

The EGS GlobalVue™ Country Ranking - Mid March 2021

A Ranking of '1' Is Best, '4' Is Worst

Countries	Projected 2021 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Overall Ease Of Doing Business	Ease Of Intl. Brand Entry	Ease Of Starting A New Business	Corruption Index (Transparency International)	Political Situation	Economic Factors	Long Term Investment Level Risk	Projected Coronavirus Recovery	Overall Country Ranking
United Kingdom	1	1	1	1	1	1	1	1	2	1	2	1.2
USA	1	1	2	1	1	2	1	1	1	1	2	1.3
New Zealand	2	4	1	1	1	1	1	1	1	1	1	1.4
Spain	1	1	2	1	1	2	1	1	2	1	2	1.4
Taiwan	1	2	2	1	2	1	2	1	1	1	1	1.4
Canada	2	2	2	1	1	1	1	1	2	1	2	1.5
Australia	2	3	2	1	2	1	1	1	1	1	2	1.5
Ireland	2	4	2	1	1	1	1	1	1	1	2	1.5
Japan	2	1	1	1	3	2	1	1	2	1	2	1.5
Singapore	2	4	1	1	3	1	1	1	1	1	1	1.5
Sweden	2	3	1	1	2	1	1	1	2	1	2	1.5
France	1	1	2	1	3	2	1	1	2	2	2	1.6
Israel	1	4	1	1	2	2	1	2	2	1	1	1.6
United Arab Emirates	2	2	2	1	2	2	1	1	2	1	2	1.6
Germany	2	1	2	1	3	3	1	1	2	1	2	1.7
South Korea	1	2	3	1	3	2	1	1	2	1	2	1.7
China	1	1	2	1	3	2	2	2	2	2	2	1.8
Viet Nam	1	2	2	2	2	2	3	1	2	2	1	1.8
Poland	2	2	2	1	2	3	1	2	2	2	2	1.9
Chile	2	3	1	2	2	2	1	2	2	2	3	2.0
Colombia	2	2	2	2	2	2	3	2	2	2	2	2.1
Czech Republic	2	3	2	1	2	2	2	2	3	1	3	2.1
Hong Kong	2	4	2	1	2	1	1	3	2	3	2	2.1
Hungary	2	3	2	2	2	2	2	2	2	2	2	2.1
Italy	2	2	2	2	2	2	2	2	3	2	2	2.1
Thailand	2	2	2	1	2	2	3	2	2	2	3	2.1
India	1	1	2	2	3	4	2	2	2	2	3	2.2
Indonesia	1	1	2	2	2	3	3	2	3	2	3	2.2
Panama	2	4	2	2	2	1	3	1	3	1	3	2.2
Philippines	2	2	2	2	1	3	3	2	2	2	3	2.2
Saudi Arabia	2	3	2	2	2	3	2	2	2	2	2	2.2
Turkey	1	2	2	1	2	2	2	3	3	3	3	2.2
Malaysia	1	2	3	1	3	3	1	3	2	3	3	2.3
Mexico	1	1	2	2	2	3	3	3	3	2	3	2.3
Dominican Republic	2	3	2	3	2	2	4	2	2	2	3	2.5
Egypt	2	1	2	3	2	2	3	3	3	3	3	2.5
Pakistan	1	2	2	3	2	3	3	2	3	3	3	2.5
Cambodia	1	3	2	3	2	2	4	2	3	3	3	2.5
Peru	2	3	2	2	2	3	3	3	3	2	3	2.5
Brazil	2	1	2	3	3	4	3	3	3	2	3	2.6
Russia	2	3	4	1	3	2	3	3	3	3	3	2.7
Argentina	3	2	2	3	2	4	2	3	4	3	3	2.8
South Africa	2	2	3	2	3	3	2	4	4	3	3	2.8

Country Ranking As A Place To Do Business in 2021: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking For New Business Development For 2021

Sources: Deloitte, the 'Economist', Economist Intelligence Unit, Stratfor, Caixin, Heritage Foundation, World Bank, Fraser Institute, World Economic Forum, Euromonitor, U.S. Commercial Service, Eules Hermes Risk Monitor, Trading Economics
McKinsey, Transparency International, Boston Consulting Group, Geopolitical Futures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs', EGS' GlobalTeam™ covering 43 Countries

Projected 2021 GDP Growth	2021 GDP growth projections are an average of rankings from three sources. A GDP growth rate of 4%+ = 1, 2.5%-3.9% = 2, 1.0-2.4% = 3 and <1% = 4
Market Size (Customers)	This is a measure of the middle, upper middle and upper class consumers in a country who could be customers at an international brand
Legal Concerns for Intl Brands	'1' means low intellectual property and legal risk. '4' means little chance of controlling the brand if there are problems and difficulty granting licenses in a country
Overall Ease of Doing Business	Where a country ranks as a place to do business on the 190 country Doing Business Index published by the World Bank
Ease of International Brand Entry	How open a country is to international brands
Ease of Starting A New Business	The steps to starting a new business, like a country license, and/or starting up a new retail or restaurant location varies widely from country to country.
Corruption Index	Transparency International Corruption Index. The larger the number the more corruption and the harder it is to do business
Political Situation	Stability of the political system, presence of democracy, level of regulation
Economic Factors	This is an average of research from 10+/- sources
Long Term Investment Risk Level	Ability to get cash out, make an acceptable ROI, treatment of foreign companies vs. locals
Projected Coronavirus Recovery	How quickly the country is likely to recover from the coronavirus impact in 2021 (as of early December 2020)
Overall Country Ranking	Average of all factors above

Countries in blue have changed significantly since the December 2020 edition

Countries in red have been added since the December 2020 edition

Projected Coronavirus Recovery rating is based on published data sources, contact with international brands operating in these countries and input from Edwards Global Services Team members covering 43 countries



GlobalVue™ Mid-March 2021 Edition

Edwards Global Services, Inc (EGS), a leader in global business expansion and franchising, has released its first 2021 GlobalVue™ report, which ranks the best countries to do business in. Since 2001, this quarterly report has provided growing brands with the analytics and resources to make educated global expansion plans. GlobalVue™ analyzes and ranks 43 different countries across 11 business, economic and political parameters to help companies decide where to expand their business into.

Country rankings are based on feedback in-country EGS GlobalTeam™ members with boots on the ground in over 40 countries and on the continuous review of over 30 international information sources.

Most countries will see Gross Domestic Product (GDP) growth of higher than 3% in 2021 as they swing back from negative GDP growth in 2020 during the heart of the COVID-19 crisis with accompanying business shutdowns.

Israel, Spain, the United Arab Emirates and the United Kingdom have climbed up the ranking. China, Indonesia and the Philippines have fallen lower on the ranking. The primary reasons for changes are due to a change in a country's ease of doing business and/or their response to the Coronavirus.

For this edition, two countries have been added that are seeing increased international interest. Cambodia and Pakistan both have a growing middle class consumer base who are interested in international brands.



William (Bill) Edwards, CFE, is CEO and Global Advisor of Edwards Global Services (EGS). He has 47 years of international operations, development, executive and entrepreneurial experience and has lived in 7 countries. With experience in the franchise, oil and gas, information technology and management consulting sectors, he has directed projects on-site in Alaska, Asia, Europe and the Middle and Near East. Mr. Edwards advises a wide range of companies on early to long term global development of their brands.

For truly global market research, operations and development support across 40 countries, contact Mr. Edwards at bedwards@edwardsglobal.com or +1 949 224 3896.

