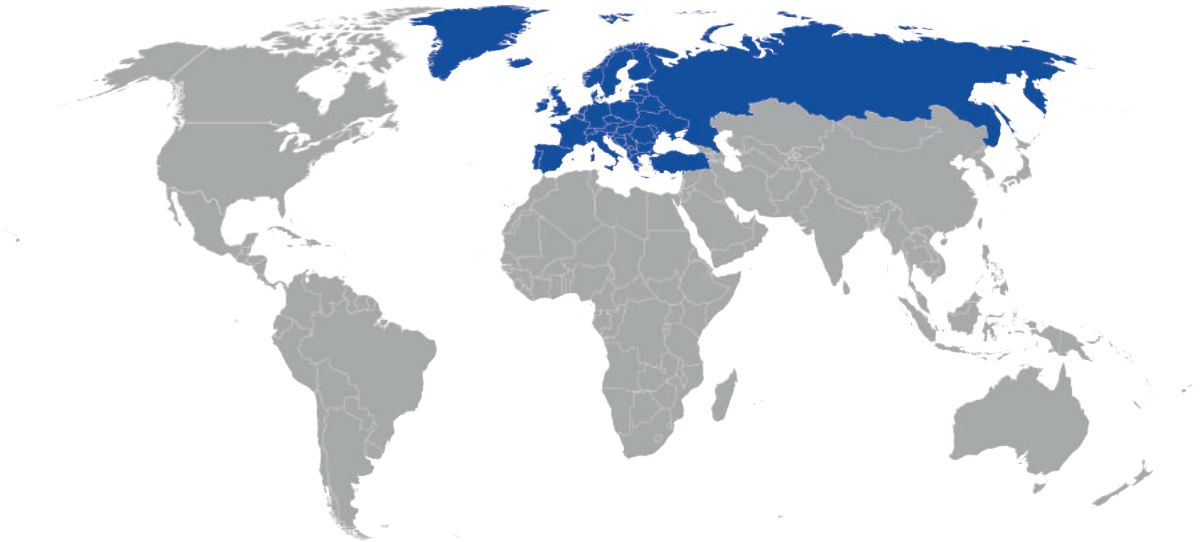
## Biggest drops

Sweden barely hangs on to the European Top 10 after dropping 4 places. This is due to a weaker CBR Rating © and slowing FDI Growth mean the Nation was unable to capitalize on its jump of 4 positions witnessed in the last edition of the ranking, leaving it back in its previous position of 10th. The Russian Federation, in the midst of tough economic sanctions, has unsurprisingly taken a tough blow by falling by 3 positions and out of the European Top 5 through heavily weakened FDI scores. Another poor showing for Belgium means it doesn’t feature in the European Top 10 this year - a poor Social Media score and a lower FDI score see the Nation fall 2 positions regionally to 12th, and 7 positions in the Global Ranking.



# Europe

## Highlights






Although the European Country Brands are struggling to muscle their way into the Global Top 10, they are showing good collective strength by improving overall. An impressive 7 out of the 10 Nations in the European Top 10 have ascended the Global Ranking, and all 10 of these Nations feature in the Global Top 25 - an outstanding statistic unrivalled by any other continent.

The United Kingdom has managed to further strengthen its dominance in the region, by fending off competition through outstanding strength across all variables, most notably the perfect "AAA" CBS Rating ©, formidable FDI scores, and powerful strength in Digital Demand- D2 ©. It will be truly interesting to witness how the U.K.'s investment Country Brand is affected in the wake of Brexit. France did not perform nearly as well as the U.K., and despite holding on to 2nd position in Europe, stagnant FDI resulted in the Nation falling 2 places in the Global Ranking, to take 8th position.

Germany takes full advantage of Russia's woes to claim the 3rd position this year. Europe's largest economy showed another year of steady growth, exhibiting healthy FDI scores and a formidable number of Digital Demand- D2 © searches. Globally, the Nation also rose 1 place to sit in 11th position - it will be interesting to see if Germany can soon join the United Kingdom and France to represent Europe in the Global Top 10. Spain again places 1 position behind Germany both regionally and globally, after a year of moderate growth. Despite losing out on its perfect CBS Rating ©, the Netherlands remains in 7th position. The improving Turkey places just behind, having taken the position of Italy, which now sits in 9th position. The top 10 is completed by Sweden, a Nation which will have to display vastly increasing scores so as to not lose out on the top 10 in next year's ranking.


















