Global **Attractiveness** Index

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Executive Summary

Global Attractiveness Index

EXECUTIVE SUMMARY

Introduction: the socio-economic context of the Global Attractiveness Index 2024

The 2024 edition of the Global Attractiveness Index (GAI) is set against a **backdrop of high economic and geopolitical uncertainty**. The **Israeli-Palestinian conflict**, which erupted in October 2023, has exacerbated global tensions already present due to the energy crisis and inflation linked to the Russian-Ukrainian conflict. The immediate repercussions on the world economy were manifested in **international trade**, with a forced redrawing of trade routes due to attacks in the Red Sea by Houthi militias. Specifically, as of July 2024, the passage of ships through the Suez Canal is 2.2 times lower than the previous year, from a daily average of about 70 cargo ships to 32.

While maintaining relatively robust growth of 2.6% in 2024, the **United States** faces persistent inflationary pressure, especially in the services sector, whose prices are projected to rise 5% as of June 2024. The Federal Reserve continues to maintain a restrictive monetary policy, which could further restrain medium-term economic growth, but with expectations of an imminent rate cut, currently at the highest level in 20 years.

The **Eurozone** is experiencing a modest economic recovery, with expected growth of 0.9% in 2024. Despite an initial interest rate cut in early June 2024, inflation remains a persistent problem, particularly in the service sector, complicating the European Central Bank's efforts to normalize monetary policy.

Among major European countries, **Germany** shows the **slowest recovery**, with a projected growth of 0.2% for 2024, while **Italy** and **France** record 0.7% and 0.9%, respectively. **Spain** stands out with a growth forecast of 2.4% in 2024, benefiting from a strong service sector and strong domestic demand.

In the rest of the world, **India** emerges for its sustained economic growth, projected at 7.0% in 2024, despite political and social challenges. **China** shows robust growth of 5.0% in 2024, driven by strong domestic consumption and exports, while **Latin America** presents a mixed picture, with overall growth projected at 1.9% in 2024.

In this complex global context, the Global Attractiveness Index (GAI) offers **further insight into global economic trends**, providing insights into the relative performance of countries within a landscape of significant geopolitical, economic and social challenges. This multidimensional perspective proves particularly valuable in a time of rapid change and uncertainty, enabling policymakers, investors and analysts to navigate in a more informed way through the complexities of today's global economy.

New approaches in the Global Attractiveness Index 2024

The GAI is a platform to measure country attractiveness and to discuss the main factors and strategies that affect it. Specifically, it is a composite index which compares 146 economies that represent **94%** of the world population and **98%** of the Gross Domestic Product.

The GAI is based on the reclassification of the KPIs into **four sub-indices**: a **Positioning Index** (PI), a **Dynamicity Index** (DI), a **Sustainability Index** (SI) and a **Future Orientation Index**. On the other hand, the Russian-Ukrainian Conflict Exposure Index, a short-term index introduced in the 2022 and 2023 editions, has been discontinued, because now, two years after the outbreak of the conflict, it is **less effective and relevant**, precisely in light of the realignment of trade routes to and from the countries involved.[1]
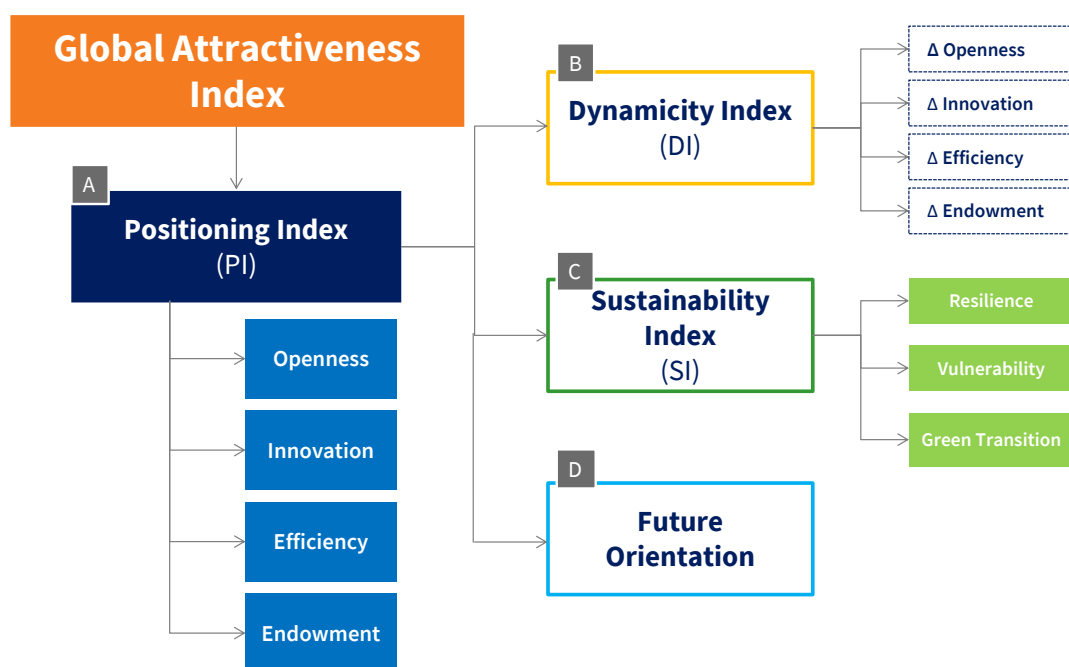

