2026

BEST COUNTRIES INDEX

Wharton
University of Pennsylvania

WPP | BAV

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Methodology

How the 2026 Best Countries Were Ranked

Methodology Section:

Behind a country's wealth and success are the policies that create possibilities, the people that drive the effort, and the history that shapes the nation's environment and perspectives.

Globalization has expanded a country's presence beyond its physical borders, and the Best Countries report – now in its tenth year – seeks to examine a nation's worth beyond hard metrics.

The rankings project is based on how global perceptions define countries in terms of a number of qualitative characteristics – impressions that have the potential to drive trade, travel and investment, and can directly affect national economies. The 2026 analysis covers perceptions of 85 nations.

The study and model used to score and rank countries were developed by global marketing and communications services company WPP and its proprietary BAV brand analytics tool and by the Wharton School of the University of Pennsylvania, specifically Professor David Reibstein.

A set of 73 country attributes – terms that can be used to describe a country that are also relevant to the success of a modern nation – were identified. Various attributes and nations were presented in a survey of 15,131 people from across the globe from December 15, 2025 to late February 24, 2026. Participants assessed whether they associated an attribute with a nation.

Each country was scored on each of the 73 country attributes based on a collection of individual survey responses. The more a country was perceived to exemplify a certain characteristic in relation to the average, the higher that country's attribute score, and vice versa. These scores were transformed into a scale that could be compared across the board.

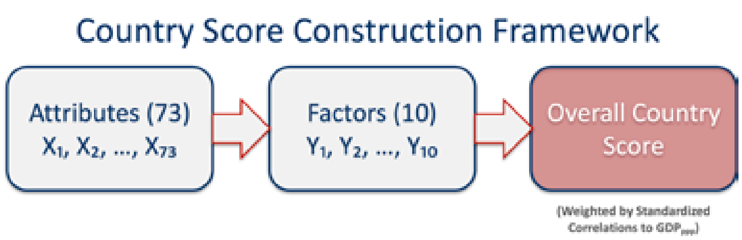
Attributes were grouped into 10 thematic factors that rolled into the Best Countries rankings: Adventure, Agility, Cultural Influence, Entrepreneurship, Heritage, Movers, Open for Business, Power, Quality of Life, and Social Purpose. Factor scores for each country were determined by averaging the scores that country received in each of the attributes comprising that factor.

To determine the weight each factor had in the overall Best Countries score, the factors were correlated to 2025 gross domestic product at purchasing power parity per capita – a measure of inclusive prosperity comparable across countries – as reported by the World Bank. The standardized correlations served as the weights for each of the factors.

The Movers factor represents a version of the BAV tool's BrandAsset Valuator Model of Brand Building, a metric that is predictive of a country's future growth in terms of gross domestic product at purchasing power parity. It was correlated to GDP-PPP for 2030, as projected by the International Monetary Fund.

The country attribute scores were equally weighted within each factor. Factor weights differ slightly from previous years, as they are tied to more recent gross domestic product data. They may not add up precisely to 100 due to rounding.

To arrive at a country's ranking, we first calculated its standardized scores for each of the above country attributes. Each country received 10 factor scores by averaging its standardized scores for the country attributes grouped into that factor. A country's overall score reflects the weighted sum of its factor scores. The factor and overall scores were rescaled so that the top country in each subcategory received a value of 100, and others were calculated as a proportion of that top score. Countries were ranked in descending order of their scores.

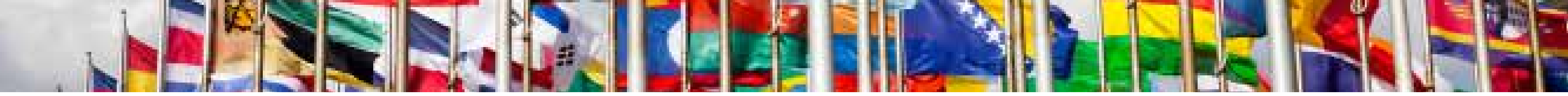


A set of standard demographic questions helped to screen for global diversity and representation among participant groups. Numerous demographic data, such as, age, gender, employment status and type, and location-urban/suburban/rural were collected. The data can be sorted along any of these criteria.

Choosing Survey Participants

To understand how countries are perceived, we endeavored to survey engaged citizens who are broadly representative of the global population, with an emphasis on those who would deem the topic and findings most relevant to their lives.

Self-identification in demographic questions distinguished respondents into two defined groups: business decision-makers, meaning senior leaders in an organization or small-business owners who employ others; and, general public, meaning adults at least 18 years old who were nationally representative of their country in terms of age and gender.



Methodology

How the 2026 Best Countries Were Ranked

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Individuals who were likely to fit these descriptions were targeted and sent the link to an online survey powered by the Kantar Profiles Audience Network. A total of 15,131 individuals from 33 countries in regions spanning the globe – the Americas, Africa, Asia, Europe and the Middle East – were surveyed. Of the respondents, 2,926 were business decision-makers and 12,205 were considered general public. Regardless of demographics or participant type, each individual's responses weighed equally in the results.

Data Source: About the Survey

Survey participants were given a random subset of countries and country attributes to consider. The combinations were presented in a grid form where participants were prompted to associate countries with various characteristics. If a participant indicated they had not heard of a country, it was removed from their survey. Each participant considered about half of the country attributes for roughly a third of the countries. The more times an attribute-country pair was checked off, the higher the attribute score was for that country.

In addition to considering countries in terms of attributes, each survey participant was asked to respond to a set of questions gauging perceptions of the state of the world today on a variety of topics, including world events, the economy, the environment, technology, leadership and social issues.

Choosing the Countries to Rank

We narrowed the world's nations down to a statistically manageable group by comparing the performance of countries in a number of key business, economic and quality-of-life indicators.

The 85 countries in the 2025 Best Countries rankings had to meet four benchmark criteria to be included in the study, or be a top 10 country in any of those benchmarks:

- Top 100 countries in terms of gross domestic product in any year from 2020 to 2024, based on World Bank data.
- Top 100 countries in terms of foreign direct investment inflows in any year from 2020 to 2024, based on World Bank data.
- Top 100 countries in terms of international tourism receipts or tourism arrivals in any year from 2020 to 2024, based on World Bank data.
- Top 150 countries in the U.N.'s Human Development Index in any year from 2020 to 2024.

Countries that did not reach all four of these benchmarks, were not otherwise in the top 10 for a single benchmark or did not report these statistics were not included.

Malta is making its first appearance in the Best Countries rankings in 2026. Five countries were dropped from the previous list: El Salvador, Honduras, Myanmar, Qatar, and Zimbabwe.

Collectively, the 85 countries in the report account for about 93.2% of global gross domestic product and represent nearly 78.4% of the world's population. They span the globe, representing Africa, Asia, Central America, Eurasia, Europe, the Middle East, North America, Oceania and South America.

Best Countries first launched in 2016 based on a model of a country's brand evaluation created by former BAV teams at WPP together with University of Pennsylvania professor David Reibstein.

Methodology FAQ

What's different about this year's Best Countries report?

The Best Countries rankings are based largely on perception, and countries received their overall score and rank based on the same set of attributes as previous years. However, the benchmarks used to determine the set of countries that are assessed each year are driven by hard data. Incorporating newly available data for these benchmarks – gross domestic product, foreign direct investment inflows, international tourism receipts or tourism arrivals, and the U.N.'s Human Development Index – can change the set of countries that are included in the analysis annually. Two years ago, a stipulation was added that if a country landed in the top 10 for any of the four benchmarks, regardless of whether it met the remaining criteria, it would be included in the rankings.

Some of the country attributes reflect more unfavorable aspects of a country. Could high scores on these attributes help raise a country's score or rank?

Scores for the negative country attributes – bureaucratic and corrupt – were inverted when calculated into factor and overall scores. In this way, the countries that were the most closely associated with these attributes performed worse.

Were there ties?

No, scores were calculated in relation to each other in a way that did not allow for ties.

Could survey participants answer about their country of residence or citizenship?

Yes. Survey participants could answer about any country that was randomly assigned to them as long as they indicated they were familiar with that country.

SWITZERLAND

CAPITAL
Bern

GDP
$885 billion

REGION
Europe

POPULATION
8,816,000

GDP PER CAPITA, PPP
$92,980

AREA
41,285 SQ.KM

Nestled in the heart of Europe, Switzerland represents a model of prosperity built on precision, stability, and innovation. Despite its small size and landlocked position, the country has cultivated a global reputation as a financial powerhouse and hub for luxury goods, pharmaceuticals, and advanced manufacturing. The Swiss economy demonstrates remarkable resilience, with per capita income among the world's highest and unemployment rates consistently below 4 percent.

Switzerland's political system, rooted in direct democracy and federalism, exemplifies democratic governance and civic engagement. The country maintains strict neutrality in international affairs while hosting numerous global organizations and serving as a mediator in international disputes. Quality of life metrics rank exceptionally high, supported by world-class healthcare, education, and infrastructure systems that consistently achieve top positions in global competitiveness indices.

Looking forward, Switzerland continues to position itself as a leader in sustainable finance, digital innovation, and precision industries. The country's commitment to environmental standards and renewable energy development underscores its forward-thinking approach to contemporary global challenges while maintaining the institutional stability that has defined its character for centuries.

Overall
#1 RANKING
100.0

Cultural Influence
#9 RANKING
66.2

Movers
#16 RANKING
38.5

Quality of Life
#4 RANKING
94.8

Adventure
#13 RANKING
64.5

Entrepreneurship
#7 RANKING
82.8

Open for Business
#2 RANKING
90.8

Social Purpose
#8 RANKING
84.3

Agility
#10 RANKING
86.0

Heritage
#26 RANKING
45.9

Power
#17 RANKING
27.6

The country description included in this report was developed with the assistance of artificial intelligence.

JAPAN

CAPITAL
Tokyo

REGION
Asia

GDP PER CAPITA, PPP
$52,120

GDP
$4.21 trillion

POPULATION
124,517,000

AREA
377,975 SQ.KM

Japan stands as a testament to technological innovation and cultural preservation in East Asia. The world's fourth-largest economy by nominal GDP, Japan has transformed from post-war devastation into a global manufacturing and innovation leader. Its prowess in robotics, electronics, automobiles, and precision engineering has established it as an indispensable player in global supply chains, while cultural exports including anime, gaming, and fashion continue to gain international prominence.

The nation's governance structure, a constitutional monarchy paired with a parliamentary system, has provided political continuity and institutional strength. Japan boasts exceptionally low crime rates, outstanding public health metrics, and an education system renowned for rigor and excellence. The aging population presents demographic challenges, yet the country's investment in automation and artificial intelligence positions it uniquely to address labor market shifts.

As Japan navigates its position in a rapidly shifting Asian geopolitical landscape, its commitment to innovation, quality, and cultural diplomacy remains central to its global standing. The country's influence extends across technology, entertainment, and diplomacy, while its emphasis on harmony and social cohesion continues to characterize its approach to governance and international relations.

Overall
#2 RANKING
95.4

Cultural Influence
#3 RANKING
85.1

Movers
#10 RANKING
55.2

Quality of Life
#14 RANKING
73.4

Adventure
#25 RANKING
48.3

Entrepreneurship
#3 RANKING
94.0

Open for Business
#24 RANKING
64.7

Social Purpose
#24 RANKING
33.7

Agility
#8 RANKING
90.5

Heritage
#8 RANKING
81.0

Power
#9 RANKING
59.0

The country description included in this report was developed with the assistance of artificial intelligence.

SWEDEN

CAPITAL
Stockholm

REGION
Europe

GDP PER CAPITA, PPP
$67,430

GDP
$593 billion

POPULATION
10,552,000

AREA
450,295 SQ.KM

Sweden exemplifies the Nordic model of social democracy, combining robust capitalism with comprehensive social welfare systems. Located in northern Europe, this Scandinavian nation has leveraged natural resources, technological innovation, and educated labor to build an exceptionally wealthy, equitable society. The Swedish economy excels in telecommunications, automotive manufacturing, pharmaceuticals, and renewable energy, with companies like Volvo, IKEA, and Spotify gaining global recognition.

Governance in Sweden reflects deep democratic traditions and a consensus-based political culture emphasizing inclusivity and environmental stewardship. The country ranks consistently high in quality-of-life measures, gender equality, and educational attainment. Sweden's universal healthcare system and generous parental leave policies represent progressive social policy, while its commitment to carbon neutrality by 2045 underscores environmental leadership.

Sweden's influence extends beyond its borders through soft power in design, sustainability practices, and democratic values. The country continues to balance traditional manufacturing strength with emerging sectors in clean technology and digital innovation, positioning itself as a model for sustainable economic development and inclusive governance in an increasingly uncertain global environment.

Overall
#3 RANKING
91.7

Cultural Influence
#15 RANKING
53.7

Movers
#41 RANKING
20.6

Quality of Life
#1 RANKING
100.0

Adventure
#22 RANKING
49.6

Entrepreneurship
#10 RANKING
75.2

Open for Business
#8 RANKING
81.0

Social Purpose
#2 RANKING
99.5

Agility
#9 RANKING
86.9

Heritage
#41 RANKING
29.3

Power
#23 RANKING
19.5

The country description included in this report was developed with the assistance of artificial intelligence.

CANADA

CAPITAL	REGION	GDP PER CAPITA, PPP
Ottawa	**Americas**	**$60,180**
GDP	POPULATION	AREA
$2.14 trillion	**40,769,000**	**9,984,670 SQ.KM**

Canada, spanning six time zones across North America, is the world's second-largest country by area and a leading developed economy. Blessed with vast natural resources including oil, minerals, and timber, Canada maintains a diversified economy strong in energy, technology, finance, and services sectors. The country's multicultural identity, shaped by indigenous peoples and waves of immigration, informs both its social character and global diplomatic approach.

Canada's parliamentary democracy emphasizes individual rights and federal-provincial balance through its constitutional framework. The nation consistently ranks among the world's most livable countries, with universal healthcare, strong education systems, and low corruption levels. Economic ties with the United States remain dominant, while Canada increasingly positions itself as a Pacific power through trade relationships with Asia.

As a member of the G7 and G20, Canada influences global economic and political discourse. The country faces the dual challenge of managing resource-dependent regions while transitioning toward sustainable energy and technology-driven growth. Canada's commitment to Indigenous reconciliation, climate action, and international cooperation reflects its evolving identity as a progressive, inclusive nation navigating twenty-first-century complexities.

Overall
#4 RANKING
91.6

Cultural Influence
#16 RANKING
53.5

Movers
#56 RANKING
13.6

Quality of Life
#3 RANKING
95.0

Adventure
#17 RANKING
55.8

Entrepreneurship
#8 RANKING
82.4

Open for Business
#13 RANKING
75.0

Social Purpose
#5 RANKING
89.5

Agility
#4 RANKING
95.9

Heritage
#33 RANKING
38.7

Power
#13 RANKING
42.1

The country description included in this report was developed with the assistance of artificial intelligence.

AUSTRALIA

CAPITAL
Canberra

REGION
Oceania

GDP PER CAPITA, PPP
$65,210

GDP
$1.72 trillion

POPULATION
26,639,000

AREA
7,741,220 SQ.KM

Australia, an island continent in the Southern Hemisphere, combines developed-economy sophistication with vast natural resources and geographic isolation. Home to 26 million people and the world's thirteenth-largest economy, Australia's wealth derives from mining, agriculture, services, and increasingly, technology and education sectors. The country's natural assets, including mineral wealth, agricultural land, and marine resources, have supported sustained prosperity and high living standards.

Australian governance operates as a Westminster parliamentary democracy with a federal system balancing state and national powers. Quality-of-life indices rank exceptionally high, supported by accessible healthcare, quality education, and stable institutions. The country's geographic position in the Indo-Pacific region has elevated its strategic importance, particularly regarding China's growing influence and regional security dynamics.

Australia faces contemporary challenges including climate change impacts, water management in arid regions, and Indigenous disadvantage requiring sustained attention and investment. The nation's role as a developed economy with deep Asia-Pacific ties, combined with its democratic values and natural resource wealth, positions it as a key regional power. Australia's commitment to technology innovation, renewable energy transition, and international education continues reshaping its economy for long-term competitiveness.

Overall
#5 RANKING
88.9

Cultural Influence
#18 RANKING
48.6

Movers
#27 RANKING
31.1

Quality of Life
#8 RANKING
87.5

Adventure
#7 RANKING
75.3

Entrepreneurship
#13 RANKING
67.6

Open for Business
#21 RANKING
70.4

Social Purpose
#9 RANKING
79.7

Agility
#7 RANKING
90.8

Heritage
#22 RANKING
47.8

Power
#19 RANKING
26.1

The country description included in this report was developed with the assistance of artificial intelligence.

GERMANY

CAPITAL
Berlin

GDP
$4.46 trillion

REGION
Europe

POPULATION
84,482,000

GDP PER CAPITA, PPP
$66,130

AREA
357,022 SQ.KM

Germany, Europe's largest economy by GDP, stands at the continent's geographic and economic heart. The country's manufacturing sector, particularly automotive, chemicals, and machinery, drives exports and technological innovation globally. Post-World War II division and reunification in 1990 transformed Germany into a symbol of reconciliation, with East and West integration creating a powerful economic unit that anchors the European Union.

German governance emphasizes federalism, consensus-building through coalition governments, and strong regulatory frameworks protecting labor, environment, and consumer interests. The country maintains one of the world's largest export economies and invests heavily in research and development, producing patents and technological breakthroughs. Quality of life remains exceptionally high with comprehensive social insurance systems, excellent public transportation, and strong educational institutions.

Germany faces contemporary challenges including energy transition away from nuclear power, immigration integration, and demographic aging. The country's central European location, democratic traditions, and economic strength make it indispensable to European stability and prosperity. Germany's commitment to the European Union, renewable energy adoption, and industrial innovation while managing labor costs and global competition defines its current trajectory as a developed economy navigating transformation.

Overall
#6 RANKING
87.7

Cultural Influence
#12 RANKING
60.3

Movers
#53 RANKING
15.1

Quality of Life
#9 RANKING
82.9

Adventure
#47 RANKING
27.1

Entrepreneurship
#1 RANKING
100.0

Open for Business
#28 RANKING
61.9

Social Purpose
#12 RANKING
71.7

Agility
#11 RANKING
83.9

Heritage
#14 RANKING
60.3

Power
#5 RANKING
74.1

The country description included in this report was developed with the assistance of artificial intelligence.

NETHERLANDS

CAPITAL
Amsterdam

REGION
Europe

GDP PER CAPITA, PPP
$72,970

GDP
$1.09 trillion

POPULATION
17,811,000

AREA
41,543 SQ.KM

The Netherlands, a small densely-populated nation in northwestern Europe, demonstrates remarkable economic dynamism despite limited natural resources. This historic trading power has evolved into a high-income economy excelling in agriculture, petrochemicals, technology, and financial services. Dutch innovation in water management, developed through centuries of battling floods, extends globally through engineering expertise and environmental technology exports.

Dutch governance emphasizes proportional representation, consensus-building through coalition governments, and decentralized decision-making. The country consistently ranks highest in quality-of-life measures, reflecting excellent healthcare, education, and social services.

Amsterdam and Rotterdam serve as major international hubs for finance, trade, and technology, while Dutch companies like Philips and ASML influence global markets.

