

Press release

Lausanne, October 1st, 2020

Switzerland still very well ranked in terms of digital competitiveness

Today the IMD (Institute for Management Development in Lausanne) published its World Digital Competitiveness Ranking 2020. Switzerland's results will be presented in detail this evening at the Digital Competitiveness Summit 2020, which will be held [online at 5.30pm](#). Although Switzerland has dropped one place to 6th place compared to the previous year, it remains in an excellent position in an international comparison.

Marc Walder, founder of digitalswitzerland: "Together with IMD and EPFL, digitalswitzerland's approach is to unite the main digital players in Switzerland to prepare our country for the upcoming challenges of digitalisation. Today's published IMD ranking on digital competitiveness is a great indicator to show the progress we have made in Switzerland and at the same time remind us how much work still lies ahead."

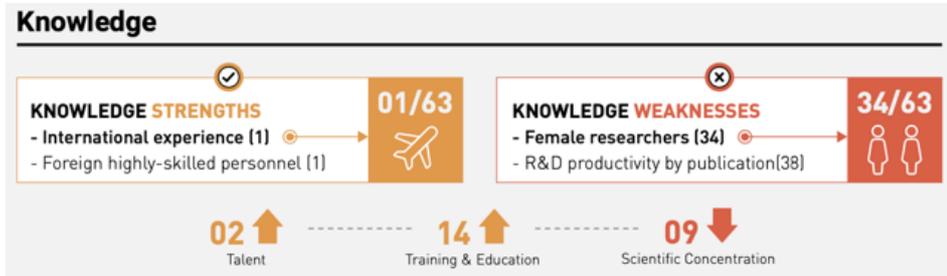
The IMD World Digital Competitiveness Ranking is compiled annually based on indicators that focus on education, technology and the level of future-readiness. Switzerland ranks 6th among 63 high- and medium-income countries, right after Hong Kong, with the United States, Singapore and Denmark at the first three positions ([see the IMD press release](#)).

"In Switzerland, we see an economy that is really holding its own, outperforming many bigger ones. Its results in terms of Talent are excellent which only feeds the digital technology skills in the country," says IMD Professor Arturo Bris.

"We are of course very pleased with these excellent results and our first rank in several sub-criteria," says Martin Vetterli, the president of EPFL, one of the Swiss higher education institutions contributing to the country's excellent score. "However the most interesting thing with such rankings is to focus on the areas where we still need to improve."

Switzerland's strong position can be explained by its top results in several dimensions:

In the knowledge category, Switzerland's strength lies in its ability to easily attract top talents and in its international experience. At the same time Switzerland is not so good in the ratio of female researchers and in R&D productivity by publication.



In the **technology category**, Switzerland can benefit from legislation to promote scientific research and from its financial stability. According to the IMD ranking, the conditions for setting up companies and promoting startups in Switzerland are less good.



And last but not least, in the **third main category "future-readiness"**, Switzerland's strength lies in knowledge transfer. In contrast, the study sees a backlog demand in eParticipation.



University College London professor Mariana Mazzucato, special guest of the Summit and author of award-winning books, stresses the point: “We should not obsess about technology but about problems that require different types of investments and innovative solutions across the economy. After all that is where the Internet came from. With such outcome-based thinking, the public sector is a key investor on both the supply side and the demand side.”

The Swiss results in the IMD Digital Competitiveness Ranking will be presented today at the Digital Competitiveness Summit 2020 ([online and live from 5.30pm](#)), co-organised by digitalswitzerland, EPFL and IMD. The summit will also be an opportunity for the audience to interact with the guest speakers, economist Mariana Mazzucato and venture capitalist Klaus Hommels, on the topic covered by the summit.

Additional documents

[Switzerland "Deep dive" - 2 pages \(.pdf\)](#)

[Infographic : Swiss focus – 1 page \(.pdf\)](#)

[Infographic : résultats globaux – 1 page \(.pdf\)](#)

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About digitalswitzerland

digitalswitzerland is a joint initiative from business, science and the public sector with the aim of turning Switzerland into an international leader for digital innovation. To that end, digitalswitzerland is already active in a wide variety of different fields, including collaborations, knowledge transfer, education, start-up ecosystems and policy frameworks. More than 175 of the most well-known companies and organisations as well as innovative locations all across



digitalswitzerland



Switzerland are already part of this association. The initiative was set up in 2015.

About EPFL

EPFL, one of the two Swiss Federal Institutes of Technology, based in Lausanne, is Europe's most cosmopolitan technical university with students, professors and staff from over 120 nations. A dynamic environment, open to Switzerland and the world, EPFL is centered on its three missions: teaching, research and technology transfer. EPFL works together with an extensive network of partners including other universities and institutes of technology, developing and emerging countries, secondary schools and colleges, industry and economy, political circles and the general public, to bring about real impact for society.

About the Institute for Management Development (IMD):

IMD is an independent academic institution with Swiss roots and global reach, founded almost 75 years ago by business leaders for business leaders. Since its creation, IMD has been a pioneering force in developing leaders who transform organizations and contribute to society. Based in Lausanne and Singapore, IMD has been ranked in the Top 3 of the annual FT's Executive Education Global Ranking for the last nine consecutive years and in the top five for 17 consecutive years.

This consistency at the forefront of its industry is grounded in IMD's unique approach to creating "Real Learning. Real Impact". Led by an expert and diverse faculty, IMD strives to be the trusted learning partner of choice for ambitious individuals and organizations worldwide. Challenging what is and inspiring what could be.