



SAUDI ARABIA



Population: 33,091,113 | GDP: \$1.775 trillion | Language: Arabic | Unicorns 2009-2018: 0



What did Saudi Arabia do right?

Saudi Arabia is incredibly tax-friendly, with no individual marginal tax rate and a federal corporate tax rate of 20 percent — among the lowest of any country on the Scorecard. The country is also friendly to ride-sharing services, with legislation in the works that will provide guidelines for operators and a thriving rideshare market that includes approximately one million active Uber users, according to the company.

What can Saudi Arabia do better?

Saudi Arabia can significantly improve its levels of both personal and political freedom, as well as pass consistent rules for recreational and commercial drone use to encourage drone innovation.

KEY TAKEAWAYS

Saudi Arabia makes its Scorecard debut as an Innovation Adopter, with much room to improve.

The Saudi sharing economy is governed by mixed policies. Ridesharing is operational and popular, and in June 2018, the Kingdom also lifted its ban on female drivers. In the

absence of codified guidelines, restrictive tourism rules limit the scale of short-term rentals in the country.

Additionally, the country's capital, Riyadh, does not support emerging transportation technology. All drone flights require prior approval, and there are no testing guidelines for self-driving vehicles.

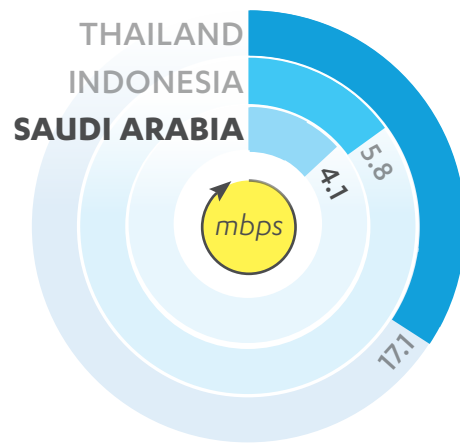
While internet service is relatively affordable in the Kingdom, the monthly cost of fixed broadband service is above average, as is the average monthly cost of mobile broadband. These costs, combined with low average download speeds, cap the country's Broadband grade at a C+.

Saudi Arabia earns one of its highest grades in Tax Friendliness, thanks to a reasonable 20 percent corporate tax rate and a complete lack of individual taxes. However, the country lacks economic and political freedom.

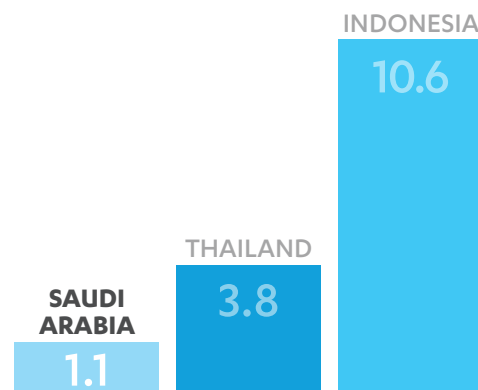


Credit: Rafic Mufid, Wikimedia Commons

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Ridesharing

Ridesharing services operate without any restrictions.



Resilience

Saudi Arabia has a higher-than-average vulnerability to cyberattacks, and the quality of its infrastructure leaves it vulnerable to natural hazards.



Environment

Air quality is well below the WHO's standard, but nearly 100 percent of the population has access to clean and protected water sources.



Broadband

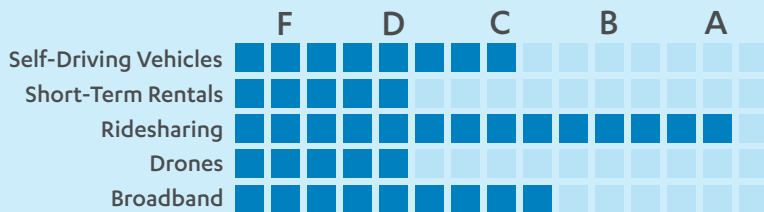
The mean download speed of fixed and mobile internet is slow at 4.1 Mbps.



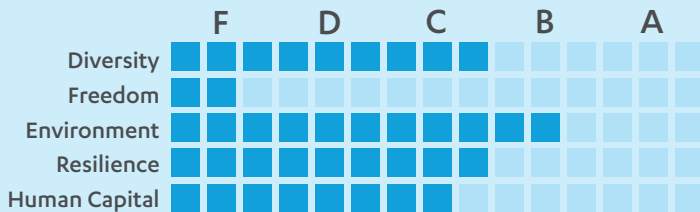
Diversity

Immigrants make up 37 percent of the population, but the country lacks ethnic diversity.

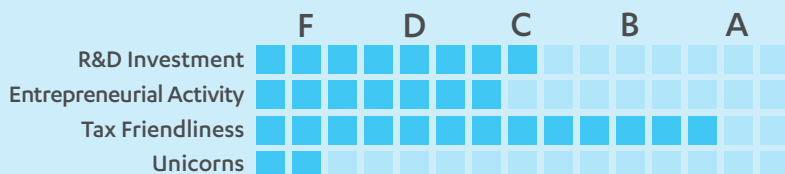
Technology



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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