The Netherlands maintains cultural influence disproportionate to its size through design, art, business practices, and progressive social policies. The country faces contemporary challenges including housing shortages in major cities, water management in climate change scenarios, and balancing immigration with social cohesion. Dutch entrepreneurship, technological innovation, and commitment to sustainable practices position it as a model for small, developed nations adapting to twenty-first-century challenges while maintaining social equity and environmental responsibility.

Overall
#7 RANKING
87.4

Cultural Influence
#17 RANKING
53.3

Movers
#47 RANKING
18.6

Quality of Life
#7 RANKING
90.8

Adventure
#14 RANKING
62.0

Entrepreneurship
#12 RANKING
68.1

Open for Business
#15 RANKING
74.5

Social Purpose
#6 RANKING
88.1

Agility
#6 RANKING
91.6

Heritage
#20 RANKING
50.7

Power
#24 RANKING
18.6

The country description included in this report was developed with the assistance of artificial intelligence.

UNITED KINGDOM

CAPITAL	REGION	GDP PER CAPITA, PPP
London	**Europe**	**$58,880**
GDP	POPULATION	AREA
$3.34 trillion	**67,961,000**	**243,610 SQ.KM**

The United Kingdom, comprising England, Scotland, Wales, and Northern Ireland, represents a global power that has evolved from imperial dominance into a developed, democratic nation of enduring influence. Located off continental Europe's coast, Britain pioneered industrialization and maintains strengths in finance, pharmaceuticals, aerospace, and creative industries. London functions as a global financial center rivaling New York, while the country's institutions and soft power extend influence far beyond its geographic borders.

British governance operates through a constitutional monarchy and parliamentary system established over centuries, providing institutional continuity despite social change. The nation possesses world-class universities, a robust national healthcare system, and strong rule of law. Recent Brexit decisions have required repositioning relationships with Europe and strengthening global trade partnerships outside the European Union.

The UK navigates contemporary challenges including regional economic inequality, political polarization, and global competitiveness in emerging technologies. As a permanent UN Security Council member and NATO ally, Britain remains a significant player in international affairs. The country's historical institutions, creative industries, linguistic advantages, and democratic traditions continue providing influence, while adaptation to post-EU membership conditions and technological change shapes its evolving role.

Overall
#8 RANKING
87.2

Cultural Influence
#7 RANKING
78.4

Movers
#48 RANKING
17.8

Quality of Life
#13 RANKING
73.7

Adventure
#41 RANKING
34.5

Entrepreneurship
#4 RANKING
87.9

Open for Business
#49 RANKING
54.2

Social Purpose
#15 RANKING
64.4

Agility
#5 RANKING
92.1

Heritage
#15 RANKING
59.3

Power
#4 RANKING
84.3

The country description included in this report was developed with the assistance of artificial intelligence.

NORWAY

CAPITAL
Oslo

REGION
Europe

GDP PER CAPITA, PPP
$82,650

GDP
$485 billion

POPULATION
5,550,000

AREA
323,802 SQ.KM

Norway, a Scandinavian nation of 5.5 million people, exemplifies resource wealth management and quality-of-life achievement. Extensive oil and gas reserves in the North Sea have funded enormous sovereign wealth, creating the world's largest sovereign wealth fund and enabling exceptional living standards without excessive resource dependence. The Norwegian economy balances energy exports with strong sectors in shipping, hydropower, fisheries, and technology.

Norwegian governance reflects strong democratic traditions, extensive social benefits, and environmental consciousness unusual among oil-producing nations. The country maintains exceptionally low corruption, high gender equality, and among the world's best education and healthcare systems. Norway's deliberate choice not to join the European Union while maintaining close economic and political ties demonstrates independent foreign policy and democratic preferences.

Norway faces the challenge of transitioning beyond petroleum dependence while investing sovereign wealth strategically in technology and sustainable industries. The country's Arctic geography gains geopolitical significance as climate change alters northern regions. Norway's commitment to environmental protection, renewable energy development, and social equity while managing oil wealth positions it as a model for sustainable resource management, demonstrating that petroleum abundance need not undermine long-term prosperity or social cohesion.

Overall
#9 RANKING
86.8

Cultural Influence
#22 RANKING
43.2

Movers
#36 RANKING
23.7

Quality of Life
#6 RANKING
92.4

Adventure
#19 RANKING
53.0

Entrepreneurship
#16 RANKING
64.7

Open for Business
#4 RANKING
84.6

Social Purpose
#4 RANKING
97.2

Agility
#13 RANKING
80.9

Heritage
#34 RANKING
38.0

Power
#32 RANKING
12.9

The country description included in this report was developed with the assistance of artificial intelligence.

UNITED ARAB EMIRATES

CAPITAL
Abu Dhabi

REGION
Middle East

GDP PER CAPITA, PPP
$78,260

GDP
$509 billion

POPULATION
9,516,000

AREA
83,600 SQ.KM

The United Arab Emirates, a federation of seven emirates on the Arabian Peninsula, exemplifies rapid development from desert trading posts into a global economic and tourism powerhouse. Vast oil and gas reserves provided initial capital, yet diversification into finance, real estate, aviation, and tourism has created an economy increasingly independent of hydrocarbon revenues. Dubai and Abu Dhabi stand as symbols of modern development, hosting major international events and world-class infrastructure.

UAE governance operates as a federal monarchy balancing traditional Arab-Islamic values with modernization and openness to foreign investment. The country maintains strategic stability through careful management of regional relationships and emphasis on business-friendly policies that attract international capital and talent. Abu Dhabi's sovereign wealth fund rivals Norway's in scale, funding long-term economic diversification and infrastructure development.

The UAE's geographic position controlling critical shipping channels, combined with its modern infrastructure and business environment, grants it outsized regional influence. The nation attracts talent and investment globally through attractive economic policies and strategic positioning in technology and renewable energy. Challenges include labor rights for migrant workers, political freedoms, and sustainability of tourism-dependent growth. Yet the UAE's transformation from modest origins into a global economic player demonstrates successful resource monetization and strategic diversification.

Overall
#10 RANKING
86.5

Cultural Influence
#8 RANKING
66.9

Movers
#1 RANKING
100.0

Quality of Life
#23 RANKING
52.2

Adventure
#50 RANKING
24.6

Entrepreneurship
#11 RANKING
70.4

Open for Business
#19 RANKING
71.9

Social Purpose
#55 RANKING
8.4

Agility
#17 RANKING
75.4

Heritage
#52 RANKING
23.2

Power
#10 RANKING
58.6

The country description included in this report was developed with the assistance of artificial intelligence.

USA

CAPITAL
Washington, D.C.

REGION
Americas

GDP PER CAPITA, PPP
$85,370

GDP
$28.78 trillion

POPULATION
335,893,000

AREA
9,833,517 SQ.KM

The United States, spanning North America from Atlantic to Pacific, remains the world's largest economy and a global superpower. The U.S. economy, valued at over 28 trillion dollars, excels across agriculture, manufacturing, technology, finance, and services. American innovation drives global technological advancement, while universities, entertainment, and cultural exports extend influence worldwide. The nation's natural resources, continental scale, and diverse regional economies provide competitive advantages.

American governance operates through a federal system with separated executive, legislative, and judicial powers established by the 1787 Constitution. Democratic institutions and rule of law, despite contemporary political polarization, remain foundational. The country's military capabilities and alliances through NATO and bilateral relationships establish it as the primary security provider globally.

The United States faces contemporary challenges including political polarization, income inequality, healthcare costs, and managing relationships with rising powers, particularly China. The nation's technological leadership, entrepreneurial culture, and institutional strength position it for continued global influence. However, domestic challenges requiring attention include education equity, infrastructure modernization, and sustainable energy transition. The U.S. role as global leader remains central to international stability, though its relative power position has shifted as other nations developed.

Overall
#11 RANKING

86.0

Cultural Influence
#4 RANKING

84.9

Movers
#19 RANKING

36.9

Quality of Life
#27 RANKING

48.6

Adventure
#40 RANKING

35.7

Entrepreneurship
#2 RANKING

95.7

Open for Business
#72 RANKING

42.0

Social Purpose
#22 RANKING

38.5

Agility
#1 RANKING

100.0

Heritage
#23 RANKING

47.1

Power
#1 RANKING

100.0

The country description included in this report was developed with the assistance of artificial intelligence.

SINGAPORE

CAPITAL
Singapore

GDP
$497 billion

REGION
Asia

POPULATION
5,918,000

GDP PER CAPITA, PPP
$133,740

AREA
734 SQ.KM

Singapore, a city-state of approximately 5.9 million on the Malay Peninsula, transformed from colonial outpost into a global financial and trading hub through strategic development and rigorous governance. One of the world's wealthiest nations by per capita income, Singapore's port ranks among the world's busiest, while its financial center ranks globally alongside London and New York. The economy excels in petrochemicals, electronics, biotechnology, and financial services, with minimal natural resources compensated by geographic location and human capital.

Singaporean governance emphasizes meritocratic administration, long-term planning through five-year strategic initiatives, and efficient public institutions. The country maintains zero tolerance for corruption, excellent healthcare and education systems, and exceptional infrastructure. Political system characteristics, including limited electoral competition and restricted civil liberties, coexist with economic dynamism and social stability.

Singapore's strategic position at the intersection of major shipping lanes and between developed and developing Asia provides continuous economic advantage. The nation positions itself as a hub for technology startups, cryptocurrency, and digital finance while developing smart city capabilities. Singapore faces challenges including limited land, dependence on imported food and water, and regional geopolitical tensions. The city-state's success demonstrates how geographic constraints can be overcome through strategic planning, institutional excellence, and leveraging global economic integration.

Overall
#12 RANKING
84.8

Cultural Influence
#13 RANKING
57.7

Movers
#8 RANKING
56.9

Quality of Life
#17 RANKING
61.6

Adventure
#18 RANKING
53.3

Entrepreneurship
#9 RANKING
79.6

Open for Business
#6 RANKING
82.3

Social Purpose
#27 RANKING
22.6

Agility
#2 RANKING
99.9

Heritage
#36 RANKING
35.9

Power
#22 RANKING
20.4

The country description included in this report was developed with the assistance of artificial intelligence.

SOUTH KOREA

CAPITAL
Seoul

REGION
Asia

GDP PER CAPITA, PPP
$56,710

GDP
$1.71 trillion

POPULATION
51,713,000

AREA
100,363 SQ.KM

South Korea, occupying the southern half of the Korean Peninsula, has achieved extraordinary economic transformation within a single generation. From war-devastated poverty in the 1950s to the world's twelfth-largest economy, South Korea exemplifies developmental state success through industrial policy, education investment, and corporate conglomerates. The country dominates semiconductors, display screens, automobiles, and shipbuilding, while exporting cultural products including K-pop and television globally.

South Korean governance has evolved from authoritarian rule to vibrant democracy, with peaceful power transfers and increasingly active civil society. Education investment produces skilled labor forces with among the world's highest broadband penetration and digital literacy. The country maintains exceptional infrastructure, efficient public transportation, and quality healthcare systems supporting 51 million people in a peninsula divided at the 38th parallel.

South Korea faces demographic challenges with the world's lowest birth rates and rapid aging, requiring immigration and automation investment. North Korea's nuclear program and ongoing division create permanent security concerns requiring substantial military expenditure. Yet the country's technological innovation, creative industries, and democratic development position it as a model for rapid industrialization and quality-of-life achievement. South Korea's transition from manufacturing-dependent economy toward innovation-driven sectors reflects successful adaptation to global competition.

Overall
#13 RANKING
84.4

Cultural Influence
#6 RANKING
80.8

Movers
#7 RANKING
59.1

Quality of Life
#24 RANKING
51.7

Adventure
#46 RANKING
28.3

Entrepreneurship
#6 RANKING
83.3

Open for Business
#37 RANKING
57.2

Social Purpose
#35 RANKING
17.3

Agility
#3 RANKING
99.4

Heritage
#27 RANKING
45.0

Power
#6 RANKING
62.7

The country description included in this report was developed with the assistance of artificial intelligence.

CHINA

CAPITAL
Beijing

REGION
Asia

GDP PER CAPITA, PPP
$23,310

GDP
$18.53 trillion

POPULATION
1,410,710,000

AREA
9,596,960 SQ.KM

China, one of the world's most populous nations with 1.4 billion people spanning vast geographic regions, has emerged as a global economic superpower. The world's second-largest economy by nominal GDP and first by purchasing power parity, China manufactures approximately 30 percent of global goods and possesses massive capital reserves. Economic growth averaging 8-10 percent annually since 1980 lifted hundreds of millions from poverty, creating middle classes and urbanizing vast populations. Technology sectors including 5G, artificial intelligence, and e-commerce increasingly drive competition.

Chinese governance operates through one-party rule emphasizing rapid decision-making and long-term planning through five-year plans. The country maintains effective administrative control through centralized institutions managing a complex society of 1.4 billion people. State-owned enterprises dominate key sectors including energy and finance, while private enterprise increasingly drives innovation and growth.

China's Belt and Road Initiative extends economic and geopolitical influence globally through infrastructure investment in Asia, Africa, and beyond. The country faces challenges including environmental degradation, demographic aging, regional inequality, and international criticism regarding human rights and labor standards. China's role as manufacturer, investor, and technological competitor increasingly shapes global economics and geopolitics. Its trajectory toward technology leadership and superpower status represents the most significant shift in

Overall
#14 RANKING
83.4

Cultural Influence
#10 RANKING
63.6

Movers
#2 RANKING
69.9

Quality of Life
#26 RANKING
49.8

Adventure
#53 RANKING
22.1

Entrepreneurship
#5 RANKING
86.0

Open for Business
#35 RANKING
58.0

Social Purpose
#54 RANKING
8.5

Agility
#15 RANKING
80.0

Heritage
#12 RANKING
74.5

Power
#2 RANKING
93.6

The country description included in this report was developed with the assistance of artificial intelligence.

NEW ZEALAND

CAPITAL
Wellington

GDP
$253 billion

REGION
Oceania

POPULATION
5,249,000

GDP PER CAPITA, PPP
$51,970

AREA
268,838 SQ.KM

New Zealand, two large islands in the southwestern Pacific Ocean, maintains a developed economy and democratic society of remarkable livability. Despite geographic isolation, the country has built prosperity through agriculture, particularly dairy and sheep farming, alongside tourism, wine production, and increasingly, technology sectors. With approximately 5.2 million people and exceptional natural beauty including fjords, mountains, and pristine coastlines, New Zealand balances environmental protection with economic development.

New Zealand governance operates as a parliamentary democracy with Westminster traditions and a Mixed Member Proportional electoral system ensuring representation. The country consistently ranks highest in quality-of-life measures, corruption indices, and press freedom. Indigenous Maori populations, comprising 17 percent of the nation, have increasingly influenced governance, education, and cultural identity as the country addresses historical injustices.

New Zealand's geographic isolation, combined with strict biosecurity and environmental regulations, has created unique ecological systems and agricultural advantages. The country positions itself as a leader in sustainable practices and renewable energy, with ambitious climate goals. Technology sectors, particularly gaming and software development, increasingly diversify the economy beyond traditional agriculture and tourism. New Zealand's commitment to environmental stewardship, democratic inclusivity, and social equity demonstrates how developed nations can maintain prosperity while prioritizing sustainability and cultural integration.

Overall
#15 RANKING
82.9

Cultural Influence
#24 RANKING
41.5

Movers
#21 RANKING
36.2

Quality of Life
#12 RANKING
74.0

Adventure
#6 RANKING
78.1

Entrepreneurship
#22 RANKING
51.2

Open for Business
#11 RANKING
76.7

Social Purpose
#7 RANKING
85.3

Agility
#12 RANKING
81.4

Heritage
#21 RANKING
48.7

Power
#44 RANKING
8.1

The country description included in this report was developed with the assistance of artificial intelligence.

FINLAND

CAPITAL
Helsinki

REGION
Europe

GDP PER CAPITA, PPP
$58,530

GDP
$300 billion

POPULATION
5,603,000

AREA
338,424 SQ.KM

Finland, a Nordic nation of 5.5 million in northern Europe, exemplifies innovation, education excellence, and quality-of-life achievement. Known globally for technology companies including Nokia, Finland's economy has successfully transitioned from forest-based industries toward biotechnology, software development, and digital services. The country invests heavily in research and development, producing patents and technological innovations disproportionate to its size.

Finnish governance reflects strong democratic traditions, educational excellence, and extensive social welfare systems. The country maintains the world's highest educational achievement levels, free university education, and comprehensive healthcare systems. Finland's technology revolution transformed the nation from single-company vulnerability into a diversified innovation economy, demonstrating successful economic transformation and technological entrepreneurship.

Finland's climate, with long winters and boreal forests, has influenced national character emphasizing outdoor activities, design aesthetics, and seasonal consciousness reflected in culture and governance. The country faces demographic challenges including aging populations and labor migration, yet technological innovation and education investment position it for adaptation. Finland's recent NATO membership signals a geopolitical shift responding to regional security concerns. Finland's combination of technological excellence, educational achievement, and commitment to inclusive, sustainable development positions it as a model for small, developed nations.

Overall	#16 RANKING	82.2
Cultural Influence	#31 RANKING	34.5
Movers	#37 RANKING	23.2
Quality of Life	#5 RANKING	92.4
Adventure	#30 RANKING	44.6
Entrepreneurship	#18 RANKING	59.8
Open for Business	#3 RANKING	84.8
Social Purpose	#1 RANKING	100.0
Agility	#18 RANKING	73.9
Heritage	#50 RANKING	23.5
Power	#39 RANKING	9.4

The country description included in this report was developed with the assistance of artificial intelligence.

DENMARK

CAPITAL
Copenhagen

REGION
Europe

GDP PER CAPITA, PPP
$73,380

GDP
$405 billion

POPULATION
5,961,000

AREA
43,094 SQ.KM

Denmark, the smallest Scandinavian nation at the gateway between the North Sea and Baltic, combines medieval heritage with modern prosperity and progressive governance. The Danish economy of 5.9 million people excels in agriculture, pharmaceuticals, renewable energy technology, and design, while Copenhagen ranks among Europe's most livable and innovative cities. The country pioneered wind energy technology, now a major export, while maintaining strong agricultural traditions as a net food exporter.

Danish governance reflects centuries of democratic development, consensus-based political culture, and social democratic principles balancing capitalism with generous welfare systems. The country consistently achieves highest rankings in happiness indices, quality of life, and corruption measures. Danish egalitarianism emphasizes modesty and collective welfare over individual prominence.

Denmark's strategic Baltic location gains geopolitical significance as a NATO member, while Arctic territories including Greenland extend territorial claims and resource access. The country leads renewable energy adoption with renewable energy supplying over 80 percent of electricity, positioning Denmark as a clean-energy innovator and exporter. Denmark's combination of technological innovation, social equity, environmental leadership, and geographic strategy demonstrates how small, developed nations maintain prosperity while advancing progressive values and addressing global climate imperatives.

Overall
#17 RANKING
81.2

Cultural Influence
#26 RANKING
40.5

Movers
#74 RANKING
6.7

Quality of Life
#2 RANKING
98.2

Adventure
#35 RANKING
41.1

Entrepreneurship
#15 RANKING
66.9

Open for Business
#9 RANKING
79.8

Social Purpose
#3 RANKING
99.1

Agility
#14 RANKING
80.2

Heritage
#51 RANKING
23.2

Power
#27 RANKING
16.9

The country description included in this report was developed with the assistance of artificial intelligence.

