

INNOVATION  ADOPTER
PERU



Population: 31,331,228 | GDP: \$430.3 billion | Language(s): Spanish, Quechua, Aymara | Unicorns 2009-2018: 0



What did Peru do right?

Regulations passed in March 2018 provide free licenses for drone-related research, and recreational operators no longer need a license to fly drones weighing less than two kilograms—a development that boosted its Drones grade to an A from a C in the 2018 Scorecard.



What can Peru do better?

Peru can increase its proportion of high-skilled workers, which decreased from 15.4 last year to 14.7 this year and resulted in the country's D in Human Capital. Also, it could do more to prepare for the deployment of self-driving vehicles.

KEY TAKEAWAYS

Peru returns this year as an Innovation Adopter and can improve its performance by strengthening its telecommunications infrastructure and increasing government investment in research and development.



Low average download speeds and above-average costs for internet

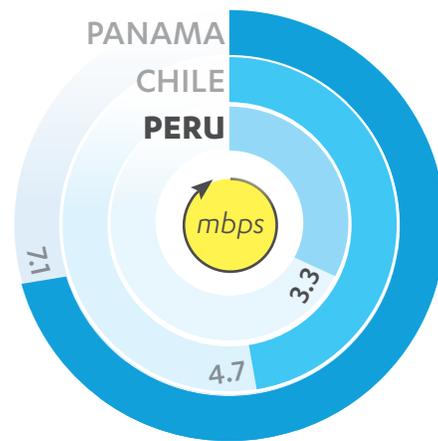
service prevent the country from standing among the world's top-tier innovators. Peru's Broadband grade fell to a D+ this year from a C+ in 2018. At only 2.2 Mbps, the mean download speed of fixed and mobile internet connections is low, and the monthly costs of fixed and mobile broadband are notably higher than those of neighboring Brazil and Chile.

Peru could boost innovation by increasing investment in research and development, on which it currently spends only 0.1 percent of its gross domestic product.

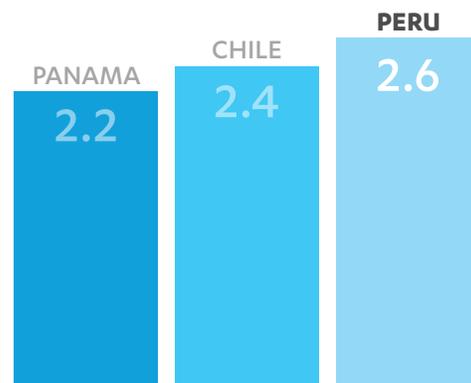
Peru could also improve its ranking by adopting a less restrictive posture toward ridesharing. In 2018, the Peruvian Congress approved new rules requiring ridesharing companies and drivers to list their information on a national registry and forcing drivers to obtain taxi licenses, among other requirements.

Sources: (Traveling & Living in Peru) (Sputnik News) (LSE Latin America and Caribbean Center)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Short-Term Rentals

Short-term rentals are legal throughout the country with little regulation.



Drones

The country has clear guidelines for commercial operators and R&D activities but bans recreational operation in urban areas and at night.



Tax Friendliness

Streaming services are not subject to tax. The corporate tax rate is 29.5 percent and the top individual tax rate is 30 percent.



Diversity

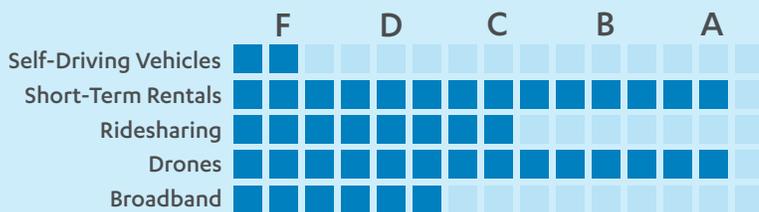
Immigrants make up only 0.3 percent of the population, but the country is highly ethnically diverse.



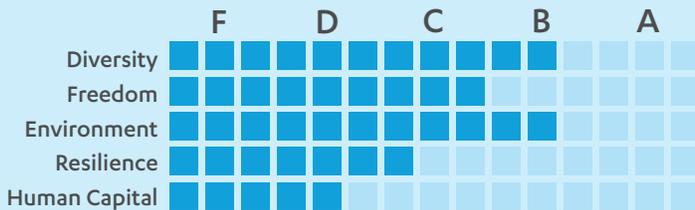
Freedom

There are about-average levels of both personal and political freedom.

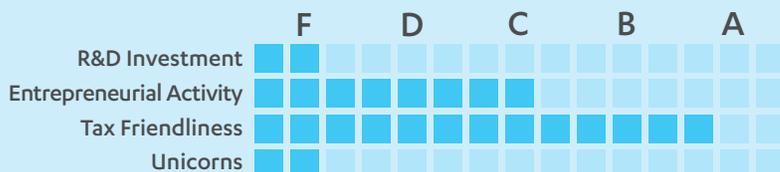
Technology



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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