

PwC's EMEA Private Business Heatmap 2021

Helping to track and improve the environment for private
businesses in countries across EMEA

November 2021



Table of contents

1.	EPB Heatmap in a nutshell	03
2.	Overall ranking and headlines	08
3.	Territory-level deep dive	15
4.	Methodology deep dive	51
5.	In conclusion	61



EPB Heatmap in a nutshell

Attractiveness of jurisdictions for private businesses across EMEA

Introducing PwC's EPB Heatmap

PwC's EMEA Private Business Heatmap (EPB Heatmap) provides an overview of the relative attractiveness of **34 EMEA jurisdictions** as locations to foster private businesses and entrepreneurship. The attractiveness rankings are based on scores obtained **across 37 metrics** within **seven different categories**.

The EPB Heatmap is designed to provide guidance for **private business leaders** (C-suite and their Boards) as well as **governments and policymakers** looking to increase the attractiveness of their jurisdiction as a place for private businesses to locate.

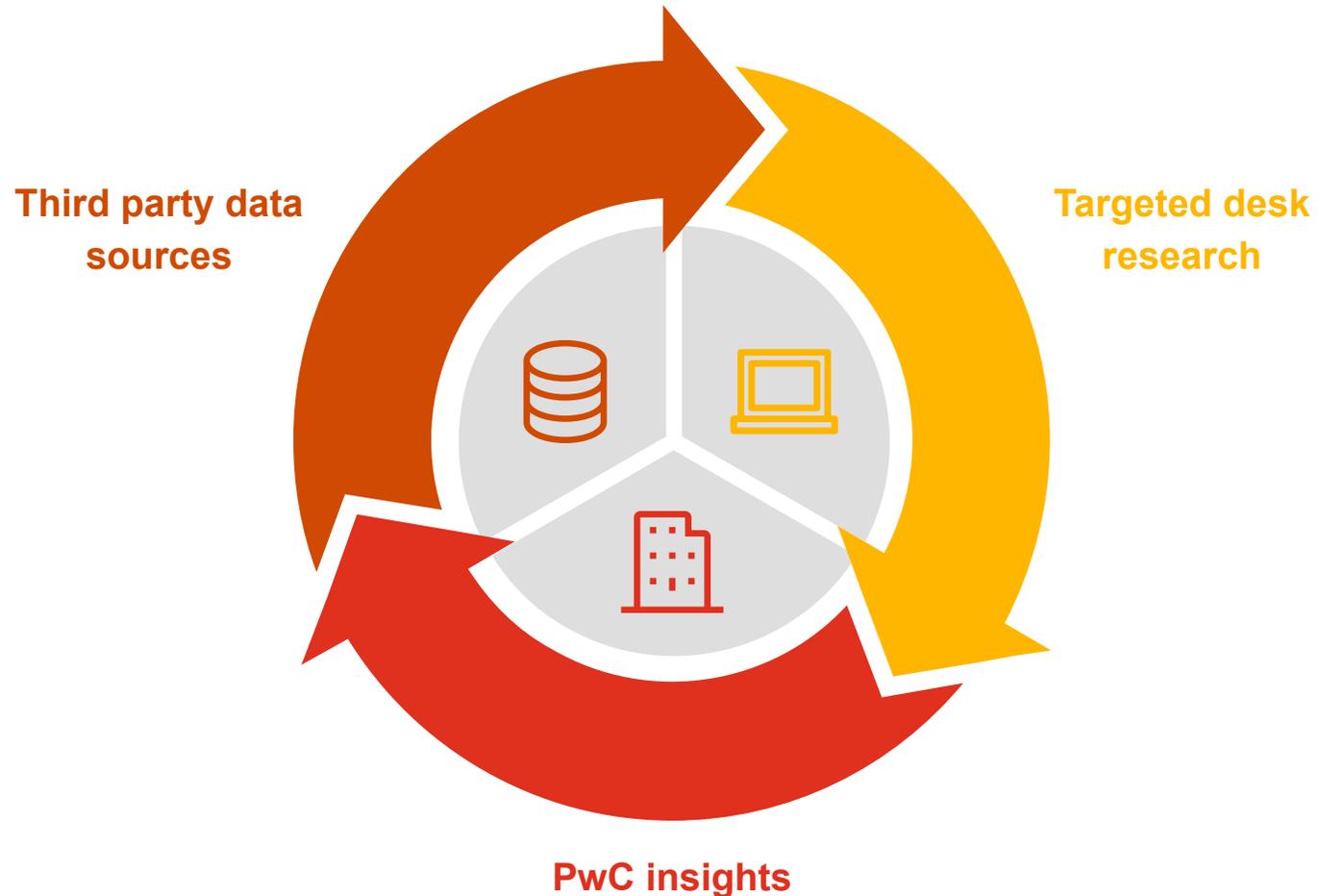


34
Jurisdictions

37
Data points

7
Data categories

The EPB Heatmap data is derived from a series of credible data sources



Third party data sources:

- Factiva, Eurostat, BA Factsheet & SME Portal
- CIA World Factbook
- Crunchbase
- GSMA
- International Monetary Fund
- Refinitiv
- OECD data
- Our World in Data
- Transparency International
- THE University Rankings
- World Bank
- Meridian West research

PwC and targeted desk research

- Insights on national government incentives, regulations or other developments to foster private business investment.

The Heatmap is based on 37 data points across seven data categories



Five metrics (15%):

- GDP growth
- GDP forecast
- Inflation rate
- Consumption expenditure
- GNI per capita

Seven metrics (15%):

- Number of investors per country
- Percentage of global MNCs registered
- Central bank lending rates
- Number of deals recorded
- Percentage of "large private business"
- FDI investment
- Monetary sector credit to private sector

Three metrics (15%):

- Corporate tax rate
- Income tax rate
- Indirect tax rate

Four metrics (15%):

- Global corruption index
- Percentage of energy from non fossil fuels
- Global gender gap
- CO2 emissions per capita

Seven metrics (10%):

- Infant mortality
- Percentage of COVID-19 vaccinated population
- Number of active COVID-19 cases
- Cumulative case fatality rate
- Life expectancy
- Health spending
- Cancer death rate

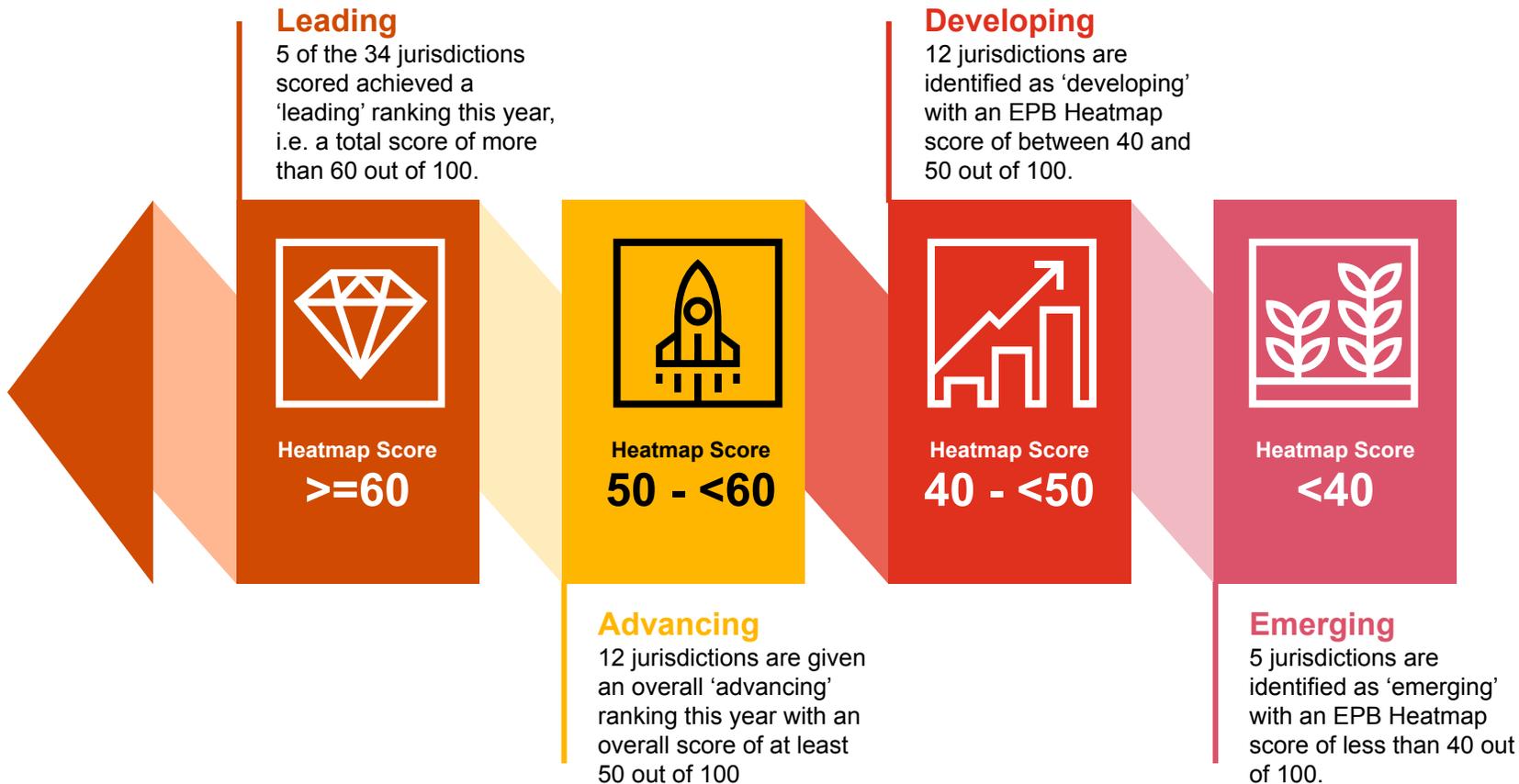
Seven metrics (15%):

- Employment rate
- Rate of youth unemployment rate
- Size of working age population
- Spending on education
- Literacy rate
- Educational attainment
- Number of universities in top 200

Four metrics (15%):

- Internet usage
- Cell phone access
- Broadband access
- Mobile Connectivity Index

Each of the seven category scores have been added together and weighted to produce a total Private Business Heatmap Score out of 100



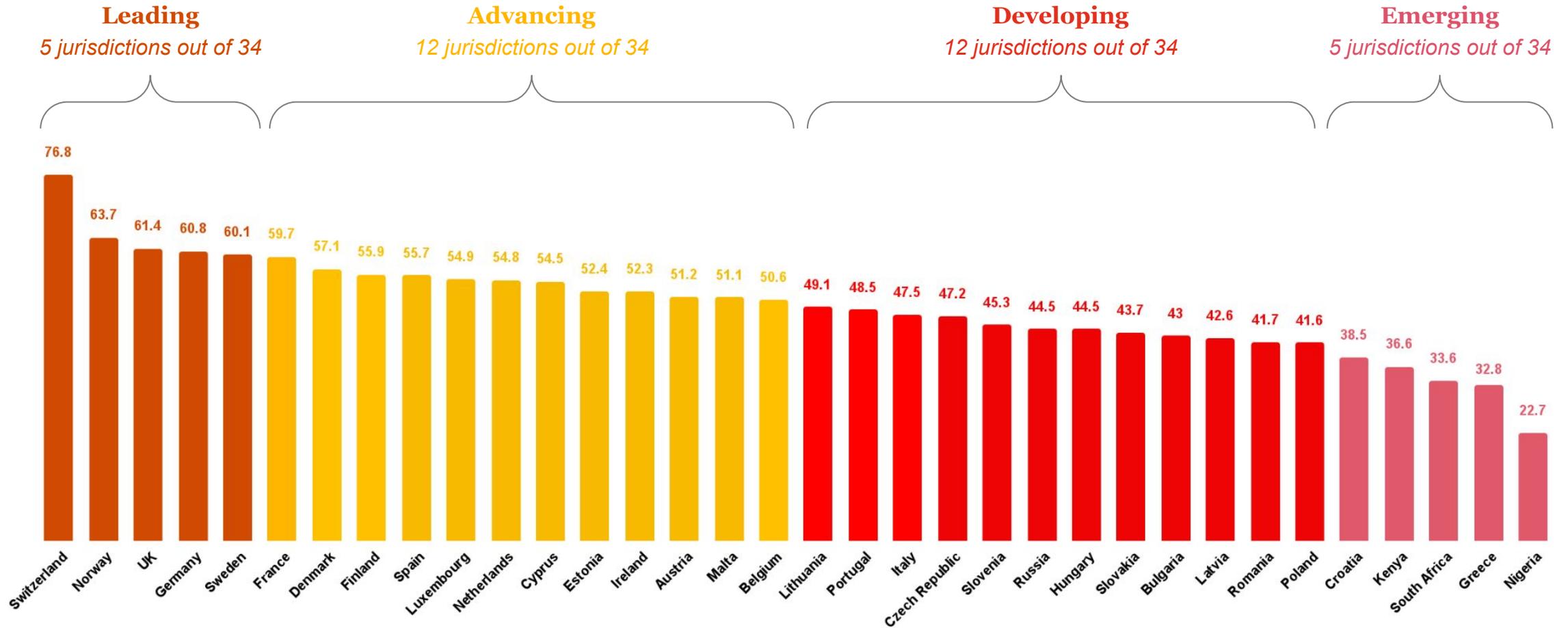
Consistency

Leading jurisdictions tend to be rated consistently well, typically appearing within the top third of jurisdictions across six of the seven categories.

2

Overall ranking
& Headlines

In PwC's first EPB Heatmap, five of the 34 jurisdictions scored achieve a 'leading' overall ranking this year



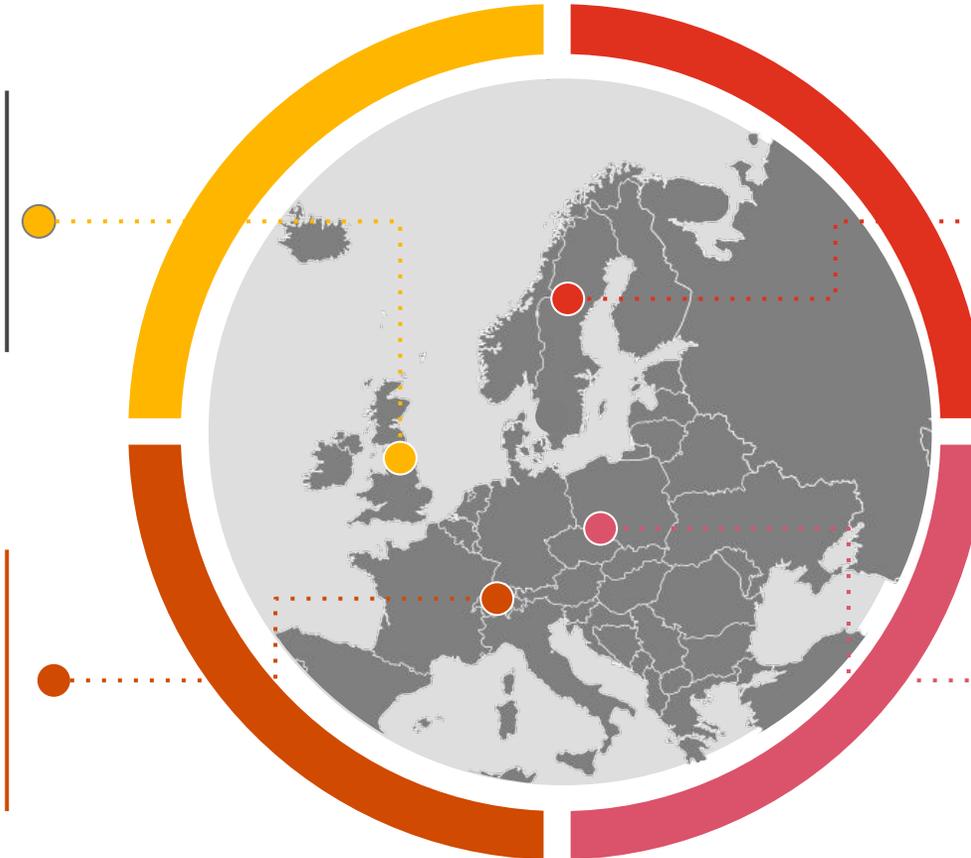
Switzerland tops the overall ranking - Nordics and United Kingdom closely follow with chart-topping metrics across several categories

United Kingdom

The United Kingdom also performs strongly, with a 3rd place ranking overall and placing within the top six ranked jurisdictions for three different Heatmap categories: private business landscape, education, skills and talent, and technology infrastructure.

Switzerland

Switzerland tops the overall EPB Heatmap ranking, with a score of 76.8 out of 100. It places first in two categories (Technology and infrastructure and private business landscape) and ranks within the top five jurisdictions across three other category rankings.



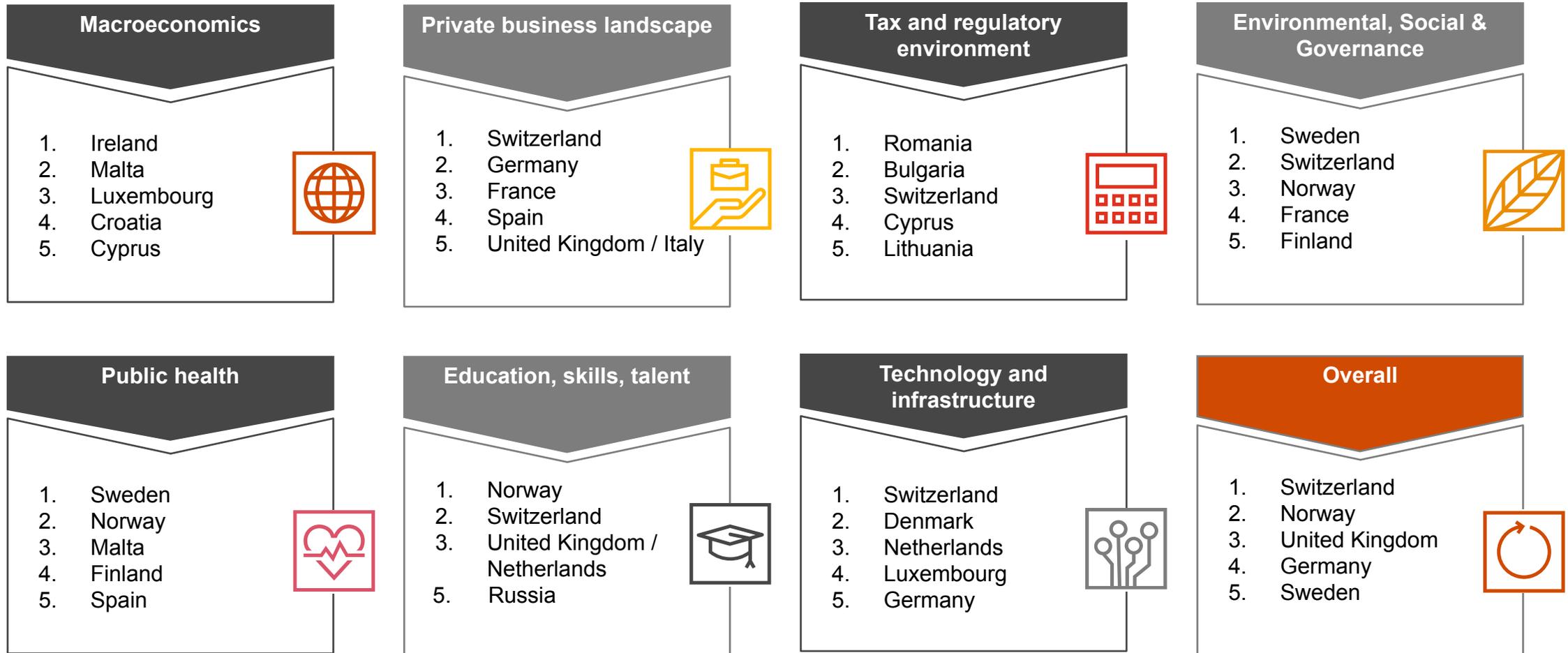
Nordics

The four Nordic countries all place within the top 10 jurisdictions based on overall EPB Heatmap rankings: Norway (2nd), Sweden (5th), Denmark (7th) and Finland (8th). Norway tops the rankings in the education skills and talent category, and Sweden leads the Environmental, Social and Governance and public health categories.

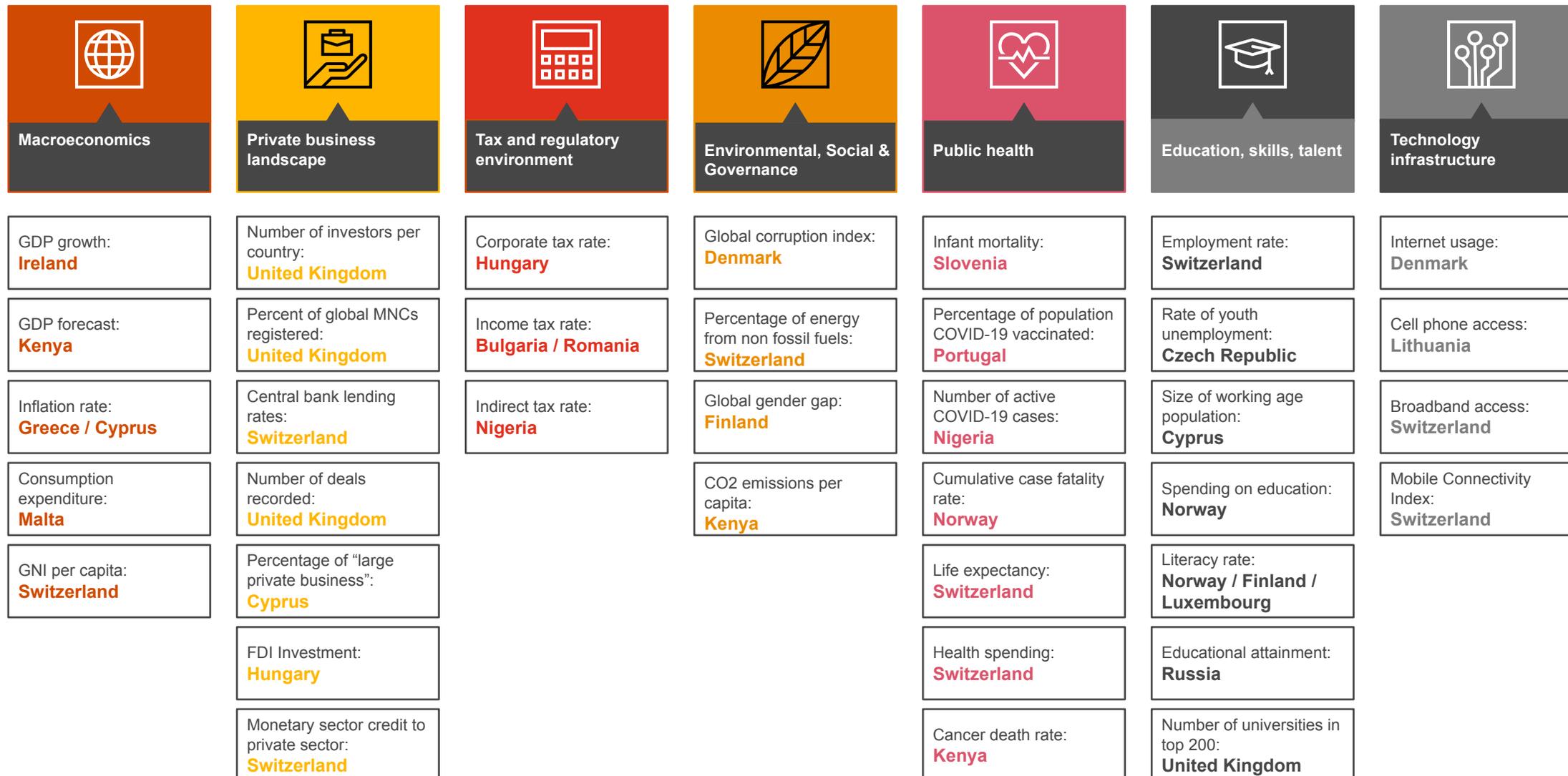
Other Western European countries

The other jurisdictions within the top 10 are Germany (4th), France (6th), Spain (9th) and Luxembourg (10th). Germany has three top six rankings – private business landscape, education skills and talent, and technology and infrastructure.