ITALY

CAPITAL
Rome

GDP
$2.25 trillion

REGION
Europe

POPULATION
58,761,000

GDP PER CAPITA, PPP
$55,490

AREA
301,340 SQ.KM

Italy stands as a Mediterranean powerhouse and founding member of the European Union, blending ancient cultural heritage with modern economic sophistication. Located in southern Europe, the country's strategic position has shaped its role as a bridge between Europe and the broader Mediterranean region. Italy's influence extends far beyond its borders through unparalleled cultural exports, from fashion and design to cuisine and arts.

The Italian economy ranks among Europe's largest, driven by strong manufacturing sectors including automotive, machinery, and textiles. The country excels in luxury goods and high-end fashion, with brands like Ferrari, Gucci, and Prada commanding global markets. Tourism remains a vital economic pillar, with Italy's historic cities, coastlines, and cultural attractions drawing millions of visitors annually. Small and medium-sized enterprises form the backbone of the economy, fostering innovation and regional development.

As a G7 member and NATO ally, Italy plays a significant role in European governance and global affairs. The country maintains a high quality of life with strong social systems, though economic growth has been modest compared to pre-financial crisis levels. Italy continues to navigate challenges including regional economic disparities and fiscal pressures while leveraging its unmatched cultural soft power to maintain global relevance.

Overall
#18 RANKING
78.4

Cultural Influence
#1 RANKING
100.0

Movers
#24 RANKING
32.3

Quality of Life
#25 RANKING
49.9

Adventure
#3 RANKING
96.4

Entrepreneurship
#21 RANKING
52.0

Open for Business
#42 RANKING
56.2

Social Purpose
#21 RANKING
44.5

Agility
#20 RANKING
73.1

Heritage
#1 RANKING
100.0

Power
#15 RANKING
31.6

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FRANCE

CAPITAL
Paris

GDP
$3.13 trillion

REGION
Europe

POPULATION
68,374,000

GDP PER CAPITA, PPP
$58,760

AREA
643,801 SQ.KM

France represents a global center of culture, diplomacy, and economic influence, commanding considerable weight in European and international affairs. Spanning from the Atlantic coast to the Mediterranean and encompassing diverse landscapes from Alpine peaks to rolling vineyards, France's geographic diversity supports varied economic activities. As a permanent UN Security Council member and founding EU member, France remains central to European policymaking and global governance structures.

The French economy ranks second largest in Europe, characterized by strength in aerospace, pharmaceuticals, automotive, and luxury goods sectors. Paris serves as a hub for finance, fashion, art, and technology, hosting numerous multinational headquarters and attracting global talent. The country's substantial agricultural sector, particularly wine and champagne production, generates both economic returns and cultural prestige. France maintains robust social services and employment protections that reflect strong labor standards across the developed world.

France combines economic dynamism with significant soft power derived from its cultural, philosophical, and artistic contributions to global civilization. The country faces challenges including economic stagnation, high unemployment among youth, and integration of immigrant populations. Nevertheless, France continues investing heavily in innovation, green energy, and digital transformation while maintaining its position as an indispensable player in European political and economic integration.

Overall
#19 RANKING
78.0

Cultural Influence
#2 RANKING
95.7

Movers
#50 RANKING
16.1

Quality of Life
#20 RANKING
56.2

Adventure
#11 RANKING
66.2

Entrepreneurship
#14 RANKING
67.1

Open for Business
#47 RANKING
55.3

Social Purpose
#17 RANKING
58.0

Agility
#22 RANKING
66.2

Heritage
#4 RANKING
92.7

Power
#8 RANKING
59.5

The country description included in this report was developed with the assistance of artificial intelligence.

SPAIN

CAPITAL
Madrid

REGION
Europe

GDP PER CAPITA, PPP
$50,470

GDP
$1.58 trillion

POPULATION
48,373,000

AREA
505,992 SQ.KM

Spain occupies a strategic position at the crossroads of Europe and Africa, serving as a gateway between the Atlantic and Mediterranean. The country's diverse regions, from the mountainous north to sun-drenched southern coasts, reflect distinct cultural identities and economic specializations. Spain's historical significance and contemporary relevance derive from both its geographic positioning and its role as a major EU economy.

The Spanish economy, Europe's fourth largest, has recovered substantially from the financial crisis through diversification and modernization. Tourism constitutes a cornerstone industry, with Spain consistently ranking among the world's most-visited destinations. The country maintains competitive strengths in renewable energy, automotive manufacturing, and advanced ceramics.

Financial services and technology sectors are expanding, particularly in Madrid and Barcelona, attracting international investment and innovation hubs. Spain's agricultural output, including olive oil and wine, sustains both domestic consumption and export markets.

Spain balances economic recovery with social cohesion challenges and regional autonomy movements. As a NATO member and EU participant, the country contributes substantially to European security and economic integration. Quality of life remains high, supported by Mediterranean climate advantages and strong cultural institutions. Spain continues modernizing infrastructure and digital capabilities while addressing regional disparities and maintaining its competitive position within Europe's dynamic economy.

Overall
#20 RANKING

Cultural Influence
#5 RANKING

Movers
#39 RANKING

Quality of Life
#19 RANKING

Adventure
#5 RANKING

Entrepreneurship
#23 RANKING

Open for Business
#31 RANKING

Social Purpose
#18 RANKING

Agility
#16 RANKING

Heritage
#3 RANKING

Power
#20 RANKING

The country description included in this report was developed with the assistance of artificial intelligence.

BELGIUM

CAPITAL
Brussels

REGION
Europe

GDP PER CAPITA, PPP
$67,180

GDP
$624 billion

POPULATION
11,743,000

AREA
30,528 SQ.KM

Belgium holds a strategically vital position at the crossroads of Western Europe, hosting numerous supranational institutions that make it the de facto capital of the European Union. Despite its modest size, the country wields influence disproportionate to its territory through its central role in European governance and economics. Belgium's multilingual, multicultural character reflects its history as a nexus between Germanic and Romance Europe, positioning it uniquely within continental affairs.

The Belgian economy demonstrates remarkable sophistication despite limited natural resources, built on knowledge-intensive industries and advanced manufacturing. Brussels serves as headquarters for EU institutions, NATO, and countless multinational corporations, generating substantial economic activity and employment. Belgium excels in pharmaceuticals, chemicals, biotechnology, and diamond processing. The port of Antwerp ranks among Europe's largest, facilitating international trade and logistics.

Belgium confronts ongoing challenges related to federal governance structures balancing linguistic communities and regional autonomy. Despite political complexity, the country maintains high living standards, excellent healthcare systems, and strong educational institutions. Belgium's strategic geographic position, combined with political stability within EU frameworks, ensures continued relevance to European integration. The country serves as a laboratory for managing multicultural governance while sustaining robust economic performance and quality of life.

Overall
#21 RANKING
69.5

Cultural Influence
#27 RANKING
39.0

Movers
#78 RANKING
3.2

Quality of Life
#10 RANKING
78.6

Adventure
#39 RANKING
36.9

Entrepreneurship
#17 RANKING
63.6

Open for Business
#12 RANKING
75.6

Social Purpose
#10 RANKING
75.2

Agility
#19 RANKING
73.5

Heritage
#35 RANKING
35.9

Power
#25 RANKING
17.6

The country description included in this report was developed with the assistance of artificial intelligence.

ICELAND

CAPITAL
Reykjavik

GDP
$31 billion

REGION
Europe

POPULATION
393,000

GDP PER CAPITA, PPP
$74,420

AREA
103,000 SQ.KM

Iceland stands as a North Atlantic island nation of remarkable natural beauty and economic resilience, positioned between North America and mainland Europe. Despite its small population of roughly 390,000, Iceland has achieved outsized influence through technological innovation, sustainable development practices, and creative industries. The country's dramatic volcanic landscape, abundant geothermal resources, and pristine environment define both its identity and economic opportunities.

The Icelandic economy has undergone remarkable transformation, transitioning from traditional fishing-based foundations to a diversified modern economy. Renewable energy, sourced from geothermal and hydroelectric power, enables energy-intensive industries including aluminum smelting. Tourism has become a dominant economic sector, with Iceland's natural attractions drawing hundreds of thousands of visitors annually. Fishing remains important, though now represents a smaller economic proportion. The country leads in broadband connectivity and digital innovation.

Iceland exemplifies successful small-nation governance through strong democratic institutions and transparent rule of law. The population enjoys exceptional quality of life, supported by comprehensive social services and near-universal employment. Iceland maintains NATO partnership, contributing to regional security. The country faces challenges including climate change impacts on marine resources and housing affordability. Iceland continues leveraging sustainable development and renewable energy expertise as it positions itself for twenty-

Overall
#22 RANKING
67.0

Cultural Influence
#38 RANKING
21.8

Movers
#5 RANKING
64.2

Quality of Life
#22 RANKING
55.8

Adventure
#24 RANKING
48.8

Entrepreneurship
#31 RANKING
26.6

Open for Business
#16 RANKING
73.5

Social Purpose
#11 RANKING
74.8

Agility
#27 RANKING
42.6

Heritage
#40 RANKING
29.4

Power
#74 RANKING
2.4

The country description included in this report was developed with the assistance of artificial intelligence.

LUXEMBOURG

CAPITAL
Luxembourg City

REGION
Europe

GDP PER CAPITA, PPP
$137,950

GDP
$87 billion

POPULATION
672,000

AREA
2,586 SQ.KM

Luxembourg exemplifies how geographic strategy and institutional innovation enable prosperity for smaller European nations. Nestled between Belgium, France, and Germany, this Grand Duchy has transformed from a medieval fortress into a financial and administrative powerhouse. Luxembourg's unique combination of political stability, multilingual sophistication, and institutional diversity has created an outsized global influence relative to its approximately 670,000-person population.

The Luxembourg economy represents one of Europe's highest per capita income levels, built primarily on financial services and corporate administration. The country hosts the second-largest investment fund industry globally, supporting asset management and financial technology sectors. Luxembourg serves as headquarters for numerous EU institutions and courts, generating substantial employment and economic activity. Steel manufacturing, though diminished from historical levels, maintains importance alongside emerging sectors including healthcare, telecommunications, and research.

Luxembourg maintains remarkable institutional weight through hosting the European Court of Justice, European Court of Auditors, and other EU bodies. The country demonstrates exceptional quality of life, excellent public services, and strong education systems operating in multiple languages. Luxembourg's multicultural workforce, over 45 percent foreign-born, reflects its cosmopolitan character and global integration. The nation faces challenges including real estate pressures and dependence on external market conditions. Nevertheless, Luxembourg continues adapting institutional frameworks while maintaining its distinctive position as Europe's most integrated supranational hub.

Overall
#23 RANKING
64.4

Cultural Influence
#32 RANKING
32.4

Movers
#65 RANKING
9.7

Quality of Life
#15 RANKING
69.9

Adventure
#45 RANKING
28.5

Entrepreneurship
#19 RANKING
56.6

Open for Business
#1 RANKING
100.0

Social Purpose
#14 RANKING
65.1

Agility
#23 RANKING
59.3

Heritage
#58 RANKING
16.0

Power
#42 RANKING
8.8

The country description included in this report was developed with the assistance of artificial intelligence.

IRELAND

CAPITAL
Dublin

REGION
Europe

GDP PER CAPITA, PPP
$114,580

GDP
$545 billion

POPULATION
5,194,000

AREA
70,273 SQ.KM

Ireland has emerged as a modern economic powerhouse despite its island position on Europe's western periphery, transforming from historical dependence to technological and financial prominence. The country's English-speaking workforce and favorable corporate taxation have attracted multinational headquarters and research facilities from global technology, pharmaceutical, and financial sectors. Ireland's cultural contributions in literature, music, and film extend its soft power far beyond its 5 million population.

The Irish economy ranks among the world's wealthiest per capita, driven substantially by multinational corporation headquarters and intellectual property operations. Technology giants including Apple, Google, and Meta maintain significant Irish operations, generating employment and tax revenues. Pharmaceutical and medical device manufacturing represents another critical sector, leveraging scientific expertise and manufacturing excellence. Financial services, tourism, and creative industries provide economic diversification.

Ireland balances economic success with ongoing integration challenges, particularly regarding Brexit implications for cross-border commerce and Northern Irish relations. The country demonstrates strong democratic governance, excellent educational institutions, and notably young demographics compared to other European nations. Dublin has emerged as a leading European technology hub, attracting international talent and venture capital investment. Ireland continues navigating economic growth while addressing housing affordability and maintaining social cohesion, positioning itself as a bridge between European and North American economic spheres.

Overall
#24 RANKING
63.8

Cultural Influence
#30 RANKING
35.0

Movers
#43 RANKING
20.0

Quality of Life
#16 RANKING
63.5

Adventure
#16 RANKING
57.9

Entrepreneurship
#25 RANKING
41.8

Open for Business
#10 RANKING
76.8

Social Purpose
#16 RANKING
63.5

Agility
#24 RANKING
59.0

Heritage
#19 RANKING
54.9

Power
#46 RANKING
7.7

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AUSTRIA

CAPITAL	REGION	GDP PER CAPITA, PPP
Vienna	**Europe**	**$69,460**
GDP	POPULATION	AREA
$516 billion	**9,132,000**	**83,871 SQ.KM**

Austria occupies a central European position with historical significance extending from its Habsburg imperial legacy through its contemporary role as a wealthy, democratic nation. Nestled between Central Europe and the Balkans, Austria serves as a cultural and economic bridge connecting Germanic, Slavic, and Mediterranean regions. Vienna's status as a major European capital continues attracting international institutions and talent, while the country maintains strong democratic institutions and high living standards.

The Austrian economy combines traditional strengths in manufacturing, particularly machinery and equipment, with modern service sectors. Hydroelectric power provides abundant renewable energy, supporting both domestic consumption and industrial operations. Tourism forms a vital economic component, driven by Alpine skiing, Vienna's cultural attractions, and the Danube Valley's scenic beauty. Austria maintains competitive pharmaceutical, chemical, and automotive supply sectors.

Austria demonstrates exceptional quality of life through comprehensive social systems, excellent healthcare, and robust cultural institutions. The country maintains strong environmental commitments, with renewable energy comprising substantial electricity generation. Austria's geographic position and historical cultural ties position it favorably for engaging Central and Eastern European markets, though EU membership frames primary economic and political integration. The country faces demographic challenges including aging populations and immigration pressures. Austria continues leveraging its geographic centrality, cultural sophistication, and institutional strength while maintaining its distinctive social market economy model.

Overall
#25 RANKING
63.7

Cultural Influence
#25 RANKING
40.7

Movers
#76 RANKING
4.5

Quality of Life
#11 RANKING
76.7

Adventure
#23 RANKING
49.0

Entrepreneurship
#20 RANKING
55.5

Open for Business
#18 RANKING
72.8

Social Purpose
#13 RANKING
70.1

Agility
#26 RANKING
50.1

Heritage
#18 RANKING
55.5

Power
#37 RANKING
10.1

The country description included in this report was developed with the assistance of artificial intelligence.

PORTUGAL

CAPITAL
Lisbon

GDP
$287 billion

REGION
Europe

POPULATION
10,379,000

GDP PER CAPITA, PPP
$44,220

AREA
92,212 SQ.KM

Portugal occupies Europe's southwestern corner, its Atlantic position and maritime heritage defining historical identity and contemporary economic development. With approximately 10.5 million inhabitants, Portugal has transformed from relatively modest economic status to a thriving modern democracy and EU member. The country's distinctive culture, innovative approaches to governance, and strategic geographic position have generated increasing global attention and investment interest.

The Portuguese economy has diversified substantially beyond traditional cork, textiles, and fishing sectors, though these remain important. Tourism represents a dominant industry, with Portugal consistently ranking among Europe's most-visited destinations for beaches, historic sites, and authentic culture. Renewable energy, particularly wind and solar power, has become increasingly central to economic and environmental strategy. The wine industry maintains significant cultural and commercial importance. Technology startups and digital innovation hubs are flourishing, particularly in Lisbon, attracting international investment and talent.

Portugal demonstrates strong social progress through inclusive governance and quality-of-life improvements. The country maintains lower crime rates and strong community cohesion, supported by Mediterranean climate advantages. As an Atlantic-facing nation with EU membership, Portugal bridges European and global commerce. The country faces challenges including youth emigration and regional disparities. Portugal continues capitalizing on tourism appeal, renewable energy leadership, and digital innovation while maintaining its distinctive cultural identity and Mediterranean lifestyle.

Overall
#26 RANKING
61.2

Cultural Influence
#20 RANKING
45.5

Movers
#42 RANKING
20.4

Quality of Life
#21 RANKING
56.1

Adventure
#8 RANKING
75.0

Entrepreneurship
#28 RANKING
34.9

Open for Business
#26 RANKING
63.2

Social Purpose
#20 RANKING
46.3

Agility
#21 RANKING
67.5

Heritage
#11 RANKING
75.1

Power
#35 RANKING
10.7

The country description included in this report was developed with the assistance of artificial intelligence.

GREECE

CAPITAL
Athens

REGION
Europe

GDP PER CAPITA, PPP
$39,540

GDP
$239 billion

POPULATION
10,341,000

AREA
131,957 SQ.KM

Greece holds exceptional historical and contemporary significance as the birthplace of Western democracy and philosophy, maintaining cultural influence extending far beyond its Mediterranean territory. With approximately 10.3 million inhabitants, Greece occupies a strategic position bridging Europe, Asia, and Africa. The country's archipelago of over 6,000 islands and mountainous mainland create diverse economic opportunities and cultural regions.

The Greek economy has recovered substantially from its severe financial crisis through structural reforms and economic diversification. Tourism constitutes the primary economic driver, with Greece's islands, ancient ruins, and Mediterranean culture attracting millions of visitors annually. Shipping represents another traditional Greek strength, with the country maintaining one of the world's largest merchant fleets. Agriculture, particularly olive oil and wine production, sustains both domestic and export markets. Greece increasingly attracts technology investment and digital innovation.

Greece demonstrates resilience through strong democratic institutions and social cohesion despite economic challenges. As a NATO member and EU participant, Greece contributes to regional security and European integration, particularly regarding Balkans engagement. Quality of life remains high, supported by Mediterranean climate, cultural vitality, and family-centered social structures. Greece faces ongoing challenges including high unemployment, particularly among youth. The country continues investing in digital transformation and green energy while leveraging tourism appeal and cultural heritage.

Overall
#27 RANKING
54.9

Cultural Influence
#14 RANKING
55.9

Movers
#26 RANKING
31.5

Quality of Life
#28 RANKING
36.2

Adventure
#1 RANKING
100.0

Entrepreneurship
#35 RANKING
20.8

Open for Business
#29 RANKING
61.2

Social Purpose
#23 RANKING
35.6

Agility
#29 RANKING
40.0

Heritage
#2 RANKING
97.8

Power
#43 RANKING
8.6

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BRAZIL

CAPITAL
Brasilia

GDP
$2.17 trillion

REGION
Americas

POPULATION
216,422,000

GDP PER CAPITA, PPP
$20,810

AREA
8,515,770 SQ.KM

Brazil dominates South America through sheer size, population, and economic significance, commanding substantial weight in global affairs as the region's undisputed leader. With over 215 million inhabitants spanning diverse ecosystems from the Amazon rainforest to Atlantic coastal cities, Brazil encompasses extraordinary cultural diversity and natural resources. Sao Paulo and Rio de Janeiro rank among the world's most significant metropolitan areas.