Luxembourg, having lost 4 positions last year, bounced back through a sharp increase in FDI Growth, and almost made its way into the European top 10 - it rose 2 places to 11th position. Portugal also fared well this year and now sits in 13th position; a rise of 3 positions, mainly as a result of improving FDI scores. Poland, however, fell 2 positions to 14th in Europe, thanks to a slightly less strong CBS Rating © compared to the last ranking.

# Europe Rank

#	Variation		World Rank	CBS Rating
1.	-	 United Kingdom	2.	AAA
2.	-	 France	8.	AA
3.	+1	 Germany	11.	AAA
4.	+1	 Spain	12.	AA
5.	+6	 Ireland	14.	A
6.	-3	 Russian Federation	15.	A
7.	-	 Netherlands	16.	AA
8.	+1	 Turkey	17.	AA
9.	-1	 Italy	18.	AA
10.	-4	 Sweden	21.	A
11.	+2	 Luxembourg	24.	AA
12.	-2	 Belgium	28.	A
13.	+3	 Portugal	30.	AA
14.	-2	 Poland	31.	A
15.	+2	 Switzerland	33.	A
16.	-2	 Norway	39.	BBB
17.	+1	 Austria	43.	A
18.	-3	 Ukraine	44.	BBB
19.	+1	 Denmark	45.	AA
20.	-1	 Czech Republic	48.	BBB
21.	+1	 Romania	49.	AA
22.	+1	 Finland	52.	BBB
23.	-2	 Hungary	53.	A
24.	-	 Greece	59.	BBB
25.	+3	 Bulgaria	69.	A



# Europe Rank

#	Variation		World Rank	CBS Rating
26.	-	 Iceland	76.	AA
27.	-2	 Slovakia	78.	BBB
28.	+2	 Croatia	84.	AA
29.	+6	 Malta	86.	BBB
30.	-1	 Belarus	91.	A
31.	-	 Latvia	93.	AA
32.	+4	 Albania	97.	AA
33.	-1	 Serbia	98.	BBB
34.	-7	 Cyprus	102.	AAA
35.	-1	 Lithuania	105.	BBB
36.	-3	 Estonia	106.	BBB
37.	-	 Montenegro	119.	BBB
38.	-	 Bosnia and Herzegovina	128.	A
39.	+1	 Slovenia	140.	BBB
40.	-1	 Macedonia, FYR	148.	BBB
41.	-	 Moldova, Rep.	156.	BBB
42.	-	 Gibraltar	169.	CCC

# Africa

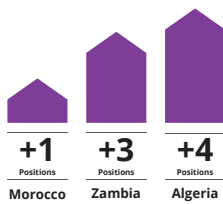
## South Africa again on top



### Number 1 South Africa

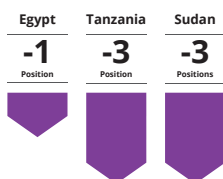
For the second consecutive year, South Africa remains number 1 in Africa. Despite registering a below-average CBS Rating © and stagnant FDI scores, respectable scores in Social Media and Digital Demand- D2 © ensure South Africa remains on top. Although South Africa is still Africa's most powerful Country Brand © for Investment, the Nation fell slightly down the Global Ranking, to 37th position.

### Biggest improvements



There has been a change in the top 3, as Morocco edges past Egypt to take 3rd position. Elsewhere in the top 10, Zambia, having situated in 9th position in the last two rankings, have shot up to 6th, owing to an increase in FDI Growth, and a mild improvement in Online Performance. Algeria have bounced back from the 4 position slide seen in the last report, by regaining those 4 positions to take 7th. This is the result of Algeria's excellent CBS Rating © - the only "AAA" rating in the whole of Africa.