Figure 1. Structure of the Global Attractiveness Index. *Source: The European House – Ambrosetti data elaboration, 2024.*

The overall structure of the GAI is preparatory to developing an increasingly-complete profile of the conditions of a country system on the basis of three aspects which have been referred to many times over these nine years:

- **static** (current situation);
- **dynamic** (short/medium-term trend);
- **prospective** (potential future evolution).

On the basis of this defining framework, one of the fundamental characteristics of the GAI has been maintained: to prefer in the choice of KPIs a **limited number of output variables** in an attempt to measure the results and not the efforts. It should be noted that the Positioning Index is comprised of **23 Key Performance Indicators** (KPIs), given in the table below.

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[1] For an in-depth discussion of the Conflict Exposure Index, see the 2023 edition of the report at https://www.ambrosetti.eu/en/global-attractiveness-index/.

DIMENSION	ATTRIBUTE	KPI 2024
Positioning (Attractiveness)	OPENNESS	▪ Foreign Direct Investment Flows in Country IN + Country Investment Flows Abroad OUT, out of world total (2023) ▪ Export + Import, out of the world total (2022) ▪ No. of overnight foreign tourists IN + No. of overnight domestic tourists OUT, out of population (2022) ▪ Foreign university students, out of young population (2022) ▪ Number of migrants, out of population (2022) ▪ Geographical heterogeneity of imports (2022)
	INNOVATION	▪ Employed in high-tech sectors, out of employed population (2023) ▪ Exports of high-tech goods, out of world total (2022) ▪ Technology Endowment Index (2022) ▪ Number of scientific publications, out of world total (2023) ▪ Internet users (2022) ▪ Geographical heterogeneity of exports (2022)
	EFFICIENCY	▪ Unemployment rate (2023) ▪ Liner Shipping Connectivity Index (2021) ▪ Total factor productivity (2023) ▪ Rule of Law Index (2023) ▪ Corporate Tax Rate (2023)
	ENDOWMENT	▪ Gross Domestic Product, out of world total (2023) ▪ Gross National Product (PLN) per capita (2022) ▪ Gross fixed capital formation, over GDP (2022) ▪ Natural Endowment Index (2021) ▪ University enrollment, out of world total (2022) ▪ Pisa Test Score (2022)

Figure 2. KPI structure of the Positioning Index of the Global Attractiveness Index and reference year (most recent available). *Source: The European House – Ambrosetti data elaboration, 2024.*

For the current edition, **two new KPIs** were introduced:

- **KPI 6**, **Geographical Diversification of Imports**, an index measuring the geographical reach of a country's import network;
- **KPI 12**, **Geographical Diversification of Exports**, an index that measures the geographical reach of a country's export network.

Specifically, **KPI 6**, **Geographical Diversification of Imports**, was included in the **Openness Pillar**, as representative of a country's ability to **extend its production chains abroad** while differentiating its risk component across multiple geographic partner areas; **KPI 12**, **Geographical Diversification of Exports**, was included in the **Innovation Pillar**, as representative of the ability of a country and its production system to reconfigure logistics, sales chains, dialogue with business partners and development plans abroad in different geographic areas, an **aspect of country-innovation** previously unmapped by any statistical indicator.