The Brazilian economy ranks among the world's largest, built on diverse foundations including agriculture, manufacturing, services, and extractive industries. Agriculture forms a remarkable strength, with Brazil producing substantial portions of global sugar, coffee, orange juice, and beef exports. The country maintains significant hydroelectric power capacity and developing biofuel sectors. Manufacturing encompasses automotive production, aircraft manufacturing through Embraer, and consumer goods. Brazil possesses substantial mineral wealth including iron ore and other commodities.

Brazil maintains democratic governance despite periodic economic volatility and political turbulence. The country's BRICS membership reflects its status as an emerging global power with substantial influence in developing-world governance. Brazil faces challenges including income inequality, violence in certain urban areas, and Amazon deforestation concerns. Nevertheless, the country's vast market, young demographic profile, and natural resource wealth position it as essential to the global economic future. Brazil continues working toward institutional strengthening and sustainable development while leveraging its natural advantages.

Overall
#28 RANKING
54.6

Cultural Influence
#11 RANKING
60.7

Movers
#11 RANKING
52.2

Quality of Life
#53 RANKING
17.9

Adventure
#2 RANKING
98.2

Entrepreneurship
#40 RANKING
15.3

Open for Business
#60 RANKING
49.3

Social Purpose
#29 RANKING
20.4

Agility
#25 RANKING
51.4

Heritage
#9 RANKING
77.5

Power
#21 RANKING
21.7

The country description included in this report was developed with the assistance of artificial intelligence.

SAUDI ARABIA

CAPITAL	REGION	GDP PER CAPITA, PPP
Riyadh	**Middle East**	**$64,840**
GDP	POPULATION	AREA
$1.07 trillion	**36,948,000**	**2,149,690 SQ.KM**

Saudi Arabia dominates the Middle East through petroleum wealth, religious significance, and strategic geopolitics, maintaining disproportionate global influence despite regional challenges. Home to Islam's holiest sites and possessing the world's second-largest proven oil reserves, the kingdom commands attention from international powers and markets. The country's approximately 37 million inhabitants occupy a vast Arabian Peninsula territory stretching across critical trade routes connecting Asia, Africa, and Europe.

The Saudi economy remains fundamentally dependent on petroleum exports, which generate the vast majority of government revenues and export earnings. Oil wealth has financed ambitious development projects including ultramodern cities, extensive infrastructure, and substantial sovereign wealth funds. The government pursues Vision 2030, an economic diversification strategy emphasizing technology, tourism, renewable energy, and non-oil sectors. ARAMCO, the state oil company, remains among the world's most valuable corporations.

Saudi Arabia maintains significant regional military capability and strategic partnerships with global powers. The kingdom possesses substantial financial resources through sovereign wealth funds, providing leverage in international affairs. The country faces challenges including human rights concerns, regional security threats, and cultural modernization pressures. Vision 2030 reforms represent attempted governance modernization and economic restructuring. Saudi Arabia's religious significance, combined with petroleum wealth and military capability, ensures continued global relevance.

Overall
#29 RANKING
53.3

Cultural Influence
#28 RANKING
35.3

Movers
#4 RANKING
68.6

Quality of Life
#29 RANKING
35.6

Adventure
#69 RANKING
9.8

Entrepreneurship
#24 RANKING
48.4

Open for Business
#73 RANKING
40.1

Social Purpose
#64 RANKING
5.0

Agility
#28 RANKING
41.0

Heritage
#42 RANKING
28.2

Power
#7 RANKING
61.0

The country description included in this report was developed with the assistance of artificial intelligence.

THAILAND

CAPITAL
Bangkok

REGION
Asia

GDP PER CAPITA, PPP
$21,580

GDP
$515 billion

POPULATION
71,801,000

AREA
513,120 SQ.KM

Thailand stands as Southeast Asia's most established nation-state and primary economic hub, commanding significant regional influence through political longevity and strategic positioning. With over 71 million inhabitants, Thailand dominates continental Southeast Asia geographically and economically. Bangkok serves as a major Asian metropolis and regional headquarters for numerous multinational corporations, while the country's cultural distinctiveness shapes national identity and international relations.

The Thai economy ranks among Southeast Asia's largest and most developed, built on diverse foundations including agriculture, manufacturing, and services. Thai agricultural production, particularly rice cultivation, supports both food security and export revenues. Manufacturing, especially automotive production and electronics assembly, attracts foreign investment and generates substantial employment. Tourism constitutes a major economic sector, with Thailand consistently ranking among Southeast Asia's most-visited destinations.

Thailand maintains a complex governance history marked by periodic political transitions, though fundamental institutional continuity persists. The country's strategic location positions it favorably for engaging neighboring nations, giving Thailand outsized influence in continental Southeast Asian affairs. Quality of life remains generally favorable, supported by stable food security, cultural cohesion, and religious harmony. Thailand faces challenges including income inequality and governance questions. The kingdom continues positioning itself as Southeast Asia's economic engine while navigating political complexities and advancing digital transformation initiatives.

Overall
#30 RANKING
52.2

Cultural Influence
#19 RANKING
46.8

Movers
#12 RANKING
49.3

Quality of Life
#31 RANKING
31.5

Adventure
#4 RANKING
90.3

Entrepreneurship
#38 RANKING
17.6

Open for Business
#5 RANKING
83.5

Social Purpose
#47 RANKING
12.0

Agility
#43 RANKING
26.1

Heritage
#6 RANKING
82.6

Power
#41 RANKING
8.8

The country description included in this report was developed with the assistance of artificial intelligence.

INDIA

CAPITAL
New Delhi

GDP
$3.94 trillion

REGION
Asia

POPULATION
1,442,615,000

GDP PER CAPITA, PPP
$10,120

AREA
3,287,263 SQ.KM

India stands as the world's most populous democracy and a rising global power reshaping geopolitical and economic arrangements through its scale, diversity, and ambitions. With 1.4 billion inhabitants spanning multiple religions, languages, and cultures, India encompasses extraordinary complexity within a democratic federal structure. The country occupies a dominant position in South Asia, extending its influence through the Indian Ocean and increasingly engaging global powers in technological, economic, and security spheres.

The Indian economy ranks among the world's largest and fastest-growing, driven by diverse sectors including information technology, pharmaceuticals, textiles, agriculture, and manufacturing. India's technology industry, concentrated in Bangalore, Hyderabad, and other cities, provides software services and IT solutions globally, creating substantial export revenues and employment. The agricultural sector supports over one billion people while generating export commodities. India possesses substantial renewable energy potential and increasingly invests in solar and wind power.

India maintains democratic governance despite challenges including corruption and bureaucratic inefficiency. The country pursues ambitious development goals through initiatives including infrastructure investment and digital transformation. India's BRICS membership and foreign policy position it as essential to future global governance. The country faces challenges including poverty persistence, educational disparities, and environmental degradation. Nevertheless, India's demographic dividend combined with democratic legitimacy and technological capability positions it centrally to twenty-first-century global development.

Overall
#31 RANKING
45.8

Cultural Influence
#34 RANKING
31.3

Movers
#6 RANKING
64.1

Quality of Life
#46 RANKING
20.5

Adventure
#56 RANKING
20.3

Entrepreneurship
#30 RANKING
29.3

Open for Business
#51 RANKING
53.6

Social Purpose
#76 RANKING
3.1

Agility
#37 RANKING
30.0

Heritage
#13 RANKING
67.5

Power
#12 RANKING
45.0

The country description included in this report was developed with the assistance of artificial intelligence.

EGYPT

CAPITAL
Cairo

REGION
Africa

GDP PER CAPITA, PPP
$16,980

GDP
$395 billion

POPULATION
112,717,000

AREA
1,001,450 SQ.KM

Egypt maintains exceptional geopolitical significance through geographic positioning commanding Suez Canal access, controlling vital international commerce routes connecting Europe and Asia. With over 112 million inhabitants concentrated largely along the Nile River, Egypt dominates the Arab world demographically and culturally. Cairo ranks among the world's largest metropolitan areas, serving as the region's primary intellectual and cultural center. Egypt's ancient civilization legacy continues generating soft power and global interest.

The Egyptian economy depends substantially on agriculture supported by Nile irrigation, tourism, Suez Canal revenues, and natural gas exports. Agriculture remains vital despite limited arable land, supporting food security for the massive population. Tourism, while vulnerable to security fluctuations, generates significant revenues from pyramids and historical sites attracting global visitors. The Suez Canal provides enormous strategic and financial importance. Natural gas development represents an increasingly important energy export sector.

Egypt navigates complex governance challenges balancing security concerns, political representation, and economic development. The country maintains significant military capability and regional influence, serving as a bridge between Middle Eastern and African affairs. Egypt faces substantial challenges including rapid population growth, water scarcity, and infrastructure strain. Nevertheless, Egypt's Suez Canal control, Arab world demographic dominance, and historical significance ensure persistent global relevance. The country continues working toward economic stabilization and sustainable development while managing regional security complexities.

Overall
#32 RANKING
42.8

Cultural Influence
#29 RANKING
35.1

Movers
#3 RANKING
69.6

Quality of Life
#51 RANKING
18.3

Adventure
#26 RANKING
48.3

Entrepreneurship
#45 RANKING
12.5

Open for Business
#59 RANKING
49.5

Social Purpose
#58 RANKING
7.8

Agility
#52 RANKING
18.5

Heritage
#7 RANKING
81.7

Power
#29 RANKING
14.3

The country description included in this report was developed with the assistance of artificial intelligence.

TÜRKIYE

CAPITAL
Ankara

GDP
$1.11 trillion

REGION
Middle East

POPULATION
85,816,000

GDP PER CAPITA, PPP
$41,890

AREA
783,562 SQ.KM

Türkiye occupies a unique geographic and strategic position straddling Europe and Asia, controlling critical straits connecting Mediterranean and Black Seas while maintaining substantial Middle Eastern influence. With over 85 million inhabitants, Türkiye represents the Muslim world's most developed democracy and a NATO ally commanding significant military capability. The country's history spanning Ottoman, republican, and contemporary eras shapes its distinctive identity and international positioning.

The Turkish economy ranks among the world's largest and most diversified, built on manufacturing, agriculture, tourism, and services sectors. Istanbul serves as a major financial center and one of the world's most significant metropolitan areas economically and culturally. Manufacturing, particularly textiles, automotive, and consumer goods, generates substantial export revenues.

Tourism attracts millions annually to historical sites, beaches, and cultural attractions.

Türkiye maintains NATO membership while pursuing independent foreign policy balancing Western alignment with regional Middle Eastern engagement. The country serves as a crucial partner in Middle Eastern geopolitics. Quality of life in major cities remains high, though regional disparities persist. Türkiye faces governance challenges including democratic institution questions and press freedom concerns. The country navigates balancing secular governance with religious identity while managing substantial refugee populations. Türkiye continues leveraging its geographic position, manufacturing capacity, and strategic military importance while advancing economic modernization.

Overall
#33 RANKING
42.2

Cultural Influence
#23 RANKING
42.2

Movers
#20 RANKING
36.5

Quality of Life
#34 RANKING
26.4

Adventure
#15 RANKING
61.4

Entrepreneurship
#34 RANKING
21.8

Open for Business
#64 RANKING
48.2

Social Purpose
#60 RANKING
6.7

Agility
#33 RANKING
34.1

Heritage
#10 RANKING
77.1

Power
#14 RANKING
32.7

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POLAND

CAPITAL
Warsaw

GDP
$842 billion

REGION
Europe

POPULATION
36,753,000

GDP PER CAPITA, PPP
$49,060

AREA
312,696 SQ.KM

Poland has emerged as Central Europe's economic and political leader, demonstrating remarkable transformation from Soviet-era centralized economy to dynamic EU member and NATO contributor. With over 37 million inhabitants, Poland commands regional influence exceeding its historical status through democratic consolidation, economic achievement, and strategic positioning. Warsaw serves as a major Central European capital and increasingly important European metropolis.

The Polish economy has achieved sustained growth through manufacturing, services, and emerging technology sectors, becoming Central Europe's largest economy. Automotive manufacturing generates substantial export revenues and employment. Poland develops significant IT and software sectors, with Warsaw and Krakow emerging as technology hubs attracting international investment. Agriculture remains important. Financial services and banking sectors provide economic foundation. The country increasingly attracts foreign direct investment through EU membership benefits and competitive labor costs.

Poland maintains robust democratic institutions and strong rule of law traditions. The country plays crucial roles in EU affairs and serves as a critical NATO eastern flank member, gaining strategic importance following developments in Eastern Europe. Poland demonstrates strong European integration commitment while maintaining distinctive Polish cultural and religious identity. Quality of life improvements have been substantial, supported by EU integration benefits and infrastructure modernization. Poland faces challenges including demographic decline through emigration and aging. The country continues leveraging its geographic position between Western Europe and Eastern markets while advancing institutional quality and economic competitiveness.

Overall
#34 RANKING
42.2

Cultural Influence
#41 RANKING
18.0

Movers
#79 RANKING
3.2

Quality of Life
#18 RANKING
59.6

Adventure
#42 RANKING
32.3

Entrepreneurship
#29 RANKING
34.2

Open for Business
#41 RANKING
56.4

Social Purpose
#19 RANKING
46.5

Agility
#30 RANKING
39.9

Heritage
#28 RANKING
41.9

Power
#34 RANKING
10.8

The country description included in this report was developed with the assistance of artificial intelligence.

MEXICO

CAPITAL
Mexico City

REGION
Americas

GDP PER CAPITA, PPP
$28,890

GDP
$1.79 trillion

POPULATION
129,388,000

AREA
1,964,375 SQ.KM

Mexico stands as Latin America's second-largest economy and a strategic bridge between North America and Central America. With a population exceeding 128 million, the nation boasts a rich cultural heritage blending indigenous, Spanish, and contemporary influences. The country's geographic position along major trade corridors and its membership in USMCA have solidified its role as a critical manufacturing hub.

The Mexican economy is driven by diverse sectors including automotive production, electronics, petrochemicals, and agriculture. Manufacturing accounts for significant GDP contribution, with major companies establishing operations in strategic regions. Tourism remains vital, attracting millions annually to historical sites, beaches, and cultural destinations. The nation has developed a competitive advantage in nearshoring as companies seek alternatives to Asian manufacturing.

Governance reforms in recent years have aimed at strengthening institutions and reducing corruption. Mexico faces ongoing challenges including income inequality and regional disparities, yet maintains strong demographic advantages with a young, growing workforce. As a G20 member, Mexico increasingly influences global economic and political discussions, positioning itself as a key player in reshaping international trade relationships and regional development.

Overall
#35 RANKING
39.2

Cultural Influence
#21 RANKING
45.1

Movers
#30 RANKING
28.7

Quality of Life
#39 RANKING
22.8

Adventure
#10 RANKING
68.3

Entrepreneurship
#39 RANKING
15.4

Open for Business
#68 RANKING
47.4

Social Purpose
#40 RANKING
15.3

Agility
#35 RANKING
31.8

Heritage
#5 RANKING
87.6

Power
#28 RANKING
15.4

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MALAYSIA

CAPITAL	REGION	GDP PER CAPITA, PPP
Kuala Lumpur	**Asia**	**$36,070**
GDP	POPULATION	AREA
$447 billion	**34,308,000**	**329,847 SQ.KM**

Malaysia exemplifies successful economic transformation in Southeast Asia, evolving from a commodity-based economy into a diversified middle-income nation. Strategically located along the Strait of Malacca, one of the world's busiest shipping routes, Malaysia benefits from critical geographic advantages. The country's multicultural society, comprising Malay, Chinese, and Indian communities, creates a unique cultural mosaic.

The Malaysian economy thrives on electronics, petrochemicals, palm oil production, and increasingly, digital services. Kuala Lumpur has emerged as a regional financial center, hosting major multinational corporations and fintech startups. Manufacturing remains competitive, with the country specializing in semiconductor components and electrical equipment critical to global supply chains.

Malaysia maintains relatively stable governance and ranks among Southeast Asia's more developed nations in terms of infrastructure and living standards. The country has successfully attracted foreign direct investment through business-friendly policies and skilled workforce development. Looking forward, Malaysia aims to leverage its position as a logistics hub while transitioning toward higher-value-added industries and sustainable development, supporting its vision of becoming a high-income nation.

Overall
#36 RANKING

37.1

Cultural Influence
#37 RANKING

22.9

Movers
#35 RANKING

24.7

Quality of Life
#32 RANKING

30.8

Adventure
#29 RANKING

45.7

Entrepreneurship
#37 RANKING

18.9

Open for Business
#7 RANKING

81.4

Social Purpose
#49 RANKING

10.0

Agility
#34 RANKING

33.8

Heritage
#30 RANKING

41.0

Power
#45 RANKING

8.0

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MOROCCO

CAPITAL
Rabat

REGION
Africa

GDP PER CAPITA, PPP
$10,820

GDP
$150 billion

POPULATION
37,840,000

AREA
446,550 SQ.KM

Morocco occupies a unique position as the gateway between Europe and Africa, straddling the Mediterranean and Atlantic coasts. With Africa's fifth-largest economy by GDP, Morocco hosts a population of 37 million deeply rooted in Berber and Arab traditions. The country's strategic location at the Strait of Gibraltar, just 14 kilometers from Spain, underscores its geopolitical importance and role in Mediterranean affairs.

The Moroccan economy diversifies across agriculture, phosphate mining, tourism, and increasingly, manufacturing and renewable energy. Phosphate exports contribute significantly to government revenues, while tourism draws visitors to historic medinas, desert landscapes, and coastal resorts. Recent industrial development in automotive and electronics sectors reflects efforts to reduce commodity dependence. The government has invested heavily in renewable energy, positioning Morocco as a regional clean energy leader.

Governance has progressively strengthened through constitutional reforms and decentralization initiatives. Morocco maintains important diplomatic relationships across Europe, Africa, and the Middle East, leveraging its geographic and cultural positioning. Infrastructure development, including high-speed rail and port modernization, supports economic growth. The nation faces challenges including youth unemployment and regional disparities, yet demonstrates commitment to sustainable development and positioning itself as a bridge economy connecting continents.

Overall
#37 RANKING
36.7

Cultural Influence
#36 RANKING
27.3

Movers
#9 RANKING
55.5

Quality of Life
#48 RANKING
19.7

Adventure
#20 RANKING
51.5

Entrepreneurship
#59 RANKING
6.7

Open for Business
#32 RANKING
59.1

Social Purpose
#74 RANKING
3.3

Agility
#46 RANKING
22.4

Heritage
#16 RANKING
59.2

Power
#52 RANKING
6.1

The country description included in this report was developed with the assistance of artificial intelligence.

ARGENTINA

CAPITAL	REGION	GDP PER CAPITA, PPP
Buenos Aires	**Americas**	**$28,370**
GDP	POPULATION	AREA
$621 billion	**46,655,000**	**2,780,400 SQ.KM**

Argentina ranks among Latin America's most developed economies and maintains one of the region's highest standards of living. Home to approximately 46 million people, the nation boasts European-influenced culture, world-renowned tango tradition, and substantial intellectual heritage. Located in South America's southern cone with access to Atlantic trade routes, Argentina possesses vast natural resources and agricultural capacity that have historically anchored its prosperity.

The Argentine economy centers on agriculture, particularly grain and beef production, alongside manufacturing and services sectors. The nation exports substantial wheat, soy, and corn volumes, making it crucial to global food security. Buenos Aires functions as a major cultural and financial center in Latin America, hosting significant media, publishing, and creative industries. However, the economy has experienced periods of volatility, including recent inflation challenges and currency fluctuations that have impacted growth.