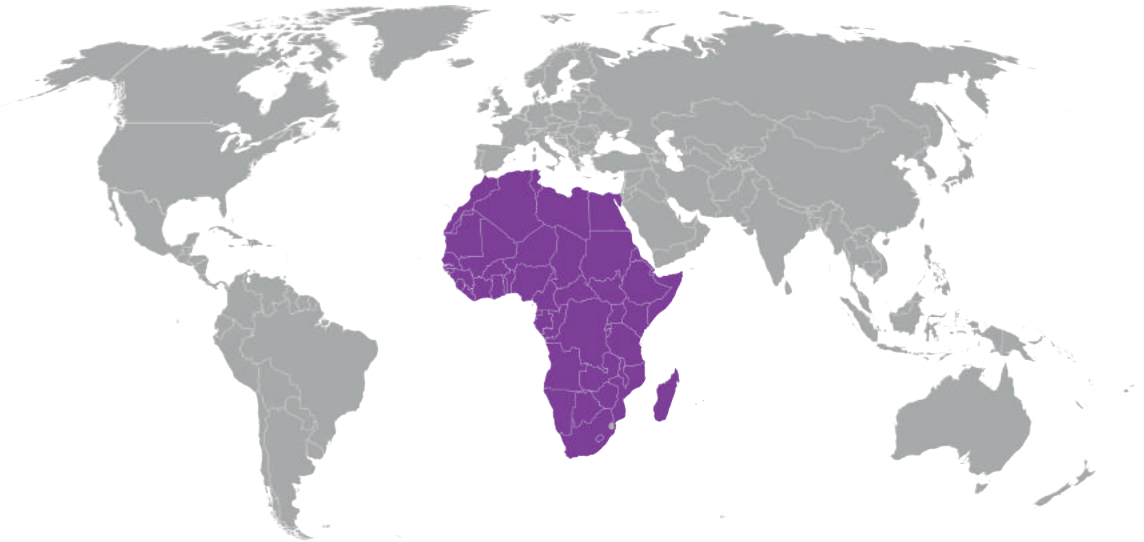
### Biggest drops



Egypt, due to ongoing political instability, continues to fall. This instability has deterred investment as the Nation's weak FDI scores see the northern African nation lose one position, which now leaves it outside the top 3, in 4th position. A poor FDI score also affected Tanzania, which was unable to build upon the growth seen last year, and has fallen 3 positions to 9th. Continued armed conflict in Sudan have had an adverse effect on the Nation's FDI figures, as it slips 3 positions to feature outside of the top 10, in 11th position.

# Africa

## Highlights



























Africa continues to slowly develop, but as a trading hub, it remains a long way behind the other continents. The Global Ranking clearly shows how Africa is the least appealing continent for potential investors: just 3 Nations feature in the Global Top 50 - South Africa, Nigeria and Morocco, in 37th, 40th, and 47th positions respectively.

For another year, South Africa is the leading African Country Brand © for Investment. However, it appears that it remains on top principally due to a lack of direct competition. South Africa was unable to build upon its CBS Rating © of "BBB", and stagnation of its FDI figures even saw the Nation fall by 1 position on the Global Ranking. On the other hand, steady FDI Growth means Nigeria not only remain 2nd in Africa, but also rise 3 positions in the Global Ranking to place 40th - 3 positions behind South Africa. If Nigeria continues to grow, we may well see a new African winner in next year's ranking.



















As Morocco rises one position to 3rd, Egypt's decline continues in this year's ranking, falling to 4th in Africa, and down 4 positions globally to 51st. Making up the top 5 is a non-mover in Ghana, which despite slipping two positions globally to 57th position, hangs on to its position within the African top 5. Zambia rise 3 positions regionally to 6th, but have shot up 9 positions on a global level to 67th. 7th position is occupied by Algeria, a country who again must be congratulated for being the only African country to receive a perfect "AAA" CBS Rating ©. Mozambique and Tanzania have both experienced a decline, and take 8th and 9th positions respectively. The top 10 is another non-mover, Tunisia, which has done well to keep this position, given the troubling impacts of recent attacks in the north African Nation. However, Tunisia has fallen 3 positions globally, down to 80th.

In Africa, we have the pleasure of announcing eight new countries that feature in this ranking: Libya, Somalia, Benin, Equatorial Guinea, Eritrea, Central African Republic, South Sudan, and finally Sao Tome and Principe. The highest ranking of these new entrants is Libya, which completes Africa's top 25.





