



SWITZERLAND



Population: 8,292,809 | GDP: \$523.1 billion | Language(s): German, French, Italian | Unicorns 2009-2018: 1



What did Switzerland do right?

Switzerland enjoys fast, affordable broadband and spends 3.4 percent of its annual GDP on research and development. The country is also supporting the development of self-driving vehicles (SDV), evidenced by self-driving buses in several towns and a Swiss startup that's developing a cloud platform to operate a fleet of SDVs.



What can Switzerland do better?

Switzerland could institute coherent and consistent rules for ride-sharing services throughout the country.

KEY TAKEAWAYS

Switzerland debuts on the Scorecard as an Innovation Champion, earning As and Bs in almost every category.



The city of Sion was the first in Switzerland to launch a self-driving vehicle project with the start of a self-driving bus pilot project in 2015.

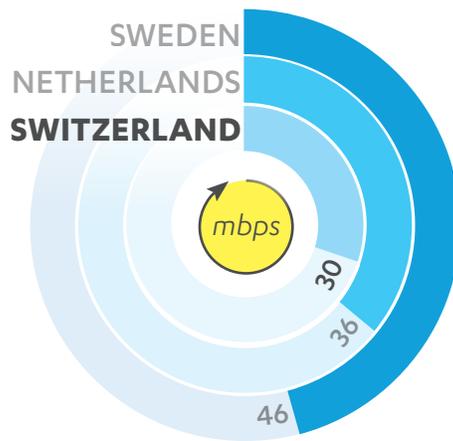
The country ranks in the top three in Resilience, due in large part to its strong supply chain and political and economic stability. It also earns a place in the top five in both Broadband, for its fast and affordable internet service, and R&D Investment, for devoting 3.4 percent of its gross domestic product to research and development.

These distinctions promote innovation in multiple sectors, including SDVs and drones. SDVs have been permitted on Swiss roads since 2015, when the city of Sion first launched a self-driving bus pilot project. Drones have taken off on a similarly promising trajectory. In late 2017, an autonomous drone network launched to deliver lab samples to hospitals around the country.

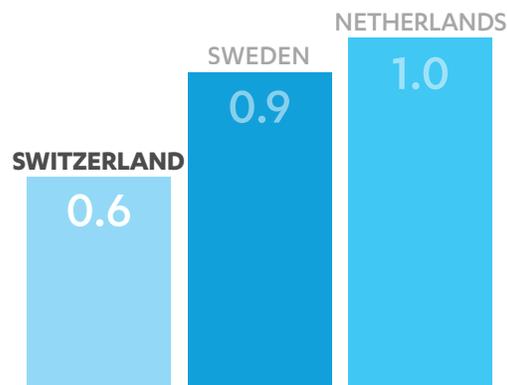
Since 2009, Switzerland has also produced the first unicorn in its history: Mindmaze. The neurorehabilitation startup has created an operating system capable of capturing brainwaves, which it uses to rehabilitate victims of strokes and other traumatic brain injuries, allowing patients to play VR games that strengthen their neural connections during the critical periods shortly after traumas occur.

Sources: (Swiss Info) (The Verge) (Wired)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Short-Term Rentals

Although hosts are required to obtain permission from their landlord, short-term rentals are, for the most part, subject only to minimal local regulations.



Drones

Overall, the country welcomes drone innovation. In 2017, Zurich began testing drone deliveries. However, national rules require drones over 66 pounds to get a permit and third-party insurance.



Entrepreneurial Activity

The ease of starting a business in Switzerland is high, but the new business entry rate is just 4.31 per 1,000 people.



Resilience

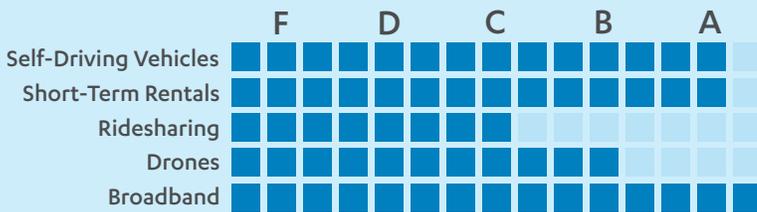
Switzerland has minimal political risk, strong physical and IT infrastructure, and a visible local supply chain.



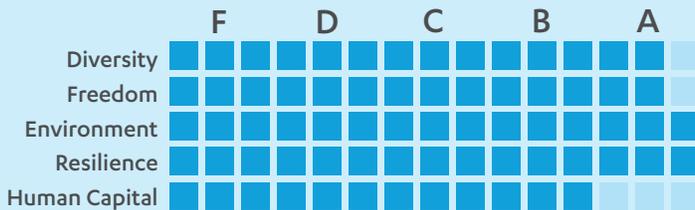
Human Capital

52.2 percent of Switzerland's workers are highly skilled, and the country awarded 30.4 percent of its college degrees in STEM fields.

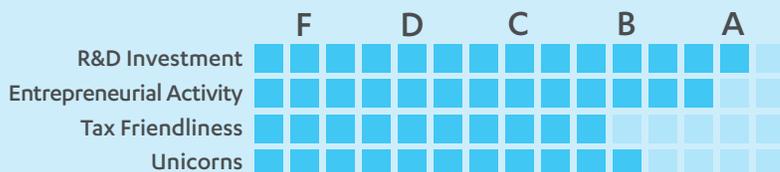
Technology



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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