Argentina maintains strong democratic institutions and cultural vibrancy despite economic headwinds. The nation has recovered from previous crises through resilience and institutional adaptation. Its educated workforce and innovation capacity in technology and biotechnology offer growth potential. Argentina continues strategic regional engagement through Mercosur and maintains important cultural influence throughout Latin America. Addressing fiscal sustainability and inflation remains central to future economic stability and growth.

Overall
#38 RANKING

35.5

Cultural Influence
#33 RANKING

31.7

Movers
#25 RANKING

31.5

Quality of Life
#49 RANKING

18.4

Adventure
#12 RANKING

65.0

Entrepreneurship
#49 RANKING

11.8

Open for Business
#67 RANKING

47.5

Social Purpose
#36 RANKING

17.2

Agility
#32 RANKING

34.6

Heritage
#17 RANKING

55.7

Power
#38 RANKING

9.7

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RUSSIA

CAPITAL
Moscow

REGION
Europe

GDP PER CAPITA, PPP
$38,290

GDP
$2.02 trillion

POPULATION
143,957,000

AREA
17,098,242 SQ.KM

Russia stands as the world's largest country by territory, spanning eleven time zones across Eastern Europe and northern Asia. With a population of approximately 144 million, Russia possesses enormous natural resource wealth including oil, natural gas, minerals, and timber. Moscow, the capital, ranks among Europe's largest cities and serves as the political, economic, and cultural heart of the Russian Federation.

The Russian economy historically depended on energy exports, particularly petroleum and natural gas, which provide substantial government revenues and export earnings. The industrial sector includes metals, chemicals, and machinery production. Recent international sanctions have prompted economic adaptation and increased focus on domestic industries and import substitution. However, economic growth has faced headwinds, and the nation maintains limited foreign investment compared to developed peers.

Russia's governance structure centers on a federal system with significant executive authority. The nation maintains permanent UN Security Council membership and substantial global political influence. Cultural contributions span literature, music, and scientific achievement, with Russia claiming historical significance in space exploration and mathematics. The country faces international relations challenges and economic constraints, yet maintains strategic importance in European and global affairs through energy supplies, military capacity, and geographic positioning across multiple regions and continents.

Overall
#39 RANKING
35.1

Cultural Influence
#35 RANKING
27.4

Movers
#15 RANKING
40.1

Quality of Life
#54 RANKING
17.3

Adventure
#67 RANKING
10.2

Entrepreneurship
#26 RANKING
41.2

Open for Business
#85 RANKING
0.0

Social Purpose
#53 RANKING
8.7

Agility
#36 RANKING
31.6

Heritage
#32 RANKING
39.3

Power
#3 RANKING
91.4

The country description included in this report was developed with the assistance of artificial intelligence.

INDONESIA

CAPITAL
Jakarta

REGION
Asia

GDP PER CAPITA, PPP
$16,640

GDP
$1.42 trillion

POPULATION
279,118,000

AREA
1,904,569 SQ.KM

Indonesia represents Southeast Asia's largest economy and the world's fourth-most populous nation, with over 275 million people spanning an archipelago of more than 17,000 islands. This diverse nation encompasses hundreds of ethnic groups, languages, and religions, creating remarkable cultural heterogeneity. Indonesia's geographic position along crucial sea lanes and between the Indian and Pacific Oceans underscores its strategic significance.

The Indonesian economy diversifies across natural resources, agriculture, manufacturing, and services. Palm oil, rubber, and coffee remain significant exports, while tin and nickel production contributes substantially to global supplies. Jakarta has developed into a major Southeast Asian financial hub. Manufacturing increasingly focuses on electronics, textiles, and automotive components. Tourism contributes significantly, with Bali and other destinations attracting millions of visitors annually.

Governance has strengthened through democratic reforms since the late 1990s transition. Indonesia maintains growing global influence through ASEAN leadership and G20 membership. The nation faces challenges including infrastructure gaps, income inequality, and environmental pressures from deforestation. However, Indonesia's young demographic, natural resource base, and strategic location position it as increasingly important to global supply chains. Investment in infrastructure and education reflects commitment to sustaining middle-income growth trajectory.

Overall
#40 RANKING
32.1

Cultural Influence
#45 RANKING
15.4

Movers
#23 RANKING
35.0

Quality of Life
#36 RANKING
24.7

Adventure
#31 RANKING
44.4

Entrepreneurship
#46 RANKING
12.1

Open for Business
#25 RANKING
63.4

Social Purpose
#68 RANKING
4.5

Agility
#42 RANKING
26.5

Heritage
#24 RANKING
46.9

Power
#33 RANKING
12.1

The country description included in this report was developed with the assistance of artificial intelligence.

VIETNAM

CAPITAL
Hanoi

REGION
Asia

GDP PER CAPITA, PPP
$15,470

GDP
$449 billion

POPULATION
100,988,000

AREA
331,212 SQ.KM

Vietnam has emerged as Southeast Asia's fastest-growing major economy, transforming from war-torn nation into dynamic regional power. With a population of approximately 101 million and strategic positioning along the South China Sea, Vietnam occupies critical geopolitical space. Vietnamese culture, shaped by millennia of Chinese influence and French colonial history, reflects complex historical layering in art, cuisine, and traditions.

The Vietnamese economy has shifted from agriculture-dependent to manufacturing-focused, with electronics and textiles driving exports. Companies relocating from China increasingly choose Vietnam for cost advantages and supply chain diversification. Ho Chi Minh City and Hanoi rank among Southeast Asia's most dynamic business centers. The government has prioritized infrastructure development, including high-speed rail and port modernization. Foreign direct investment inflows have accelerated as multinational corporations establish manufacturing operations.

Vietnam maintains pragmatic economic reforms while achieving remarkable poverty reduction and improved living standards. Trade agreements, including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, have opened market access. Vietnam faces challenges including environmental degradation from rapid industrialization and income inequality. Yet its educated, abundant workforce, strategic location, and business-friendly policies position Vietnam as increasingly central to Asian supply chains and regional economic integration.

Overall	#41 RANKING	30.8
Cultural Influence	#49 RANKING	12.4
Movers	#14 RANKING	40.2
Quality of Life	#37 RANKING	24.1
Adventure	#43 RANKING	32.3
Entrepreneurship	#42 RANKING	12.8
Open for Business	#23 RANKING	65.1
Social Purpose	#73 RANKING	3.3
Agility	#50 RANKING	19.0
Heritage	#29 RANKING	41.1
Power	#30 RANKING	14.2

The country description included in this report was developed with the assistance of artificial intelligence.

SOUTH AFRICA

CAPITAL	REGION	GDP PER CAPITA, PPP
Pretoria	**Africa**	**$16,090**
GDP	POPULATION	AREA
$377 billion	**60,414,000**	**1,219,090 SQ.KM**

South Africa dominates sub-Saharan Africa as the continent's most developed economy and largest by GDP. With 60 million people, South Africa possesses Africa's most advanced infrastructure and most sophisticated financial markets. The nation occupies the southern tip of the African continent, strategically positioned along major shipping routes, and serves as the economic engine driving regional development and integration throughout Southern Africa.

The South African economy encompasses diverse sectors including mining, finance, manufacturing, and agriculture. Gold, diamonds, platinum, and other mineral exports generate substantial revenues and remain globally significant. Johannesburg and Cape Town function as major financial and business hubs, hosting regional headquarters and investment funds. The nation has developed competitive advantages in financial services, telecommunications, and renewable energy sectors.

South Africa maintains stable democratic institutions and strong rule of law frameworks compared to many African peers. The nation faces persistent challenges including unemployment, income inequality, and access gaps in education and services. South Africa plays crucial roles in regional organizations including the African Union and Southern African Development Community. The country is transitioning toward renewable energy and clean technology development. Its educated workforce, institutional capacity, and natural resources position South Africa as critical to African economic development and continental integration.

Overall
#42 RANKING
30.1

Cultural Influence
#40 RANKING
18.0

Movers
#17 RANKING
37.3

Quality of Life
#73 RANKING
8.6

Adventure
#34 RANKING
41.3

Entrepreneurship
#41 RANKING
13.3

Open for Business
#69 RANKING
44.8

Social Purpose
#37 RANKING
16.6

Agility
#38 RANKING
29.4

Heritage
#31 RANKING
40.4

Power
#31 RANKING
13.7

The country description included in this report was developed with the assistance of artificial intelligence.

COSTA RICA

CAPITAL	REGION	GDP PER CAPITA, PPP
San Jose	**Americas**	**$26,580**
GDP	POPULATION	AREA
$86 billion	**5,213,000**	**51,100 SQ.KM**

Costa Rica stands out as Central America's most stable and prosperous nation, with a democratic tradition spanning over a century. Home to 5.2 million people, Costa Rica abolished its military in 1949, dedicating resources instead to education and social development. The country's biodiversity, spanning only 0.03 percent of Earth's land area, contains approximately 6 percent of the planet's species, making it a global conservation priority and ecotourism destination.

The Costa Rican economy historically depended on bananas and coffee, but has successfully diversified into technology, medical devices, and business services. The Central Valley hosts major semiconductor and software companies, earning Costa Rica recognition as a technology hub. Tourism ranks among top economic sectors, with visitors attracted to rainforests, volcanoes, and beaches. The nation has achieved one of Latin America's highest per-capita incomes and living standards.

Costa Rica maintains democratic governance, strong institutions, and relatively low corruption levels compared to regional peers. The nation has invested substantially in education and healthcare, achieving near-universal literacy and health coverage. Environmental conservation is deeply embedded in national identity, with over 25 percent of territory protected. Costa Rica ranks high globally in happiness and life satisfaction indices. Looking forward, the nation aims to become carbon-neutral by 2050, positioning itself as a sustainable development leader while maintaining economic growth.

Overall
#43 RANKING
29.5

Cultural Influence
#39 RANKING
21.6

Movers
#22 RANKING
35.5

Quality of Life
#60 RANKING
13.5

Adventure
#9 RANKING
73.5

Entrepreneurship
#69 RANKING
3.8

Open for Business
#34 RANKING
58.5

Social Purpose
#43 RANKING
13.6

Agility
#53 RANKING
16.8

Heritage
#45 RANKING
27.0

Power
#77 RANKING
2.1

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CZECH REPUBLIC

CAPITAL
Prague

REGION
Europe

GDP PER CAPITA, PPP
$53,570

GDP
$335 billion

POPULATION
10,900,000

AREA
78,867 SQ.KM

The Czech Republic has emerged as Central Europe's most successful post-communist transition economy, with a robust industrial base and strategic geographic position. The country demonstrates exceptional strengths in manufacturing, automotive production, and engineering, benefiting from its skilled workforce and proximity to Western European markets. Its integration into the European Union and NATO reflects strong institutional development and political stability.

The Czech economy operates as an advanced manufacturing hub, contributing significantly to regional supply chains. Real GDP growth has remained relatively steady despite recent global challenges, supported by exports and domestic consumption. The currency, while not adopting the euro, maintains exchange rate stability conducive to business operations. Unemployment rates remain low by international standards, and the middle class continues expanding.

Globally, the Czech Republic punches above its weight as a reliable European partner, hosting EU and NATO headquarters functions. Its technology sector shows promise, particularly in software development and cyber security. The country's business environment ranks favorably in international competitiveness indices, reflecting transparent governance and rule of law. As manufacturing costs rise in Western Europe, the Czech Republic increasingly attracts high-value production facilities.

Overall
#44 RANKING
28.2

Cultural Influence
#56 RANKING
10.7

Movers
#66 RANKING
9.5

Quality of Life
#30 RANKING
32.3

Adventure
#55 RANKING
20.8

Entrepreneurship
#33 RANKING
22.0

Open for Business
#53 RANKING
52.2

Social Purpose
#26 RANKING
26.2

Agility
#31 RANKING
36.0

Heritage
#49 RANKING
24.4

Power
#57 RANKING
5.2

The country description included in this report was developed with the assistance of artificial intelligence.

PHILIPPINES

CAPITAL
Manila

GDP
$437 billion

REGION
Asia

POPULATION
117,337,000

GDP PER CAPITA, PPP
$11,450

AREA
300,000 SQ.KM

The Philippines represents Southeast Asia's most dynamic emerging economy, with a population exceeding 115 million and tremendous growth potential. The nation possesses significant strategic advantages including a young demographic profile, English-language proficiency, and abundant natural resources. Its geographic position along major maritime trade routes enhances its geopolitical importance in an increasingly multipolar world.

The Philippine economy has achieved consistent growth rates exceeding five to six percent annually, driven by robust consumption, business process outsourcing, and remittances. The financial services sector continues expanding, with increasing digital payment adoption and fintech innovation. Infrastructure development, particularly in transportation and energy, remains a priority for sustaining growth trajectories. Manufacturing and industrial production are gradually increasing, diversifying beyond traditional sectors.

Globally, the Philippines strengthens the democratic alliance in Asia-Pacific, maintaining strategic partnerships with the United States and regional neighbors. The nation's young workforce increasingly participates in the digital economy, creating competitive advantages in technology services. Social stability and gradual institutional strengthening support long-term economic development. As supply chains diversify from China, the Philippines stands positioned to capture manufacturing investment, particularly in semiconductor and electronics production.

Overall
#45 RANKING
28.1

Cultural Influence
#44 RANKING
16.2

Movers
#31 RANKING
28.0

Quality of Life
#44 RANKING
21.0

Adventure
#27 RANKING
47.8

Entrepreneurship
#50 RANKING
11.6

Open for Business
#22 RANKING
67.5

Social Purpose
#66 RANKING
4.9

Agility
#47 RANKING
19.9

Heritage
#38 RANKING
31.8

Power
#48 RANKING
7.0

The country description included in this report was developed with the assistance of artificial intelligence.

CROATIA

CAPITAL
Zagreb

REGION
Europe

GDP PER CAPITA, PPP
$41,530

GDP
$82 billion

POPULATION
3,850,000

AREA
56,594 SQ.KM

Croatia has successfully established itself as a Mediterranean success story following its EU accession, demonstrating effective post-conflict reconstruction and economic transformation. The country boasts exceptional natural assets including pristine coastal regions, cultural heritage sites, and strategic Adriatic positioning.
Its membership in the Eurozone since 2023 signals commitment to institutional alignment and economic stability in Central Europe.

The Croatian economy benefits significantly from tourism, with the Dalmatian coast attracting millions of visitors annually and generating substantial foreign currency revenue. Diversification efforts have expanded beyond tourism to encompass shipbuilding, pharmaceuticals, and food processing sectors. Foreign direct investment inflows have accelerated, supporting infrastructure modernization and technological advancement. Labor productivity improvements and EU fund utilization are strengthening manufacturing competitiveness.

Globally, Croatia bridges the Mediterranean and Central European regions, facilitating trade and cultural exchange. Its EU and NATO membership provides security certainty and institutional frameworks supporting business development. The nation increasingly attracts digital economy companies, particularly from Western Europe seeking cost-effective operations. Regional cooperation initiatives position Croatia as a hub for Balkans integration into Western European structures, enhancing strategic positioning and economic opportunities.

Overall
#46 RANKING
27.7

Cultural Influence
#46 RANKING
13.7

Movers
#52 RANKING
15.7

Quality of Life
#35 RANKING
26.2

Adventure
#32 RANKING
44.3

Entrepreneurship
#43 RANKING
12.8

Open for Business
#38 RANKING
57.2

Social Purpose
#28 RANKING
21.1

Agility
#39 RANKING
28.9

Heritage
#47 RANKING
26.3

Power
#79 RANKING
1.8

The country description included in this report was developed with the assistance of artificial intelligence.

KUWAIT

CAPITAL
Kuwait City

GDP
$161 billion

REGION
Middle East

POPULATION
4,310,000

GDP PER CAPITA, PPP
$52,270

AREA
17,818 SQ.KM

Kuwait represents the Gulf Cooperation Council's economically strategic member, possessing the world's largest proven oil reserves in the Middle East and significant sovereign wealth assets. The nation demonstrates exceptional financial capacity and geopolitical importance in Middle Eastern regional dynamics. With a population of approximately 4.3 million, Kuwait maintains high per-capita income levels and investment in human capital development.

Kuwait's economy fundamentally depends on petroleum exports, with oil revenues accounting for approximately 90 percent of government income. The government actively pursues economic diversification through Vision 2035 initiatives, promoting private sector development, tourism, and financial services. Sovereign wealth funds provide substantial buffers against commodity price fluctuations and support long-term strategic investments. Strategic investments in downstream petroleum operations and petrochemicals enhance value creation beyond raw crude extraction.

Globally, Kuwait maintains significant influence through OPEC membership and substantial international financial assets. The nation's investment capabilities extend globally, with ownership interests across multiple sectors and geographies. Regional stability efforts and diplomatic engagement position Kuwait as a constructive regional actor. However, economic overreliance on hydrocarbons and demographic challenges from expatriate labor concentrations require ongoing attention in medium-term planning.

Overall
#47 RANKING
25.9

Cultural Influence
#52 RANKING
12.1

Movers
#18 RANKING
36.9

Quality of Life
#38 RANKING
23.4

Adventure
#81 RANKING
4.4

Entrepreneurship
#32 RANKING
24.6

Open for Business
#76 RANKING
38.9

Social Purpose
#81 RANKING
1.5

Agility
#40 RANKING
28.7

Heritage
#85 RANKING
0.0

Power
#26 RANKING
17.6

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MALTA

CAPITAL
Valletta

GDP
$21 billion

REGION
Europe

POPULATION
542,000

GDP PER CAPITA, PPP
$58,920

AREA
316 SQ.KM

Malta represents Europe's smallest economy and southernmost EU member state, strategically positioned at the Mediterranean's center linking Europe, Africa, and Asia. The island nation has achieved remarkable economic success through institutional excellence, regulatory sophistication, and strategic positioning as an international business hub. Its stable governance, English language adoption, and developed infrastructure create exceptional advantages for professional services and digital business operations.

Malta's economy has transformed dramatically from traditional agriculture and manufacturing toward high-value sectors including gaming, fintech, maritime services, and professional consulting. The financial services industry dominates economic activity, with banking, insurance, and investment management generating substantial revenues.

Tourism contributes meaningfully, with cultural heritage sites and Mediterranean climate attracting diverse visitors. Digital economy participation and blockchain-related activities increasingly diversify economic foundations.

Globally, Malta operates as a disproportionately influential actor given its small population of approximately 540,000, leveraging
EU membership and international regulatory participation. The nation has developed expertise in financial regulation, benefiting from global demand for regulatory compliance services. Its shipping registry ranks among the world's largest, generating revenue from maritime administration. Strategic positioning in EU decision-making, Mediterranean geopolitics, and emerging digital finance sectors enhances Malta's relevance beyond its geographic size.

Overall
#48 RANKING
24.2

Cultural Influence
#53 RANKING
11.9

Movers
#45 RANKING
19.1

Quality of Life
#43 RANKING
21.2

Adventure
#28 RANKING
47.3

Entrepreneurship
#56 RANKING
7.8

Open for Business
#17 RANKING
73.4

Social Purpose
#39 RANKING
16.1

Agility
#65 RANKING
9.0

Heritage
#57 RANKING
16.6

Power
#82 RANKING
0.9

The country description included in this report was developed with the assistance of artificial intelligence.