# Africa Rank

#	Variation		World Rank	CBS Rating
1.	-	 South Africa	37.	BBB
2.	-	 Nigeria	40.	AA
3.	+1	 Morocco	47.	A
4.	-1	 Egypt	51.	A
5.	-	 Ghana	57.	AA
6.	+3	 Zambia	67.	A
7.	+4	 Algeria	68.	AAA
8.	-1	 Mozambique	70.	BBB
9.	-3	 Tanzania, United Rep.	73.	BBB
10.	-	 Tunisia	80.	A
11.	-3	 Sudan	82.	A
12.	-	 Congo, Dem. Rep.	83.	A
13.	+2	 Kenya	90.	AA
14.	-1	 Uganda	92.	A
15.	-1	 Madagascar	99.	A
16.	+2	 Ethiopia	108.	BBB
17.	-	 Cameroon	110.	BBB
18.	+1	 Namibia	111.	A
19.	+2	 Rwanda	113.	BBB
20.	+2	 Senegal	115.	A
21.	+2	 Zimbabwe	116.	BBB
22.	-2	 Mauritius	117.	BBB
23.	-7	 Liberia	123.	BBB
24.	+2	 Gabon	126.	AA
25.	*	 Libya	129.	BBB

# Africa Rank

#	Variation		World Rank	CBS Rating
26.	-1	 Mali	130.	A
27.	*	 Somalia	132.	D
28.	+3	 Botswana	134.	BBB
29.	-2	 Sierra Leone	137.	A
30.	-6	 Niger	138.	BB
31.	+3	 Congo, Rep.	141.	D
32.	-4	 Burkina Faso	142.	BBB
33.	-4	 Mauritania	145.	BB
34.	*	 Benin	147.	D
35.	-5	 Chad	149.	BBB
36.	-4	 Côte d'Ivoire	150.	A
37.	-2	 Seychelles	157.	BBB
38.	*	 Equatorial Guinea	158.	D
39.	-6	 Malawi	159.	BBB
40.	*	 Eritrea	161.	D
41.	-4	 Djibouti	162.	B
42.	-6	 Guinea	163.	A
43.	*	 Central African Republic	164.	BBB
44.	-2	 Lesotho	171.	A
45.	-5	 Burundi	172.	BBB
46.	-5	 Cape Verde	176.	B
47.	-8	 Togo	178.	BBB
48.	-10	 Swaziland	180.	BBB
49.	*	 South Sudan	183.	D
50.	-7	 Gambia	186.	BBB