As for the **Sustainability Index**, it is structured in the same way as the Positioning Index. The Key Performance Indicators (KPIs) that comprise it are given in the table below and, for the 2024 Report, there are 19 of them.

DIMENSION	ATTRIBUTE	KPI 2024
Sustainability	RESILIENCE	▪ Human Development Index (2022) ▪ Global Peace Index (2023) ▪ World Giving Index (2023) ▪ Life expectancy at birth (2022) ▪ Average number of school years (2022) ▪ Income held by the richest 10% (2022) ▪ Gender Inequality Index (2022)
	VULNERABILITY	▪ Debt/GDP (2023) ▪ Inflation rate (2023) ▪ Market Concentration Index (2022) ▪ Number of suicides, % total population (2021) ▪ Population at risk of poverty, % of national total (2023) ▪ People affected by natural disasters, per 1,000 people (2022) ▪ Working Poverty Rate (2023)
	GREEN TRANSITION	▪ Pollution-related deaths, per million population (2019) ▪ CO_2 emissions per capita (2022) ▪ Share of energy from renewable sources (2021) ▪ Energy Intensity (2021) ▪ Material Consumption (2022)

Figure 3. KPI structure of the Sustainability Index of the Global Attractiveness Index and reference year (most recent available). *Source: The European House – Ambrosetti data elaboration, 2024.*

Future Orientation is a forecasting indicator designed to define growth trajectories and the medium/long-term scenario of a country. The five KPIs that comprise Future Orientation are given in the table below.

DIMENSION	KPI 2024
Future Orientation	▪ Share of working-age population, 20-year forecast (2023) ▪ GDP (% of world total), 5-year forecast (2023) ▪ GDP per capita (constant prices, PPP dollars), 5-year forecast (2023) ▪ University enrollment in STEM degrees, out of total school-age population (2023) ▪ Unemployment rate, 5-year forecast (2023)

Figure 4. KPI structure of the Future Orientation Index of the Global Attractiveness Index and reference year (most recent available). *Source: The European House – Ambrosetti data elaboration, 2024.*

Findings of the Global Attractiveness Index

In the GAI 2024, the United States is in first place, with a score of **100**, followed by China and Germany, with scores of **89.6** and **85.0**, respectively. The table below summarizes the findings for the top 20 countries and includes the following columns:

- the first column (GAI Rank 2024) gives the **ranking for the country in question** and makes it possible to provide a proxy of its attractiveness;
- the second column (GAI Score 2024) indicates the **country's score**. While the rank measures the country's attractiveness compared with others in the ranking, the score is the number of points earned by each country in the various KPIs that make up the macro-areas of the GAI;

- the third and fourth columns give the **ranking** and **score** for the **previous year** (2023). These numbers reflect any back-adjustments of the new time series;

- the last three columns (Dynamicity, Sustainability and Future Orientation) divide the 146 countries analyzed into **four levels**: high (dark green), good (light green), medium (yellow) and critical (red).

	GAI rank 2024	GAI score 2024	GAI rank 2023	GAI score 2023	Dynamicity 2024	Sustainability 2024	Orientation 2024
USA	1	100,0	1	100,0			
China	2	89,6	2	88,9			
Germany	3	85,0	3	87,9			
UK	4	79,2	4	84,9			
Singapore	5	78,3	7	77,3			
Japan	6	76,8	6	78,1			
United Arab Emirates	7	75,6	5	78,8			
Hong Kong	8	75,2	9	74,8			
Korea	9	70,8	8	76,8			
Switzerland	10	69,6	13	69,5			
France	11	69,5	10	71,6			
Australia	12	66,8	11	70,9			
Canada	13	65,7	14	67,7			
Netherlands	14	63,7	12	70,6			
Austria	15	60,7	15	64,8			
Ireland	16	60,5	17	61,2			
Belgium	17	60,3	16	61,7			
Italy	17	60,3	18	60,8			
India	19	59,2	21	58,6			
Spain	19	59,2	20	59,1			

Legenda: ■ High ■ Good ■ Medium ■ Low

Figure 5. Global Attractiveness Index 2024, countries ranked 1 to 20. *Source: The European House – Ambrosetti data elaboration, 2024.*

Taking into consideration the overall ranking, the 146 countries analyzed by the GAI can be divided into **four categories of attractiveness**:

- Countries with **high attractiveness**, with a score of between **80 and 100**;

- Countries with **good attractiveness**, with a score of between **60 and 80**;

- Countries with **medium attractiveness**, with a score of between **30 and 60**;

- Countries with **low attractiveness**, with a score of between **0 and 30**.