HUNGARY

CAPITAL
Budapest

REGION
Europe

GDP PER CAPITA, PPP
$43,910

GDP
$212 billion

POPULATION
9,597,000

AREA
93,028 SQ.KM

Hungary represents Central Europe's complex geopolitical actor, with sophisticated industrial capabilities and strategic continental positioning bridging Western Europe and Eastern markets. The nation possesses a highly educated workforce, strong technological foundations, and competitive manufacturing sectors. Recent governance concerns and democratic backsliding have created international criticism affecting foreign investment patterns and EU relations.

The Hungarian economy maintains respectable manufacturing output, particularly in automotive components, electronics, and pharmaceutical production. Foreign direct investment, historically substantial from Western European companies, has recently slowed due to political uncertainty. The financial sector remains relatively stable, though banking system concentration raises competition concerns. Agricultural production contributes meaningfully to regional food security and export revenues.

Globally, Hungary occupies an uncomfortable position, maintaining NATO and EU membership while increasingly aligning with Russian and Chinese interests. This balancing act creates opportunities for infrastructure investment but generates skepticism among Western partners. Energy security concerns, particularly regarding Russian gas dependence, limit strategic autonomy. The nation's potential remains substantial with its educated workforce and geographic advantages, yet institutional governance reforms are essential for realizing long-term development aspirations.

Overall
#49 RANKING
22.8

Cultural Influence
#51 RANKING
12.2

Movers
#84 RANKING
1.2

Quality of Life
#33 RANKING
28.3

Adventure
#48 RANKING
25.8

Entrepreneurship
#36 RANKING
20.2

Open for Business
#45 RANKING
55.6

Social Purpose
#25 RANKING
27.2

Agility
#54 RANKING
15.8

Heritage
#37 RANKING
34.3

Power
#60 RANKING
4.8

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ISRAEL

CAPITAL
Jerusalem

REGION
Middle East

GDP PER CAPITA, PPP
$58,270

GDP
$527 billion

POPULATION
9,901,000

AREA
22,072 SQ.KM

Israel represents the Middle East's most advanced economy, demonstrating exceptional innovation capacity and entrepreneurial dynamism. The nation has built a globally competitive high-technology sector, particularly in software, cybersecurity, and biotechnology, punching significantly above its weight given its approximately 9.9 million population. Strategic security investments have catalyzed technological advancement with civilian applications generating substantial export revenues.

Israel's economy combines a developed manufacturing base with thriving service sectors, particularly financial services and professional consulting. The technology sector drives economic growth and international competitiveness, with venture capital investment exceeding global averages relative to GDP. Diamond cutting and processing remains historically important, while pharmaceuticals and medical devices represent increasingly significant export categories. Tourism contributions vary with security conditions but potential remains substantial given cultural heritage significance.

Globally, Israel maintains important strategic partnerships, particularly with the United States and European nations, supporting technology transfer and investment flows. The nation's cybersecurity expertise has become increasingly valuable as digital threats expand worldwide. However, persistent regional conflicts and international controversies regarding Palestinian rights create diplomatic complications affecting some markets and investments. Long-term economic development depends on regional stabilization and sustained commitment to innovation and human capital development.

Overall
#50 RANKING
21.8

Cultural Influence
#47 RANKING
13.5

Movers
#46 RANKING
19.0

Quality of Life
#63 RANKING
11.9

Adventure
#83 RANKING
3.1

Entrepreneurship
#27 RANKING
35.4

Open for Business
#83 RANKING
15.6

Social Purpose
#62 RANKING
5.2

Agility
#41 RANKING
27.8

Heritage
#53 RANKING
22.3

Power
#11 RANKING
56.4

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CYPRUS

CAPITAL
Nicosia

GDP
$32 billion

REGION
Europe

POPULATION
1,260,000

GDP PER CAPITA, PPP
$52,830

AREA
9,251 SQ.KM

Cyprus represents a Mediterranean island economy with substantial strategic positioning and tourism appeal, though divided political status complicates development potential. The nation possesses natural gas reserves suggesting future energy export opportunities and maintains registries generating significant maritime revenues. Its attractive climate, cultural heritage, and geographic centrality support strong tourism sectors despite complex political circumstances.

Cyprus's economy relies heavily on services, particularly tourism, shipping, and professional services including legal and financial consulting. EU membership and eurozone adoption provide institutional frameworks supporting economic stability and investment attraction. Financial services sector development has expanded, though prior banking crises required substantial restructuring. Real estate and construction sectors contribute meaningfully to employment and economic activity.

Globally, Cyprus operates as a strategic location in Eastern Mediterranean affairs, with substantial offshore gas resources potentially transforming its economic trajectory. International business registration and maritime operations provide disproportionate economic significance to the island's small population of 1.2 million. However, unresolved political division limits full development potential and creates uncertainty affecting foreign investment. Strategic positioning between Europe, Middle East, and Africa provides advantages for logistics and energy infrastructure development pending regional stability.

Overall
#51 RANKING
20.7

Cultural Influence
#50 RANKING
12.4

Movers
#61 RANKING
11.3

Quality of Life
#52 RANKING
18.2

Adventure
#33 RANKING
41.4

Entrepreneurship
#58 RANKING
6.8

Open for Business
#20 RANKING
71.1

Social Purpose
#41 RANKING
14.7

Agility
#63 RANKING
9.6

Heritage
#46 RANKING
26.5

Power
#78 RANKING
2.0

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SRI LANKA

CAPITAL
Sri Jayawardenepura Kotte

REGION
Asia

GDP PER CAPITA, PPP
$16,170

GDP
$84 billion

POPULATION
22,037,000

AREA
65,610 SQ.KM

Sri Lanka possesses tremendous human capital and geographic advantages as a major shipping route crossroads in the Indian Ocean, despite recent economic crises severely damaging national finances. The island nation of 22 million inhabitants boasts diverse sectors including agriculture, textiles, tourism, and seafaring industries. Debt crises and political instability have disrupted economic progress, requiring substantial structural reforms and international support.

Sri Lanka's economy traditionally depends on tea, rubber, and coconut exports, with tourism representing significant revenue before security and political challenges dampened visitor arrivals. Textile manufacturing sustains considerable employment, though facing global competition. Recent crises triggered currency devaluation and inflation, necessitating IMF assistance and economic restructuring programs. Agricultural modernization and supply chain development remain essential for recovery.

Globally, Sri Lanka's strategic position along critical maritime trade routes linking Europe to Asia provides geopolitical significance exceeding its economic scale. The nation's port infrastructure development opportunities attract international investment interest, particularly from China and India. Recovery from recent crises requires sustained governance improvements, inflation management, and structural economic reforms. Successful stabilization and development could restore Sri Lanka's position as a regional trade hub and tourism destination, enhancing Indian Ocean geopolitical influence.

Overall
#52 RANKING
20.1

Cultural Influence
#61 RANKING
6.2

Movers
#13 RANKING
41.7

Quality of Life
#71 RANKING
9.2

Adventure
#51 RANKING
22.7

Entrepreneurship
#76 RANKING
1.7

Open for Business
#30 RANKING
60.7

Social Purpose
#75 RANKING
3.2

Agility
#71 RANKING
6.1

Heritage
#54 RANKING
19.3

Power
#55 RANKING
5.7

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ESTONIA

CAPITAL
Tallinn

GDP
$41 billion

REGION
Europe

POPULATION
1,366,000

GDP PER CAPITA, PPP
$48,710

AREA
45,228 SQ.KM

Estonia represents Europe's most digitally advanced nation and post-Soviet success story, transforming itself into a global technology leader despite modest population size of approximately 1.4 million. The country pioneered e-governance systems, digital identity solutions, and blockchain applications, establishing international reputation for technological sophistication. Exceptional education quality and engineering talent have attracted international technology companies establishing regional operations.

Estonia's economy has diversified beyond traditional sectors toward information technology, telecommunications, and financial technology services. Foreign direct investment has supported technology sector development, with multinational companies establishing development centers. Manufacturing sectors including machinery and electronics remain important employment sources. The nation's digital infrastructure ranks globally among the most advanced, enabling seamless business operations and citizen services.

Globally, Estonia punches well above its weight through technological innovation and digital governance excellence, attracting international attention and partnerships. EU and NATO membership provide institutional security and market access supporting economic development. The nation's expertise in cybersecurity and digital solutions creates export opportunities worldwide as countries modernize administrative systems. Strategic positioning in Baltic region and northern European networks enhances economic opportunities, though Russian proximity creates security considerations and energy dependencies requiring ongoing management.

Overall
#53 RANKING
18.9

Cultural Influence
#76 RANKING
2.7

Movers
#69 RANKING
9.1

Quality of Life
#55 RANKING
17.1

Adventure
#65 RANKING
12.0

Entrepreneurship
#44 RANKING
12.7

Open for Business
#27 RANKING
63.1

Social Purpose
#32 RANKING
19.9

Agility
#44 RANKING
24.4

Heritage
#71 RANKING
7.8

Power
#84 RANKING
0.2

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PANAMA

CAPITAL
Panama City

REGION
Americas

GDP PER CAPITA, PPP
$40,750

GDP
$83 billion

POPULATION
4,468,000

AREA
75,417 SQ.KM

Panama represents Central America's most developed economy, leveraging the Panama Canal's strategic significance to build diversified service sectors generating disproportionate economic returns. The country of 4.4 million inhabitants has transformed beyond its historic canal focus toward banking, logistics, and international trade services. Geographic positioning between Pacific and Atlantic oceans creates perpetual strategic and economic advantages.

Panama's economy benefits substantially from canal transit revenues, with diversification toward financial services, container port operations, and logistics hub functions. Foreign direct investment has developed manufacturing and assembly operations, particularly in electronics and pharmaceuticals. Real estate development and construction sectors contribute meaningfully to employment, though boom-bust cycles create volatility. Tourism growth reflects both Caribbean attractions and historical significance.

Globally, Panama's canal maintains critical importance to world trade, with approximately five percent of global maritime commerce transiting the waterway. The nation's financial center status attracts international capital and professional services operations. Strategic positioning between North and South America creates opportunities for regional trade facilitation and investment hub functions. However, governance challenges, corruption concerns, and dollarization of the economy create vulnerabilities requiring ongoing institutional strengthening and regulatory improvements.

Overall
#54 RANKING
18.9

Cultural Influence
#62 RANKING
6.0

Movers
#49 RANKING
17.7

Quality of Life
#66 RANKING
10.8

Adventure
#44 RANKING
31.6

Entrepreneurship
#66 RANKING
4.9

Open for Business
#14 RANKING
74.9

Social Purpose
#48 RANKING
10.1

Agility
#60 RANKING
12.3

Heritage
#63 RANKING
12.0

Power
#68 RANKING
3.4

The country description included in this report was developed with the assistance of artificial intelligence.

CHILE

CAPITAL
Santiago

REGION
Americas

GDP PER CAPITA, PPP
$30,320

GDP
$335 billion

POPULATION
19,621,000

AREA
756,102 SQ.KM

Chile has positioned itself as Latin America's most developed and stable economy, with strong institutional frameworks, rule of law, and commodity export capabilities. The nation of 19.6 million inhabitants has achieved OECD membership and maintains relatively transparent governance compared to regional peers. Recent social unrest and constitutional turmoil have challenged stability and investor confidence, requiring careful institutional navigation.

Chile's economy depends substantially on copper exports, which fund government revenues and generate foreign currency. The mining sector continues modernizing with advanced extraction and processing technologies, though commodity price volatility creates fiscal challenges. Agriculture and wine production represent significant exports, benefiting from favorable climate and established brand recognition. Telecommunications and financial services sectors have developed competitively, contributing to economic diversification.

Globally, Chile has positioned itself as Latin America's gateway to Asia-Pacific markets and technology transfer pathways. The nation's relative stability and institutional development have attracted significant foreign investment, though recent uncertainty has dampened flows. Regional trade agreements, particularly with Pacific nations and the EU, enhance export opportunities. Persistent inequality, social demands for redistribution, and political polarization require addressing to sustain long-term development and institutional legitimacy.

Overall
#55 RANKING
18.6

Cultural Influence
#57 RANKING
8.7

Movers
#57 RANKING
13.4

Quality of Life
#57 RANKING
15.6

Adventure
#38 RANKING
37.8

Entrepreneurship
#63 RANKING
5.6

Open for Business
#54 RANKING
51.7

Social Purpose
#45 RANKING
13.1

Agility
#48 RANKING
19.4

Heritage
#44 RANKING
27.6

Power
#64 RANKING
4.1

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BAHRAIN

CAPITAL
Manama

GDP
$44 billion

REGION
Middle East

POPULATION
1,485,000

GDP PER CAPITA, PPP
$60,600

AREA
778 SQ.KM

Bahrain represents the Arabian Gulf's smallest economy yet most diversified member, successfully developing banking and financial services sectors beyond traditional petroleum dependence. The island nation of 1.5 million inhabitants has developed sophisticated financial infrastructure, particularly in Islamic banking and investment management. Strategic positioning near major oil and gas reserves in Persian Gulf waters enhances its geopolitical significance.

Bahrain's economy combines petroleum revenues with substantial financial services contributions, making it less petroleum-dependent than neighboring Gulf states. The banking sector provides employment for skilled professionals and generates substantial revenues from regional and international operations. Aluminum production represents a secondary industrial sector, utilizing natural gas resources. Domestic consumption and tourism remain limited revenue sources compared to regional competitors.

Globally, Bahrain maintains significant strategic importance through its location hosting the United States Navy's Fifth Fleet, linking Persian Gulf security to broader regional dynamics. The nation's financial sector expertise provides advantages in managing regional wealth and developing financial infrastructure. Sectarian tensions, governance concerns, and regional geopolitical complications create uncertainties affecting development trajectories. Long-term prosperity depends on continued economic diversification, maintaining regional stability, and developing non-hydrocarbon sectors sustainably.

Overall	#56 RANKING	17.6
Cultural Influence	#54 RANKING	10.9
Movers	#34 RANKING	24.7
Quality of Life	#50 RANKING	18.3
Adventure	#78 RANKING	5.7
Entrepreneurship	#47 RANKING	12.0
Open for Business	#39 RANKING	56.9
Social Purpose	#85 RANKING	0.0
Agility	#59 RANKING	12.5
Heritage	#80 RANKING	3.2
Power	#49 RANKING	6.9

The country description included in this report was developed with the assistance of artificial intelligence.

URUGUAY

CAPITAL
Montevideo

REGION
Americas

GDP PER CAPITA, PPP
$30,690

GDP
$77 billion

POPULATION
3,423,000

AREA
176,215 SQ.KM

Uruguay represents South America's most stable and institutionally developed nation, with strong democratic traditions, rule of law, and progressive social policies. The country of 3.5 million inhabitants maintains exceptional governance standards relative to regional peers, with transparent institutions and effective administration. Historic commitment to democratic values and institutional strength creates investor confidence and international reputation for reliability.

Uruguay's economy combines agricultural production, particularly beef and dairy exports, with developing service sectors including financial services and technology. The nation has invested substantially in education and human capital, creating a skilled workforce supporting economic diversification. Renewable energy adoption has advanced rapidly, with wind and hydroelectric power providing increasingly clean electricity. Tourism contributes meaningfully, particularly from neighboring countries attracted to political stability and cultural offerings.

Globally, Uruguay operates as a reliable regional partner in South America, maintaining balanced relationships with major trading partners including Brazil, Argentina, and China. The nation has developed financial services hubs benefiting from regional demand for governance and stability. Regional trade bloc participation through MERCOSUR provides market access despite limitations. Limited market size and commodity export dependence require ongoing economic innovation and continued institutional excellence to sustain development trajectories.

Overall
#57 RANKING
17.3

Cultural Influence
#70 RANKING
3.4

Movers
#58 RANKING
13.4

Quality of Life
#56 RANKING
15.7

Adventure
#57 RANKING
20.1

Entrepreneurship
#65 RANKING
5.2

Open for Business
#43 RANKING
55.9

Social Purpose
#42 RANKING
14.1

Agility
#45 RANKING
23.9

Heritage
#64 RANKING
11.8

Power
#71 RANKING
2.9

The country description included in this report was developed with the assistance of artificial intelligence.

ROMANIA

CAPITAL
Bucharest

REGION
Europe

GDP PER CAPITA, PPP
$42,030

GDP
$351 billion

POPULATION
19,047,000

AREA
238,391 SQ.KM

Romania represents Eastern Europe's largest nation by population and increasingly important EU member, with substantial industrial capabilities and emerging technology sectors. The country of 19 million inhabitants has demonstrated resilience following communist transition, with gradually improving governance institutions and investor confidence. Geographic position in Eastern Europe and Balkan regions provides strategic importance for EU relations with broader Eastern European neighbors.

Romania's economy maintains significant manufacturing sectors including automotive components, machinery, and electronics production. Foreign direct investment has concentrated in manufacturing and outsourcing operations, benefiting from lower labor costs relative to Western Europe. Agriculture remains important, with Romania producing diverse crops and livestock. Energy sector contributions include both fossil fuels and renewable sources, positioning the nation as regional energy producer.

Globally, Romania's importance extends beyond its economic scale through NATO and EU membership, linking Western structures to Eastern European security concerns. The nation's position on Russia's western border creates strategic significance for European security architecture. Technology sectors are developing, particularly in software and IT services, creating competitive advantages in emerging digital economy. Corruption concerns, governance challenges, and infrastructure deficits require sustained attention to realize full development potential and strengthen regional positioning.

Overall
#58 RANKING
16.4

Cultural Influence
#55 RANKING
10.7

Movers
#73 RANKING
8.7

Quality of Life
#41 RANKING
21.8

Adventure
#49 RANKING
24.8

Entrepreneurship
#54 RANKING
8.8

Open for Business
#71 RANKING
42.1

Social Purpose
#34 RANKING
17.3

Agility
#57 RANKING
13.4

Heritage
#43 RANKING
27.7

Power
#72 RANKING
2.8

The country description included in this report was developed with the assistance of artificial intelligence.

PERU

CAPITAL
Lima

GDP
$268 billion

REGION
Americas

POPULATION
34,049,000

GDP PER CAPITA, PPP
$16,830

AREA
1,285,216 SQ.KM

Peru represents South America's fourth-largest economy, leveraging rich mineral resources and historical cultural significance to drive economic development. The nation of 34 million inhabitants possesses vast copper reserves, critical mineral deposits, and diverse agricultural sectors supporting substantial export revenues. Political instability, social unrest, and governance challenges have disrupted economic progress and investor confidence.

Peru's economy depends substantially on mining exports, particularly copper production supporting government revenues and foreign exchange generation. Agriculture and fishing contribute meaningfully, with Peru representing a significant global fish meal and protein source. Tourism revenues benefit from Machu Picchu and Incan heritage attractions, though security concerns periodically disrupt visitor flows. Manufacturing sectors remain relatively underdeveloped compared to regional competitors.

Globally, Peru maintains Pacific trade access and participation in regional trade agreements, particularly with Asian nations. The nation's mineral resources create important strategic value, particularly as global demand for copper intensifies due to renewable energy and electrification transitions. Persistent inequality, social polarization, and governance instability limit development potential. Political reforms and institutional strengthening are essential for translating natural resource wealth into sustainable development and equitable prosperity.

Overall
#59 RANKING
16.4

Cultural Influence
#48 RANKING
12.8

Movers
#51 RANKING
15.9

Quality of Life
#62 RANKING
12.1

Adventure
#37 RANKING
38.2

Entrepreneurship
#74 RANKING
2.3

Open for Business
#48 RANKING
54.5

Social Purpose
#57 RANKING
7.9

Agility
#69 RANKING
6.2

Heritage
#25 RANKING
46.1

Power
#69 RANKING
3.3

The country description included in this report was developed with the assistance of artificial intelligence.