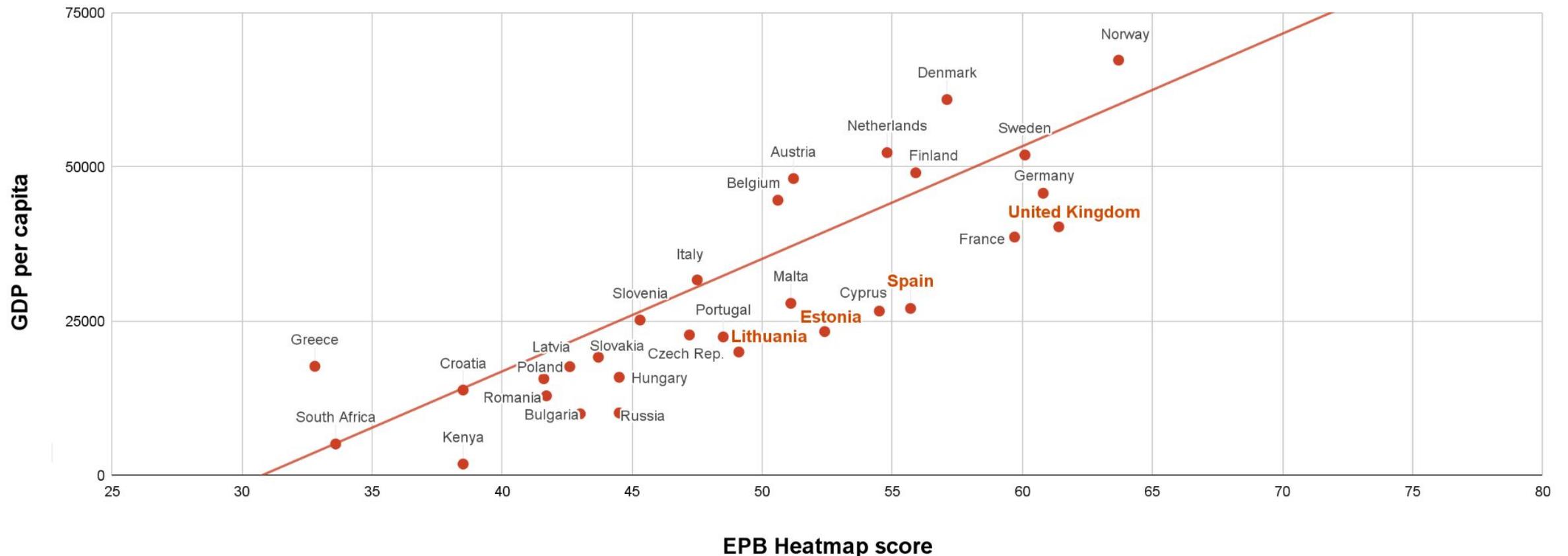
Category leaders: top five jurisdictions across the seven categories



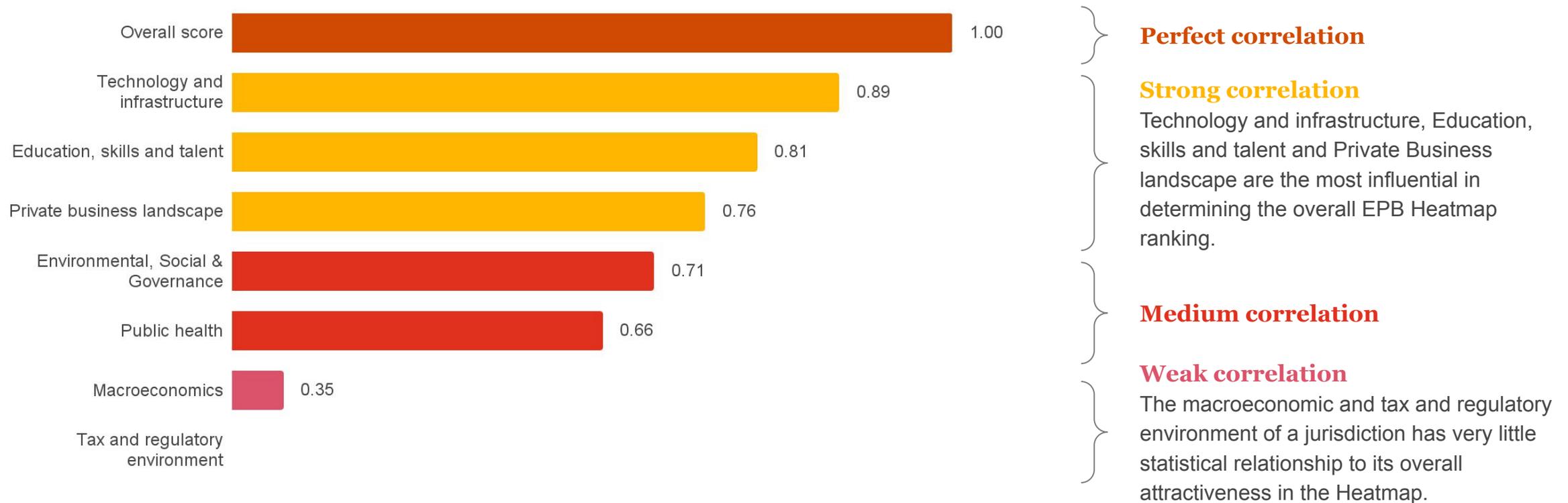
Metrics leaders: the leading jurisdiction across the 37 metrics



Despite the strong correlation between overall GDP per capita and success on the EPB Heatmap, some jurisdictions defy the norm: United Kingdom, Spain, Estonia and Lithuania.



Being a good location for private businesses isn't a matter of size, but focus. Macroeconomic factors correlate weakly with overall Heatmap scores, while factors like technology and talent are strong predictors



3

Territory-level
deep dive

About the country profiles

1

On the following pages we have provided a page by page snapshot of the EPB Heatmap results for each of the 34 jurisdictions.



2

Each jurisdiction is ranked from 1 to 34 based on their overall EPB Heatmap score (out of 100).



3

A slider indicates whether a jurisdiction places within the top third (i.e. 1st – 12th), middle third (i.e. 13th – 24th) or bottom third (i.e. 25th – 34th) of the 34 territories for category score.



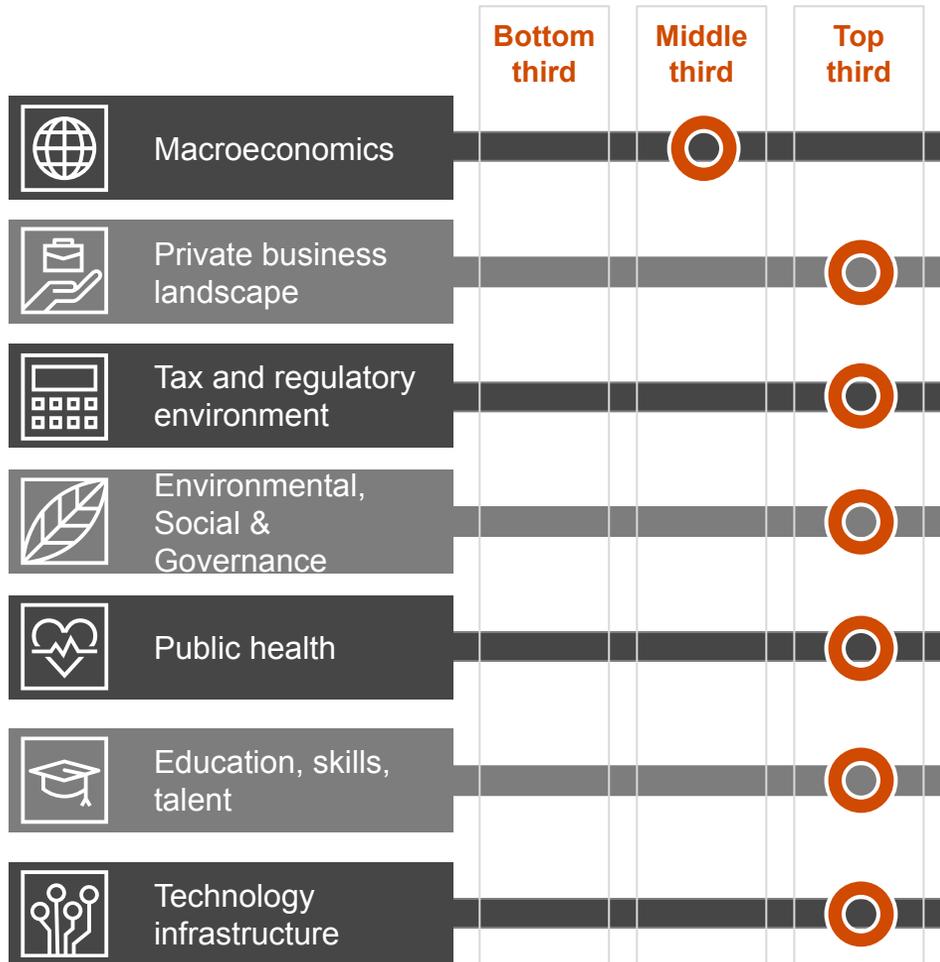
4

Each country profile also contains analysis and commentary drawing out the respective strengths of the jurisdiction for private businesses and possible challenges for private businesses.



1. Switzerland (76.8 / 100)

Leading



Switzerland tops the overall EPB Heatmap ranking with a total score of 76.8 out of 100. It performs well across all seven EPB Heatmap categories, placing in the top third within six of the seven categories. Private businesses in Switzerland can benefit from the highest GNI per capita, percentage of energy from non fossil fuels, life expectancy, public spending on health care, literacy rate, broadband internet access and mobile connectivity of all measured jurisdictions.

Relative strengths for private businesses:

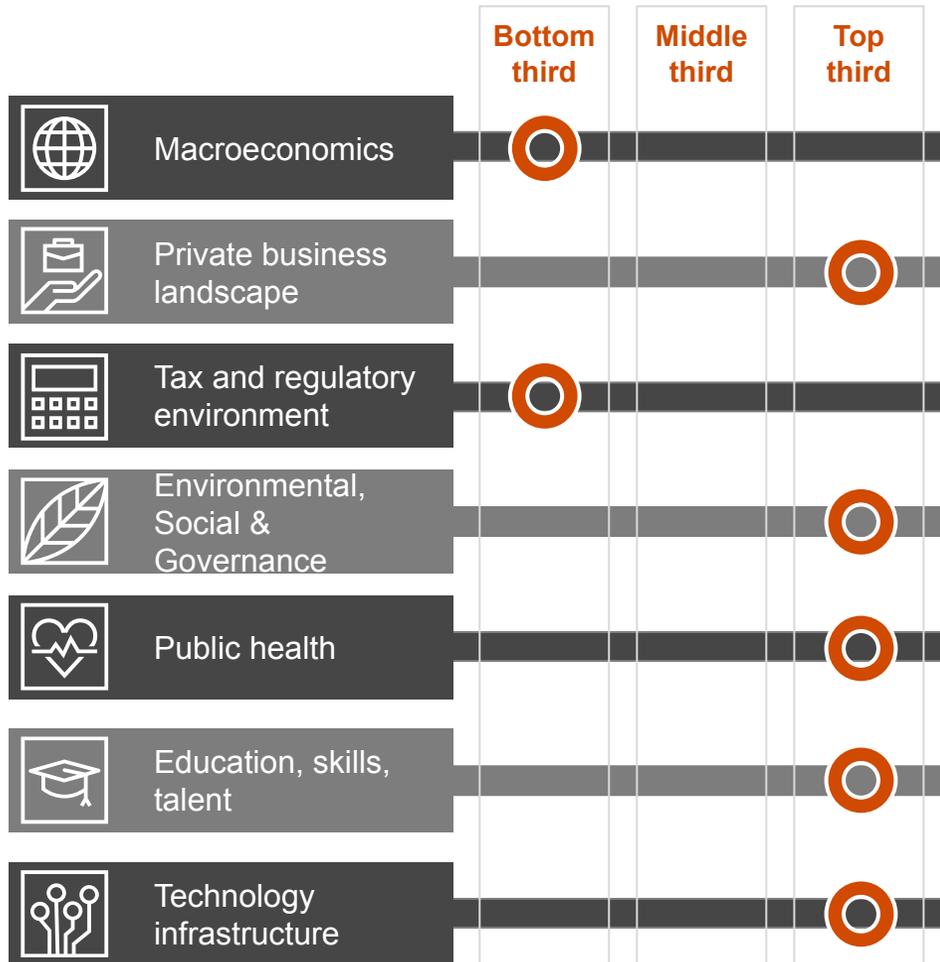
- With one of the highest employment rates (79.9%) and the highest GNI per capita rate (\$85,490) of any of the Heatmap's jurisdictions, Switzerland has a highly economically active population.
- Switzerland boasts a large investor community and significant inflow of foreign direct investment compared with other ranked jurisdictions.
- An indirect tax rate of 8% marks the territory out as a relatively low tax environment compared with other jurisdictions on the Heatmap. It is also in the top 5 for corporate tax rate.

Possible challenges for private businesses:

- Recent GDP growth levels (1.11% annual growth) place Switzerland among the lowest of the Heatmap's jurisdictions.

2. Norway (63.7 / 100)

Leading



Norway places second on the overall EPB Heatmap ranking with a total score of 63.7 out of 100. It performs well across most EPB Heatmap categories, placing in the top third within five of the seven categories. Private businesses in Norway can benefit from the highest public spending on education and the highest literacy rates of all the measured jurisdictions, as well as the second highest GNI per capita, the second lowest gender gap and one of the highest employment rates.

Relative strengths for private businesses:

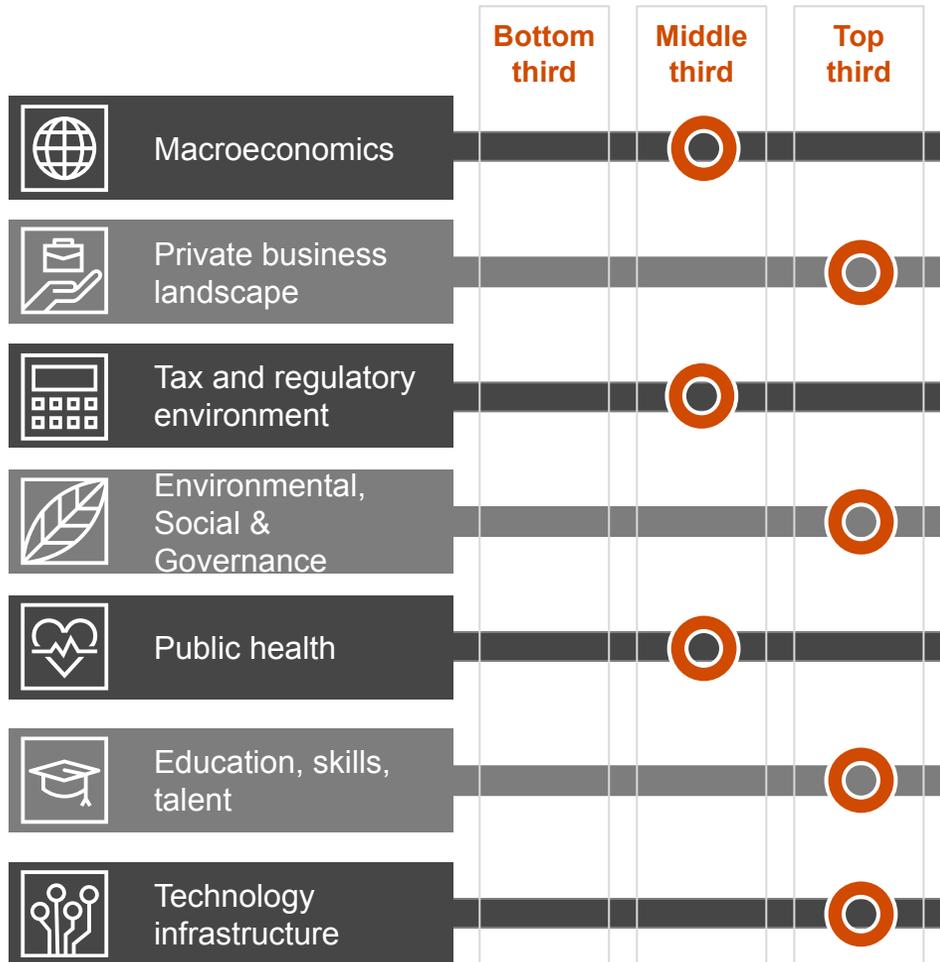
- Norway's GNI per capita rate (\$82,500) is the second highest of all Heatmap jurisdictions.
- The gender gap in Norway is the second lowest of any of the Heatmap's jurisdictions.
- With a total employment rate of 74.4%, Norway places as one of the highest among measured jurisdictions in this metric.
- Spending on education (at 7.91% of GDP) in Norway is the highest of all Heatmap jurisdictions. This results in high literacy rates and tertiary education attainment rates in Norway compared with other jurisdictions ranked.

Possible challenges for private businesses:

- Recent GDP growth levels (0.89% annual growth) place Norway among the lowest of the Heatmap.

3. United Kingdom (61.4 / 100)

Leading



The United Kingdom placed third on the overall EPB Heatmap ranking with a total score of 61.4 out of 100. It performs well across all seven EPB Heatmap categories, placing in the top third within four of the seven categories. Private businesses in the United Kingdom can benefit from the highest number of investors, highest percentage of MNCs, highest volume of deals recorded and highest number of top universities of all measured jurisdictions.

Relative strengths for private businesses:

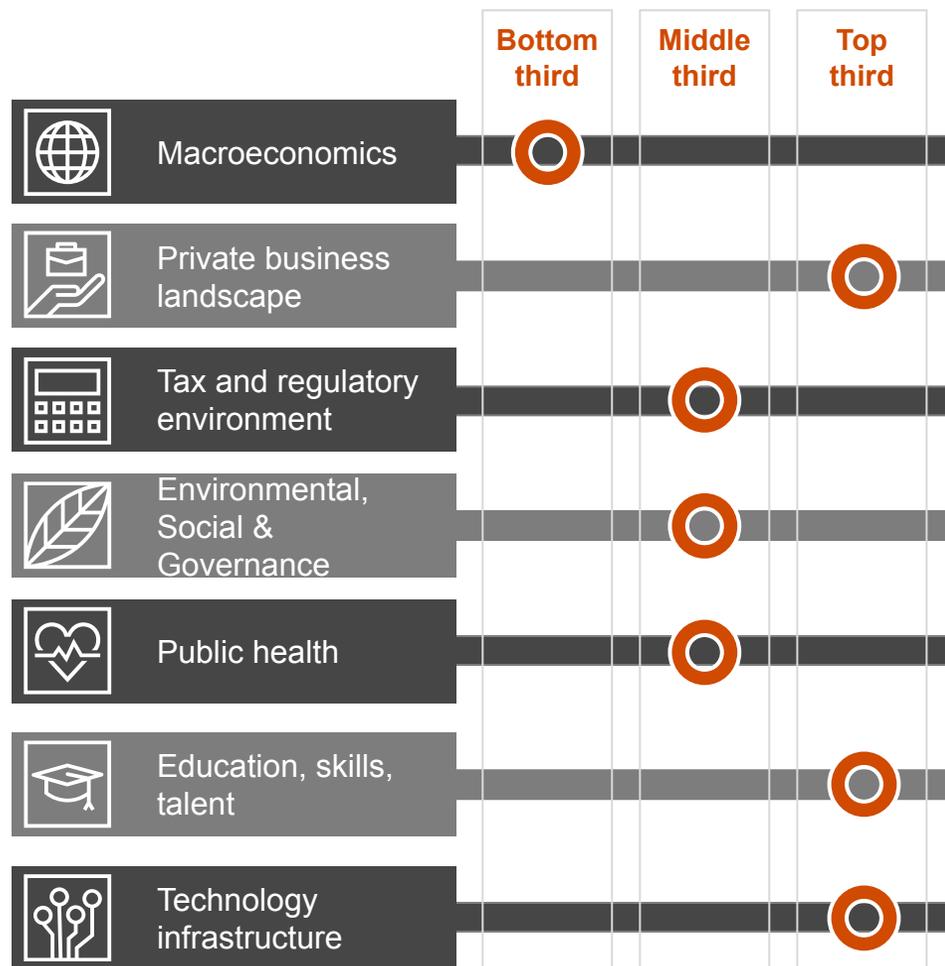
- With a forecasted GDP of 5.3% according to OECD, the United Kingdom is expected to bounce back strongly from the COVID-19 pandemic.
- The United Kingdom has the largest pool of investors and global multinational corporations of all jurisdictions ranked. This is also reflected in the highest number of recent deals recorded; another metric where the United Kingdom tops the Heatmap ranking.
- A total employment rate of 75.3% places the United Kingdom among the highest of any jurisdiction on the Heatmap. It has the highest number of universities (29) within the Times Higher Education (THE) Top 200 university ranking.
- The United Kingdom's mobile connectivity ranks at fourth of any jurisdiction rated in the Heatmap.

Possible challenges for private businesses:

- Recent GDP growth levels (1.26% annual growth) places the United Kingdom among the lowest of the jurisdictions on the Heatmap.
- The overall number of large private businesses is lower within the United Kingdom relative to other measured jurisdictions.

4. Germany (60.8 / 100)

Leading



Germany places fourth on the overall EPB Heatmap ranking with a total score of 60.8 out of 100. It achieves ratings within the top third of jurisdictions across three of the Heatmap categories, finishing in the middle third for private business landscape, tax and regulatory environment and public health. Private businesses in Germany can benefit from a high GNI per capita, high volume of recent deal activity, the second highest net foreign direct investment, the second highest public spending on health care and the second lowest youth unemployment level of all measured jurisdictions.