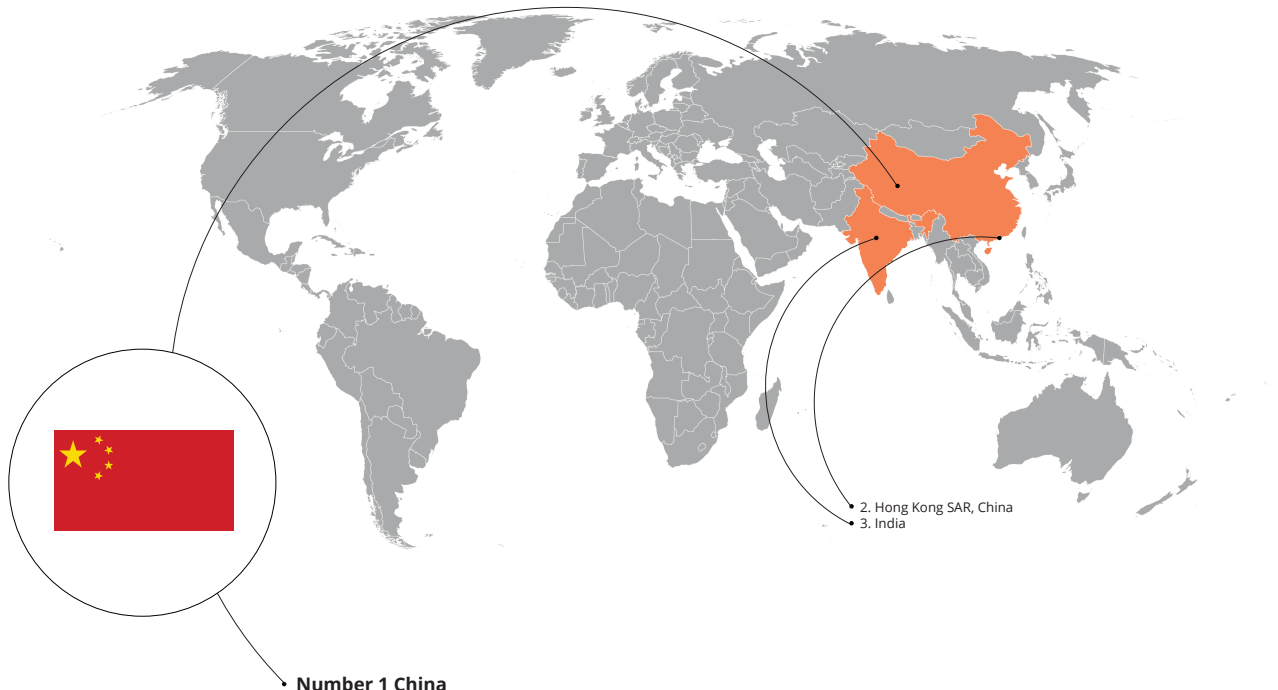
# Africa Rank

#	Variation		World Rank	CBS Rating
51.	*	 Sao Tome and Principe	187.	D
52.	-6	 Angola	189.	A
53.	-8	 Comoros	198.	BB
54.	-10	 Guinea-Bissau	199.	BB

\* = New country or territory included in the ranking

# Asia

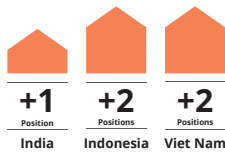
## China and Hong Kong consolidate



### Number 1 China

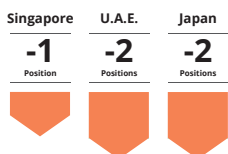
Despite falling two positions globally to 4th, China's supremacy in Asia goes on, as the giant tops the ranking for yet another consecutive year. Formidable strength across the FDI and Digital Demand- D2 © variables more than make up for a lacking CBS Rating ©, therefore resulting in China once again exerting its dominance over its Asian counterparts, and proving it has the strongest Country Brand © for Investment.

### Biggest improvements



India is a Nation that has experienced steady growth in all 4 variables, and as a result has moved up to an impressive 3rd position. Indonesia rose by 2 positions - a slightly strong CBS Rating © and continuing FDI growth see the Nation climb to 6th position in Asia, and 5 positions globally, up to 20th position. Viet Nam is reaping the rewards of a drastic increase in its FDI score - it jumps 2 positions to 13th regionally, and an even better 6 positions in the Global Ranking.

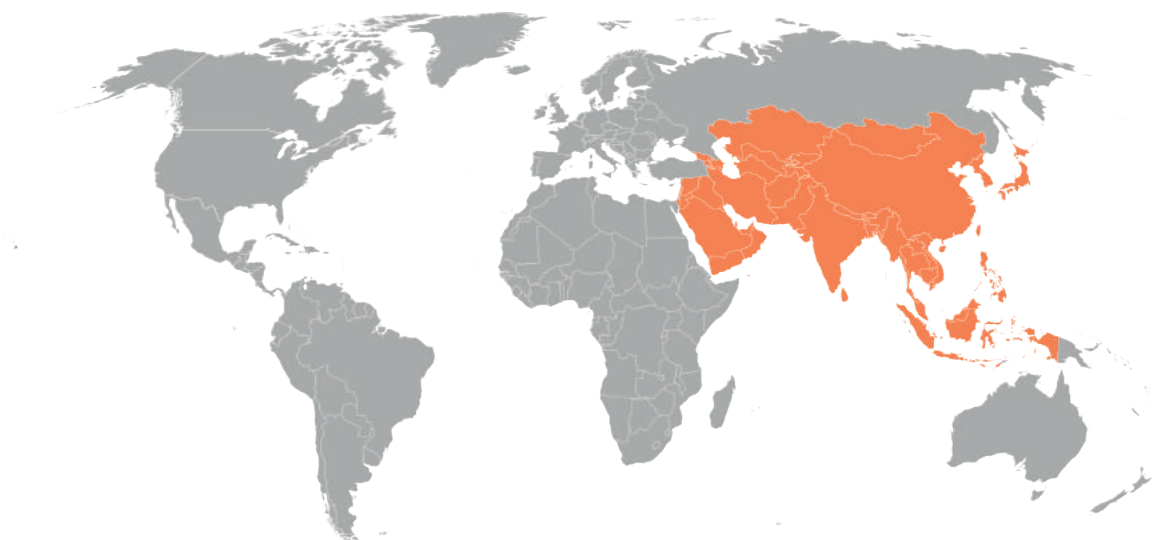
### Biggest drops



Japan continue to slump in this year's ranking - despite maintaining a CBS Rating © of "A", abysmal FDI scores ensure the Nation falls 2 positions to 14th. Within the top 10, the U.A.E. has fallen 2 positions, and now sits in 8th. This drop is largely the product of its fading CBS Rating ©. Further up the ranking, Singapore, having been unable to secure 3rd position for another year, slips down to 4th. This is the consequence of a lacking Online Performance, which has resultingly placed it just behind India this year.

