



NEW ZEALAND



Population: 4,545,627 | GDP: \$189 billion | Language: English, Maori | Unicorns 2009-2018: 0



What did New Zealand do right?

New Zealand's market is favorable to entrepreneurs, with a strong new business entry rate. It is also among the countries leading the way in transportation innovation, both by welcoming ridesharing services and supporting self-driving vehicle development, which includes a partnership with Australia to promote SDV tech.

What can New Zealand do better?

In order to bolster the business sector in general, New Zealand should lower its corporate and individual tax rates—28 percent and 33 percent, respectively—which currently earn the country a C- in Tax Friendliness.

KEY TAKEAWAYS



A returning Innovation Champion, New Zealand has a booming startup sector built on an impressive share of high-skilled employees.

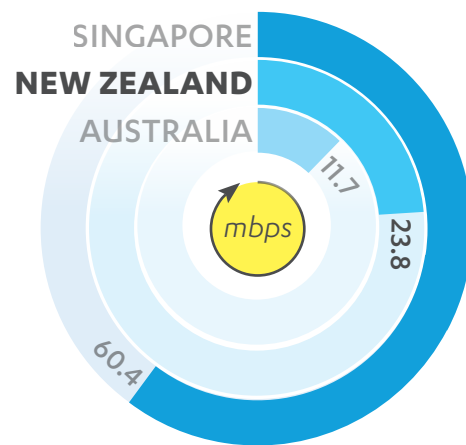
At 45 percent, the South Pacific nation ranks in the top quarter of the Scorecard in high-skilled employment and also boasts one of the highest rates of new business entry—more than 14 per 1,000 people.

New Zealand continues to improve its efforts to attract talent. LookSee Wellington, a program to entice skilled tech workers to relocate to the country, has seen more than 48,000 applications so far.

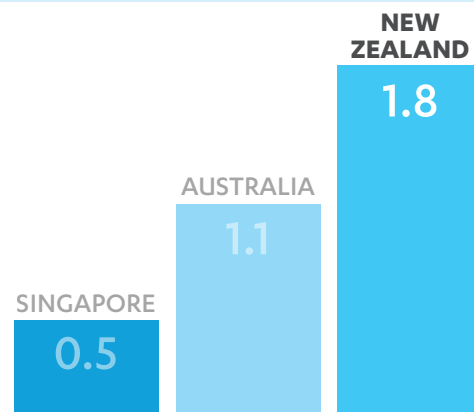
New Zealand is also a haven for self-driving vehicle (SDV) technology, once again earning an A grade in Self-Driving Vehicles. In October 2018, the New Zealand Transport Agency identified Christchurch as an optimal location for SDV testing on public roads and hopes to develop the city into an SDV research hub.

Sources: (The New York Times) (Stuff)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Resilience

New Zealand has a stable government, a well-developed e-government presence and low corruption.



Entrepreneurial Activity

The ease of starting a business in New Zealand is the highest on the Scorecard and the new business entry rate is 14.5 per 1,000 people, a decrease from 16.63 per 1,000 people in 2018.



Ridesharing

Ridesharing services operate without any restrictions. Overall, New Zealand earns an A, up from a B last year.



Self-Driving Vehicles

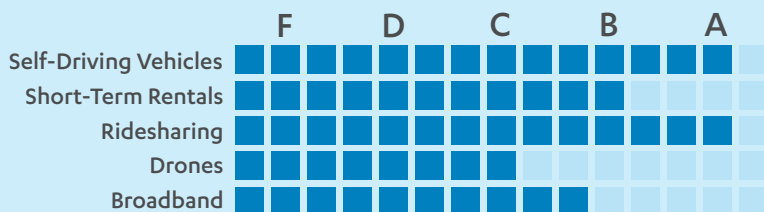
The Ministry of Transport has established clear guidelines for developers of self-driving vehicles, and testing on public roads is permitted if developers obtain permission.



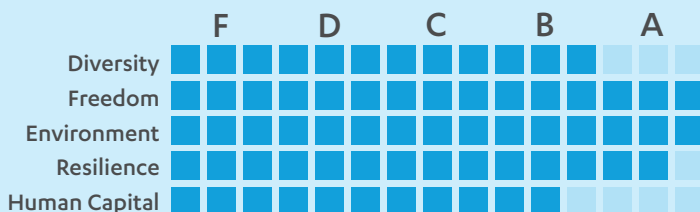
Freedom

There are exceptionally high levels of both personal and political freedom. New Zealand's grade increased to an A+ from a B- in 2018.

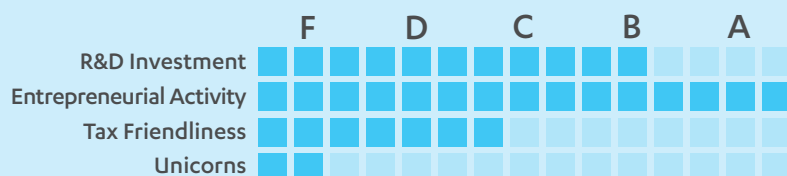
Technology



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.

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