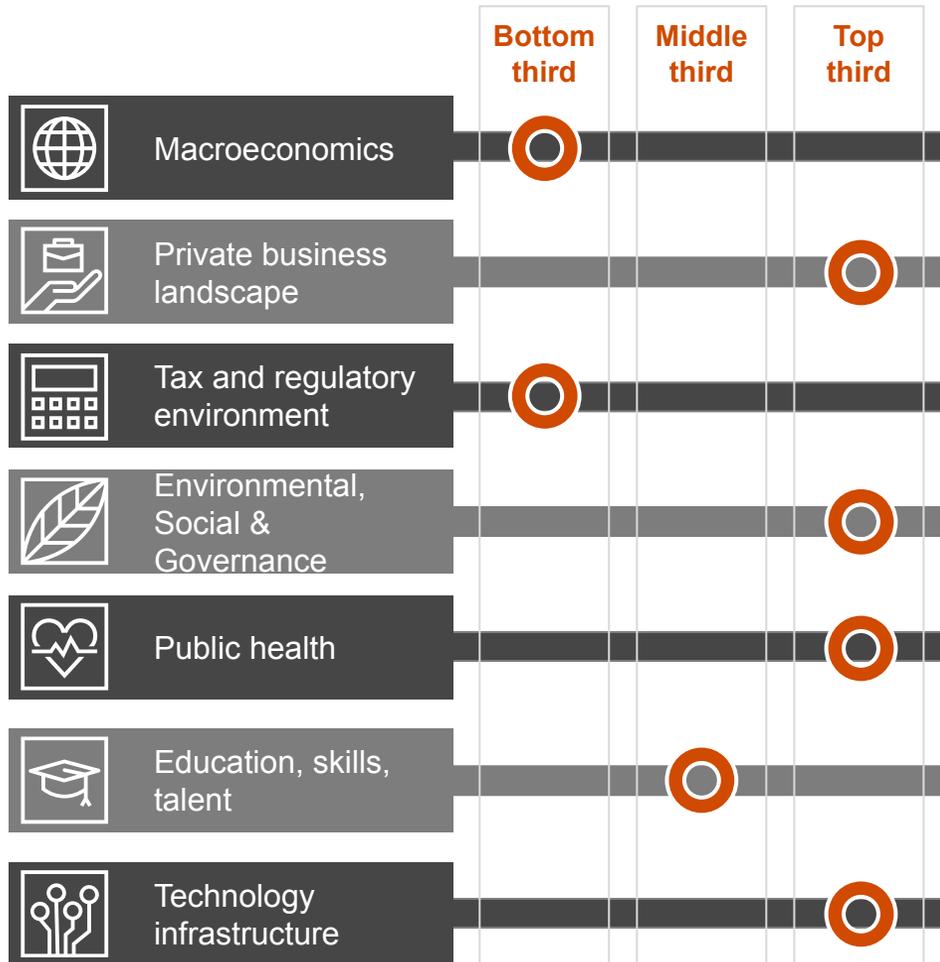
Relative strengths for private businesses:

- Germany has a relatively high GNI per capita rate (\$48,600) compared with other jurisdictions on the Heatmap.
- The volume of recent deal activity and the number of investors originating within Germany put it among the most favourable on the Heatmap for these metrics.
- Net foreign direct investment into Germany is the second highest among the 34 jurisdictions ranked on the Heatmap.
- Germany has one of the largest proportions of large private businesses relative to the overall size of its economy.
- Public spending on health services in Germany is the second highest (11.4% of GDP) of any of the Heatmap's jurisdictions.
- With youth unemployment at only 5.8%, Germany has the second lowest rate of the entire Heatmap.
- 21 of the top global 200 universities are located in Germany.

Possible challenges for private businesses:

- Germany's most recent GDP growth rate of 0.59% suggests that the economy was going through relatively slow growth even before the onset of the pandemic.
- The tax rate is middle of the range for Germany as compared to all other jurisdictions measured in the Heatmap.
- Germany is currently one of the largest producers of CO2 relative to the size of its population (8.6 metric tons per capita).

5. Sweden (60.1 / 100)



Sweden places fifth on the overall EPB Heatmap ranking with a total score of 60.1 out of 100. It performs well across five of the seven EPB Heatmap categories. Private businesses in Sweden can benefit from a high GNI per capita, one of the highest volumes of recent deal activity and investors, low levels of corruption and one of the lowest gender gaps of all measured jurisdictions.

Relative strengths for private businesses:

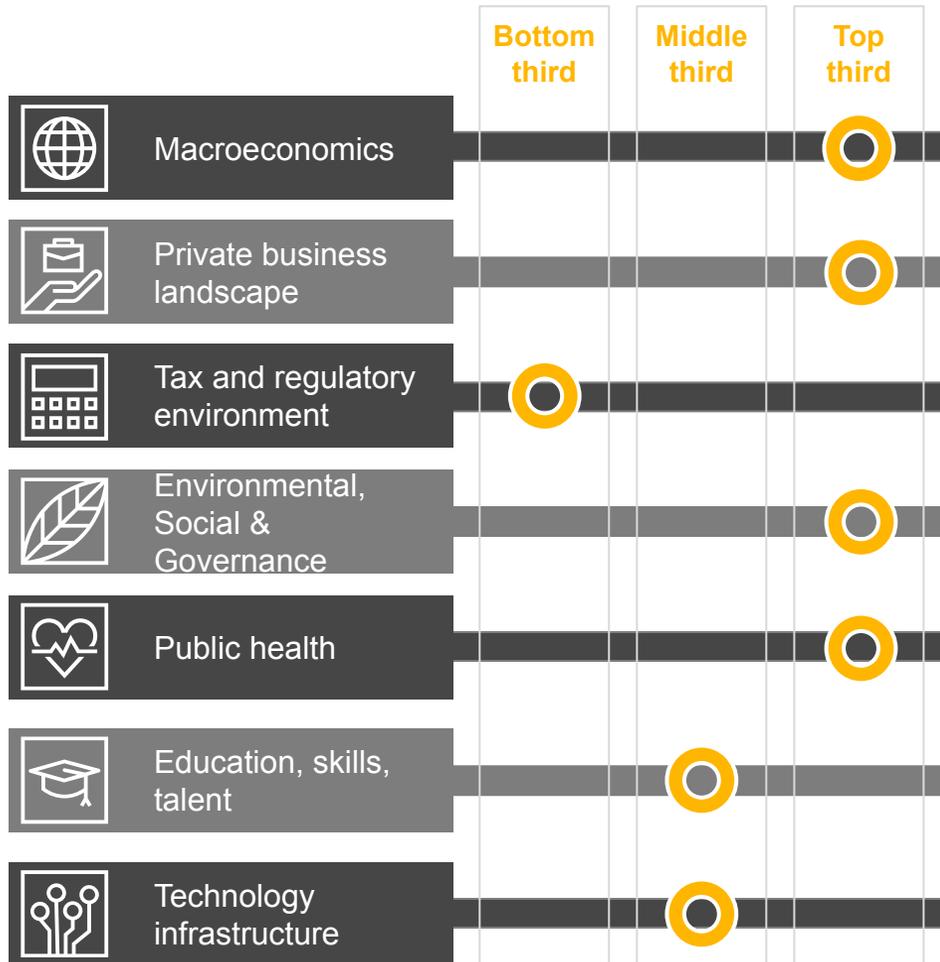
- Sweden has a high GNI per capita rate (\$55,820) compared with other jurisdictions on the Heatmap.
- The volume of recent deal activity and the number of investors located within Sweden place the jurisdiction among the most favourable on the Heatmap for these metrics.
- Sweden's gender gap is one of the lowest of any of the ranked jurisdictions.

Possible challenges for private businesses:

- A forecasted GDP growth of 3.1% places Sweden among the lowest of the Heatmap. This suggests the economic bounce-back following the pandemic will not be as pronounced compared with other jurisdictions.
- Just 61.7% of Sweden's population are of working age; one of the smallest working age populations relative to its size ranked.
- Sweden suffers one of the highest youth unemployment rates (20.1%) of the jurisdictions rated.

6. France (59.7 / 100)

Advancing



France places sixth on the overall EPB Heatmap gaining a total score of 59.7 out of 100. It achieves ratings within the top third of jurisdictions across four of the Heatmap categories, placing in the middle third for education, skills and talent and technology infrastructure. Private businesses in France can benefit from one of the fastest growing economies of all of the measured jurisdictions, as well as a high volume of recent deal activity, investors and MNCs, one of the highest FDI inflows and one of the highest rates of public spending on health.

Relative strengths for private businesses:

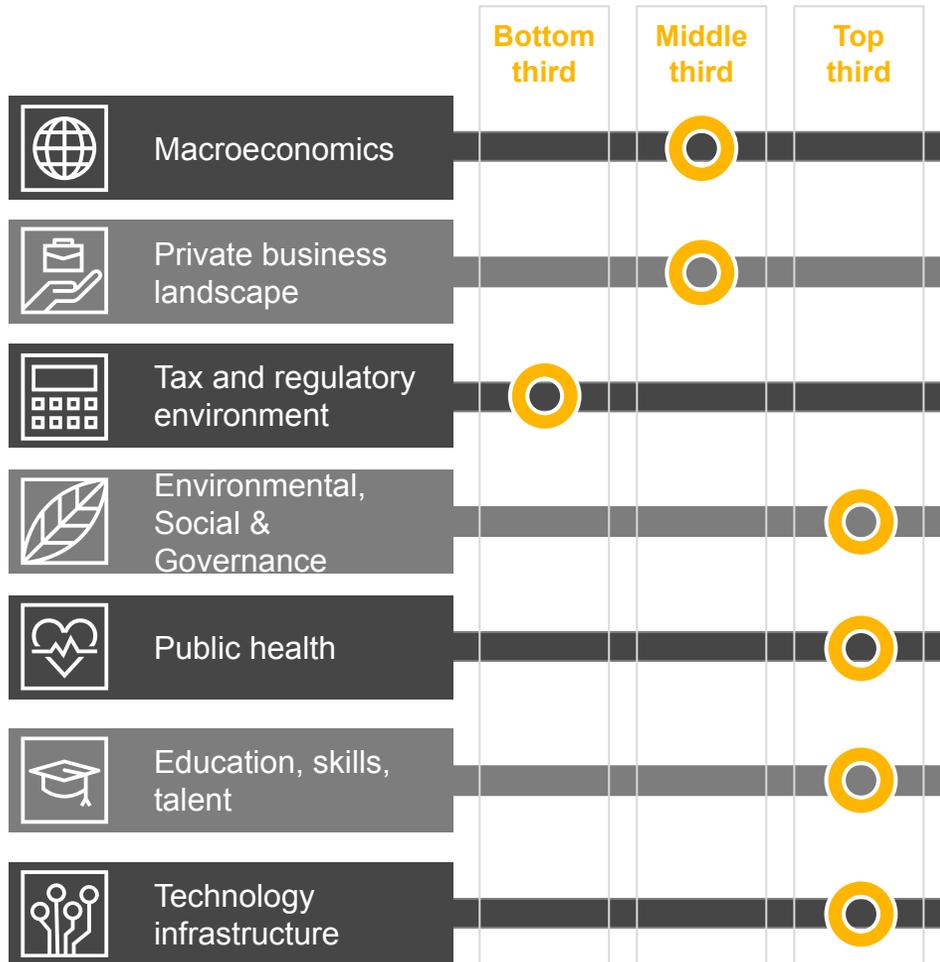
- France is predicted to experience one of the strongest GDP bounce-backs this year, with a 5.8% GDP growth forecast. This puts the jurisdiction among the fastest growing economies in our Heatmap.
- The volume of recent deal activity, the number of investors originating within the country, and the large number of global multinational corporations registered in the country place France among the most favourable on the Heatmap for these metrics.
- France has one of the highest FDI net inflows of all jurisdictions on the Heatmap.
- At 11.3% of GDP, France has one of the highest public spending levels on health services of any jurisdiction on the Heatmap.

Possible challenges for private businesses:

- The employment rates (65.3%) in France is one of the lowest of any jurisdiction measured, while youth unemployment rates (19.6%) comes in as one of the highest.
- The mobile connectivity in France is mediocre as compared to other jurisdictions on the Heatmap.

7. Denmark (57.1 / 100)

Advancing



Denmark places seventh on the overall EPB Heatmap ranking with a total score of 57.1 out of 100. It performs well across six out of seven EPB Heatmap categories, placing in the top third within four of the seven categories. Private businesses in Denmark can benefit from a high GNI per capita, large volume of recent deal activity and investors and the second highest public spending on education of all measured jurisdictions.

Relative strengths for private businesses:

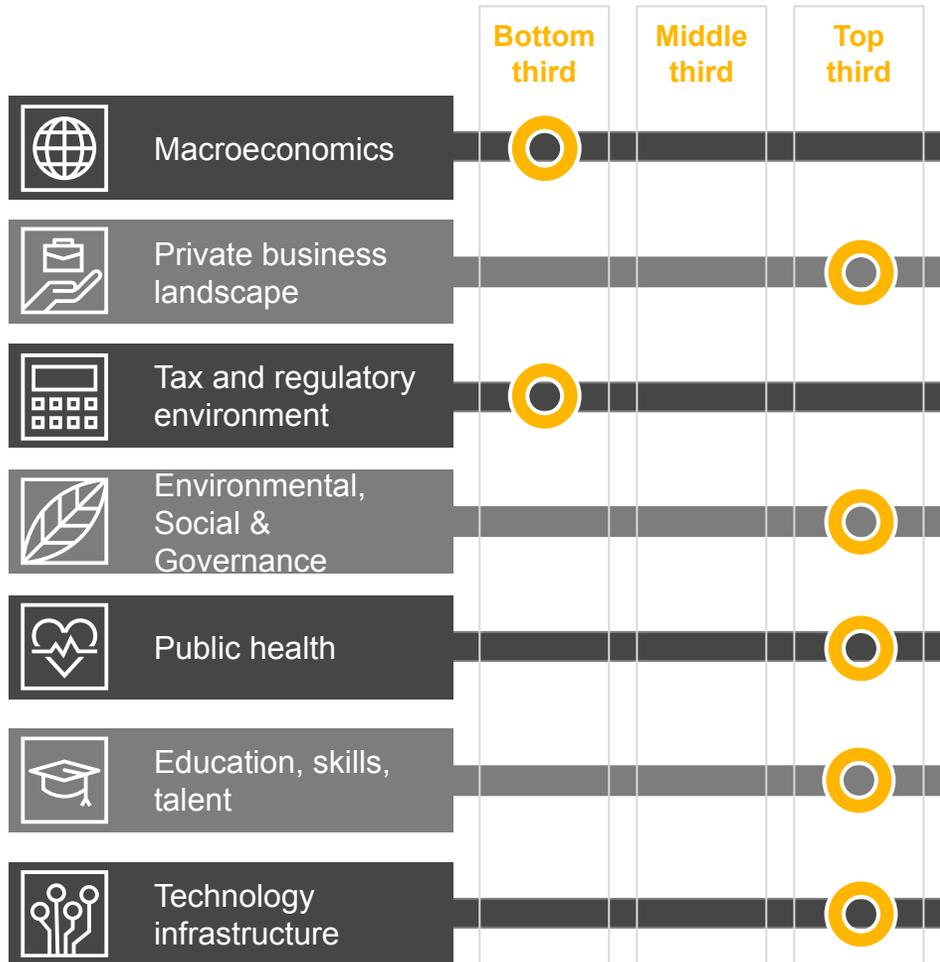
- Denmark has one of the highest GNI per capita rates (\$64,000) of all jurisdictions ranked.
- The volume of recent deal activity and the number of investors located within Denmark place the jurisdiction among the most favourable on the Heatmap.
- Public spending on education of 7.82% of GDP places Denmark second highest of any jurisdiction on the Heatmap.

Possible challenges for private businesses:

- Denmark's forecast GDP growth of 2.8% places it among the slowest growing jurisdictions ranked. This suggests the economic bounce-back following the pandemic may not be as strong in Denmark compared with other jurisdictions.
- The overall population of large private businesses as a proportion of the economy is significantly lower within Denmark relative to other jurisdictions on the Heatmap.
- One of the Heatmap's smallest working age populations relative to its size; just 63.67% of Denmark's population are of working age.
- Net inflow of foreign direct investment is one of the lowest among all measured jurisdictions.

8. Finland (55.9 / 100)

Advancing



Finland places eighth on the overall EPB Heatmap gaining a total score of 55.9 out of 100. It achieves ratings within the top third of jurisdictions across five of the Heatmap categories. Private businesses in Finland can benefit from the lowest gender gap of all measured jurisdictions, as well as one of the highest GNI per capita and one of the best technology infrastructures.

Relative strengths for private businesses:

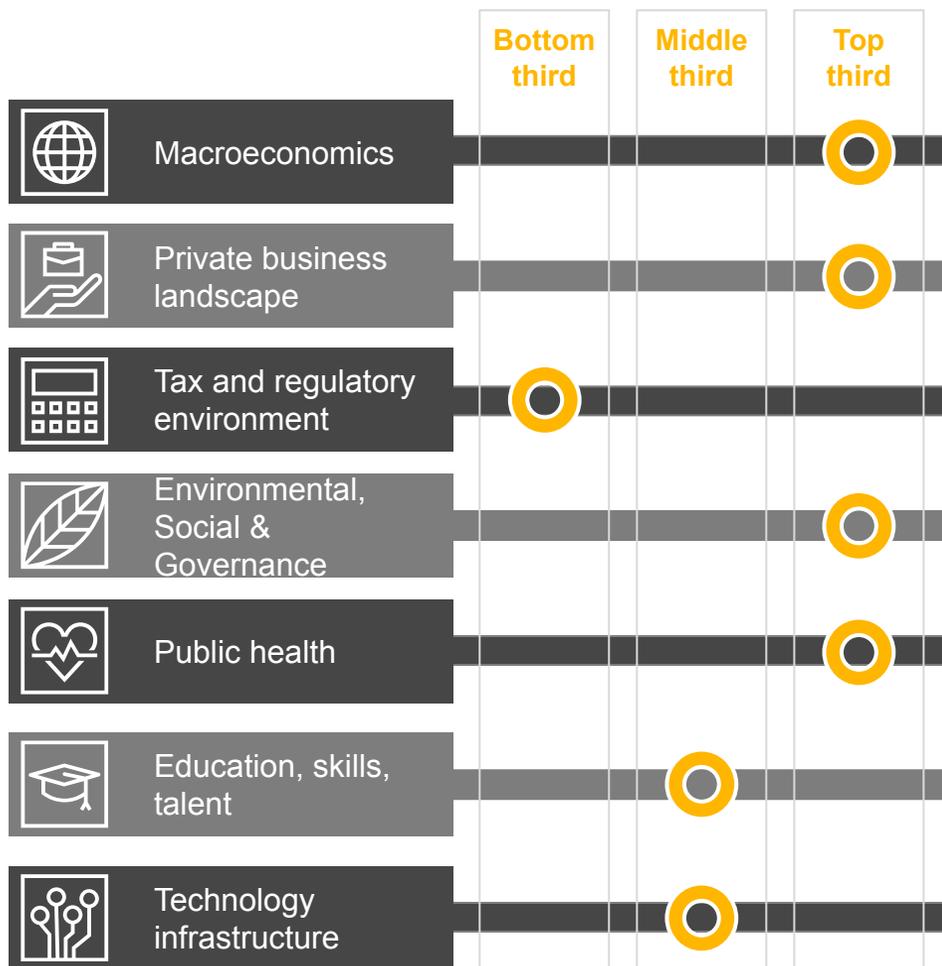
- Finland's \$50,000 GNI per capita rate is one of the highest on the Heatmap.
- Finland leads the gender equality metric, with the highest score of the entire Heatmap.
- Technology infrastructure in Finland is among the highest of the jurisdictions measured, with high scores across all related metrics, including the Heatmap's second highest mobile connectivity rate.

Possible challenges for private businesses:

- One of the lowest recent GDP growth rates (1.15%) and an anticipated GDP growth of 2.3%, the lowest of any Jurisdiction on the Heatmap, suggests that economic activity in Finland will not see the same level of COVID-19 bounce-back as anticipated for other jurisdictions.
- The 17.2% youth unemployment rate in Finland is one of the highest ranked on the Heatmap. In addition, a relatively low proportion of its population is of working age (61.34%) relative to other ranked jurisdictions.

9. Spain (55.7 / 100)

Advancing



Spain ranks ninth on the EPB Heatmap with a total score of 55.7 out of 100. It places in the top third of jurisdictions for four categories: macroeconomics, private business landscape, Environmental, Social and Governance metrics and public health. It places in the middle third for two metrics. Private businesses in Spain can benefit from one of the highest forecasted GDP growth rates, one of the lowest inflation rates, high volume of deal activity, large private businesses and one of the lowest gender gaps out of all measured jurisdictions.

Relative strengths for private businesses:

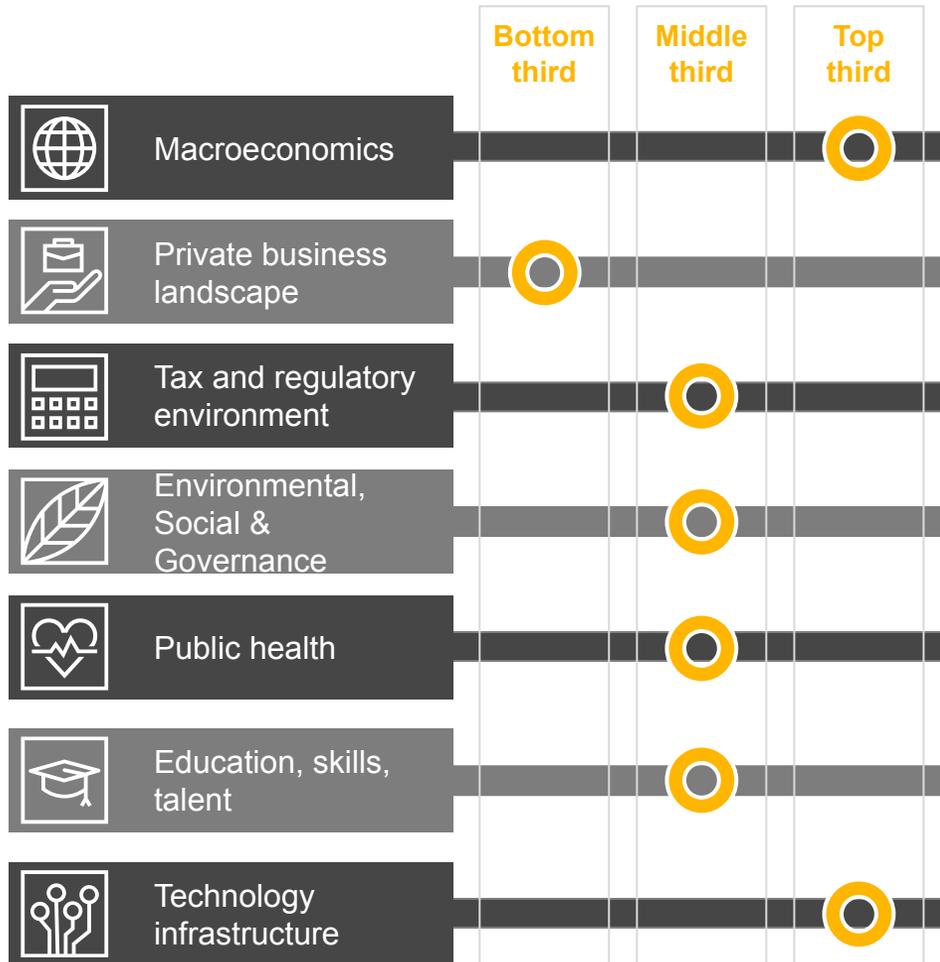
- With one of the highest GDP growth forecasts at 6.4%, Spain's economy is expected to bounce back very strongly following difficult conditions over the last 18 months.
- Inflation within Spain (0.7%) is one of the lowest of all Heatmap jurisdictions.
- The volume of recent deal activity and the number of investors originating within Spain, alongside the high levels of large private business within the overall Spanish economy, place it among the most favourable jurisdictions on the Heatmap for these metrics.
- The gender gap in Spain is one of the lowest of all 34 Heatmap jurisdictions.