Additionally:

- only **3** countries are in the **high attractiveness** bracket (2.1% of the total number of countries analyzed);

- **15** countries, including Italy, are classified as having **good attractiveness** (10.3% of the total);

- **73** countries have **medium attractiveness** (50.0%);

- **55** countries have **low attractiveness** (37.7%).

Compared with the previous year, Germany has a negative performance (-2.9 points vs. 2023) mainly due to the slowdown in economic growth, a phenomenon that has affected major European economies as an effect of the inflationary emergency and geopolitical tensions, accompanied by the nation's unusual political uncertainty. In

2023, despite significant growth in FDI inflows of +$9.3 billion (+34% vs. 2022), there is a decline in real GDP (-0.3%) and productivity (-1.3%).

Similarly, France is also experiencing a negative trend in its attractiveness score. In fact, between 2019 and 2024 France lost 6.6 score points and 2 positions in the GAI ranking, currently 11th (it was 9th in 2019). The drop in performance is primarily attributable to a significant slowdown in economic growth (reduced by about a third, from +2.5% in 2022 to 0.9% in 2023), but also to a slowdown in foreign trade flows (5th in the 2024 edition vs. 1st place country in the world in 2023) and a 10-position drop in tourist flows (28th in the 2024 edition vs. 18th in the 2023 edition).

Findings for Italy from the 2024 Dashboard

As already noted, detailed KPI analysis in the GAI provides a concise and representative picture of a country-system to guide public and private sector decision-makers by highlighting the **distinctive features and major problem areas** in which to intervene to promote the creation of an attractive, pro-business atmosphere. For this, each year The European House – Ambrosetti working group develops a summary strategic **Dashboard** for a number of economies across the globe, at the request of governments, institutions and businesses.

Provided below is the Dashboard for Italy which, as noted, is ranked 17th (medium-high attraction potential).
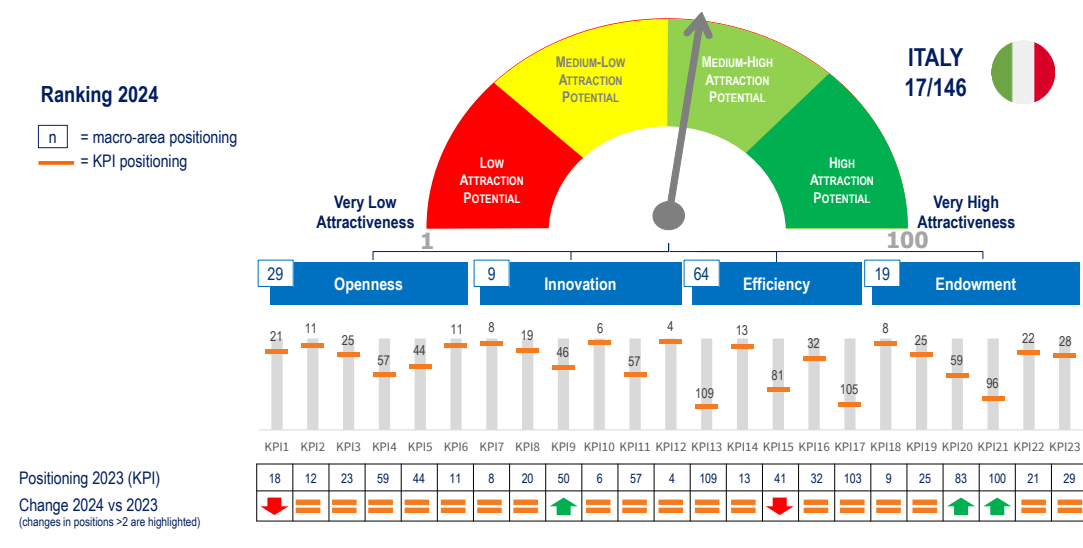
Figure 6. 2024 Dashboard for Italy. *Source: The European House – Ambrosetti data elaboration, 2024.*

In the current edition, Italy, it ranks **17th**, **gaining 1 position** compared with the GAI 2023 ranking and remaining anchored in the top group of highly-attractive countries, although at the bottom of the cluster.

