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## DENMARK, SWEDEN AND SWITZERLAND LEAD THE RANKINGS IN THE GLOBAL INFORMATION TECHNOLOGY REPORT 2007-2008

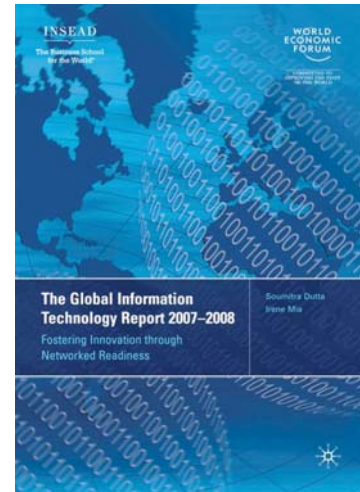
- Eleven European economies among the top 20
- The Republic of Korea jumps into the top ten, placing ninth
- The seventh edition of the Report covers a record 127 countries and economies
- Report highlights, summary, country profiles, quotes, maps and more at: <http://www.weforum.org/gitr>

**Geneva, Switzerland, 9 April 2008** - Denmark is the most networked economy in the world, followed by Sweden and Switzerland, according to *The Global Information Technology Report 2007-2008*, released today by the World Economic Forum. Europe remains an important player in networked readiness this year, with 11 countries among the top 20, including Finland (6), the Netherlands (7), Iceland (8), Norway (10), the United Kingdom (12), Austria (15), Germany (16) and Estonia (20).

"In Europe, the Nordic countries have featured consistently among the top ten over the last seven years, with impressive ICT penetration and diffusion rates. The reasons for this remarkable performance have much to do with a continuous focus on education, which resulted in top-class national educational systems; a culture for innovation with an outstanding public and private disposition to create and adopt new technologies; and a business-friendly market and regulatory environment," said Irene Mia, Senior Economist of the Global Competitiveness Network at the World Economic Forum and Co-Editor of the Report.

Published for the seventh consecutive year with record coverage of 127 economies worldwide, the Report has become the world's most comprehensive and authoritative international assessment of the impact of ICT on the development process and the competitiveness of nations.

Under the theme *Fostering Innovation through Networked Readiness*, this year's Report places a particular focus on the role of networked readiness in spurring innovation through topics covered in the analytical chapters.



| Networked Readiness Index 2007-2008<br>(Top Ten) |                |                |        |   |
|--|----------------|----------------|--------|---|
| Economy  | Rank 2007-2008 | Rank 2006-2007 | Change |   |
| Denmark  | 1              | 1              | -      | à |
| Sweden   | 2              | 2              | -      | à |
| Switzerland                                      | 3              | 5              | +2     | ä |
| United States                                    | 4              | 7              | +3     | ä |
| Singapore  | 5              | 3              | -2     | æ |
| Finland  | 6              | 4              | -2     | æ |
| Netherlands                                      | 7              | 6              | -1     | æ |
| Iceland  | 8              | 8              | -      | à |
| Republic of Korea                                | 9              | 19             | +10    | ä |
| Norway   | 10             | 10             | -      | à |

The Networked Readiness Index (NRI), featured in the Report, examines how prepared countries are to use ICT effectively on three dimensions: the general business, regulatory and infrastructure *environment* for ICT; the *readiness* of the three key stakeholder groups – individuals, businesses and governments – to use and benefit from ICT; and their actual *usage* of the latest information and communication technologies available.

The NRI uses a combination of data from publicly available sources, as well as the results of the Executive Opinion Survey, a comprehensive annual survey conducted by the World Economic Forum with its network of Partner Institutes (leading research institutes and business organizations) in the countries included in the Report. The Survey provides unique data on many qualitative institutional and business environment issues.

This cross-country analysis of the drivers of networked readiness provides useful comparative information for making business decisions and additional value to governments wishing to improve their ICT preparedness.

Download the full Networked Readiness Index 2007-2008 rankings and read the highlights on our website: <http://www.weforum.org/gitr>

The Report also features a number of excellent contributions from practitioners, scholars and experts with relevant knowledge and experience in ICT. An update of the NRI is followed by chapters on networked readiness-related topics, with a special focus on innovation, and reports on the varied state of ICT development in Singapore, Qatar, and the EU. The Report contains detailed country profiles for the 127 economies featured in the study, providing a snapshot of each economy's level of ICT penetration and usage. Also included is an extensive section of data tables, including each indicator used in the Index's computation.

The Report is produced by the World Economic Forum in cooperation with INSEAD, the leading international business school, and is sponsored this year by Cisco Systems. The editors of the Report are Soumitra Dutta, Dean, External Relations and Roland Berger Professor of Business and Technology, INSEAD, France, and Irene Mia, Associate Director and Senior Economist, Global Competitiveness Network, World Economic Forum.

Irene Mia will give a live online video briefing on the Report on Wednesday 9 April 2008 from 18.00 to 19.00 CET at: <http://qik.com/worldeconomiforum>

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