Possible challenges for private businesses:

- At 61.9%, Spain has one of the lowest employment rates of any jurisdiction on the Heatmap, and the third highest youth unemployment rate (32.5%).
- Spain has one of the lowest consumption expenditures (1.27%), suggesting a less engaged population economically.

10. Luxembourg (54.9 / 100)

Advancing



Luxembourg ranks within the top ten jurisdictions overall on the EPB Heatmap with a total score of 54.9 out of 100. It ranks in the top third of jurisdictions for macroeconomics and technology infrastructure. It places in the middle third for four further categories. Private businesses in Luxembourg can benefit from the highest literacy rate out of all measured jurisdictions, as well as one of the highest GNI per capita, one of the lowest corruption levels, a high proportion of non fossil fuel energy and strong internet and mobile connectivity.

Relative strengths for private businesses:

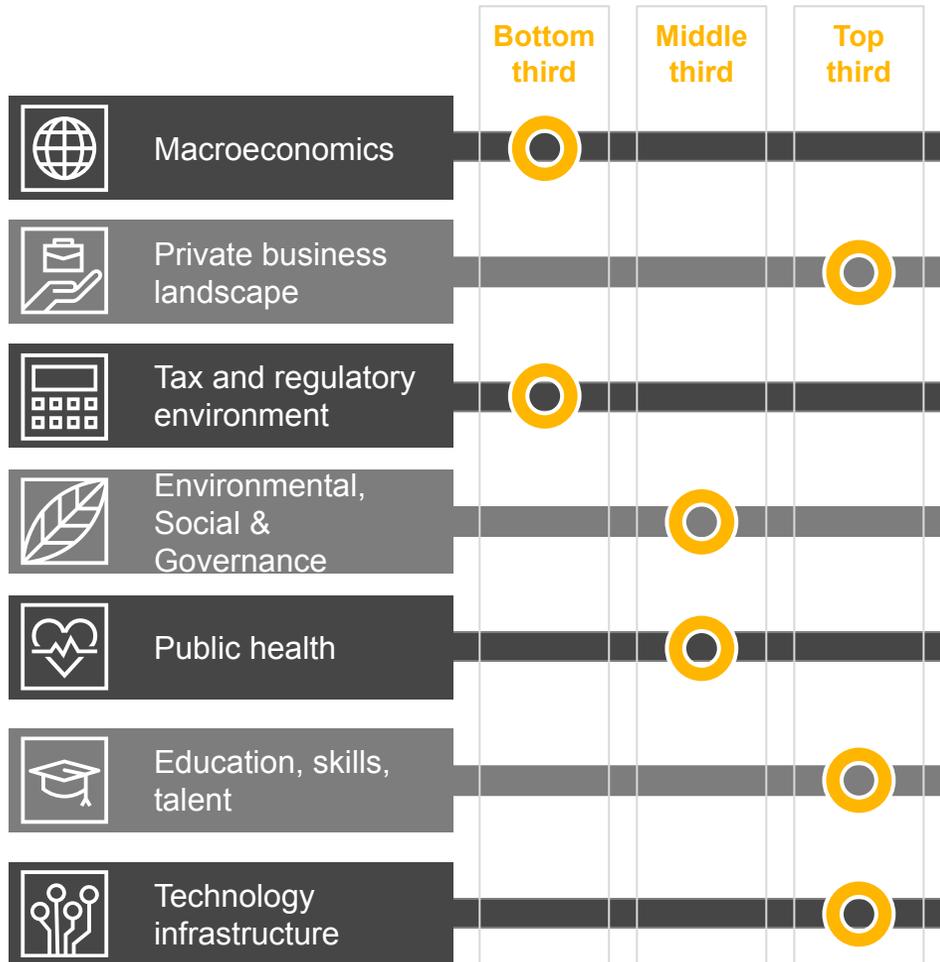
- Luxembourg has one of the highest GNI per capita rates (\$73,900) of any of the 34 jurisdictions ranked on the Heatmap. It also benefits from a high consumption growth rate suggesting that overall levels of public and private sector spending are robust.
- The levels of corruption are some of the lowest in Luxembourg compared with the other jurisdictions on the Heatmap.
- Luxembourg gains a high proportion of its energy from non fossil fuel sources (75%),
- Internet and mobile connectivity scores within Luxembourg are both very good.

Possible challenges for private businesses:

- A much smaller proportion of the overall Luxembourg economy comprises large private businesses compared with other jurisdictions on the Heatmap.

11. Netherlands (54.8 / 100)

Advancing



The Netherlands ranks 11th overall on the EPB Heatmap with a total score of 54.8 out of 100. The Netherlands places in the top third of jurisdictions for three categories and middle third for two more categories. Private businesses in the Netherlands can benefit from one of the highest GNI per capita of all measured jurisdictions, as well as a high number of MNCs, high levels of public spending on health, a high employment rate and good levels of broadband access and mobile connectivity.

Relative strengths for private businesses:

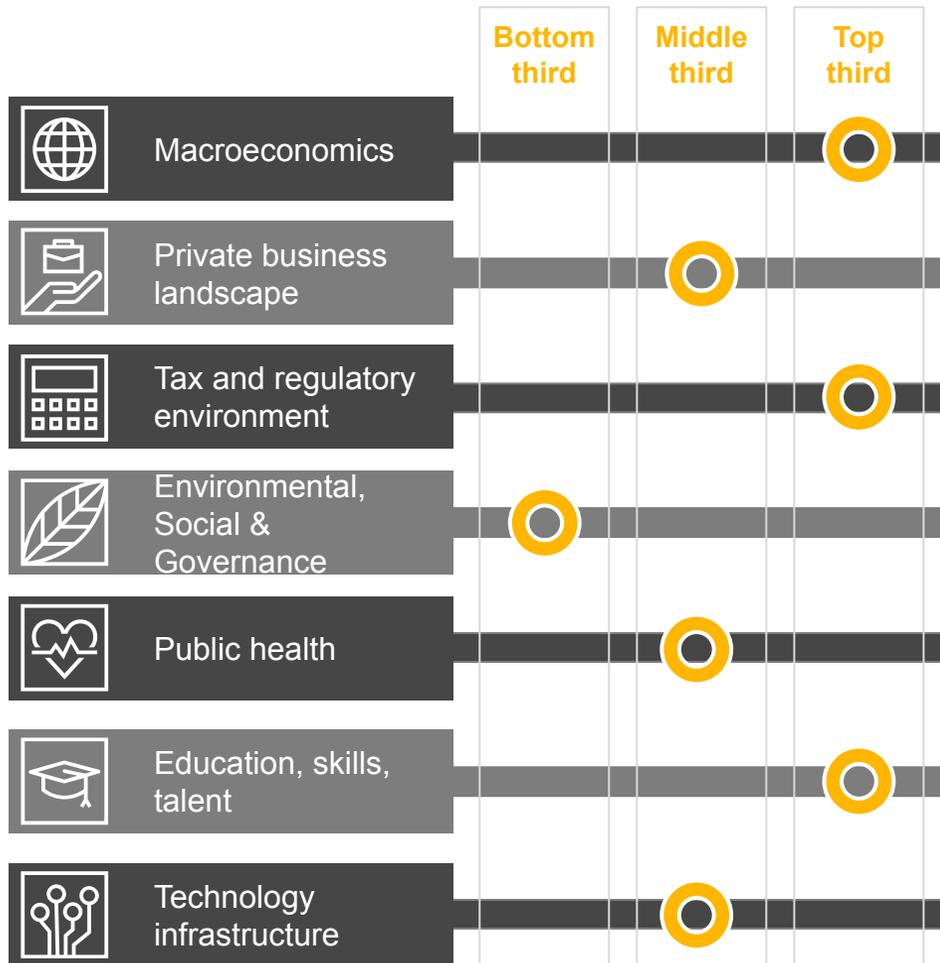
- The Netherlands has one of the highest GNI per capita rates (\$53,060) compared with other jurisdictions measured.
- A relatively high number of global multinational corporations are registered in the Netherlands relative to other Heatmap jurisdictions, as well as a high contingent of large private businesses relative to the overall economy. The Heatmap data also shows an active deal making environment for private businesses.
- There is a higher than average level of public spending on health within the Netherlands.
- The employment rate, at 77.8%, places the Netherlands among the most economically active populations. The level of youth unemployment at 6.7% is the third lowest of the entire Heatmap.
- There are good levels of broadband access and mobile connectivity in the Netherlands.

Possible challenges for private businesses:

- The Netherlands experiences one of the highest inflation rates (2.6%) of any Heatmap jurisdiction.
- The Heatmap shows there is a relatively low uptake of energy from non fossil fuel sources within the Netherlands and high levels of CO2 emissions per capita relative to other Heatmap jurisdictions.

12. Cyprus (54.5 / 100)

Advancing



Cyprus ranks 12th within the Heatmap with a total score of 54.5 out of 100. It appears in the top third of jurisdictions among the macroeconomics, Tax and regulatory environment and education, skills and talent categories. It places in the middle third across a further three categories. Private businesses in Cyprus can benefit from the highest proportion of large private businesses as part of the economy of all measured jurisdictions as well as strong economic growth projections, one of the lowest inflation rates and one of the highest employment rates.

Relative strengths for private businesses:

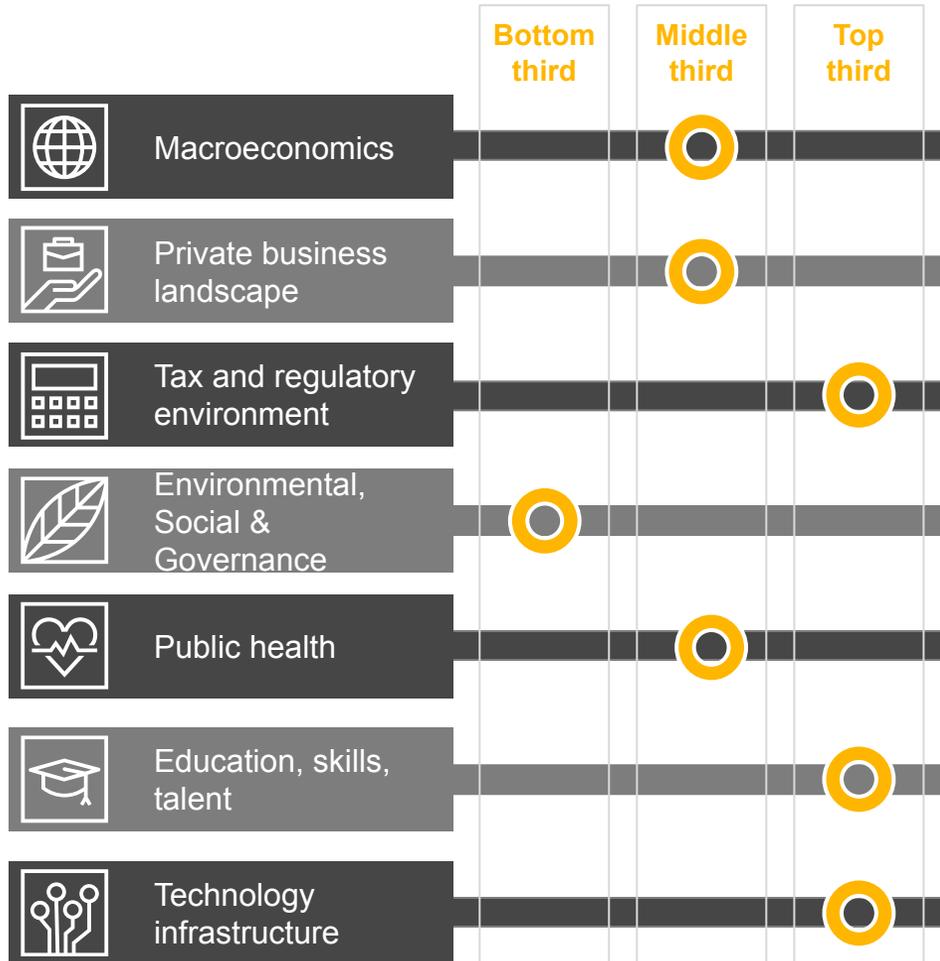
- Cyprus shows strong GDP growth for the period prior to the onset of the pandemic: at 3.08% growth, Cyprus has been one of the fastest-growing economies on the EPB Heatmap. However, other countries are forecast to leapfrog Cyprus in terms of GDP growth, and at 3% GDP growth forecast Cyprus will slip into the lowest 10 jurisdictions by GDP forecast.
- An inflation rate of just 0.2% places Cyprus among the three lowest jurisdictions ranked according to this metric.
- Cyprus has the highest number of large private businesses in proportion to its overall economy for any of the 34 jurisdictions on the Heatmap.
- The corporate tax rate of 12.5% places Cyprus in the top 3 of all jurisdictions ranked.

Possible challenges for private businesses:

- Cyprus has relatively low levels of investors, private sector deals and global multinational corporations registered compared with other Heatmap jurisdictions.
- The gender gap in Cyprus is among the widest of any measured jurisdiction.
- Cyprus has low uptake of energy from non fossil fuel sources relative to other jurisdictions ranked.

13. Estonia (52.4 / 100)

Advancing



Estonia ranks 13th overall on the EPB Heatmap with a total score of 52.4 out of 100. It ranks in the top third of jurisdictions across three metrics: tax and regulatory environment, education, skills and talent and technology infrastructure. It places in the middle third for three further categories. Private businesses in Estonia can benefit from strong economic growth, high employment rates, one of the best education attainment and literacy rates, good cell phone coverage and access to technology.

Relative strengths for private businesses:

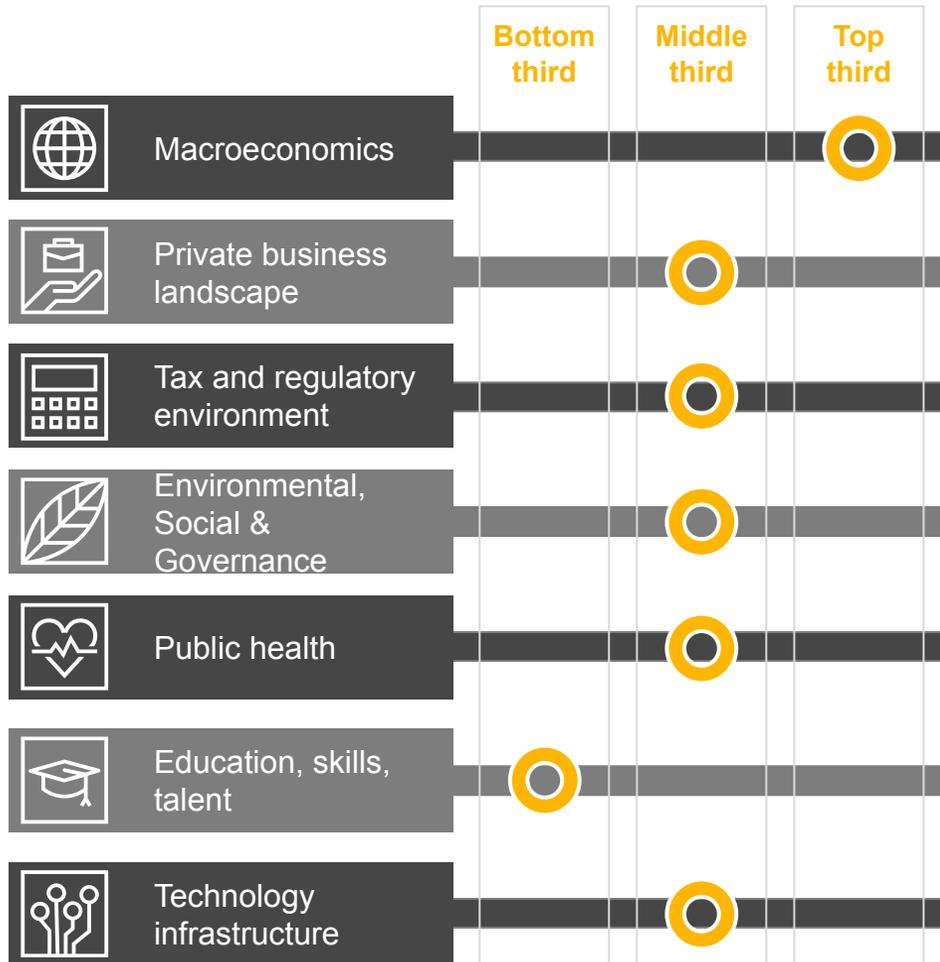
- Estonia has witnessed one of the fastest recent GDP growth rates of any jurisdiction on the Heatmap at 5%. However, this GDP growth is forecast to slow as a result of the pandemic, with a forecasted growth rate of 3.4%.
- Estonia places among the top five jurisdictions on the Heatmap for levels of both educational attainment and literacy.
- Estonia benefits from good cell phone coverage and access to technology scores.

Possible challenges for private businesses:

- The deal environment for private businesses is less active within Estonia compared with most other jurisdictions on the Heatmap.
- Estonia has a high dependency on fossil fuel energy sources and a high CO2 output per capita compared with other Heatmap jurisdictions.

14. Ireland (52.3 / 100)

Advancing



Ireland ranks 14th on the EPB Heatmap with a total score of 52.3 out of 100, in the top third of jurisdictions for macroeconomics and in the middle third for five other categories. Private businesses in Ireland can benefit from the highest level of GDP growth, one of the highest GNI per capita, a large proportion of MNCs and one of the lowest gender gaps of all measured jurisdictions.

Relative strengths for private businesses:

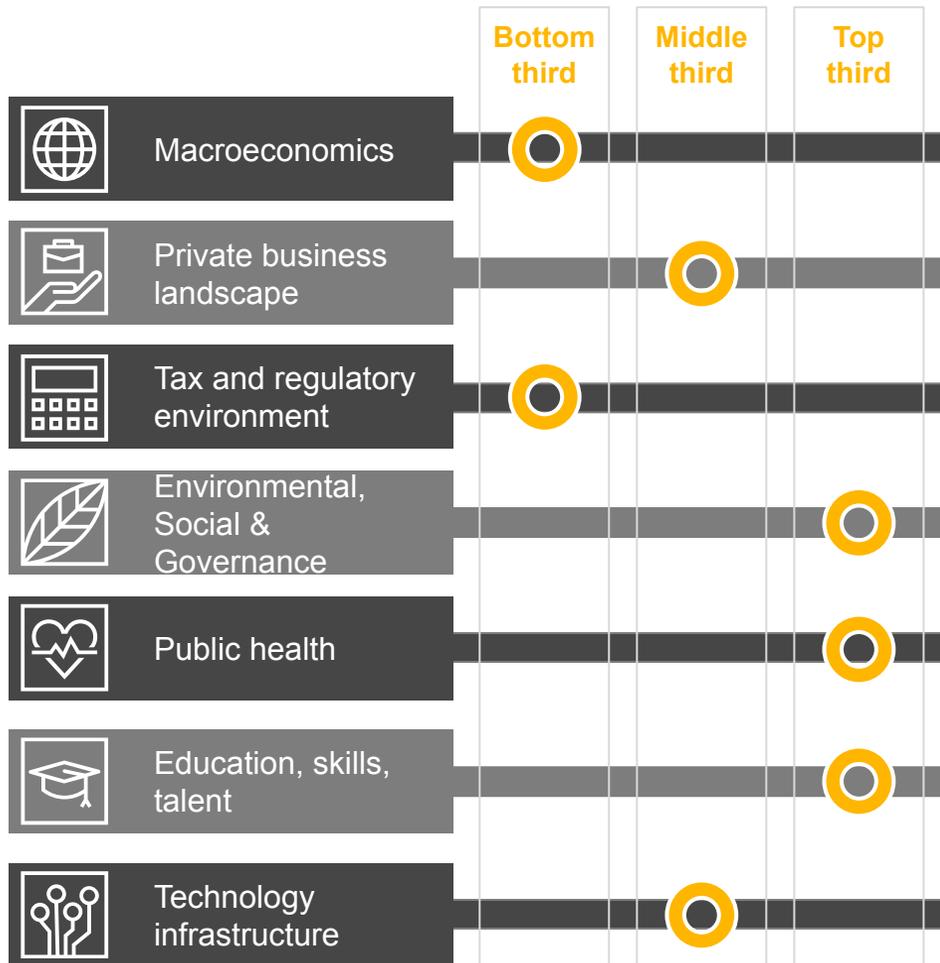
- A leading recent GDP growth rate of 5.86% makes Ireland the fastest growing economy of the entire Heatmap over the past 12 months. The jurisdiction is anticipated to maintain that strong growth rate, with a forecasted GDP growth of 4.2%.
- Ireland's GNI per capita rate (\$64,100) is one of the highest compared with other Heatmap jurisdictions.
- A larger proportion of global multinational corporations are registered within Ireland compared with many of the other economies on the Heatmap.
- The corporate tax rate of Ireland placed it 4th amongst all jurisdictions ranked, reflecting its status as a hub for corporations to establish their headquarters.
- Ireland's gender gap is among the lowest of any of the 34 jurisdictions.

Possible challenges for private businesses:

- Financing may present more of a challenge for Ireland as the credit available to the private sector is relatively low as a proportion of overall GDP compared with other jurisdictions measured.
- Government spending on education in Ireland is at 3.51% of GDP; among the lowest of any jurisdiction ranked on the Heatmap.

15. Austria (51.2 / 100)

Advancing



Austria ranks 15th overall on the EPB Heatmap with a total score of 51.2 out of 100. It places in the top third of jurisdictions for three categories: Environmental, Social and Governance metrics, public health and education, skills and talent. It places in the middle third for a further two categories. Private businesses in Austria can benefit from one of the highest GNI per capita of all measured jurisdictions, as well as high public spending on education and health, a high proportion of large private businesses, one of the lowest corruption indexes, high non fossil fuel energy uptake and low youth unemployment.