In terms of the overall score, Italy recorded a small loss of **0.5** points, from **60.8** to **60.3**. Although the figure testifies to the country's difficulty in remaining competitive with the world's best-performing countries, **on a comparative basis**, **Italy gained ground against 12 out of 19 of the other countries in the top-20**, and particularly against countries such as the UK (+5.2 points), Australia (+3.6

points), Germany (+2.4 points), France (+1.6 points), Canada (+1.5 points) and Japan (+0.8 points), while **losing ground to the U.S.** (-0.5 points), Switzerland (-0.6 points), **Hong Kong** (-0.9 points), **China** (-1.2 points) and **Singapore** (-1.5 points), and also to the last two countries in the top-20 for attractiveness, namely **Spain** (-0.6 points) and **India** (-0.6 points) both within **1** score point's distance of Italy in the current edition of the GAI ranking.

In terms of the four macro-areas that comprise the Positioning Index, Italy is ranked 29th in Openness, 9th in Innovation, 64th in Efficiency and 19th in Endowment.

As in 2023, Italy's strength lies in the **Innovation** area, where it is among the top 10 countries at the upper end of the rankings, registering a further increase in the ICT Development Index (KPI 9), one of the three areas holding back Italy's albeit excellent performance in the area. Another of Italy's strengths lies in the **Endowment** area, where Italy ranks among the top 20 countries at the top of the global rankings. Also confirmed, however, were the country's weak points. Italy had the worst performance in the **Efficiency** pillar (ranked 64th) where it deteriorated further in Total Factor Productivity (KPI 15), registering a score drop of 40 positions. Nor was the **Openness** area positive overall, in which Italy ranked 29th, with a slight deterioration in FDI inflows and outflows (KPI 1), in which it lost 3 positions compared to the previous year.

In the **Dynamicity Index**, Italy lost **13** positions and recorded a low ranking, worsening from the GAI 2023, in which Italy had an average ranking. Therefore, the three-year change in the Positioning Index (as assessed from the Dynamicity Index), signals a settling of the country's attractiveness vector following the strong mid-term recovery recorded in 2023 and the country's critical positioning in the 2022 edition.

In terms of **Future Orientation**, considering the main structural drivers of the country's medium/long-term growth and development, Italy is again at a **low level** in the 2024 edition. This is due to several factors, such as the presence of structural phenomena and slow transformation, such as an aging population.

In 2024, Italy's **Sustainability Index** performance remained good, ranking among the countries with **high sustainability**. A comparison of the last two editions of the Index shows how the country's overall score has also increased by 1.4 points (from 76.9 to 78.3), a rewarding performance also in terms of global ranking, with an increase in rank of 3 positions (from 31st to 28th) and in contrast to the values recorded by Italy's benchmark countries,[2] a performance that has allowed the country to reduce its score distance from the benchmark country average by 2.3 points (the difference was 4.5 points in the 2023 edition) and to surpass the French score.

Based on the picture given above, again this year the Advisory Board prepared a series of observations about Italy's country-system, also highlighting advances about the proposals developed in previous editions. In this respect, positive signs emerge compared to last year on the digital divide and on overcoming the gas crisis, while the country's performance in terms of productivity, training and wages is still

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[2]France, Germany and Spain.

negative, on which important gaps with more advanced economies persist. Finally, with reference to the new proposals, the 2024 Advisory Board highlighted multiple actions that could and should be implemented to ensure greater attractiveness and stimulate the country's economic and social growth in order to establish a business ecosystem more compatible with the needs of companies, workers and investors, including:

- the completion **of strategic works** and **infrastructure** to make the country more modern and attractive to foreign investors;
- interventions to accelerate the adoption of **Artificial Intelligence**, which is increasingly central to the development paradigms of advanced economies and the strategic plans of businesses;
- interventions to improve and simplify the regul**atory and communication framework** to support the promotion of the country-system internationally.