SLOVENIA

CAPITAL
Ljubljana

GDP
$68 billion

REGION
Europe

POPULATION
2,120,000

GDP PER CAPITA, PPP
$53,970

AREA
20,273 SQ.KM

Slovenia represents Central Europe's most successful post-socialist transition economy, combining institutional excellence, Alpine natural assets, and developed service sectors. The nation of 2.1 million inhabitants demonstrates governance quality and rule of law comparable to Western European standards. Geographic positioning between Central Europe and Mediterranean regions provides strategic advantages for regional commerce and cultural exchange.

Slovenia's economy balances manufacturing with service sectors, particularly forestry, chemicals, and pharmaceutical production. Education investments have created a skilled workforce supporting technology sector development and professional services. Tourism benefits from Alpine scenery, cultural heritage, and strategic location attracting visitors from Central and Southern Europe. EU and eurozone membership provide institutional frameworks supporting economic stability and market access.

Globally, Slovenia operates as a bridge between Central European and Mediterranean regions, facilitating trade and cultural exchange. The nation's institutional development and governance quality attract foreign investment and facilitate business operations. Technology sectors are developing competitively, particularly in software and information technology services. As supply chains diversify from Asia, Slovenia's proximity to Western European markets and institutional credibility position it advantageously for attracting manufacturing investment in advanced sectors.

Overall
#60 RANKING
16.1

Cultural Influence
#63 RANKING
5.5

Movers
#77 RANKING
3.9

Quality of Life
#40 RANKING
22.4

Adventure
#61 RANKING
14.2

Entrepreneurship
#57 RANKING
7.7

Open for Business
#44 RANKING
55.8

Social Purpose
#31 RANKING
20.1

Agility
#49 RANKING
19.1

Heritage
#65 RANKING
10.8

Power
#83 RANKING
0.5

The country description included in this report was developed with the assistance of artificial intelligence.

LATVIA

CAPITAL
Riga

REGION
Europe

GDP PER CAPITA, PPP
$40,880

GDP
$43 billion

POPULATION
1,830,000

AREA
64,589 SQ.KM

Latvia represents the Baltic region's technology-forward economy, with particular strength in information technology, telecommunications, and digital services sectors. The nation of 1.9 million inhabitants has transformed from post-Soviet economy toward innovation-driven development, supporting international technology company operations and startups. Geographic positioning between Nordic nations and Eastern Europe provides strategic advantages for regional commerce and logistics.

Latvia's economy has diversified from traditional manufacturing and agriculture toward technology and service sectors. Foreign direct investment has concentrated in information technology and telecommunications, with major international companies establishing regional operations. The port of Riga maintains importance for regional trade, particularly connecting Russian hinterland to Baltic Sea markets. Financial services and professional consulting sectors contribute meaningfully to economic activity.

Globally, Latvia maintains strategic importance for NATO and EU security posture on Russian borders, though economic scale remains modest. The nation has invested substantially in digital infrastructure and e-governance systems, creating competitive advantages in technology services. EU membership provides market access and institutional frameworks supporting development. Russian proximity and energy dependencies create vulnerabilities requiring ongoing management, while modest population size limits overall economic scale despite technological sophistication.

Overall
#61 RANKING

15.7

Cultural Influence
#84 RANKING

0.3

Movers
#72 RANKING

8.8

Quality of Life
#42 RANKING

21.6

Adventure
#64 RANKING

12.1

Entrepreneurship
#52 RANKING

9.4

Open for Business
#33 RANKING

58.6

Social Purpose
#33 RANKING

18.7

Agility
#56 RANKING

13.7

Heritage
#77 RANKING

4.0

Power
#85 RANKING

0.0

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DOMINICAN REPUBLIC

CAPITAL	REGION	GDP PER CAPITA, PPP
Santo Domingo	**Americas**	**$24,690**
GDP	POPULATION	AREA
$121 billion	**11,332,000**	**48,671 SQ.KM**

The Dominican Republic represents the Caribbean's most economically developed nation, combining tourism appeal, agricultural production, and manufacturing sectors supporting sustained economic growth. The country of 11.1 million inhabitants has achieved among the Caribbean's highest growth rates, benefiting from stable governance and relative political continuity. Geographic positioning as Caribbean gateway and nearness to United States markets provide strategic commercial advantages.

The Dominican Republic's economy benefits substantially from tourism, with consistent visitor arrivals and resort development generating substantial employment and foreign currency revenues. Manufacturing, particularly in electronics assembly and apparel production, contributes meaningfully to employment and exports. Agricultural production including cacao, bananas, and sugar continues important, supporting rural employment and export revenues. Remittances from diaspora communities significantly supplement domestic income.

Globally, the Dominican Republic has positioned itself as the Caribbean's most reliable and economically dynamic nation, attracting substantial foreign investment. Trade agreements, particularly with the United States through various preferential arrangements, enhance export opportunities. The nation's geographic proximity to North American markets creates advantages for manufacturing operations seeking nearshoring opportunities. Governance challenges, security concerns in certain regions, and inequality levels require ongoing attention to sustain development trajectories.

Overall
#62 RANKING
15.4

Cultural Influence
#42 RANKING
17.6

Movers
#63 RANKING
10.1

Quality of Life
#68 RANKING
9.9

Adventure
#21 RANKING
50.5

Entrepreneurship
#72 RANKING
2.4

Open for Business
#40 RANKING
56.5

Social Purpose
#51 RANKING
9.7

Agility
#68 RANKING
6.3

Heritage
#55 RANKING
18.3

Power
#73 RANKING
2.6

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COLOMBIA

CAPITAL
Bogotá

GDP
$363 billion

REGION
Americas

POPULATION
52,695,000

GDP PER CAPITA, PPP
$20,580

AREA
1,141,748 SQ.KM

Colombia represents South America's second-most populous nation and increasingly diversified economy, overcoming historical security challenges to establish itself as an attractive investment destination. The country of approximately 52 million inhabitants has achieved substantial progress in institutional development, with improving security conditions and expanding economic opportunities. Geographic positioning provides access to both Pacific and Atlantic markets, enhancing trade opportunities.

Colombia's economy combines agricultural production, energy exports, and developing service sectors. Oil and coal exports have historically provided substantial revenues, though commodity price volatility creates fiscal challenges. Agriculture extends beyond traditional coffee to include diverse crops supporting rural employment and export revenues. Telecommunications and financial services sectors are developing competitively, supporting economic diversification beyond commodities.

Globally, Colombia has positioned itself as South America's most dynamic emerging economy, attracting increasing foreign direct investment. Strategic partnership with the United States and regional trade engagement enhance opportunities. The nation's geographic position linking Central and South America creates advantages for logistics and regional commerce. Persistent security concerns in certain regions, inequality levels, and environmental challenges require ongoing attention. Successful institutional strengthening and economic diversification could establish Colombia as a regional economic leader.

Overall
#63 RANKING
15.3

Cultural Influence
#43 RANKING
16.4

Movers
#54 RANKING
14.5

Quality of Life
#69 RANKING
9.7

Adventure
#36 RANKING
40.5

Entrepreneurship
#61 RANKING
6.3

Open for Business
#78 RANKING
37.3

Social Purpose
#52 RANKING
9.5

Agility
#61 RANKING
10.6

Heritage
#39 RANKING
31.2

Power
#47 RANKING
7.7

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SLOVAKIA

CAPITAL
Bratislava

GDP
$132 billion

REGION
Europe

POPULATION
5,425,000

GDP PER CAPITA, PPP
$40,400

AREA
49,035 SQ.KM

Slovakia represents Central Europe's successful transition economy and automotive manufacturing powerhouse, with strong institutional capabilities and industrial competitiveness. The nation of 5.5 million inhabitants has developed exceptional automotive production capacity, hosting multiple major manufacturer facilities. EU and eurozone membership provide institutional frameworks supporting economic stability and market integration.

Slovakia's economy depends substantially on automotive manufacturing and components production, with foreign companies establishing major manufacturing facilities. The automotive sector drives exports and employment, though commodity concentration creates vulnerability to industry cycles. Electronics and telecommunications sectors contribute meaningfully to industrial production.

Energy production, including both thermal and nuclear generation, supports domestic consumption and exports to neighboring regions.

Globally, Slovakia operates as Central Europe's manufacturing hub, benefiting from strategic location between Western Europe and Eastern markets. EU membership and eurozone adoption provide competitive advantages attracting foreign direct investment in manufacturing operations. The nation's relatively low labor costs compared to Western Europe support manufacturing competitiveness in automated production. Economic overreliance on automotive sector creates vulnerability to industry disruptions, requiring ongoing economic diversification and technology sector development.

Overall
#64 RANKING
15.0

Cultural Influence
#64 RANKING
5.0

Movers
#82 RANKING
1.5

Quality of Life
#47 RANKING
19.9

Adventure
#63 RANKING
12.6

Entrepreneurship
#48 RANKING
12.0

Open for Business
#52 RANKING
52.5

Social Purpose
#30 RANKING
20.2

Agility
#51 RANKING
18.9

Heritage
#68 RANKING
8.7

Power
#81 RANKING
0.9

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OMAN

CAPITAL	REGION	GDP PER CAPITA, PPP
Muscat	**Middle East**	**$43,230**
GDP	POPULATION	AREA
$105 billion	**4,644,000**	**309,500 SQ.KM**

Oman represents a significant strategic player in the Arabian Peninsula, leveraging its geographic position along the Strait of Hormuz as a critical juncture for global maritime commerce. The nation has established itself as a stable moderate voice in regional geopolitics, maintaining diplomatic relationships across diverse interests while avoiding entanglement in regional conflicts. This political stability has created an attractive environment for foreign investment and economic development, distinguishing Oman from more volatile neighbors.

The economy is gradually diversifying beyond oil dependence through development in tourism, petrochemicals, and logistics sectors. The government has invested substantially in infrastructure, including ports and industrial zones, to support non-hydrocarbon growth. Tourism development, particularly cruise services and heritage preservation, represents expanding opportunities.

Oman's global positioning benefits from its strategic location, educated workforce, and commitment to regional cooperation through organizations like the GCC. The country maintains strong relationships with major trading partners and continues building its services sector. As hydrocarbon revenues face long-term pressure, Oman's success depends on accelerating diversification initiatives and competing effectively in emerging markets.

Overall
#65 RANKING
15.0

Cultural Influence
#69 RANKING
3.8

Movers
#29 RANKING
29.0

Quality of Life
#59 RANKING
14.7

Adventure
#72 RANKING
8.8

Entrepreneurship
#64 RANKING
5.3

Open for Business
#65 RANKING
47.8

Social Purpose
#80 RANKING
1.5

Agility
#58 RANKING
13.0

Heritage
#76 RANKING
5.0

Power
#61 RANKING
4.6

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JORDAN

CAPITAL
Amman

REGION
Middle East

GDP PER CAPITA, PPP
$12,780

GDP
$50 billion

POPULATION
11,581,000

AREA
89,342 SQ.KM

Jordan occupies a crucial geopolitical position in the Levant, serving as a bridge between the Middle East and the broader region while hosting over a million Syrian and Palestinian refugees. Despite significant security challenges and limited natural resources, the country has maintained relative political stability and democratic institutions compared to regional peers. Jordan's strategic importance derives from its location, historical significance, and role as a moderate voice in regional diplomacy.

The economy relies heavily on tourism, agriculture, and phosphate exports, though hydrocarbon reserves offer emerging opportunities. Jordan hosts major tech and business process outsourcing sectors, supported by an educated Arabic-speaking workforce. The government has pursued economic reform programs with IMF support, though infrastructure and investment challenges persist.

Jordan's global role reflects its importance in regional peace initiatives and development cooperation. The country maintains strong relationships with Western nations and hosts numerous international organizations. As a lower-middle-income country, Jordan faces pressures from refugee hosting costs and regional instability, yet continues positioning itself as a reliable partner for international engagement and economic development.

Overall
#66 RANKING
14.0

Cultural Influence
#58 RANKING
8.2

Movers
#33 RANKING
26.6

Quality of Life
#67 RANKING
10.6

Adventure
#62 RANKING
12.9

Entrepreneurship
#68 RANKING
3.9

Open for Business
#70 RANKING
42.5

Social Purpose
#63 RANKING
5.1

Agility
#66 RANKING
7.1

Heritage
#48 RANKING
24.8

Power
#53 RANKING
6.1

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BULGARIA

CAPTIONS

CAPITAL	REGION	GDP PER CAPITA, PPP
Sofia	Europe	$36,050
GDP	**POPULATION**	**AREA**
$105 billion	6,687,000	110,879 SQ.KM

Bulgaria has emerged as a significant Central European economy with EU and NATO membership, representing the alliance's southeastern frontier. The country offers strategic geographic positioning connecting Europe to Asia and the Middle East, with important energy transit routes and Black Sea access. Bulgaria's EU integration has substantially improved governance standards and economic institutions compared to its post-communist baseline.

The economy is characterized by strong manufacturing, technology, and agricultural sectors with competitive labor costs. Bulgaria has attracted significant foreign direct investment in automotive, pharmaceuticals, and software industries. Tourism contributes meaningfully through coastal and cultural heritage offerings. The government has pursued digital economy development and green energy initiatives, though infrastructure gaps remain in certain regions.

Bulgaria's global positioning strengthens as an EU member providing stability in southeastern Europe. The country hosts important NATO military infrastructure and energy facilities serving European interests. Bulgaria faces ongoing challenges regarding judicial independence and corruption perception, limiting its competitive advantage. Nevertheless, its EU membership ensures access to substantial development funding and integrated markets, positioning Bulgaria as a strategic gateway for European expansion into Eastern markets.

Overall	Cultural Influence	Movers	Quality of Life
#67 RANKING	#74 RANKING	#80 RANKING	#45 RANKING
13.4	2.9	2.6	20.8
Adventure	**Entrepreneurship**	**Open for Business**	**Social Purpose**
#60 RANKING	#55 RANKING	#50 RANKING	#44 RANKING
16.1	8.7	54.1	13.4
Agility	**Heritage**	**Power**	
#55 RANKING	#62 RANKING	#76 RANKING	
15.3	12.3	2.3	

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KENYA

CAPITAL
Nairobi

REGION
Africa

GDP PER CAPITA, PPP
$6,350

GDP
$113 billion

POPULATION
55,100,000

AREA
580,367 SQ.KM

Kenya stands as East Africa's largest economy and a regional powerhouse, leveraging its diverse natural resources, strategic location, and entrepreneurial culture. The country is renowned for its technology sector, earning the nickname Silicon Savanna through innovations in mobile payments and digital services. Kenya's geographic position along major shipping routes and its role as a regional hub for businesses serving the East African Community enhance its economic significance.

The economy is anchored in agriculture, tourism, and services, with growing manufacturing and technology sectors. Kenya's financial services industry, particularly mobile money platforms like M-Pesa, has achieved global recognition and influenced fintech development worldwide. The government has invested in infrastructure development, including the Standard Gauge Railway and port modernization at Mombasa, though debt sustainability concerns warrant attention.

Kenya's global positioning reflects its status as East Africa's economic leader and an important investment destination on the continent. The country hosts numerous multinational corporations, NGOs, and international organizations operating across the region. Kenya faces challenges including infrastructure maintenance, education quality, and governance issues, yet maintains strong growth potential. Regional stability remains crucial for realizing Kenya's development ambitions and consolidating its position as Africa's technology and business hub.

Overall
#68 RANKING
13.3

Cultural Influence
#59 RANKING
8.0

Movers
#40 RANKING
21.3

Quality of Life
#75 RANKING
8.5

Adventure
#54 RANKING
21.3

Entrepreneurship
#78 RANKING
0.6

Open for Business
#62 RANKING
48.9

Social Purpose
#46 RANKING
12.5

Agility
#75 RANKING
3.4

Heritage
#60 RANKING
14.9

Power
#62 RANKING
4.4

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AZERBAIJAN

CAPITAL
Baku

GDP
$78 billion

REGION
Asia

POPULATION
10,413,000

GDP PER CAPITA, PPP
$19,330

AREA
86,600 SQ.KM

Azerbaijan is a strategically important nation in the South Caucasus, positioned at the intersection of Europe and Asia with significant energy resources and geopolitical influence. The country has leveraged vast oil and natural gas reserves to develop modern infrastructure and accumulate substantial sovereign wealth. Azerbaijan's location along the Belt and Road Initiative corridors and hosting of East-West transport routes enhances its strategic value in international commerce.

The economy is heavily dependent on hydrocarbon exports, which generate approximately 70 percent of government revenues and fund development programs. The government has pursued diversification through real estate development, tourism, and agricultural modernization. Baku's transformation into a modern capital city reflects ambitions for economic diversification, hosting major international events and attracting global attention.

Azerbaijan's global positioning strengthens through energy supply relationships with Europe, particularly following reduced Russian exports. The country maintains important relationships with Turkey, Israel, and Western nations while managing complex regional dynamics. Recent territorial conflicts concerning the Nagorno-Karabakh region highlight ongoing security concerns affecting investment climate and regional stability. Sustainable economic growth depends on accelerating non-oil diversification and maintaining regional peace.

Overall
#69 RANKING
12.7

Cultural Influence
#75 RANKING
2.8

Movers
#28 RANKING
30.6

Quality of Life
#80 RANKING
7.0

Adventure
#77 RANKING
6.9

Entrepreneurship
#67 RANKING
4.3

Open for Business
#74 RANKING
39.8

Social Purpose
#70 RANKING
4.4

Agility
#62 RANKING
10.6

Heritage
#73 RANKING
5.8

Power
#50 RANKING
6.4

The country description included in this report was developed with the assistance of artificial intelligence.

CAMEROON

CAPITAL
Yaounde

GDP
$45 billion

REGION
Africa

POPULATION
28,647,000

GDP PER CAPITA, PPP
$4,470

AREA
475,442 SQ.KM

Cameroon is the largest economy in Central Africa and a regional power serving as a gateway to Central African markets. The country possesses significant oil reserves, forest resources, agricultural potential, and hydroelectric capacity. Cameroon's position as a multilingual nation fluent in both French and English facilitates regional engagement and international business relationships.

The economy relies primarily on oil exports, cocoa, timber, and agricultural products, with underdeveloped manufacturing and services sectors. Despite resource wealth, economic growth has been constrained by infrastructure gaps, governance challenges, and political instability in certain regions. The government has promoted agricultural modernization and attempted industrial development, though investment flows remain below potential given resource endowments.

Cameroon's global role reflects its potential as Central Africa's economic engine and gateway to regional markets. Security challenges including separatist movements in Anglophone regions and Boko Haram activities in the north have significantly impacted economic performance and investment confidence. The country faces urgent governance and infrastructure development needs to realize its substantial potential. Resolving internal conflicts and improving business environment conditions are essential for attracting investment and achieving sustainable growth.

Overall
#70 RANKING

11.4

Cultural Influence
#65 RANKING

4.8

Movers
#32 RANKING

27.5

Quality of Life
#81 RANKING

6.5

Adventure
#74 RANKING

8.3

Entrepreneurship
#85 RANKING

0.0

Open for Business
#66 RANKING

47.8

Social Purpose
#61 RANKING

6.1

Agility
#73 RANKING

3.8

Heritage
#78 RANKING

3.8

Power
#58 RANKING

5.1

The country description included in this report was developed with the assistance of artificial intelligence.