Relative strengths for private businesses:

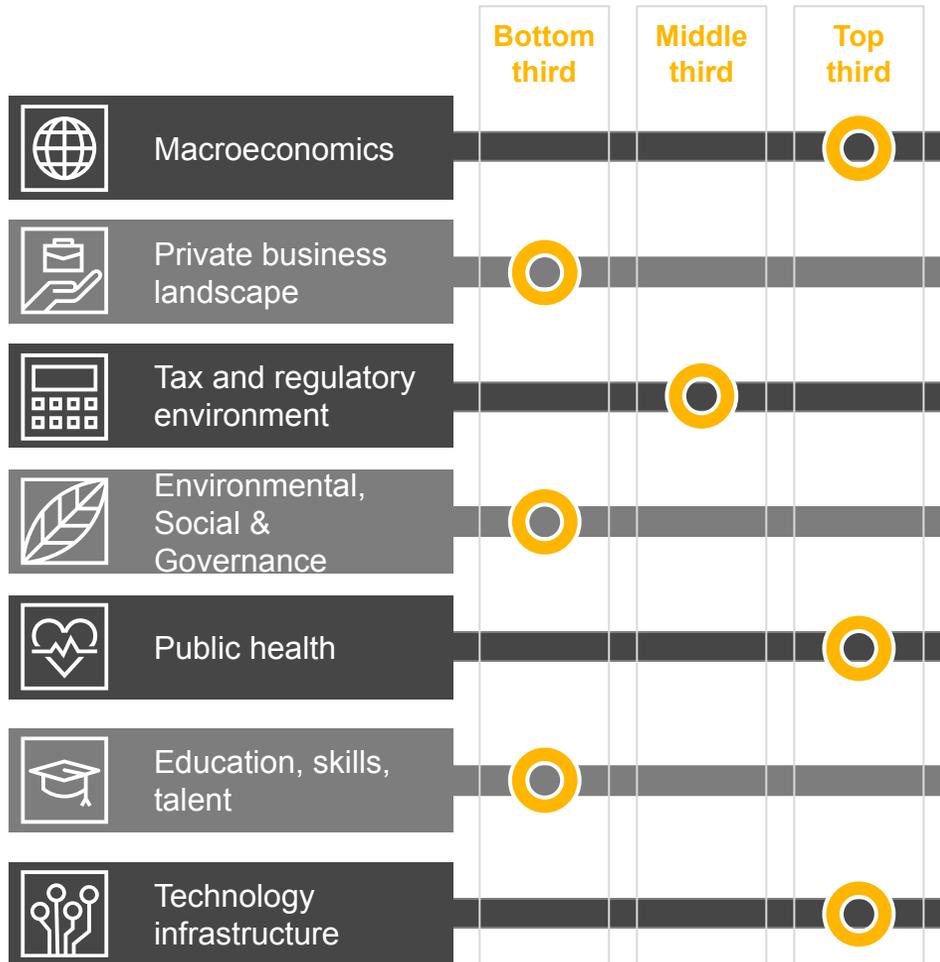
- Austria's GNI per capita rate (\$51,440) is one of the highest of all Heatmap jurisdictions.
- Government spending on education and health as a proportion of overall GDP are both high in Austria relative to other EPB Heatmap jurisdictions.
- The proportion of large private businesses as a component of overall economic activity in Austria is one of the highest of all Heatmap jurisdictions.
- Austria's corruption index rating is one of the lowest on the Heatmap.
- The uptake of energy from non fossil fuel sources in Austria is higher than most other jurisdictions on the Heatmap.
- Austria's youth unemployment rate of 8.5% places it among the 10 lowest youth unemployment rates across the Heatmap jurisdictions.

Possible challenges for private businesses:

- The level of overall consumption spending growth is relatively low in Austria. This suggests higher than average levers of austerity among both government and personal spending. This is also reflected in a relatively low GDP growth rate of 1.42% and a low GDP forecast of 3.5%.

16. Malta (51.1 / 100)

Advancing



Malta ranks 16th within the EPB Heatmap with a total score of 51.1 out of 100. It appears in the top third of jurisdictions for three categories: macroeconomics, public health and technology infrastructure. It places in the middle third for tax and regulatory environment. Private businesses in Malta can benefit from the highest percentage of COVID-19 vaccination of all measured jurisdictions, one of the fastest growing economies, the second highest life expectancy, low youth unemployment and strong technology infrastructure.

Relative strengths for private businesses:

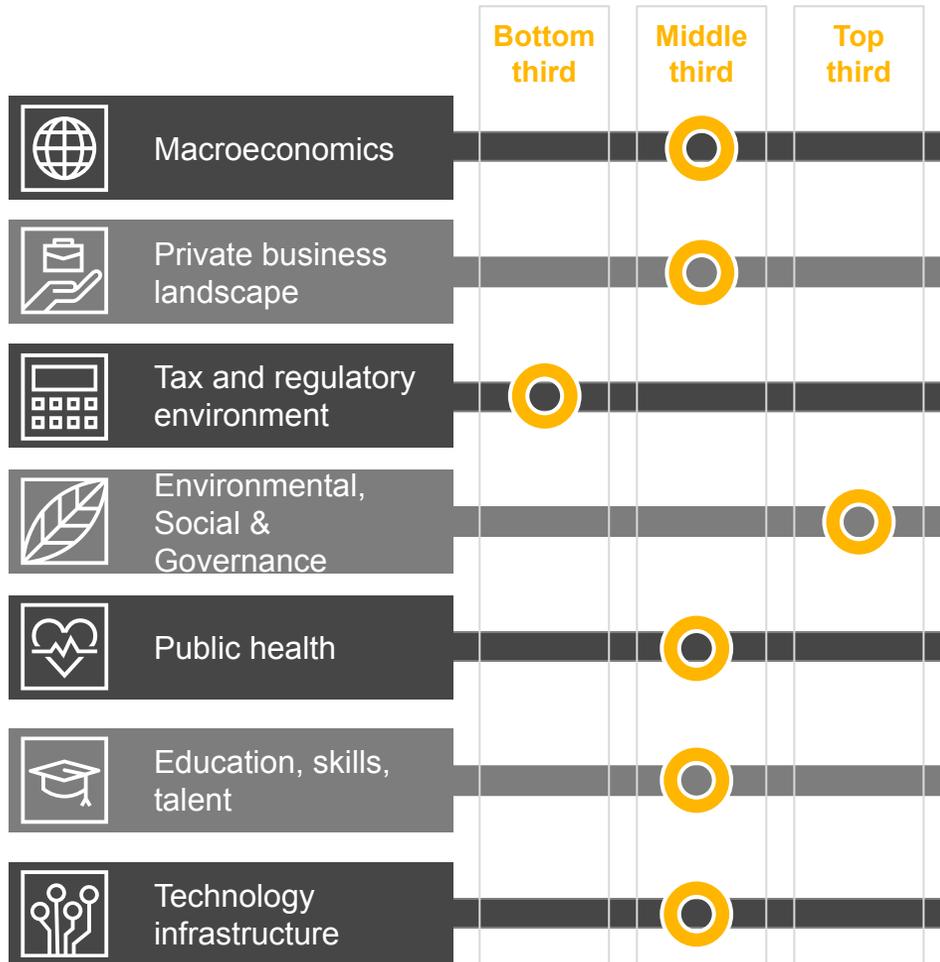
- Malta shows strong GDP growth for the period prior to the onset of the COVID-19 pandemic: at 4.94% GDP growth, Malta is one of the fastest-growing economies on the EPB Heatmap. This strong growth is anticipated to be maintained with a forecast GDP growth of 4.7% over the next period.
- At 83 years, Malta's life expectancy scores second highest on the Heatmap.
- Youth unemployment in Malta is low (9.1%) relative to other ranked jurisdictions.
- Malta scores well across most technology infrastructure metrics, particularly for cell phone access and broadband access.

Possible challenges for private businesses:

- The percentage of large private businesses among Malta's overall economic makeup is low relative to other Heatmap jurisdictions. Similarly, the levels of investors, private sector deals and global multinational corporations registered is relatively low in Malta.
- The gender gap in Malta is larger than the majority of other Heatmap jurisdictions.

17. Belgium (50.6 / 100)

Advancing



Belgium ranks 17th within the EPB Heatmap with a total score of 50.6 out of 100. This places it just within the advancing jurisdiction segment. It appears in the top third of jurisdictions among the Environmental, Social and Governance metrics, and in the middle third across a further five categories. Private businesses in Belgium can benefit from one of the highest public health spending, high non fossil fuel energy uptake, one of the lowest gender gaps and one of the most expansive broadband networks of all measured jurisdictions.

Relative strengths for private businesses:

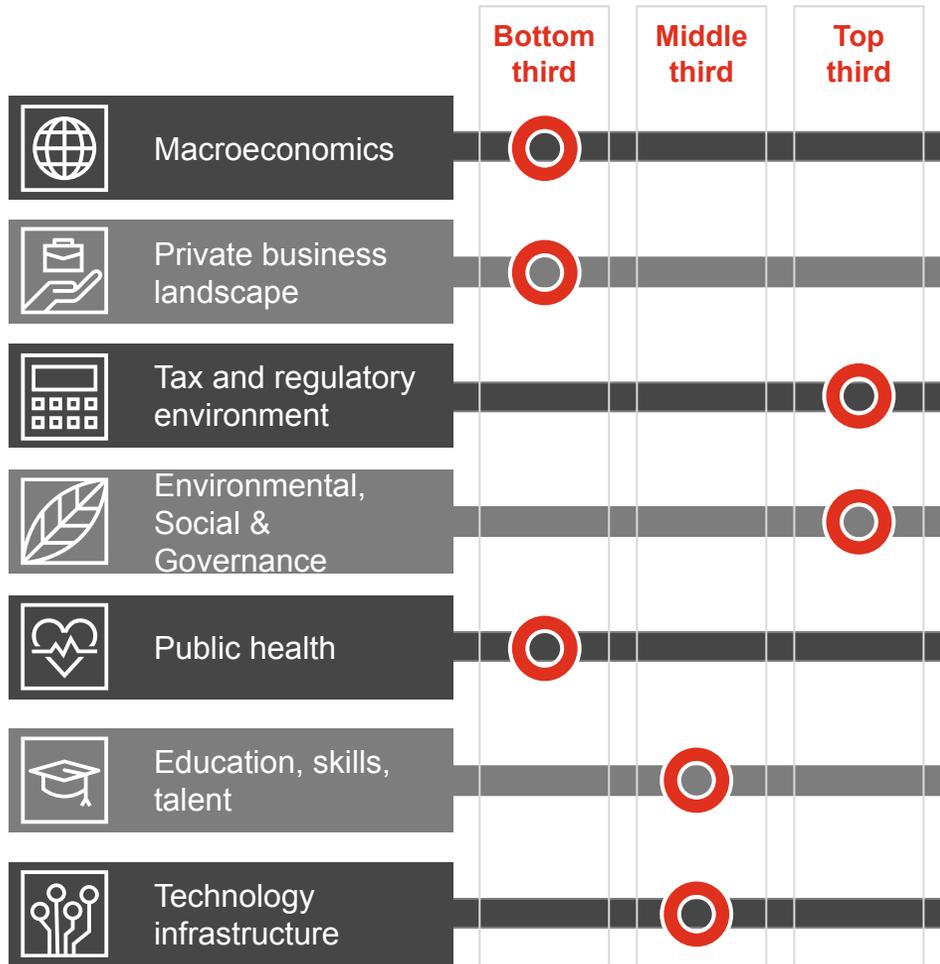
- Public spending on health services at 10.3% of GDP and on education at 6.41% of GDP are both among the highest of any of the 34 jurisdictions ranked on the Heatmap for these metrics.
- There is a high uptake of non fossil fuel energy sources in Belgium relative to other Heatmap jurisdictions.
- The gender gap in Belgium is one of the lowest of any EPB Heatmap jurisdiction.
- Levels of broadband access are high throughout Belgium, and one of the highest rates of any EPB Heatmap jurisdiction.

Possible challenges for private businesses:

- Belgium has relatively low FDI net inflow sources relative to other EPB Heatmap jurisdictions.
- The current employment rate of 64.7% places Belgium among the 10 jurisdictions with the lowest rate of employment.

18. Lithuania (49.1 / 100)

Developing



Lithuania ranks 18th within the EPB Heatmap with a total score of 49.1 out of 100. It appears in the top third for the tax and regulatory environment and Environmental, Social and Governance metrics categories and in the middle third across a further two categories. Private businesses in Lithuania can benefit from one of the fastest growing economies of all measured jurisdictions, as well as a high proportion of large private businesses, low gender gap and low CO2 emissions.

Relative strengths for private businesses:

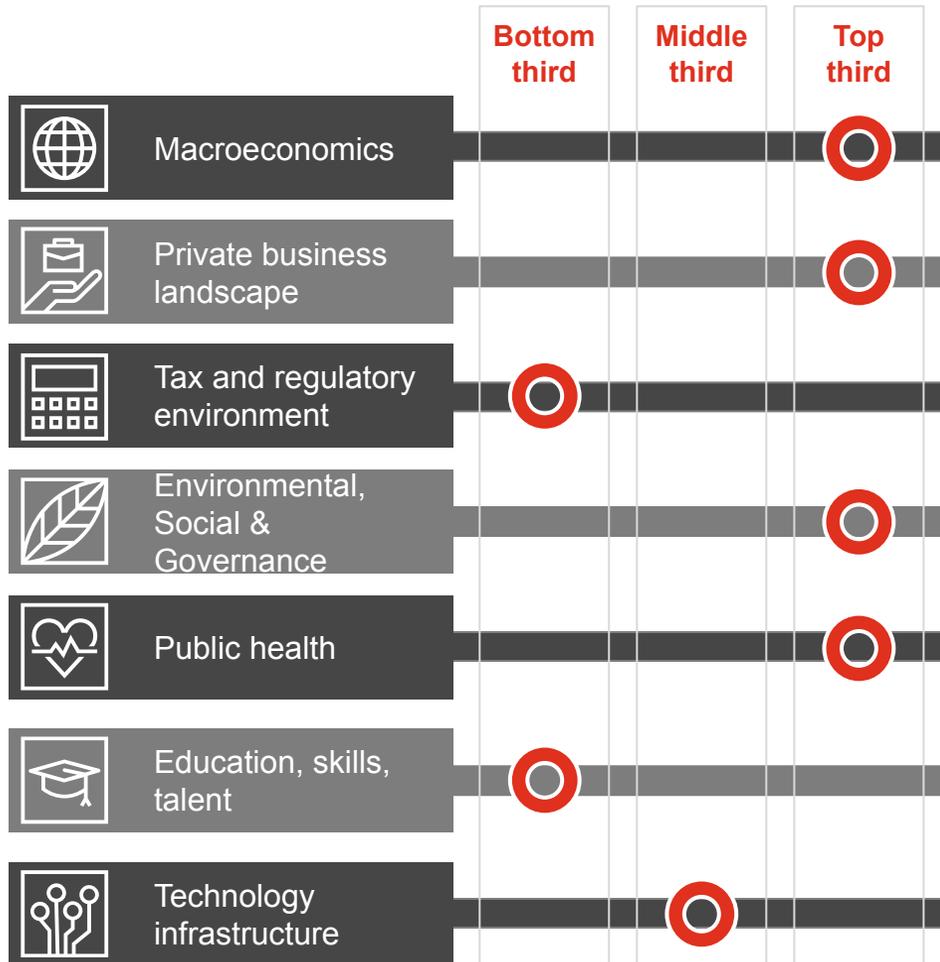
- In the most recent period Lithuania has benefited from one of the fastest GDP growth rates (4.33%) of any jurisdiction on the Heatmap. However, future GDP growth (3.2%) is expected to slow compared with other jurisdictions.
- Lithuania's proportions of larger private businesses registered relative to the overall size of its economy is one of the highest of the Heatmap.
- The gender gap within Lithuania is low relative to other Heatmap jurisdictions.
- Levels of CO2 emissions per capita are low in Lithuania relative to other Heatmap jurisdictions.

Possible challenges for private businesses:

- Lithuania currently has relatively low numbers of global multinational corporations registered, and low levels of FDI net inflows relative to other EPB Heatmap jurisdictions.
- Rates of public health spending (6.6% of GDP) are lower than the majority of other EPB Heatmap jurisdictions. Average life expectancy at 75.61 years places Lithuania among the 10 jurisdictions with the lowest life expectancy.

19. Portugal (48.5 / 100)

Developing



Portugal ranks 19th within the EPB Heatmap with a total score of 48.5 out of 100. It appears in the top third of jurisdictions for four categories, and in the middle third for technology infrastructure. Private businesses in Portugal can benefit from one of the lowest inflation rates of all measured jurisdictions, as well as one of the highest proportions of large private businesses.

Relative strengths for private businesses:

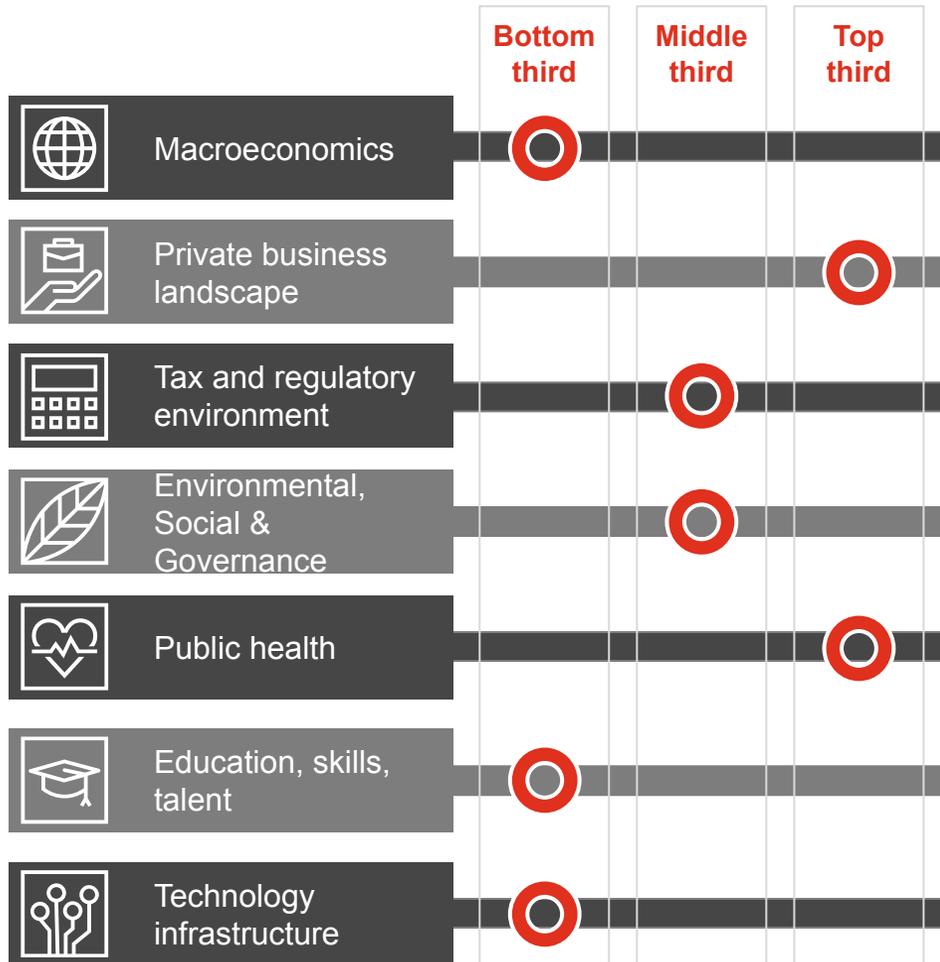
- Portugal has one of the five lowest inflation rates (0.3%) of all the Heatmap's jurisdictions.
- The proportions of large private businesses as a constituency of Portugal's overall economy is one of the highest of any of the jurisdictions on the Heatmap.

Possible challenges for private businesses:

- At 18.30%, Portugal's youth unemployment rate is one of the highest of any jurisdiction on the EPB Heatmap.
- Portugal's literacy and educational attainment rates are lower than the majority of other jurisdictions ranked on the Heatmap.
- The score for Portugal's internet usage is lower than other jurisdictions on the EPB Heatmap.

20. Italy (47.5 / 100)

Developing



Italy ranks 20th within the EPB Heatmap with a total score of 47.5 out of 100. It appears in the top third of jurisdictions for two categories – private business landscape and public health – and in the middle third for Environmental, Social and Governance metrics and tax and regulatory environment. Private businesses in Italy can benefit from one of the fastest growing economies and one of the lowest inflation rates of all measured jurisdictions, as well as a high amount of investors, deal flow and global multi nationals.

Relative strengths for private businesses:

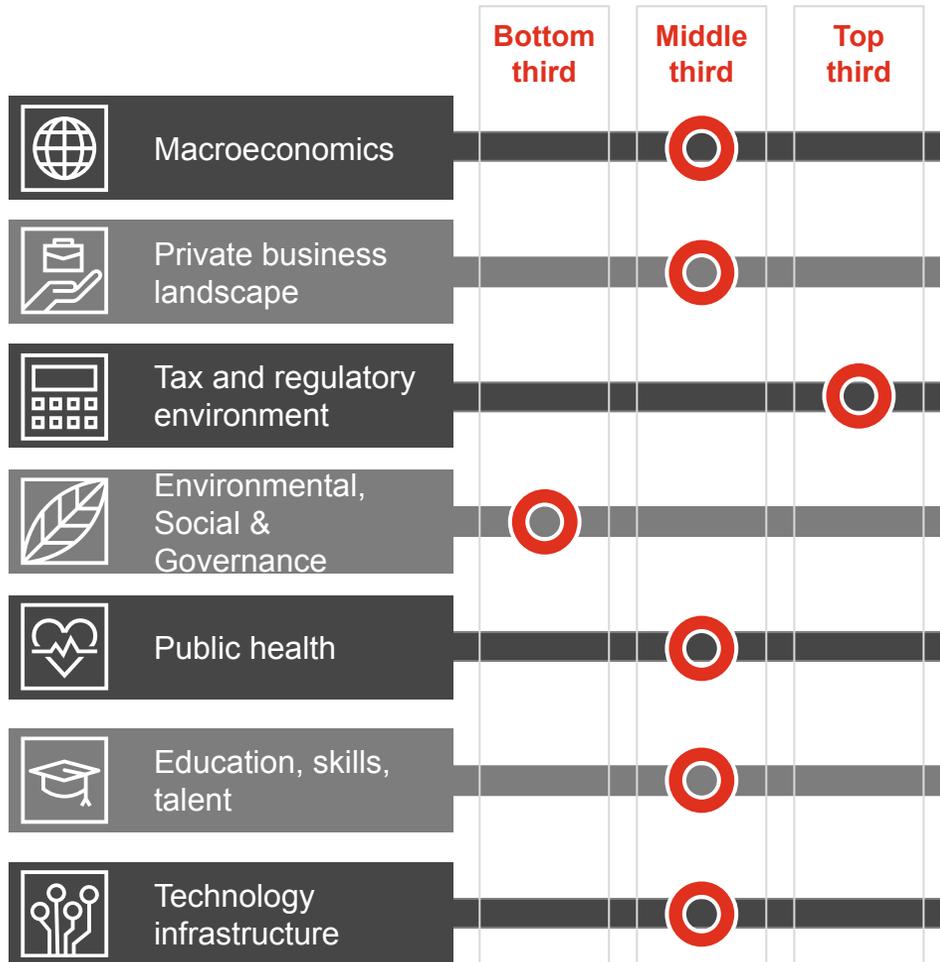
- Italy's GDP growth is forecast to increase to 4.2% over the next period, placing it among the top third of the fastest growing jurisdictions on the EPB Heatmap. This is up from a GDP growth rate of just 0.34% in the previous period, which placed Italy among the three slowest growing jurisdictions as measured by GDP.
- At just 0.6%, Italy's inflation rate is one of the lowest of any Heatmap jurisdictions.
- There is a high incidence of investors, deal flows and global multinational corporations registered within Italy compared with many of the other jurisdictions on the Heatmap.