2024 ranking of the 146 countries

Before commenting on the summary tables of GAI 2024 results, given below is some methodological information useful in reading the tables:

- the first column (GAI Rank 2024) gives the **ranking for the country in question** and makes it possible to provide a proxy of its attractiveness;

- the second column (GAI Score 2024) indicates the **country's score**. While the rank measures the country's attractiveness compared with others in the ranking, the score is the number of points earned by each country in the various KPIs that make up the macro-areas of the GAI;

- the third and fourth columns give the **ranking** and **score** for the **previous year** (2023). These numbers reflect any back-adjustments of the new time series;

- the last three columns (Dynamicity, Sustainability and Future Orientation) divide the 146 countries analyzed into **four levels**: high (dark green), medium (light green), low (yellow) and critical (red);

- also note the addition within the Positioning Index of **2 new KPIs**: Geographical Diversification of Imports, an index measuring the geographical reach of a country's import network (KPI 6), and Geographical Diversification of Exports, an index that measures the geographical reach of a country's export network (KPI 12);

- As mentioned above, countries **in gray** are those with **data coverage below 64%** which, for this year's Report, the Working Group of The European House – Ambrosetti, in conjunction with the Joint Research Centre of the European Commission, has decided to maintain mapped in the GAI database.

	GAI rank 2024	GAI score 2024	GAI rank 2023	GAI score 2023	Dynamicity 2024	Sustainability 2024	Future 2024
USA	1	100.0	1	100.0	Low	Medium	High
China	2	89.6	2	88.9	Low	Medium	High
Germany	3	85.0	3	87.9	Critical	High	High
UK	4	79.2	4	84.9	Critical	High	High
Singapore	5	78.3	7	77.3	Low	High	High
Japan	6	76.8	6	78.1	Critical	Low	Medium
United Arab Emirates	7	75.6	5	78.8	High	Medium	High
Hong Kong	8	75.2	9	74.8	Low	High	High
Korea	9	70.8	8	76.8	Low	High	High
Switzerland	10	69.6	13	69.5	Critical	High	High
France	11	69.5	10	71.6	Low	High	High
Australia	12	66.8	11	70.9	Low	High	High
Canada	13	65.7	14	67.7	Low	High	High
Netherlands	14	63.7	12	70.6	Critical	High	High
Austria	15	60.7	15	64.8	Low	High	High
Ireland	16	60.5	17	61.2	Critical	High	High
Belgium	17	60.3	16	61.7	Low	High	Medium
Italy	17	60.3	18	60.8	Low	High	Medium
India	19	59.2	21	58.6	High	Low	Medium
Spain	19	59.2	20	59.1	Low	High	High
Denmark	21	58.7	19	60.1	Critical	High	High
Czech Republic	22	57.8	21	58.6	Critical	High	High
Qatar	23	56.1	23	58.5	Low	Medium	High
Sweden	24	54.6	24	58.2	Critical	High	High
Saudi Arabia	25	54.5	28	54.6	Medium	Low	High
Luxembourg	26	54.1	29	53.8	Critical	High	High
Bahrain	27	53.8	27	55.6	Medium	High	Low
Hungary	27	53.8	26	55.8	Critical	High	Medium
Kuwait	29	52.9	25	57.3	High	Medium	Low
Norway	30	52.0	32	52.5	Critical	High	High
Malaysia	31	51.7	30	53.2	Low	High	High
Poland	32	50.3	31	52.8	Critical	Medium	High
Slovenia	33	49.5	33	50.4	Medium	High	High
Mexico	34	49.4	49	43.7	Medium	Medium	High
Türkiye	34	49.4	39	48.0	High	Medium	High
Vietnam	36	49.0	40	47.6	Medium	Medium	High
Malta	37	48.8	51	43.5	Medium	High	High
Slovak Republic	38	48.7	37	48.7	Critical	High	Low
Kazakhstan	39	48.6	36	49.5	Medium	Low	Medium
Finland	40	48.4	34	50.0	Critical	High	High
New Zealand	41	48.3	35	49.6	Critical	High	High
Brazil	42	47.5	44	45.8	Medium	Medium	High
Oman	43	46.5	38	48.1	Medium	High	Low
Israel	44	45.4	45	45.6	Low	High	Medium
Romania	45	44.9	50	43.6	Low	Low	Medium
Thailand	46	44.8	48	44.6	Medium	Low	High
Portugal	47	44.7	46	45.5	Medium	High	Medium
Indonesia	48	44.5	47	44.9	Low	Medium	High
Kyrgyz Republic	49	43.9	41	47.0	High	High	Low
Iceland	50	43.2	42	46.9	High	High	High