# Asia

## Highlights



It appears that Asia has lost its momentum in this year's ranking. While the world's largest continent is still represented by 4 Nations in the global Top 10, not one of these countries managed to climb the ranking - China, Hong Kong SAR and Singapore all lost places, as India held its position in 9th. Within the Asian top 10, just three countries climbed the global ranking; Thailand rose 2 positions to 13th, Indonesia rose 5 positions to 20th, and Malaysia went up 2 positions to 27th globally.

The notion that Asia is losing steam is also reflected by the distribution of CBS Ratings ©. In the previous report, five of the nine countries that received the best possible score were Asian. This year, however, just two of the seven are Asian countries, namely Viet Nam and Jordan. Prominent countries such as Thailand, U.A.E., and the Republic of Korea all lost their "AAA" rating.


























Regionally, Hong Kong SAR kept hold of 2nd place thanks to moderate growth across all variables. India also displayed good overall improvement, which saw it move up one position to take 3rd. This in turn means that Singapore fell down to 4th position, due to stagnant Digital Demand- D2 © and FDI scores. Thailand remains in 5th position, followed by Indonesia, which rose two positions thanks to a tremendous surge in its Online Performance. Further behind, Saudi Arabia stays put in 7th position, then comes the U.A.E., having lost two positions due to slowing FDI Growth and Digital Demand- D2 ©. The Asia top 10 is completed by Malaysia and finally Israel, two countries who have swapped positions since the previous ranking.

There are no newcomers to the top 10, as the Republic of Korea maintains 11th position. Viet Nam showed good scores, and moved up two positions to 12th, whereas Japan suffered another year of less than impressive results, and finds itself falling two positions, to 14th. The land of the rising sun has fared much worse on a global level however, as it sinks a whole ten positions down to 41st, for which Japan's woeful FDI scores are entirely to blame.
























We are proud to announce 4 new Asian Nations to this year's Country Brand Ranking ©: Turkmenistan, Korea D.P.R., Bhutan and Timor-Leste.



# Asia Rank

#	Variation		World Rank	CBS Rating
1.	-	 China	4.	BBB
2.	-	 Hong Kong SAR, China	5.	AA
3.	+1	 India	9.	AA
4.	-1	 Singapore	10.	A
5.	-	 Thailand	13.	AA
6.	+2	 Indonesia	20.	A
7.	-	 Saudi Arabia	25.	AA
8.	-2	 United Arab Emirates	26.	A
9.	+1	 Malaysia	27.	BBB
10.	-1	 Israel	29.	A
11.	-	 Korea, Rep.	34.	A
12.	+2	 Viet Nam	35.	AAA
13.	-	 Kazakhstan	36.	AA
14.	-2	 Japan	41.	A
15.	+3	 Philippines	46.	A
16.	-	 Pakistan	50.	AA
17.	-2	 Taiwan	54.	AA
18.	-1	 Iran	55.	A
19.	+2	 Bangladesh	60.	AA
20.	-1	 Iraq	61.	BBB
21.	+2	 Jordan	64.	AAA
22.	+3	 Georgia	65.	BBB
23.	+3	 Myanmar	71.	A
24.	-2	 Lebanon	72.	BBB
25.	-5	 Qatar	75.	BBB

# Asia Rank

#	Variation		World Rank	CBS Rating
26.	+3	 Cambodia	77.	A
27.	-3	 Macao SAR, China	79.	BBB
28.	-1	 Bahrain	81.	A
29.	-1	 Mongolia	85.	A
30.	+1	 Sri Lanka	94.	A
31.	-1	 Oman	95.	A
32.	+1	 Kuwait	100.	BBB
33.	-1	 Uzbekistan	109.	BBB
34.	+9	 Azerbaijan	118.	AA
35.	*	 Turkmenistan	120.	D
36.	+3	 Lao P.D.R.	124.	A
37.	*	 Korea, D.P.R.	127.	D
38.	-3	 Brunei Darussalam	131.	BBB
39.	-1	 Afghanistan	133.	A
40.	-3	 Armenia	135.	BB
41.	-5	 Palestine	136.	AA
42.	-2	 Nepal	146.	BBB
43.	-2	 Maldives	151.	BBB
44.	-2	 Tajikistan	153.	A
45.	*	 Bhutan	155.	CCC
46.	*	 Timor-Leste	167.	CCC
47.	-2	 Yemen	170.	AA
48.	-4	 Kyrgyzstan	173.	CC