Possible challenges for private businesses:

- Italy's employment rate of just 58.1% of the population places it fifth from bottom for this metric. Youth unemployment in Italy stands at 29.2%, the fourth highest among the 34 jurisdictions
- The score for Italy's internet usage is lower than other jurisdictions on the EPB Heatmap.

21. Czech Republic (47.2/ 100)

Developing



The Czech Republic ranks 21st within the EPB Heatmap with a total score of 47.2 out of 100. It scores in the top third for tax and regulatory environment, within the middle third across five of the seven categories in the Heatmap. Private businesses in Czech Republic can benefit from the lowest youth unemployment rate of all measured jurisdictions, as well as strong economic growth and a large proportion of large private businesses.

Relative strengths for private businesses:

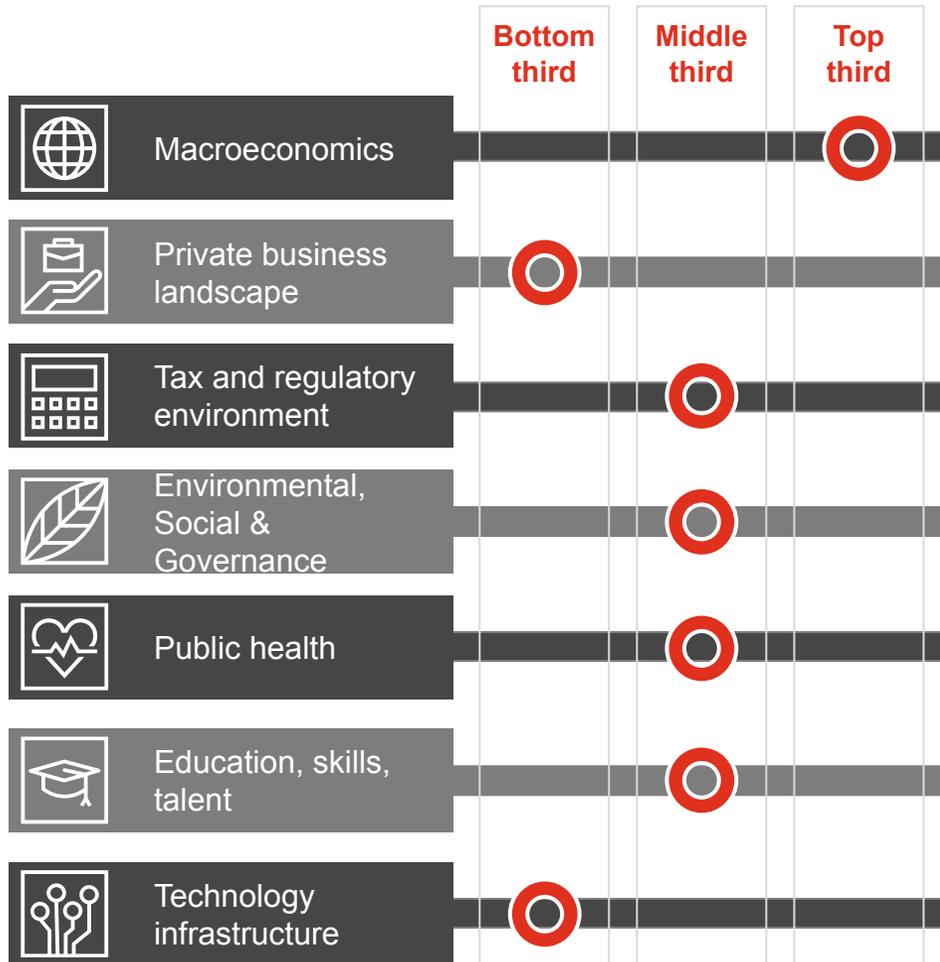
- Recent GDP growth of 2.27% places the Czech Republic among the top half of fastest growing jurisdictions on the Heatmap, with its GDP growth forecast to accelerate to 4.2% over the next period.
- The Czech Republic has the second highest proportion of large private businesses as a proportion of its overall economy of any of the Heatmap jurisdictions.
- At 5.6% the Czech Republic has the lowest youth unemployment across all 34 Heatmap jurisdictions.

Possible challenges for private businesses:

- At 2.8% the Czech Republic has one of the highest inflation rates relative to the majority of other jurisdictions measured.
- The gender gap within the Czech Republic is noticeably wider than the majority of other EPB Heatmap jurisdictions.
- The Czech Republic has one of the highest levels of CO2 emissions per capita among all 34 EPB Heatmap jurisdictions.
- With a spend level equivalent to just 3.85% of GDP, the Czech Republic has one of the lowest levels of spend on education as a proportion of its national income.

22. Slovenia (45.3 / 100)

Developing



Slovenia ranks 22nd within the EPB Heatmap with a total score of 45.3 out of 100. It appears in the top third of jurisdictions for macroeconomics, and in the middle third across a further four categories. Private businesses in Slovenia can benefit from the lowest infant mortality of all measured jurisdictions, strong macroeconomic conditions, high non fossil fuel energy source uptake and low levels of youth unemployment.

Relative strengths for private businesses:

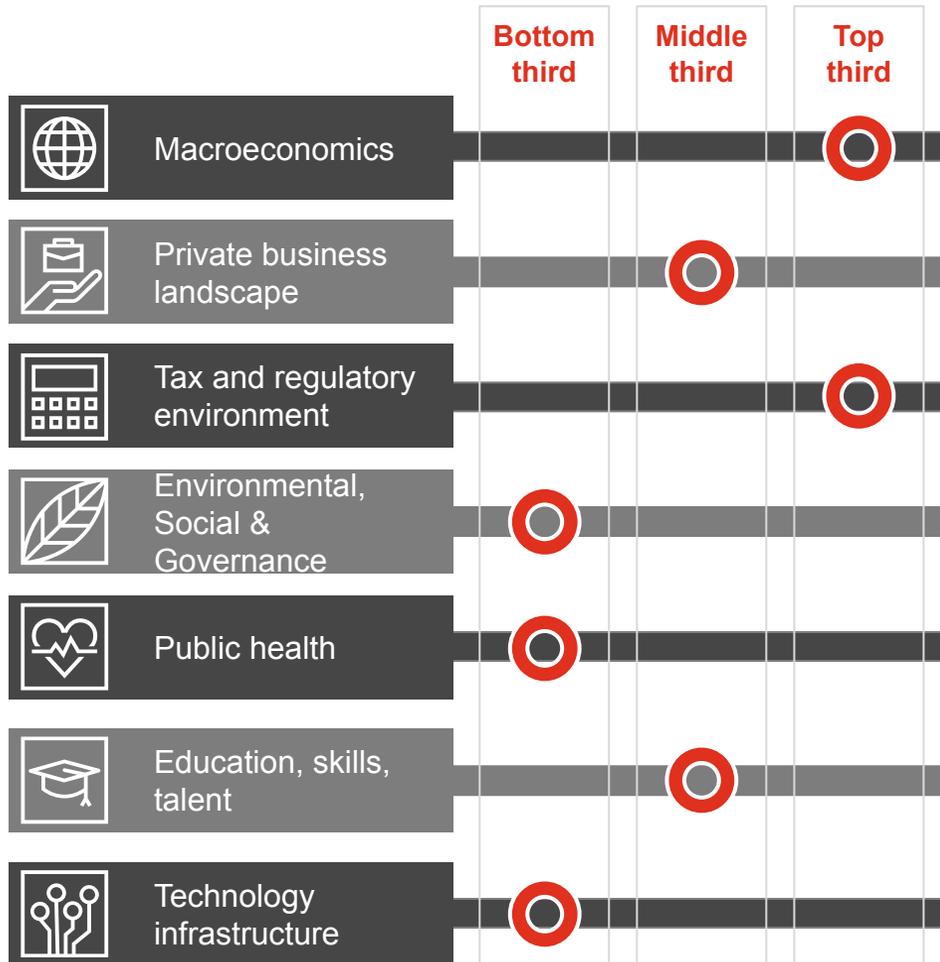
- Slovenia performs well across a range of macroeconomic metrics including strong growth in levels of public and household consumption spending. Its most recent GDP growth of 2.4% places it among the top half of fastest growing jurisdictions on the Heatmap, with GDP growth forecast to accelerate to 3.7% over the next period.
- The infant mortality rate in Slovenia is the lowest of any Heatmap jurisdiction.
- There is a high uptake of energy from non fossil fuel sources across Slovenia relative to other Heatmap countries.
- At 8.1% Slovenia is among the lowest levels of youth employment across the EPB Heatmap territories.

Possible challenges for private businesses:

- Slovenia has relatively low levels of investors, net FDI inflows, private sector deals and global multinational corporations registered compared with other jurisdictions on the Heatmap.

23. Hungary (44.5 / 100)

Developing



Hungary ranks 23rd within the EPB Heatmap with a total score of 44.5 out of 100 (joint with Russia). It appears in the top third of jurisdictions for macroeconomics and tax and regulatory environment, in the middle third for two more categories. Private businesses in Hungary can benefit from the highest FDI investment of all measured jurisdictions, as well as strong economic growth.

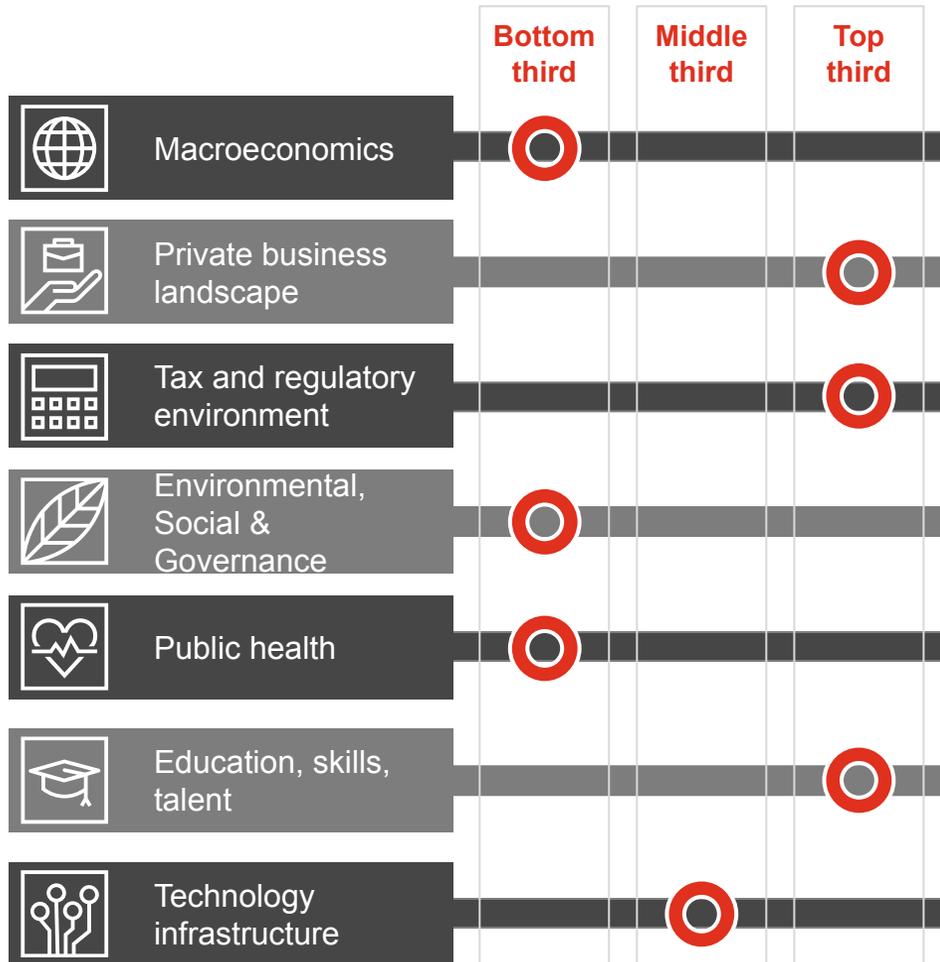
Relative strengths for private businesses:

- The recent GDP growth rate of 4.58% puts Hungary among the fastest growing economies measured. The jurisdiction's GDP growth is forecast to remain strong at 4.3% over the next period.
- Hungary has a high incidence of FDI net inflows and large private business relative to the majority of other economies on the Heatmap.

Possible challenges for private businesses:

- With an inflation rate of 3.3%, Hungary's score is one of the highest of all jurisdictions on the Heatmap.
- At \$16,500, Hungary has one of the lowest GNI per capita rates of any of the Heatmap jurisdictions.
- Hungary scores within the lowest rated five jurisdictions among Heatmap countries according to the global corruption index.
- Scores for internet usage and cell phone access in Hungary are low compared with other Heatmap jurisdictions.

23. Russia (44.5 / 100)



Russia ranks 23rd within the EPB Heatmap with a total score of 44.5 out of 100 (joint with Hungary). It appears in the top third of jurisdictions for private business landscape, tax and regulatory environment and education, skills and talent and in the middle third for one more category in the Heatmap. Private businesses in Russia can benefit from highest educational attainment of all of the measured jurisdictions, as well as a high proportion of MNCs and one of the highest working age populations.

Relative strengths for private businesses:

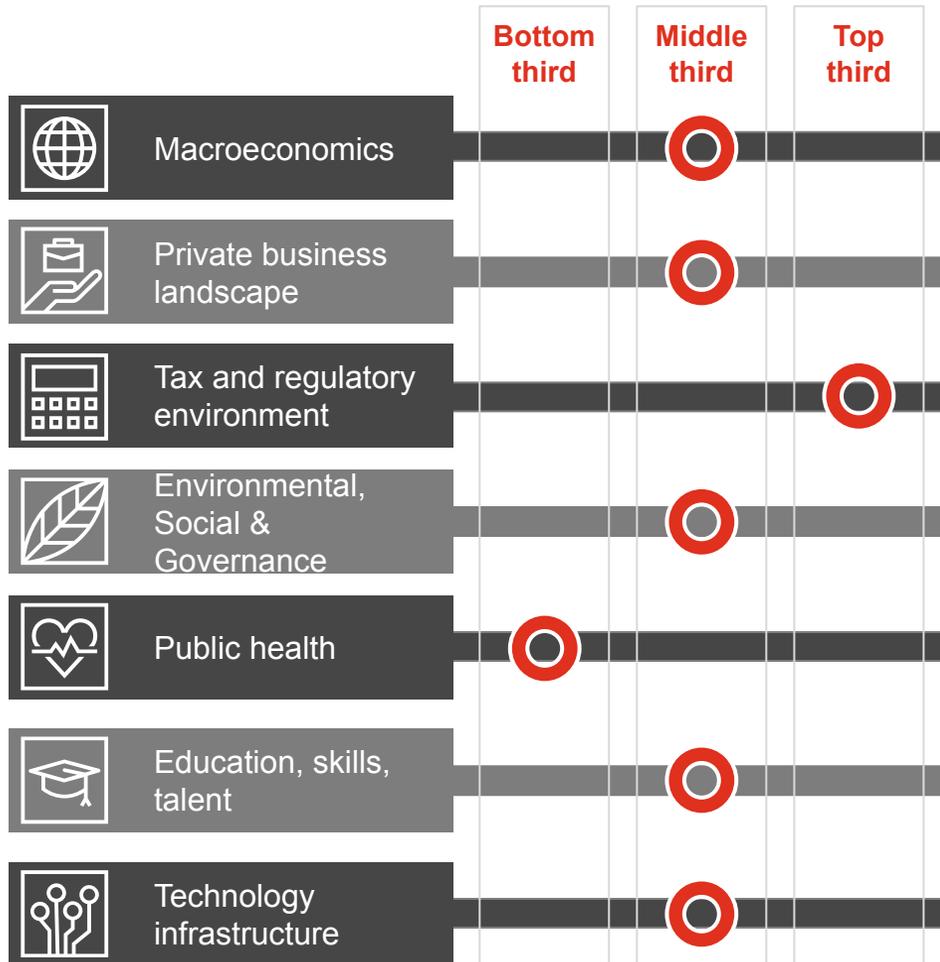
- Russia has a relatively high proportion of global multinational corporations registered compared with the majority of other Heatmap jurisdictions. It also has comparative high levels of FDI net inflows.
- At 67.23%, Russia's working age population as a proportion of its overall population is one of the Heatmap's highest. In addition, the jurisdiction's literacy rate is relatively high compared with other Heatmap jurisdictions. Russia tops the table for education attainment at tertiary level.

Possible challenges for private businesses:

- An inflation rate of 4.4% places Russia among the five jurisdictions with the highest inflation rate.
- At \$11,260 Russia has one of the lowest GNI per capita rates on the Heatmap.
- Russia's Central Bank interest rates are significantly higher (5.5%) than most other Heatmap jurisdictions. This suggests that the cost of borrowing for private businesses is likely to be higher in Russia than in other territories.
- Health metrics, particularly life expectancy, infant mortality and health spending are ranked consistently low in Russia as compared with other jurisdictions.

25. Slovakia (43.7 / 100)

Developing



Slovakia ranks 25th within the EPB Heatmap with a total score of 43.7 out of 100. It appears in the top third for Tax and Regulatory environment and in the middle third of jurisdictions for five more categories in the Heatmap. Private businesses in Slovakia can benefit from one of the fastest growing economies, one of the highest proportions of large private businesses proportionate to the economy and one of the highest uptake of non fossil fuel energy sources of all measured jurisdictions.

Relative strengths for private businesses:

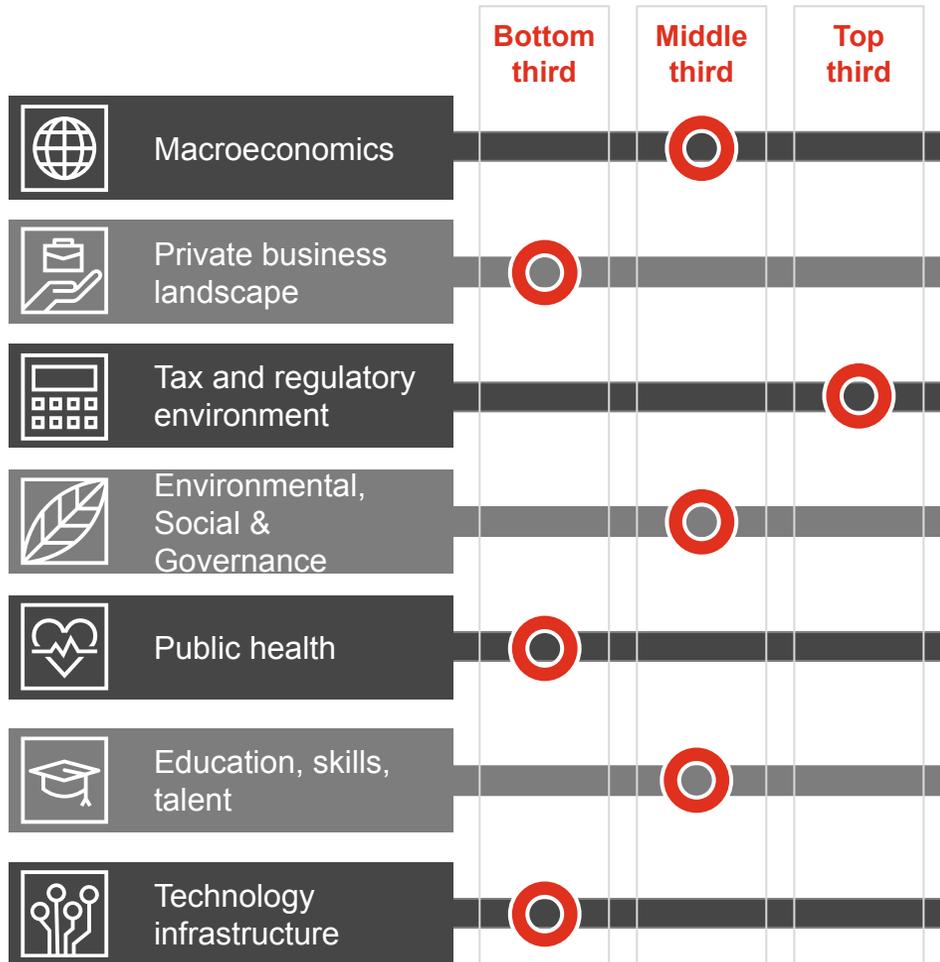
- Slovakia's recent GDP growth rate of 2.4% places it as one of the five fastest growing jurisdictions on the Heatmap. This growth rate is expected to accelerate to 4.7% over the next period as Slovakia emerges strongly from the COVID-19 pandemic.
- The proportion of large private businesses within Slovakia's economy is greater than the majority of the Heatmap's other jurisdictions.
- Uptake of non fossil fuel energy sources in Slovakia is higher than the majority of the jurisdictions on the Heatmap.

Possible challenges for private businesses:

- Slovakia has relatively low levels of investors and global multinational corporations registered compared with other jurisdictions on the Heatmap.
- Slovakia ranks in the bottom ten countries on the Heatmap on the global corruption index.
- Public spending on education as a proportion of national income is low in Slovakia compared with other EPB Heatmap countries (3.94% of GDP). Education attainment levels are also relatively low when compared with other Heatmap jurisdictions.

26. Bulgaria (43 / 100)

Developing



Bulgaria ranks 26th within the EPB Heatmap with a total score of 43 out of 100. It appears in the top third of jurisdictions for tax and regulatory environment, in the middle third for three more categories. Private businesses in Bulgaria can benefit from relatively strong economic performance and consumption growth rates and high youth employment.