| Legenda | | High | Medium | Low | Critical |

Figure 11. Global Attractiveness Index 2024, countries ranked 1 to 50. *Source: The European House – Ambrosetti data elaboration, 2024.*

	GAI rank 2024	GAI score 2024	GAI rank 2023	GAI score 2023	Dynamicity 2024	Sustainability 2024	Future 2024
Estonia	51	43.0	43	46.7	Low	High	Medium
Cyprus	52	42.2	53	41.8	Low	High	Medium
Croatia	53	42.1	55	40.9	Low	Medium	Medium
Brunei Darussalam	54	41.0	52	42.7	Medium	Medium	High
Greece	55	40.6	58	39.9	Low	Medium	High
Armenia	56	39.9	57	40.4	High	Low	Medium
Lithuania	57	39.8	56	40.8	Critical	Medium	Medium
Serbia	58	39.7	62	36.6	Critical	Medium	Medium
Belarus	59	39.4	71	34.5	Critical	Low	High
Iran	60	39.2	70	34.8	Critical	Critical	Medium
Latvia	61	38.5	59	39.7	Low	Medium	Medium
Chile	62	38.3	61	37.1	Critical	Low	Medium
Uzbekistan	63	38.1	54	41.0	High	Critical	Medium
Bulgaria	64	38.0	62	36.6	Low	Low	Medium
Lebanon	65	36.8	79	32.4	High	Low	Medium
Georgia	66	36.5	66	35.7	High	Low	Low
Costa Rica	67	36.1	86	30.4	High	High	Medium
Mongolia	68	35.5	64	36.3	Medium	Critical	Medium
Philippines	69	34.7	67	35.3	Medium	Low	Medium
Uruguay	70	34.6	74	33.1	High	Low	Medium
Moldova	71	34.5	96	28.2	Medium	Medium	Medium
Iraq	72	33.6	72	34.0	High	Critical	Critical
Guyana	73	33.4	90	29.7	High	Critical	High
Seychelles	73	33.4	85	30.6	High	Critical	Low
Azerbaijan	75	33.3	60	37.4	Low	Medium	Medium
Argentina	76	33.0	65	36.2	Low	Medium	Medium
Jordan	77	32.3	89	29.8	High	Low	Medium
Bangladesh	77	32.3	76	32.9	Low	Low	Critical
Egypt	79	32.2	82	31.1	Low	Low	Medium
Zambia	79	32.2	78	32.8	Low	Critical	Medium
Mauritius	81	31.6	87	30.2	Medium	Medium	Medium
Peru	81	31.6	84	30.8	Medium	Medium	Medium
Morocco	83	31.4	92	29.3	Medium	Low	Medium
Algeria	84	31.3	88	29.9	Medium	Low	Medium
Panama	84	31.3	99	27.0	Low	Medium	Medium
Mali	86	31.1	80	31.9	Low	Critical	Critical
Timor-Leste	86	31.1	74	33.1	Low	Low	Critical
Cote d'Ivoire	88	30.8	100	26.8	Medium	Low	Critical
Jamaica	88	30.8	91	29.5	High	Low	Low
North Macedonia	90	30.5	76	32.9	Low	Medium	Medium
Trinidad and Tobago	91	30.3	94	29.0	Critical	Critical	Medium
Dominican Republic	92	29.8	81	31.4	High	Medium	Medium
Montenegro	93	29.7	97	27.4	Medium	Low	Low
Bosnia and Herzegovina	94	29.5	82	31.1	Medium	Low	Medium
Tajikistan	95	29.3	67	35.3	Low	Medium	Critical
Colombia	96	28.9	103	26.2	Medium	Medium	Medium
Guatemala	97	28.6	110	24.5	High	Medium	Medium
Togo	98	28.0	95	28.3	High	Critical	Critical
Ecuador	99	27.7	103	26.2	Medium	Medium	Medium
Lao PDR	100	27.4	73	33.6	Low	Low	Low

