



MEXICO



Population: 125,959,205 | GDP: \$2.463 trillion | Language: Spanish | Unicorns 2009-2018: 0



What did Mexico do right?

Short-term rentals are legal and operate across the country without burdensome regulations. Drone operators can fly without federal interference, although some restrictions apply depending on whether the flight is commercial or recreational. Mexico saw its proportion of STEM graduates jump by nearly 10 percentage points this year from the 2018 Scorecard.



What can Mexico do better?

Mexico could increase spending on research and development and lay coherent regulatory groundwork for the development and use of self-driving vehicles. It could also focus on combating corruption to boost its resilience.

KEY TAKEAWAYS

Mexico slipped in the rankings to an Innovation Adopter on the 2019 Scorecard after being named an Innovation Leader last year but maintained some high marks for promoting tech education and encouraging the growth of a highly-skilled workforce.



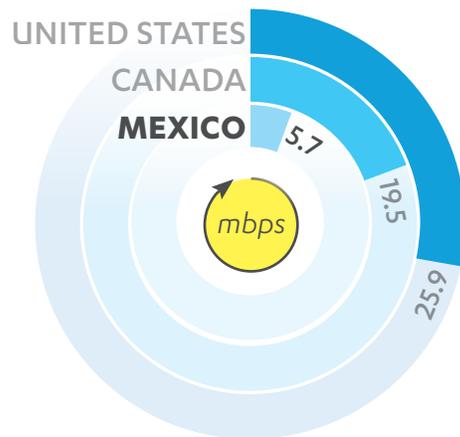
Credit: Filip Gieda, Unsplash

Since last year's Scorecard, Mexico's proportion of graduates earning science, technology, engineering and math (STEM) degrees increased to over 40 percent from 31 percent. Outside the traditional, four-year-college route, programs such as Hola Code are preparing deportees returning to the country for jobs in tech. Continued investment in its workforce could help Mexico increase its share of high-skilled employees – which currently stands at less than 19 percent – and further boost the country's Human Capital grade.

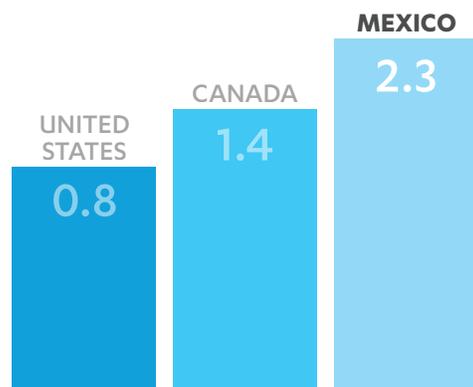
The Mexican government has not passed any legislation to permit development or testing of self-driving vehicles, but drones can be flown for both recreational and commercial purposes without major impediments.

Sources: (Forbes) (Airbnb Citizen) (Travel Agent Central)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Tax Friendliness

Streaming services are not subject to tax. The corporate tax rate is 30 percent, and the top individual tax rate is 35 percent.



Environment

Air quality is below the WHO's standard, and more than 98 percent of the population has access to clean and protected water sources. The country's grade increased from a C+ to a B this year.



Ridesharing

Ridesharing apps are subject to state rules, including caps on vehicles and a ban on cash transactions. Mexico's grade fell slightly to a B from an A- in 2018.



Short-Term Rentals

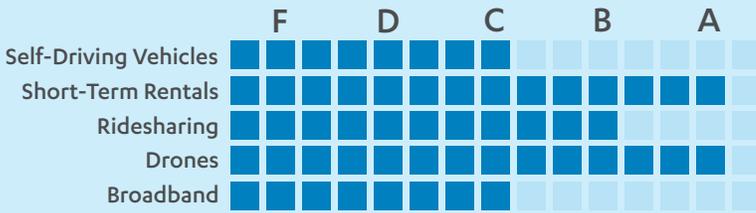
Short-term rentals are legal throughout the country with some restrictive regulations.



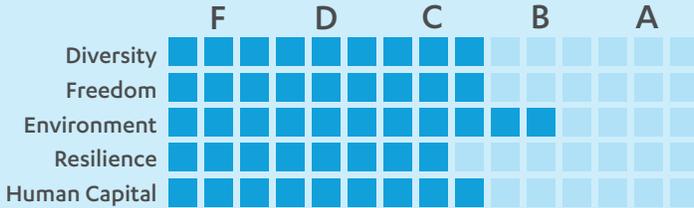
Drones

Regulations set clear guidelines for commercial and recreational drone use. In addition, the country has adopted a welcoming approach toward drone development. Mexico's grade increased to an A from a B in 2018.

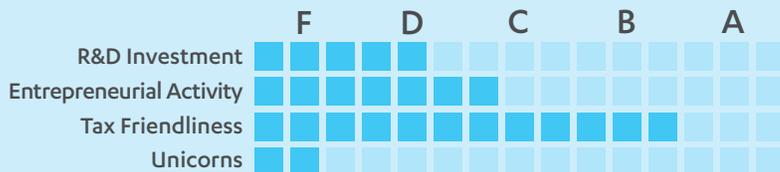
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

CONTACTS

Izzy Santa
 Director, Strategic Communications
 isanta@cta.tech

Bronwyn Flores
 Specialist, Policy Communications
 bflores@cta.tech

- @ConsumerTechnologyAssociation
- Consumer Technology Association
- @CTA
- @CTATech