Relative strengths for private businesses:

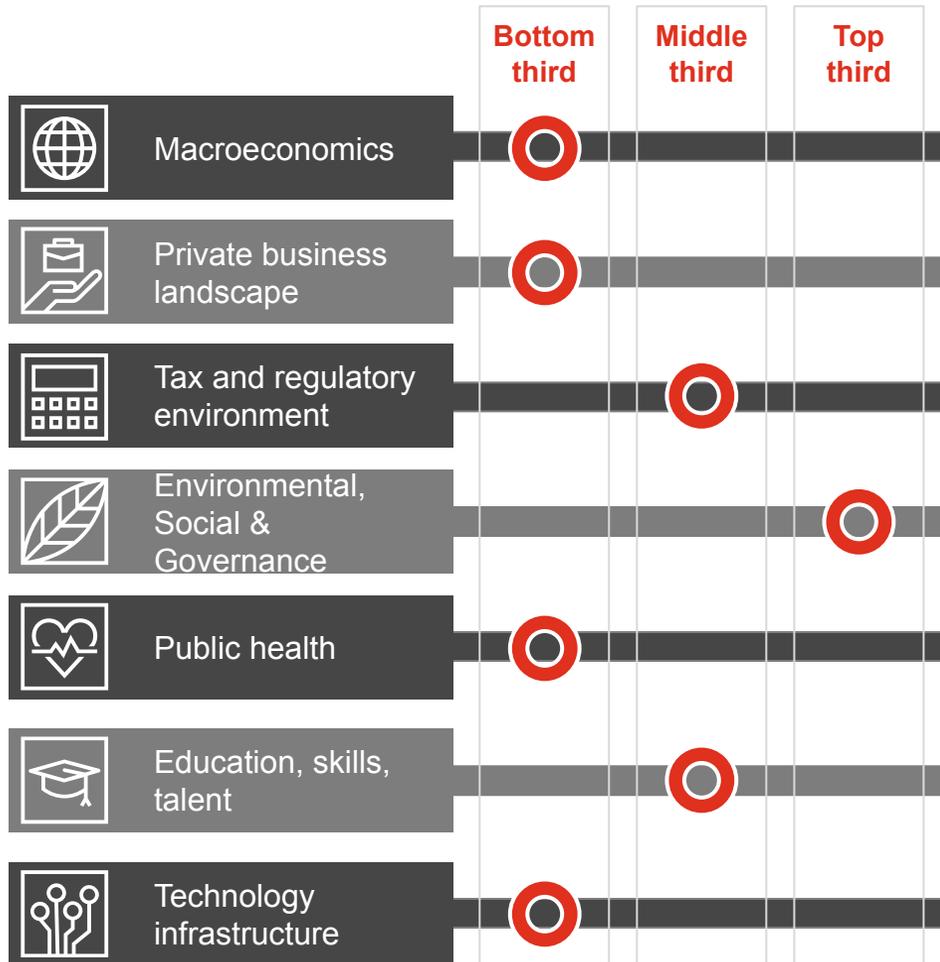
- Bulgaria's recent GDP growth rate (3.39%) and its forecast GDP growth (4.4%) place it just within the top third of jurisdictions according to both metrics.
- Private and public sector consumption growth rates in Bulgaria are among the top five fastest growing across the Heatmap's jurisdictions.
- At 8.9% youth unemployment is relatively low in Bulgaria compared with other Heatmap jurisdictions.

Possible challenges for private businesses:

- Bulgaria has one of the highest inflation rates (3.1%) of any of the Heatmap's jurisdictions.
- At \$9,570, Bulgaria has the fourth lowest GNI per capita rates among the 34 jurisdictions on the Heatmap.
- Bulgaria has a relatively low percentage of large private businesses among the overall makeup of its economy relative to other EPB Heatmap jurisdictions. Similarly, the levels of investors and global multinational corporations registered is low in Bulgaria compared with other jurisdictions on the Heatmap.
- Internet usage and mobile connectivity scores in Bulgaria are low compared with the majority of other jurisdictions measured.

27. Latvia (42.6 / 100)

Developing



Latvia ranks 27th within the EPB Heatmap with a total score of 42.6 out of 100. It appears in the top third of jurisdictions for Environmental, Social and Governance metrics, and in the middle third for tax and regulatory environment and education, skills and talent. Private businesses in Latvia can benefit from low CO2 emissions per capita and the second highest literacy rate of all measured jurisdictions.

Relative strengths for private businesses:

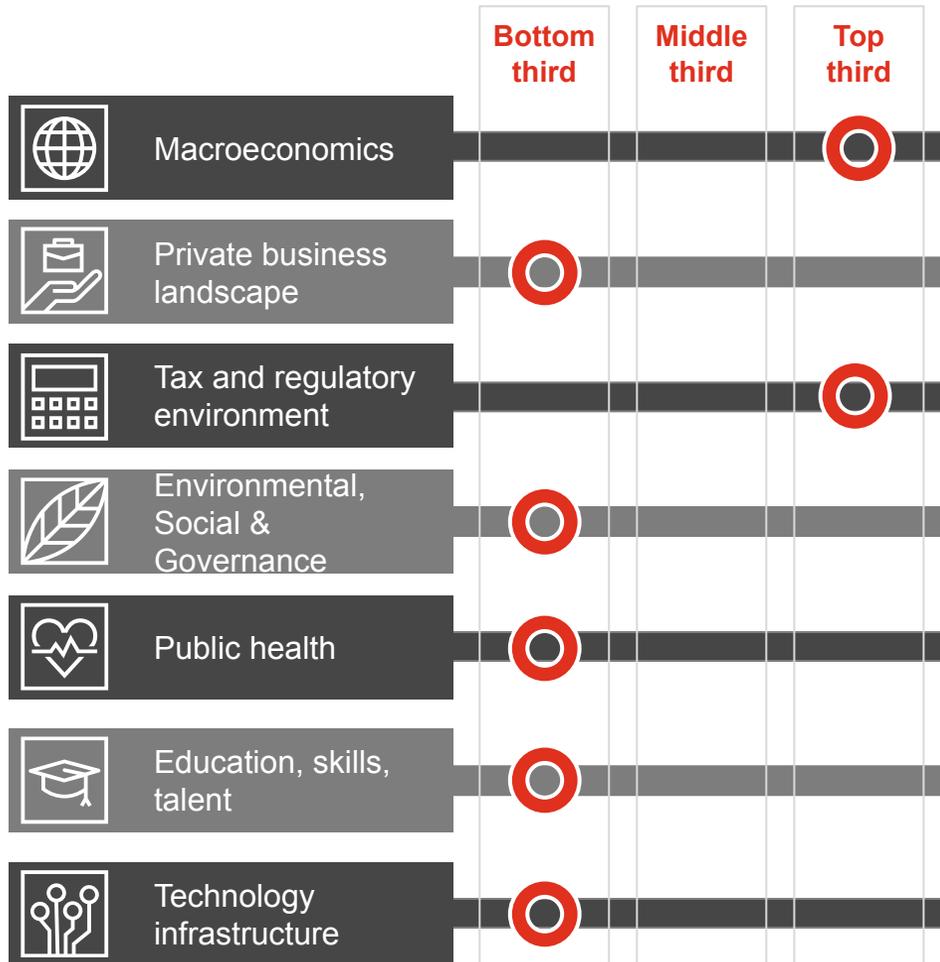
- Latvia has a relatively low bureaucratic burden compared with other jurisdictions on the EPB Heatmap: it places among the top ten jurisdictions for ease of doing business.
- CO2 emissions per capita in Latvia are relatively low compared with the other Heatmap countries.
- Latvia's literacy rate comes in second highest of the entire Heatmap.

Possible challenges for private businesses:

- At \$17,730, Latvia places among the bottom 10 jurisdictions for GNI per capita.
- The inflation rate within Latvia at 2.8% is higher than the majority of other Heatmap jurisdictions.
- Latvia has relatively low levels of investors, net FDI inflows, private sector deals and global multinational corporations registered compared with other jurisdictions on the Heatmap.
- With an expenditure of just 6.2% of GDP on public health, Latvia has one of the lowest levels of the Heatmap. This is one of many Public Health metrics the jurisdiction scores consistently low in.
- Cell phone and broadband access and mobility connectivity in Latvia are among the lowest of all measured jurisdictions.

28. Romania (41.7 / 100)

Developing



Romania ranks 28th within the EPB Heatmap with a total score of 41.7 out of 100. It appears in the top third of jurisdictions for macroeconomics and tax and regulatory environment. Private businesses in Romania can benefit from one of the fastest accelerating economies, one of the lowest CO2 emissions and the second highest proportion of the working age population.

Relative strengths for private businesses:

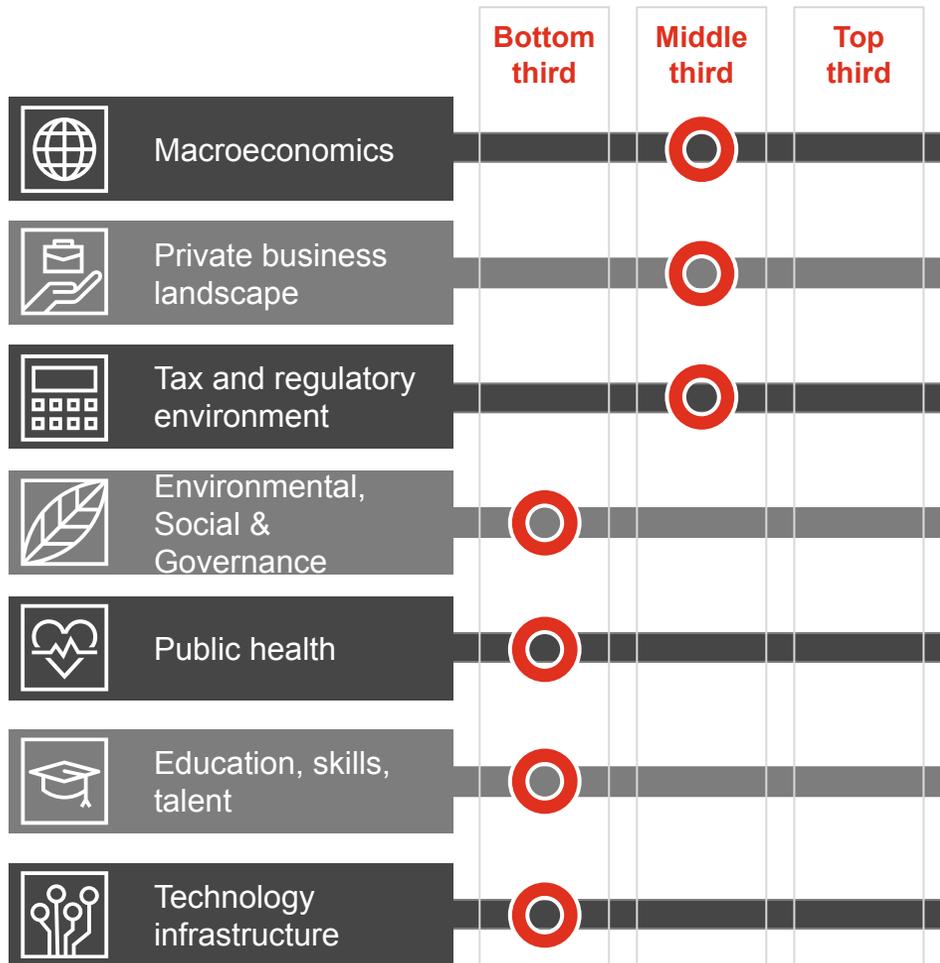
- Romania has benefited from one of the fastest growing economies as measured by its recent GDP growth rate of 4.2%. Its GDP growth is forecast to accelerate to 6% placing it among the five fastest growing economies on the Heatmap.
- CO2 emissions per capita in Romania are one of the five lowest of the Heatmap.
- Romania benefits from a 68.3% working age population, 2nd amongst the ranked territories.

Possible challenges for private businesses:

- Romania's inflation rate of 3.8% places it as one of the jurisdictions with the highest inflation rates among the 34 on the Heatmap.
- At \$12,620, Romania has one of the lowest GNI per capita rates on the Heatmap.
- Romania has lower spending on public health and lower health outcomes relative to other jurisdictions on the Heatmap.
- The gender gap in Romania is one of the widest of any on the Heatmap.
- With only 3.1% of GDP spent on education, Romania has the lowest education spend of all measured jurisdictions and one of lowest levels of educational attainment at the tertiary level.
- Internet usage and broadband access scores are low for Romania compared with the majority of other jurisdictions.

29. Poland (41.6 / 100)

Developing



Poland ranks 29th within the EPB Heatmap with a total score of 41.6 out of 100. It appears in the middle third of jurisdictions for three categories in the Heatmap.

Private businesses in Poland can benefit from one of the fastest growing economies and consumption spending growth of all measured jurisdictions, as well as one of the largest working age populations.

Relative strengths for private businesses:

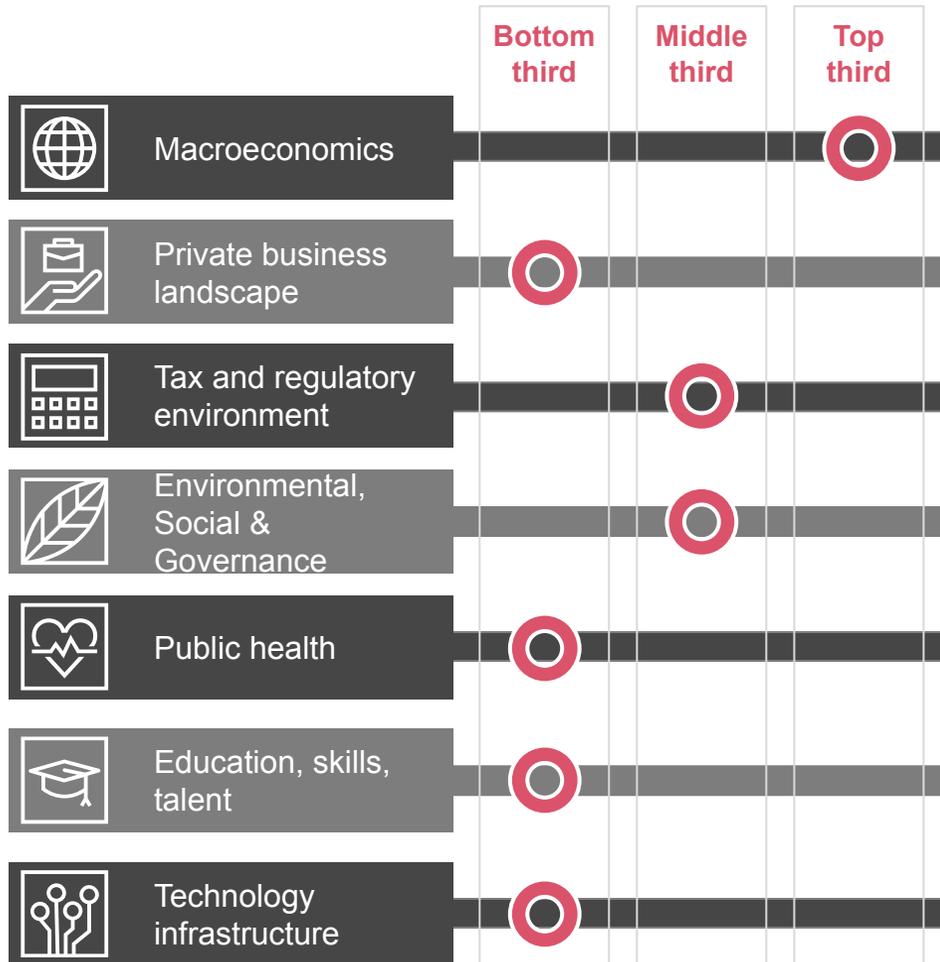
- Poland's recent GDP growth rate of 4.55% places it as one of the five fastest growing jurisdictions on the Heatmap. However, this growth rate is expected to slow to 3.5% over the next period.
- Alongside strong GDP growth, Poland also places within the top five jurisdictions for its consumption spending growth.
- With 66.45% of the population of working age, Poland has one of the largest working age populations of any jurisdictions on the Heatmap.

Possible challenges for private businesses:

- At \$15,350, Poland's GNI per capita is among the bottom 10 jurisdictions ranked.
- Poland has relatively few large private businesses as a proportion of its overall economy compared with the majority of other jurisdictions on the Heatmap.
- Public spending on health in Poland is lower than most other Heatmap jurisdictions at just 6.3% of GDP. It also has one of the highest COVID-19 cumulative case fatality rates, as of August 2021.
- There is a relatively low uptake of non fossil fuel energy sources within Poland, and larger CO2 emissions per capita, compared with other EPB Heatmap jurisdictions.

30. Croatia (38.5 / 100)

Emerging



Croatia ranks 30th within the EPB Heatmap with a total score of 38.5 out of 100. It appears in the top third of jurisdictions for macroeconomics and in the middle third for tax and regulatory environment and Environmental, Social and Governance metrics. Private businesses in Croatia can benefit from strong economic growth, one of the lowest inflation rates and low CO2 output per capita compared to other measured jurisdictions.

Relative strengths for private businesses:

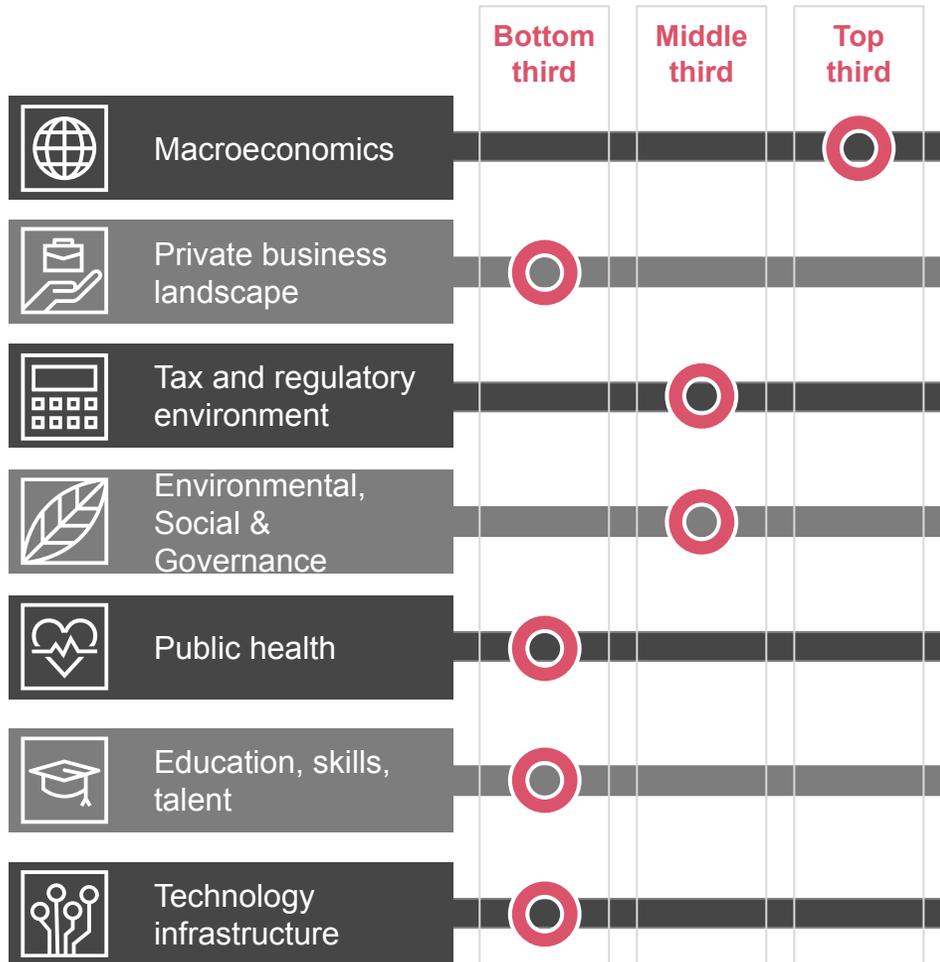
- Croatia's recent GDP growth rate of 2.94% places it among the top third of Heatmap jurisdictions according to this metric. Its forecast GDP growth of 4.7% places it among the top ten fastest growing jurisdictions.
- At 0.7% Croatia has one of the lowest inflation rates of any jurisdiction on the Heatmap.

Possible challenges for private businesses:

- At \$14,990, Croatia has one of the lowest GNI per capita rates of any of the Heatmap's jurisdictions.
- Croatia has a relatively low percentage of large private businesses among the overall makeup of its economy relative to other Heatmap jurisdictions. Similarly, the levels of investors, private sector deals and global multinational corporations registered is low in Croatia compared with other jurisdictions on the Heatmap.
- With only 3.92% of GDP spent on education, Croatia is scored lower than the majority of other countries on the Heatmap.
- Croatia scores low across all technology infrastructure metrics.

31. Kenya (36.6 / 100)

Emerging



Kenya ranks 31st within the EPB Heatmap with a total score of 36.6 out of 100. It appears in the top third of jurisdictions for macroeconomics and in the middle third of jurisdictions for tax and regulatory environment and Environmental, Social and Governance metrics. Private businesses in Kenya can benefit from the fastest growing economy based on forecasted GDP growth and the lowest CO2 emission per capita.

Relative strengths for private businesses:

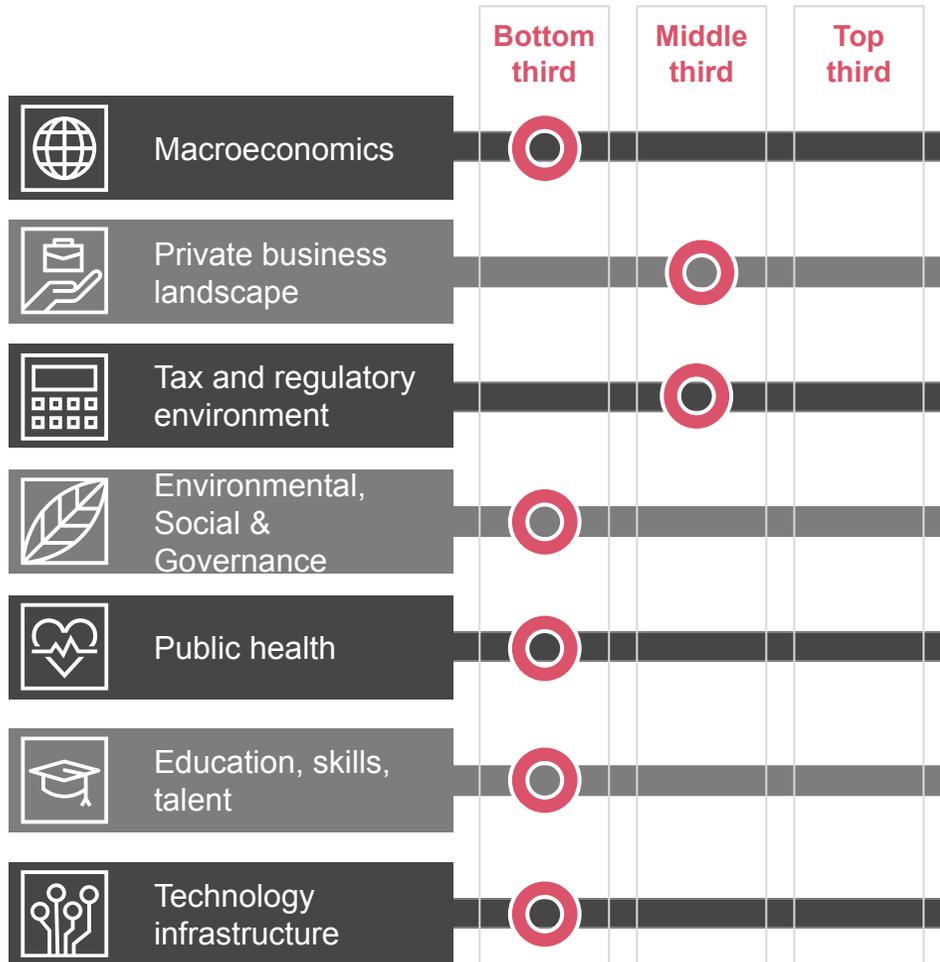
- Kenya has the second highest recent GDP growth of any of the 34 jurisdictions on the Heatmap at 5.39% annual growth. Its GDP growth forecast of 7.6% makes it the fastest growing of all jurisdictions.
- Annual consumption growth rate in Kenya is high, suggesting that both private and public sector spending remain robust.
- Non fossil fuel derived energy source reliance in Kenya is one of the highest of any jurisdiction on the Heatmap, while CO2 output per capita is one of the lowest of any jurisdiction.
- Kenya's youth unemployment rate of 7.4% is among the lowest of any jurisdiction ranked.

