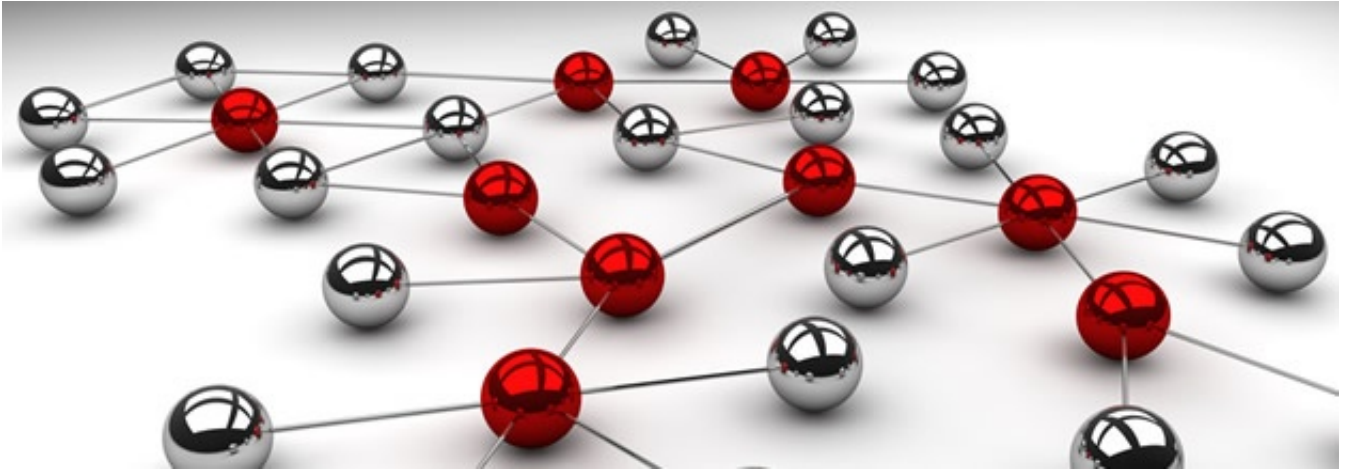


[Competitiveness Insights](#) [1]



In today's turbulent and uncertain environments many countries seek new growth drivers based on sustainable sources of competitive advantage. Economic fundamentals can be changed only through a well-designed, realistic and shared vision and strategy. The vision and strategy have to be pragmatic and feasible, yet ambitious. Without ambition, nations will not win the competitiveness battle. Given current trends, this calls for a real strategic breakthrough, which leaves the decision makers with two fundamental questions:

1. What should be the role of their country in the regional and global economy?
2. What are the tools to achieve it?

Sound macroeconomic policies and stable infrastructure are necessary but not sufficient conditions to ensure economic development. The quality of business environment and companies' strategic and operational sophistication are fundamental to competitiveness.

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