Legenda	High	Medium	Low	Critical

Figure 12. Global Attractiveness Index 2024, countries ranked 51 to 100. *Source: The European House – Ambrosetti data elaboration, 2024.*

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	GAI rank 2024	GAI score 2024	GAI rank 2023	GAI score 2023	Dynamicity 2024	Sustainability 2024	Future 2024
Ghana	101	27.2	92	29.3	Critical	Low	Critical
Senegal	101	27.2	112	24.1	Medium	Critical	Critical
South Africa	103	27.1	97	27.4	Critical	Critical	Critical
Albania	104	26.7	105	25.5	High	Medium	Low
Nigeria	105	26.5	111	24.3	Medium	Critical	Critical
Bhutan	106	26.3	69	35.1	Critical	Low	Low
Bolivia	107	25.9	107	25.4	High	Critical	Medium
Gabon	108	25.3	114	23.0	Critical	Medium	Low
Tunisia	109	25.2	107	25.4	Medium	Medium	Low
Congo, Dem. Rep.	110	25.1	107	25.4	Medium	Medium	Critical
Botswana	111	24.7	101	26.6	Medium	Low	Critical
Pakistan	112	24.5	109	25.3	Critical	Critical	High
Sri Lanka	113	24.3	116	22.7	Critical	High	Low
Paraguay	114	23.8	119	21.8	Medium	Critical	Medium
Burkina Faso	115	23.4	118	22.3	Medium	Critical	Critical
Kenya	116	23.3	117	22.4	Low	Critical	Critical
Niger	117	23.1	115	22.9	High	Critical	Critical
Cambodia	118	22.7	122	20.8	High	Low	Low
Gambia	119	22.6	125	19.4	High	Critical	Critical
Honduras	119	22.6	124	19.5	High	Medium	Medium
Zimbabwe	121	22.5	102	26.4	Medium	Critical	Critical
Burundi	122	21.9	113	23.4	Medium	Critical	Critical
Namibia	123	21.8	120	21.2	High	Low	Critical
Benin	124	21.6	128	18.0	High	Medium	Critical
Tanzania	125	21.4	135	15.4	High	Low	Critical
El Salvador	126	21.2	121	20.9	High	Low	Medium
Liberia	127	21.0	129	17.6	High	Critical	Critical
Mauritania	128	19.4	129	17.6	High	Critical	Critical
Malawi	130	18.7	127	18.7	Low	Critical	Critical
Mozambique	130	18.7	138	13.9	High	Critical	Critical
Nepal	130	18.7	134	15.7	Medium	Medium	Low
Uganda	132	18.6	123	20.2	High	Low	Critical
Suriname	133	18.2	137	14.5	Medium	Critical	Medium
Cabo Verde	134	18.1	125	19.4	Medium	Low	Medium
Nicaragua	135	17.9	133	16.6	High	Medium	Medium
Cameroon	136	17.5	132	16.8	Low	Low	Critical
Myanmar	137	16.5	140	13.2	Critical	Low	Low
Rwanda	137	16.5	139	13.5	High	Low	Critical
Chad	139	15.6	136	14.8	Low	Critical	Critical
Lesotho	140	15.1	141	12.6	High	Critical	Critical
Guinea	141	14.8	143	11.7	High	Critical	Critical
Madagascar	142	13.9	131	17.0	High	Critical	Critical
Puerto Rico	143	11.9	142	12.3	Critical	High	Low
Sierra Leone	144	8.5	144	7.2	Critical	Critical	Critical
Yemen	145	6.9	145	3.3	Critical	Critical	Critical
Haiti	146	1.0	146	1.0	Critical	Critical	Critical

Legenda: High — Medium — Low — Critical

Figure 13. Global Attractiveness Index 2024, countries ranked 101 to 146. *Source: The European House – Ambrosetti data elaboration, 2024.*