Possible challenges for private businesses:

- Kenya's inflation rate of 5.1% is the third highest of the Heatmap jurisdictions.
- At \$1,750, Kenya has the lowest GNI per capita rate of any of the jurisdictions measured by the Heatmap.
- The cost of accessing capital in Kenya is relatively high, while levels of lending to the private sector as a percentage of GDP is relatively low comparative to other jurisdictions on the Heatmap.
- Kenya scores consistently low across the technology infrastructure metrics on the Heatmap.

32. South Africa (33.6 / 100)

Emerging



South Africa ranks 32nd within the EPB Heatmap with a total score of 33.6 out of 100. It appears in the middle third of jurisdiction for two Heatmap categories.

Private businesses in South Africa can benefit from low indirect tax rates, high public spending on education and expansive cell phone coverage.

Relative strengths for private businesses:

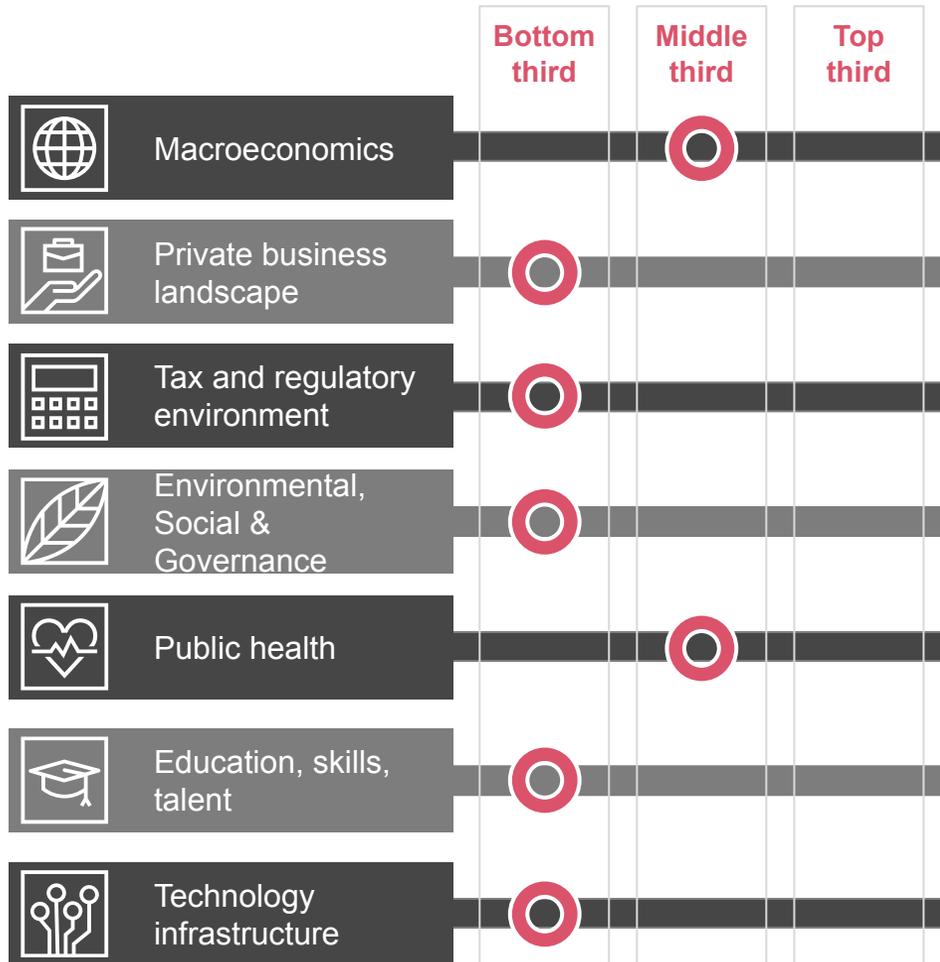
- South Africa has a very low indirect tax rate, placing it in the top 3 of all jurisdictions.
- Public spending on education within South Africa is at 6.51% of GDP, making it one of the highest among the jurisdictions ranked on the Heatmap.
- Cell phone access is relatively high in South Africa, although other technology infrastructure metrics are low compared with the majority of other jurisdictions.

Possible challenges for private businesses:

- At 0.06% South Africa has the second lowest of recent GDP growth rates on record among the 34 jurisdictions ranked on the Heatmap. Although the GDP forecast is set to increase to 3.1%, this still places South Africa among the 10 lowest growth jurisdictions.
- South Africa's inflation rate of 4.1% is the sixth highest of any of the jurisdictions on the Heatmap.
- At \$6,040, South Africa has the third lowest GNI per capita rate of any of the Heatmap's jurisdictions.
- South Africa scores consistently low for COVID-19 related outcomes among the public health metrics on the Heatmap.
- At 42.5%, the employment rate in South Africa is one of the lowest measured across Heatmap jurisdictions. The jurisdiction also has the highest youth unemployment rate at 57%.

33. Greece (32.8 / 100)

Emerging



Greece ranks 33rd within the EPB Heatmap with a total score of 32.8 out of 100. It ranks in the middle third of jurisdictions for two categories: macroeconomics and public health. Private businesses in Greece can benefit from one of the lowest inflation rates of all measured jurisdictions and strong recent and forecasted GDP growth.

Relative strengths for private businesses:

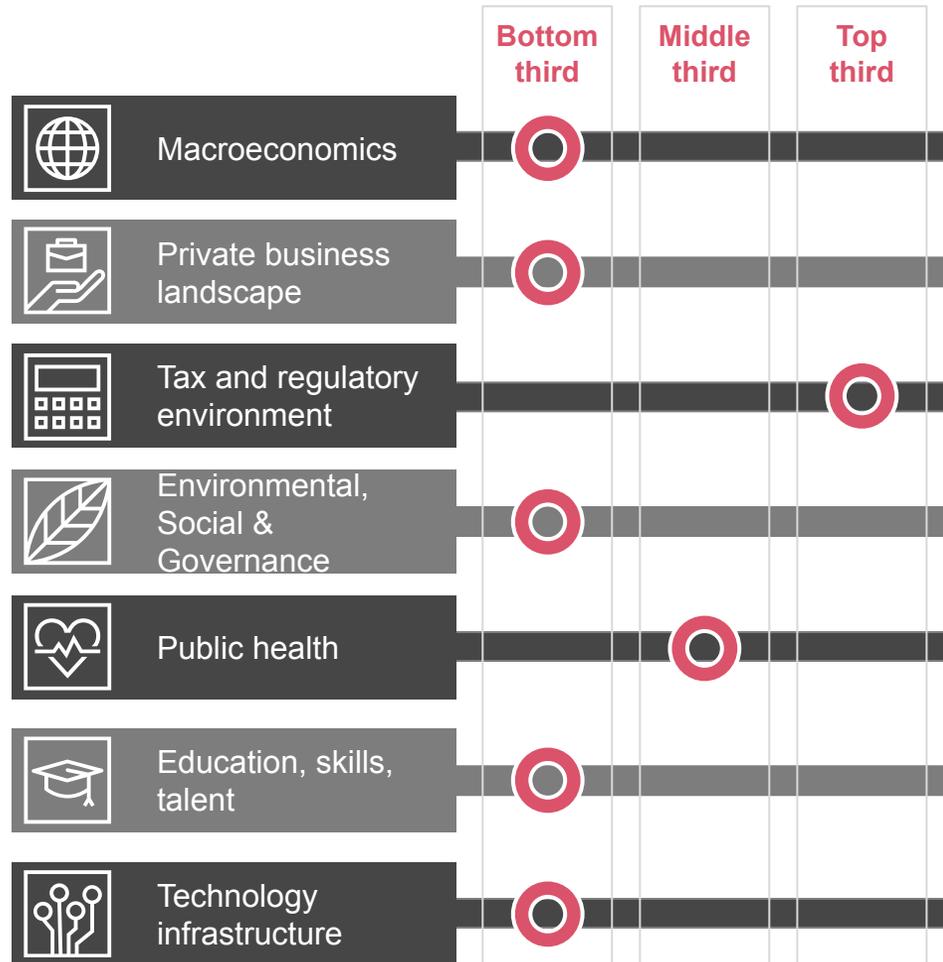
- At 0.2% Greece has one of the three lowest inflation rates among all 34 jurisdictions on the EPB Heatmap.
- Recent GDP growth of 1.87%, as well as forecasted GDP growth (3.8%), place Greece in the middle of the Heatmap's ranking.

Possible challenges for private businesses:

- Greece has the second lowest percentage of large private businesses among its overall private business community relative to other EPB Heatmap jurisdictions. Similarly, the levels of investors and global multinational corporations registered in Greece is low compared with other jurisdictions on the Heatmap.
- The gender gap in Greece is the fourth widest of any jurisdiction on the Heatmap.
- Greece has one of lowest employment rates with 56.3% of the population employed. Its youth unemployment of 35.2% is the second highest of the 34 jurisdictions on the Heatmap.
- Overall internet usage and mobile connectivity scores in Greece are low compared with other Heatmap jurisdictions.

34. Nigeria (22.7 / 100)

Emerging



Nigeria ranks 34th within the EPB Heatmap with a total score of 22.7 out of 100. It appears in the top third for Tax and Regulatory Environment and middle third for Public Health. Private businesses in Nigeria can benefit from the lowest COVID-19 incidence of all measured jurisdictions, as well as low income and corporate tax rates.

Relative strengths for private businesses:

- CO2 output per capita in Nigeria is relatively low comparative to other jurisdictions on the Heatmap.
- Nigeria has a low income and corporate tax rate compared to many other jurisdictions tested.

Possible challenges for private businesses:

- At 0.8% Nigeria has one of the lowest recent GDP growth rates on record among the 34 jurisdictions ranked on the Heatmap. Although the GDP forecast is set to increase to 2.5%, this still places Nigeria as the third slowest growing jurisdiction among those ranked on the Heatmap.
- Nigeria's inflation rate of 11.3% is the highest of any of the jurisdictions on the Heatmap.
- At \$2,040, Nigeria has the second lowest GNI per capita rate of any of the Heatmap's jurisdictions.
- Nigeria has the highest Central Bank lending rate among all jurisdictions on the Heatmap and the lowest level of lending to private sectors. This suggests access to growth financing for private businesses may be both more difficult and more expensive than in other jurisdictions.
- Public health spending levels in Nigeria (3.9% of GDP) are some of the lowest of the Heatmap. Life expectancy (60.97 years) is the lowest of any of the 34 jurisdictions on the Heatmap.
- Nigeria is the lowest rated jurisdiction on the global corruption index.

4

Methodology
deep dive

A step-by-step guide for creating the ranking

1

We have collated each of the raw data points from the 37 different metrics.



2

Each jurisdiction is then ranked according to favourability (e.g. the jurisdiction with the largest GDP growth is ranked 34, with the lowest is ranked 1).



3

The scores for each of the data points within a category have been added together to produce an overall category ranking. A weighting is applied to produce an overall category score.



4

This is repeated across each of the seven categories.



5

Each of the seven category scores add together to produce a total EMEA Private Business Heatmap Score out of 100. The jurisdiction with the highest total score is ranked top.



6

The jurisdictions are then divided into categories based on their total score: emerging (heatmap Score <40), developing (heatmap Score 40 - <50), advancing (heatmap Score 50 - <60) and leading (heatmap Score >=60)



Metric breakdown - Macroeconomics

Data point	Explanation	Owner	Document title	Publishing / viewing date
GDP growth	The country's real gross domestic product (GDP) annual growth rate, adjusted for seasonal unemployment and inflation, for the most recent available year. This is a measure of the overall health of an economy.	CIA Factbook	CIA Factbook	2019
GDP forecast	The forecasted gross domestic product (GDP) annual growth rate based on April 2021 data. This indicates how quickly an economy is likely to bounce back from the challenges of 2020 and the COVID-19 pandemic.	The World Bank	The World Bank - Global Economic Prospects report	jun-21
Inflation rate	The annual inflation rate, as calculated by the percent change in current consumer prices from the previous year's consumer prices. This gives insight into the stability of prices within a jurisdiction.	CIA Factbook	CIA Factbook	2019
Consumption expenditure	The sum of total household consumption expenditure and general government consumption expenditure. This metric estimates the health of both public and private finances.	The World Bank	Final consumption expenditure (annual % growth)	2020
GNI per capita	The gross national income (GNI), converted to U.S. dollars using the World Bank Atlas method, divided by the midyear population for the most recent available year's data. This indicates the relative wealth of a jurisdiction's population.	The World Bank	GNI per capita, Atlas method (current US\$)	2020

Metric breakdown - Private Business Landscape

Data point	Explanation	Owner	Document title	Publishing / viewing date
Number of investors per country	The number of investors (VC firms, PE firms, family offices and corporate venture firms) located within a given jurisdiction. This is an indication of the availability of equity capital within a given market.	BASE Inc.	Crunchbase	15-7-2021
Percentage of global MNCs registered	The total number of the world's largest multinational corporations (MNCs) that are registered within a given jurisdiction. This indicates how favourable a given jurisdiction is to large multinational businesses.	OECD	Measuring Multinational Enterprises	jul-21
Central bank lending rates	The central bank lending rate within a jurisdiction. These rates provide a general indication of how expensive it would be for businesses to raise bank financing, with lower rates more favourable for private businesses looking to access debt financing.	Meridian West	MW Research of Central Bank lending rates	sep-21
Number of deals recorded	The number of mergers and acquisitions deals recorded where the target company is located within the given jurisdiction. This is based on deals completed between January 2018 and June 2021.	Refinitiv US Holdings Inc.	Thomson One	26-10-2021
Percentage of "large private business"	The proportion of large businesses (i.e. those with more than 250 employees) that are privately owned rather than publicly listed within a given jurisdiction. This indicates the level of private business ownership relative to the overall business landscape within a jurisdiction.	Dow Jones & Company and The Dun & Bradstreet Corporation	Factiva and Global Reference Solution	8-6-2021
FDI Investment	A cumulative metric comprising all direct inward investment into a given jurisdiction, including equity capital, reinvestment of earning and other capital. This metric indicates the level of cross-border economic activity into a given jurisdiction.	World Bank	Foreign direct investment, net inflows (BoP, current US\$)	2019
Monetary sector credit to private sector	The credit available to the private sector in the form of loans, trade credits, non equity securities and other accounts receivable. This indicates the availability of financing for private businesses in a given jurisdiction.	World Bank	Monetary Sector credit to private sector (% GDP)	2020

Metric breakdown - Tax and regulatory environment

Data point	Explanation	Owner	Document title	Publishing / viewing date
Corporate tax rate	Corporate tax rate measures the direct tax liability incurred by businesses on their annual profits. This is paid on their taxable income. This is a measure that varies less than other tax metrics across the jurisdictions tested	MW Research Corporate Tax rate	Country corporate tax rate	sep-21
Income tax rate	Income tax rate measures the direct tax liability incurred by individuals on their income or profits. This is paid on their taxable income. This measure varies significantly across the jurisdictions tested.	MW Research Individual Income Tax Rate	Income tax rate	sep-21
Indirect tax rate	This is a measure of the sum of taxes that is levied upon goods and services before they reach the consumer, such as sales tax, VAT etc.	MW Research Indirect Tax Rate	Indirect tax rate	sep-21

Metric breakdown - Environmental, Social & Governance

Data point	Explanation	Owner	Document title	Publishing / viewing date
Global corruption index	A score derived from Transparency International's Global Corruption Index, which measures the levels of corruption within a given jurisdiction. Countries that are perceived to be "cleaner" (i.e. have more transparent business practices) are given a higher score on the index.	Transparency International	Corruption Perceptions Index	28-1-2021
Percentage of energy from non fossil fuels	The proportion of energy usage from "clean" energy sources within a given jurisdiction. Jurisdictions with a higher proportion of solar, wind, nuclear and other renewable sources rate higher than those with a high dependency on fossil fuels.	CIA Factbook	CIA Factbook	2017
Global gender gap	A metric derived from the World Bank's Global Gender Gap Index. It looks at differences between men and women across a range of indicators including economic participation, educational attainment, health and political power. Jurisdictions with a smaller gap between gender receive a higher score.	World bank	WEF - Global Gender Gap Report	2020
CO2 emissions per capita	The carbon dioxide output in metric tons per capita. Jurisdictions with a lower CO2 output are given a higher score in the Index.	World bank	CO2 emissions (metric tons per capita)	2018

Metric breakdown - Public health

Data point	Explanation	Owner	Document title	Publishing / viewing date
Infant mortality	The number of deaths of infants under one year old per 1,000 live births. This indicates the overall level of health within a given jurisdiction.	CIA Factbook	CIA Factbook	2021
Percentage of population COVID-19 vaccinated	The percentage of a population to have received at least one COVID-19 vaccination as of the beginning of August 2021. This indicates the speed of the vaccine roll-out within a given jurisdiction.	Our World in Data	Coronavirus (COVID-19) Vaccinations	11-10-2021
Number of COVID-19 cases	The daily new confirmed COVID-19 cases per million people of the population. It is taken as a 7-day rolling average as at the start of August 2021. This indicates the prevalence of the COVID-19 virus within a given country.	Our World in Data	Coronavirus (COVID-19) Vaccinations	11-10-2021
Cumulative case fatality rate	The ratio of confirmed COVID-related deaths to the number of confirmed cases as at the start of August 2021. This indicates how effective a jurisdiction's health services are at keeping individuals diagnosed with COVID-19 alive.	Our World in Data	Coronavirus (COVID-19) Vaccinations	11-10-2021
Life expectancy	The average number of years the average newborn infant can expect to live within a given jurisdiction. This indicates the overall quality of life and health service provision within a given jurisdiction.	CIA Factbook	CIA Factbook	2021
Health spending	The current levels of spending on healthcare services relative to the overall size of an economy (based on the gross domestic product) within a given jurisdiction.	CIA Factbook	CIA Factbook	2018
Cancer death rate	The number of deaths from cancer per 100,000 deaths in a jurisdiction's population.	Our world in data	Cancer	2019

Metric breakdown - Private Business Landscape

Data point	Explanation	Owner	Document title	Publishing / viewing date
Employment rate	The proportion of employed people as a proportion of the overall working age population. This indicates both the economic prosperity of a jurisdiction and the level of skills within the labour force.	OECD / MW Research (for Nigeria and Kenya)	OECD Employment Outlook	2021
Youth unemployment rate	The percentage of the total workforce aged 15 to 24 who were unemployed during the most recently available year's data. This indicates the level of opportunities available for those at the start of their working life.	CIA Factbook	CIA Factbook	2019
Size of working age population	A country's total population that is within the 15 to 65 age group. This indicates how large the economically active population is relative to the overall size of the population.	CIA Factbook	CIA Factbook	2020
Spending on education	The current levels of spending on education services relative to the overall size of an economy (based on the gross domestic product) within a given jurisdiction.	UNESCO Institute for Statistics	Government expenditure on education, total (% of GDP)	sep-21
Literacy rate	The proportion of a country's population aged 14 and over who are able to read and write. This estimates the overall levels of education within a given jurisdiction.	Our world in data	Literacy	sep-18
Number of universities in top 200	The proportion of the population aged 25 and over who have completed tertiary level education. This indicates the level of advanced skills and training within a given jurisdiction's population.	THE University Rankings top 200 2012	World University Rankings 2021	2021
Educational attainment	The number of universities among the leading 200 global universities located within a given jurisdiction. This is based on the Times Higher Education (THE) ranking which looks at a range of indicators including teaching quality, research, influence, international outlook and industry income.	UNESCO Institute for Statistics	Educational attainment, at least completed short-cycle tertiary, population 25+, total (%) (cumulative)	sep-21

Metric breakdown - Technology Infrastructure

Data point	Explanation	Owner	Document title	Publishing / viewing date
Internet usage	The proportion of a given country's population that can access the internet at home via any device or type of connection. This measures how widespread internet usage is within a given jurisdiction.	CIA Factbook	CIA Factbook	2018
Cell phone access	The total number of mobile cellular telephone subscriptions expressed per 100 inhabitants of a given jurisdiction.	CIA Factbook	CIA Factbook	2019
Broadband access	The total number of broadband subscriptions at speed equal to 256 kilobit per second expressed per 100 inhabitants of a given jurisdiction.	CIA Factbook	CIA Factbook	2019
Mobile Connectivity Index	A composite metric derived from GSMA data, which covers the availability of high-performance mobile internet coverage, the availability of mobile services at an affordable price point, citizen's awareness and readiness to adopt these new technologies and online security.	GSMA Association	GSMA Mobile Connectivity Index	29-6-2021

How does EPB Heatmap compare with other indices?

	PwC MEA Private Business Heatmap	The EU House Global Attractiveness Index ⁽¹⁾	World Bank Ease of Doing Business Index ⁽²⁾
1	Switzerland	Germany	Denmark
2	Norway	United Kingdom	United Kingdom
3	United Kingdom	Netherlands	Norway
4	Germany	France	Sweden
5	Sweden	United Arab Emirates	Lithuania
6	France	Switzerland	United Arab Emirates
7	Denmark	Ireland	Estonia
8	Finland	Austria	Latvia
9	Spain	Denmark	Finland
10	Netherlands	Italy	Germany



5

In conclusion



“One clear message is that being a good location for private businesses isn’t a matter of size, but focus. The highest-ranking countries in our Heatmap include not only large players like the United Kingdom and Germany, but also smaller nations such as those in the Nordics. So being more competitive in this area is not about being bigger. It’s about attention, commitment and concrete actions to support the private business ecosystem.”

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Thank you

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