



SWEDEN



Population: 10,040,995 | GDP: \$518 billion | Language: Swedish | Unicorns 2009-2018: 1



What did Sweden do right?

Nearly 50 percent of Sweden’s workforce is highly skilled, and over 29 percent of all degrees awarded to Swedish graduates are in STEM fields. The new business entry rate has reached 8.9 per 1,000 people, and the government now allows the testing of self-driving vehicles with a permit.



What can Sweden do better?

Sweden can lift restrictive federal rules that block widespread use of ridesharing services and reduce its top individual marginal tax rate, which contributed to a drop in its Tax Friendliness grade from a B- to a D+.

KEY TAKEAWAYS

Sweden has emerged as an Innovation Champion for the second consecutive year, supporting a range of innovative and disruptive technology.



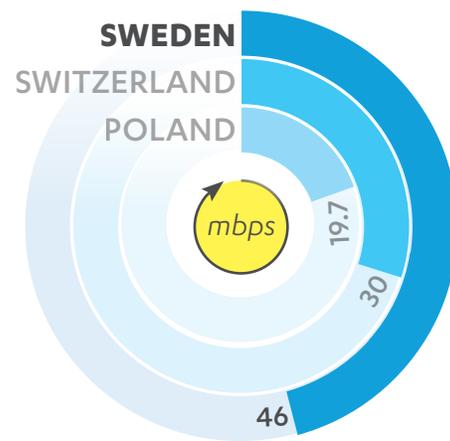
The country earned a high grade in Entrepreneurial Activity for its new business entry rate of 8.09 per 1,000 people. Its capital city of Stockholm is home to the country’s sole unicorn founded since 2009: Truecaller, a caller ID app.

In addition to its growing startup scene, Sweden supports disruptive technologies such as self-driving vehicles (SDV) and drones. In 2018, the country’s transport authority granted Volvo permission to begin testing SDVs in Gothenburg, on Sweden’s west coast. The streets of Stockholm already host a fleet of self-driving buses, which operate even in snowy conditions. The government allows individuals and businesses to fly drones without permits, and Swedes have also put them to use in search and rescue operations.

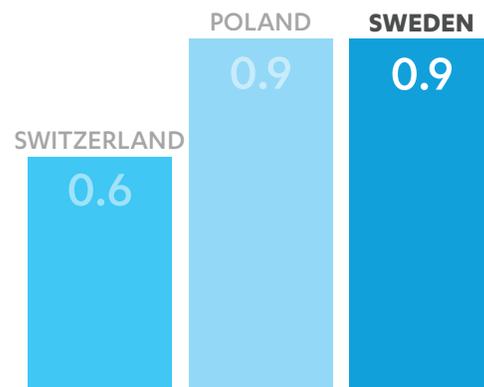
Sweden earned the second-highest rank on the Scorecard in Resilience, with markers indicating that innovators have a stable environment in which to build.

Sources: (Forbes) (The Local) (The Local) (The Local)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



R&D Investment

The country spends 3.3 percent of its GDP on research and development



Broadband

The mean download speed of fixed and mobile internet is fast at 46 Mbps. Sweden's grade increased from an A in 2018 to an A+.



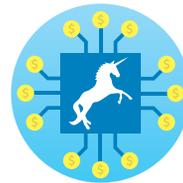
Resilience

Sweden's infrastructure is exceptionally resistant to natural hazards, its political risk is negligible, and it boasts the highest rate of supply chain visibility of any country on the Scorecard.



Drones

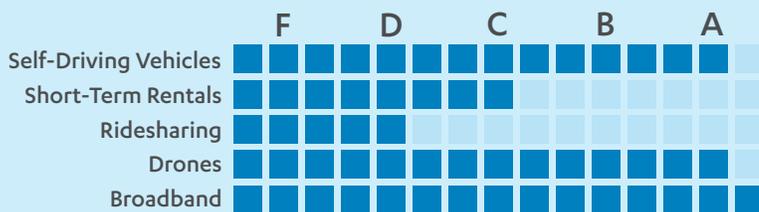
In addition to investing approximately \$2 million in drone-related research, the country recently eased many restrictive regulations on drone users. However, Sweden still lacks a consistent policy framework.



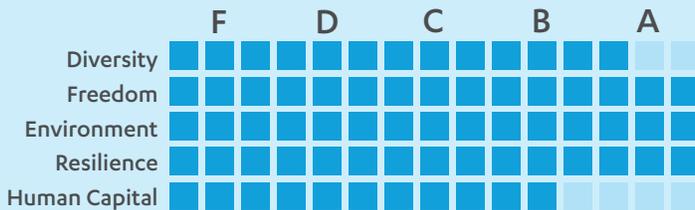
Unicorns

The country produced one unicorn between 2009 and 2018.

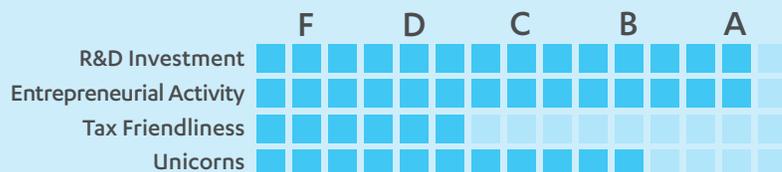
Technology



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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