\* = New country or territory included in the ranking

# Oceania

## All eyes on Australia



### Number 1 Australia

It comes as no surprise that Australia can't be trumped for another year. The Oceanian powerhouse remains the dominant nation in the continent, illustrated by the fact that it managed to rise 1 position in the global ranking - now placing just behind Canada, in 7th position. Although Australia's CBS Rating © remains unchanged, sustained strength in the variables of Digital Demand- D2 © and Online Performance ensure the land Australia prevails as the clear leader of its continent.

### Number 2 New Zealand

Second place in Oceania is once again received by a steadily advancing New Zealand. While it is still somewhat distant behind its imposing Australian neighbour, the Kiwi not only holds its regional positioning, but climbs 4 positions globally to reach 42nd. Poor scores in the FDI variable were offset by maintained dexterity within Social Media and Online Performance.

### Biggest improvements and drops

This year's ranking sees no regional improvements in Oceania - Australia and New Zealand stay put in 1st and 2nd position respectively, as all other countries and territories that were included in the last report, have slumped in the ranking. A new entrant to the ranking, New Caledonia, has taken 3rd position from Fiji, while a selection of other new entrants in the region have surpassed many of their existing Oceanian neighbours.

# Oceania

## Highlights

















There was no doubt that Australia would top the regional ranking for another year, and it appears that this trend of outright domination will continue into the future. However, credit must be given to the number one for consecutively ascending within the Global Top 10 ranking, to now possess the 7th most powerful Country Brand in terms of trade worldwide. It is also no surprise that New Zealand follows in 2nd position in the regional ranking, although a year of moderate growth saw the Nation rise 4 positions to 42nd in the Global Ranking.

In Oceania, there is a massive gap between the 2nd and 3rd positions in the Global Ranking. 3rd position is occupied by New Caledonia, which ranks globally ranks 121st out of 200 Nations - a whole 79 positions below New Zealand in the Global Ranking. However, New Caledonia has burst onto the scene with an FDI score that has exceeded expectations, resulting in the collection of South Pacific islands swooping in to claim third position.

Fiji moves down one position to 4th, while Palau follows closely behind to register 5th in their first ever ranking. 6th and 7th position are also occupied by new entrants, French Polynesia and Kiribati, and the top ten is made up by countries sliding down the ranking, in Solomon Islands, Vanuatu, and Papua New Guinea respectively. Extraordinarily, each of the new entrants to the Oceania ranking holds a Poor CBS Rating © of 'D'. However, due to their respectable FDI scores, the likes of Palau and Kiribati find themselves above countries with far stronger ratings, for example Papua New Guinea, in 10th place despite boasting an "A" CBS Rating ©.

This ranking sees 5 new Oceanian Nations feature: New Caledonia, Palau, French Polynesia, Kiribati, and the Marshall Islands respectively.

# Oceania Rank

#	Variation		World Rank	CBS Rating
1.	-	 Australia	7.	A
2.	-	 New Zealand	42.	A
3.	*	 New Caledonia	121.	D
4.	-1	 Fiji	143.	BBB
5.	*	 Palau	166.	D
6.	*	 French Polynesia	179.	D
7.	*	 Kiribati	184.	D
8.	-4	 Solomon Islands	185.	BBB
9.	-3	 Vanuatu	188.	A
10.	-5	 Papua New Guinea	190.	A
11.	-4	 Samoa	191.	B
12.	-4	 Tonga	193.	BB
13.	-3	 Micronesia	196.	B
14.	*	 Marshall Islands	200.	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 in primarily economic terms. 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 separated 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 2017 / 2018 edition of Bloom Consulting's Country Brand ranking?**

The 2017 / 2018 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.

### **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 © 2017 / 18 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 engine 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

Calle Monte Esquinza 14, 6D  
28010 Madrid, Spain  
Office phone: +34-913-080-286

Press:  
corporate@bloom-consulting.com