LITHUANIA

CAPITAL
Vilnius

REGION
Europe

GDP PER CAPITA, PPP
$48,530

GDP
$78 billion

POPULATION
2,872,000

AREA
65,300 SQ.KM

Lithuania is a Baltic EU and NATO member state that has successfully transitioned from Soviet occupation to modern European integration. The country represents one of Eastern Europe's economic success stories, achieving high income status and competitive industries despite its small population of 2.8 million. Lithuania's geographic position connecting Scandinavia to Eastern Europe and Poland creates substantial transit and trading opportunities.

The economy is characterized by advanced manufacturing, business services, energy, and logistics sectors. Lithuania has developed a strong technology ecosystem, particularly in fintech and gaming, supported by quality education and innovation policies. The port of Klaipeda serves as an important Baltic gateway for regional trade. Government investment in renewable energy and digital infrastructure reflects commitment to competitive positioning in European markets.

Lithuania's global positioning is strengthened by EU and NATO membership, providing security guarantees and market integration. The country serves NATO's eastern frontier, hosting military infrastructure supporting alliance commitments. Lithuania has successfully leveraged EU funds for infrastructure development and regional competitiveness enhancement. Challenges include demographic decline and labor emigration to wealthier EU countries, but strong institutional quality and innovation orientation position Lithuania favorably for future development and regional leadership.

Overall
#71 RANKING
10.9

Cultural Influence
#82 RANKING
1.6

Movers
#81 RANKING
1.6

Quality of Life
#58 RANKING
14.9

Adventure
#68 RANKING
10.2

Entrepreneurship
#51 RANKING
10.7

Open for Business
#36 RANKING
57.7

Social Purpose
#38 RANKING
16.5

Agility
#67 RANKING
6.6

Heritage
#75 RANKING
5.0

Power
#80 RANKING
1.6

The country description included in this report was developed with the assistance of artificial intelligence.

TUNISIA

CAPITAL
Tunis

GDP
$49 billion

REGION
Africa

POPULATION
12,458,000

GDP PER CAPITA, PPP
$13,340

AREA
163,610 SQ.KM

Tunisia is North Africa's most politically developed nation, having successfully transitioned to democracy following the 2011 Arab Spring before experiencing recent political consolidation under presidential authority. The country possesses strategic Mediterranean location, historical significance, and cultural heritage attracting substantial tourism investment. Tunisia's education system, relatively liberal governance tradition, and entrepreneurial society distinguish it within the broader region.

The economy is anchored in tourism, agriculture, and manufacturing, with significant phosphate exports. Tunisia hosts important textile and automotive manufacturing sectors serving European markets through preferential trade agreements. The government has attempted economic reforms to address unemployment and regional disparities, though implementation challenges persist. The financial services sector is developing, supported by Tunis's position as a regional business hub.

Tunisia's global positioning reflects its importance as a bridge between the Arab world and Europe, with strong Mediterranean trade relationships. The country maintains EU partnership agreements and hosts numerous international organizations addressing regional development. Security challenges including terrorist activities in border regions and economic stagnation have constrained growth and investment inflows. Political instability since 2021 has undermined democratic institutions, requiring institutional strengthening to restore investor confidence and achieve sustainable development.

Overall
#72 RANKING
8.6

Cultural Influence
#60 RANKING
6.7

Movers
#68 RANKING
9.2

Quality of Life
#61 RANKING
12.7

Adventure
#58 RANKING
19.5

Entrepreneurship
#77 RANKING
0.6

Open for Business
#61 RANKING
49.2

Social Purpose
#67 RANKING
4.6

Agility
#77 RANKING
3.2

Heritage
#56 RANKING
16.8

Power
#75 RANKING
2.4

The country description included in this report was developed with the assistance of artificial intelligence.

GUATEMALA

CAPITAL
Guatemala City

REGION
Americas

GDP PER CAPITA, PPP
$11,440

GDP
$102 billion

POPULATION
18,092,000

AREA
108,889 SQ.KM

Guatemala is Central America's most populous nation and a strategic gateway to North American markets through its position bridging Mexico and Honduras. The country possesses diverse natural resources including tropical forests, minerals, and agricultural lands supporting diverse economic sectors. Guatemala's cultural heritage, indigenous population, and biodiversity create significant tourism and environmental stewardship opportunities attracting international interest.

The economy relies on agriculture, particularly coffee, sugar, and cardamom exports, along with remittances from diaspora communities abroad. Manufacturing and maquiladora operations serve North American supply chains through preferential trade arrangements. The government has promoted tourism development and attempted infrastructure modernization, though corruption and governance challenges have impeded progress. The technology sector is emerging, supported by young population demographics.

Guatemala's global positioning reflects its importance within Central American regional integration and North American trade relationships. The country benefits from proximity to major markets and participation in regional trade agreements. Violence, corruption, weak institutions, and poverty remain significant development challenges limiting investment and competitiveness. Addressing security concerns and strengthening democratic governance are essential for realizing Guatemala's development potential and regional economic integration.

Overall
#73 RANKING
8.2

Cultural Influence
#81 RANKING
1.6

Movers
#55 RANKING
14.5

Quality of Life
#72 RANKING
9.1

Adventure
#59 RANKING
16.2

Entrepreneurship
#84 RANKING
0.0

Open for Business
#55 RANKING
50.6

Social Purpose
#72 RANKING
3.4

Agility
#78 RANKING
3.2

Heritage
#70 RANKING
8.0

Power
#59 RANKING
5.0

The country description included in this report was developed with the assistance of artificial intelligence.

ECUADOR

CAPITAL
Quito

GDP
$118 billion

REGION
Americas

POPULATION
18,190,000

GDP PER CAPITA, PPP
$13,270

AREA
283,561 SQ.KM

Ecuador is strategically positioned on South America's northwestern coast with significant biodiversity and energy resources. The country adopted the U.S. dollar as official currency in 2000, providing monetary stability and reduced inflation compared to regional peers. Ecuador's position as a major cocoa exporter and significant oil producer reflects its natural resource advantages.

The economy depends substantially on petroleum exports and agricultural products, particularly cacao, bananas, and shrimp. The government has developed sectors including tourism, targeting the Galapagos Islands and Amazon rainforest experiences. Manufacturing and logistics sectors serve regional markets through the port of Guayaquil.

Ecuador pursues renewable energy development and digital economy initiatives to support diversification objectives.

Ecuador's global positioning reflects its strategic Pacific location and substantial natural resource base. The country maintains important trade relationships with regional partners and North American markets. Security challenges including drug trafficking and gang violence have increasingly constrained economic growth and investment confidence. Currency dependence on the U.S. dollar provides stability but limits monetary policy flexibility. Addressing security concerns, improving governance, and accelerating diversification remain critical priorities for sustainable development.

Overall	#74 RANKING	7.6
Cultural Influence	#67 RANKING	4.3
Movers	#75 RANKING	6.0
Quality of Life	#70 RANKING	9.3
Adventure	#52 RANKING	22.1
Entrepreneurship	#79 RANKING	0.5
Open for Business	#57 RANKING	49.9
Social Purpose	#59 RANKING	7.5
Agility	#76 RANKING	3.3
Heritage	#61 RANKING	14.5
Power	#65 RANKING	4.1

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KAZAKHSTAN

CAPITAL
Astana

REGION
Asia

GDP PER CAPITA, PPP
$33,690

GDP
$261 billion

POPULATION
19,765,000

AREA
2,724,900 SQ.KM

Kazakhstan is Central Asia's economic leader and a geopolitically significant nation controlling vast energy resources and strategic corridors connecting Europe and Asia. The country covers an immense territory with diverse resources including oil, natural gas, minerals, and agricultural lands. Kazakhstan's position along the Belt and Road Initiative and multiple transcontinental transport routes enhances its strategic importance in global trade infrastructure.

The economy is anchored in hydrocarbon exports, with oil and natural gas comprising approximately 40 percent of government revenues. The government has pursued economic diversification through development of manufacturing, logistics, and renewable energy sectors. Astana, the capital relocated from Almaty in 1997, showcases ambitious nation-building and development aspirations. Kazakhstan hosts significant foreign direct investment, particularly in energy and infrastructure sectors.

Kazakhstan's global positioning strengthens through energy supply relationships with multiple markets and critical infrastructure location. The country maintains relationships with Russia, China, Western nations, and regional partners, balancing competing interests through pragmatic diplomacy. Governance concerns, limited political pluralism, and concentration of wealth affect international confidence. Kazakhstan's development success depends on sustaining economic diversification, improving institutional quality, and maintaining regional stability to consolidate its position as Central Asia's economic engine.

Overall
#75 RANKING
7.2

Cultural Influence
#85 RANKING
0.0

Movers
#38 RANKING
22.5

Quality of Life
#82 RANKING
4.4

Adventure
#79 RANKING
5.5

Entrepreneurship
#82 RANKING
0.3

Open for Business
#75 RANKING
39.6

Social Purpose
#71 RANKING
3.6

Agility
#72 RANKING
4.7

Heritage
#82 RANKING
2.5

Power
#51 RANKING
6.2

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CAMBODIA

CAPITAL	REGION	GDP PER CAPITA, PPP
Phnom Penh	**Asia**	**$5,850**
GDP	POPULATION	AREA
$32 billion	**17,638,000**	**181,035 SQ.KM**

Cambodia is Southeast Asia's emerging economy with significant growth potential, leveraging its geographic position, young population, and development opportunities. The country possesses substantial hydroelectric capacity, tourism resources through Angkor Wat and coastal areas, and agricultural potential. Cambodia's integration into regional supply chains and advantageous geographic location near major Asian markets create economic opportunities.

The economy is characterized by garment manufacturing, agriculture, tourism, and remittances from diaspora communities. Cambodia has attracted manufacturing investment, particularly in textiles and light industries, supported by lower labor costs compared to regional competitors. The government has promoted infrastructure development through Chinese investment and partnership, including ports and transport corridors. Rubber and fisheries represent additional export sectors.

Cambodia's global positioning reflects its strategic Southeast Asian location and importance to regional integration through ASEAN. The country maintains significant relationships with China, Vietnam, and Thailand, balancing competing regional interests. Political governance concerns, corruption, limited institutional quality, and human rights issues have constrained international investment and development partnerships. Cambodia's potential depends on strengthening democratic institutions, improving governance standards, and diversifying economic sectors beyond manufacturing and tourism.

Overall	#76 RANKING	6.7
Cultural Influence	#72 RANKING	3.1
Movers	#59 RANKING	13.1
Quality of Life	#64 RANKING	11.8
Adventure	#70 RANKING	9.6
Entrepreneurship	#81 RANKING	0.4
Open for Business	#58 RANKING	49.8
Social Purpose	#84 RANKING	0.1
Agility	#85 RANKING	0.0
Heritage	#67 RANKING	8.9
Power	#56 RANKING	5.3

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UZBEKISTAN

CAPITAL **Tashkent**	REGION **Asia**	GDP PER CAPITA, PPP **$10,630**
GDP **$90 billion**	POPULATION **36,024,000**	AREA **447,400 SQ.KM**

Uzbekistan is Central Asia's most populous nation and a strategic hub controlling critical transport corridors connecting China, Russia, and the Middle East. The country possesses substantial natural gas reserves, cotton production capacity, and gold resources supporting economic significance. Uzbekistan's geographic position at the heart of Central Asia and along historic Silk Road routes enhances its geopolitical importance.

The economy relies heavily on natural gas exports, cotton production, and agriculture, with underdeveloped manufacturing and services sectors. The government has pursued economic reform and diversification, opening sectors previously controlled by state enterprises. Tourism development, particularly targeting Silk Road heritage sites in Samarkand and Bukhara, represents emerging opportunities. The country has invested in infrastructure modernization and technology sector development.

Uzbekistan's global positioning strengthens through energy supply relationships and strategic location along Belt and Road Initiative corridors. The country maintains relationships with multiple global powers, including Russia, China, and Western nations, pursuing pragmatic balancing diplomacy. Governance concerns, limited political pluralism, weak institutions, and restricted civil liberties affect international business confidence. Sustainable development requires accelerating institutional reforms, diversifying economic sectors, and improving governance transparency to attract increased investment.

Overall
#77 RANKING
6.5

Cultural Influence
#80 RANKING
1.7

Movers
#44 RANKING
19.2

Quality of Life
#79 RANKING
7.3

Adventure
#75 RANKING
7.6

Entrepreneurship
#80 RANKING
0.5

Open for Business
#77 RANKING
38.2

Social Purpose
#78 RANKING
3.0

Agility
#79 RANKING
2.9

Heritage
#72 RANKING
7.6

Power
#67 RANKING
3.7

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BANGLADESH

CAPITAL
Dhaka

GDP
$460 billion

REGION
Asia

POPULATION
172,954,000

GDP PER CAPITA, PPP
$8,640

AREA
148,460 SQ.KM

Bangladesh is South Asia's second-largest economy and home to approximately 173 million people, representing significant demographic weight and market potential. The country has achieved substantial poverty reduction and development progress despite resource constraints and vulnerability to climate change impacts. Bangladesh's position on critical Bay of Bengal shipping routes and as a gateway to South Asian markets enhances its strategic importance.

The economy is anchored in garment manufacturing, which generates significant export revenues and employment. Bangladesh hosts the world's second-largest garment industry after China, supported by abundant labor and established supply chain relationships. Agriculture, particularly rice production, remains important though declining as share of GDP. The government has promoted infrastructure development, renewable energy, and technology sectors through public and private investment.

Bangladesh's global positioning reflects its demographic importance, regional economic contributions, and role in global supply chains. The country maintains significant trade relationships with developed nations and regional partners. Climate vulnerability, natural disaster exposure, governance challenges, and infrastructure gaps constrain development potential. Bangladesh's future depends on sustaining economic growth through diversification beyond garments, addressing climate resilience, improving institutional quality, and attracting

Overall
#78 RANKING
6.4

Cultural Influence
#77 RANKING
2.6

Movers
#67 RANKING
9.5

Quality of Life
#65 RANKING
11.3

Adventure
#84 RANKING
3.0

Entrepreneurship
#70 RANKING
3.1

Open for Business
#46 RANKING
55.5

Social Purpose
#83 RANKING
0.2

Agility
#84 RANKING
0.4

Heritage
#84 RANKING
1.6

Power
#40 RANKING
8.9

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ALGERIA

CAPITAL
Algiers

GDP
$240 billion

REGION
Africa

POPULATION
45,606,000

GDP PER CAPITA, PPP
$14,670

AREA
2,381,741 SQ.KM

Algeria is North Africa's largest nation by area and Africa's third-largest economy by GDP, commanding substantial regional influence and strategic resources. The country possesses some of Africa's largest proven oil and natural gas reserves, supporting significant energy revenues. Algeria's geographic position spanning Mediterranean coastal regions and vast Saharan territories creates strategic depth and diverse economic opportunities.

The economy depends heavily on hydrocarbon exports, which generate approximately 95 percent of government revenues and foreign exchange earnings. Agriculture, tourism, and manufacturing sectors remain underdeveloped relative to resource wealth, reflecting investment gaps and economic structure limitations. The government has attempted economic diversification initiatives and investment in renewable energy, though implementation has faced challenges. Algeria maintains the largest military capacity in North Africa, supporting regional security roles.

Algeria's global positioning reflects its importance as a major energy supplier, particularly to European markets, and its influence as a regional power. The country maintains significant relationships with France, European nations, African partners, and Arab states. Governance concerns, limited political pluralism, corruption, and weak private sector development have constrained economic performance. Algeria's development success depends on accelerating economic diversification beyond hydrocarbons, improving institutional quality, and attracting private investment to generate employment and sustainable growth.

Overall
#79 RANKING
6.3

Cultural Influence
#79 RANKING
2.0

Movers
#70 RANKING
9.0

Quality of Life
#77 RANKING
8.0

Adventure
#73 RANKING
8.8

Entrepreneurship
#71 RANKING
2.7

Open for Business
#56 RANKING
50.2

Social Purpose
#77 RANKING
3.0

Agility
#74 RANKING
3.6

Heritage
#69 RANKING
8.4

Power
#66 RANKING
4.0

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GHANA

CAPITAL
Accra

REGION
Africa

GDP PER CAPITA, PPP
$6,750

GDP
$76 billion

POPULATION
33,476,000

AREA
238,533 SQ.KM

Ghana is West Africa's most stable democracy and second-largest economy, distinguished by relative political stability and institutional development. The country has achieved significant economic growth through gold mining, oil production, and agricultural exports. Ghana's governance record and investment climate have attracted substantial foreign direct investment and regional business activity across the continent.

The economy is anchored in mining, petroleum, agriculture, and financial services, with growing manufacturing and technology sectors. Ghana hosts Africa's most developed stock exchange outside South Africa and maintains relatively advanced financial infrastructure. The government has pursued economic diversification through manufacturing promotion, renewable energy development, and technology sector support. Tourism, targeting cultural heritage and coastal resources, represents emerging opportunities.

Ghana's global positioning reflects its status as West Africa's economic and institutional leader, hosting numerous multinational corporations and international organizations. The country maintains strong relationships with Western nations, regional partners, and China. Ghana's development trajectory demonstrates that governance quality and institutional strength can support sustained economic growth even with resource wealth. Challenges include infrastructure maintenance, education quality, and employment generation for growing youth populations. Ghana's continued success depends on sustaining democratic institutions and economic diversification.

Overall
#80 RANKING
5.7

Cultural Influence
#68 RANKING
4.1

Movers
#62 RANKING
10.4

Quality of Life
#78 RANKING
8.0

Adventure
#76 RANKING
7.0

Entrepreneurship
#83 RANKING
0.2

Open for Business
#63 RANKING
48.6

Social Purpose
#69 RANKING
4.4

Agility
#83 RANKING
1.5

Heritage
#81 RANKING
3.1

Power
#70 RANKING
3.3

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LEBANON

CAPITAL
Beirut

REGION
Middle East

GDP PER CAPITA, PPP
$14,220

GDP
$22 billion

POPULATION
5,353,000

AREA
10,400 SQ.KM

Lebanon is the Levant's financial and commercial center, historically serving as a banking hub and trade gateway despite ongoing political challenges. The country possesses significant cultural heritage, tourism resources, and a sophisticated services sector. Lebanon's position on critical Mediterranean shipping routes and as an international business center contributes to its regional economic importance.

The economy is anchored in financial services, real estate, tourism, and trade, with limited industrial development. The banking sector historically provided substantial government revenues and attracted regional capital flows. Severe fiscal imbalances, currency crises, and capital controls implemented since 2019 have devastated economic performance and living standards. Lebanon faces extraordinary challenges including sovereign debt default, hyperinflation, and foreign exchange scarcity.

Lebanon's global positioning has deteriorated significantly due to economic collapse and political dysfunction, undermining its historical role as a regional financial center. The country faces humanitarian crisis conditions requiring substantial international support and comprehensive economic restructuring. Lebanon's recovery depends on political reform, fiscal stabilization, international assistance, and rebuilding investor confidence. The nation's potential remains constrained by political sectarianism, governance challenges, regional security concerns, and external interference.

Overall
#81 RANKING
5.1

Cultural Influence
#66 RANKING
4.6

Movers
#60 RANKING
11.8

Quality of Life
#83 RANKING
4.1

Adventure
#66 RANKING
10.7

Entrepreneurship
#75 RANKING
2.1

Open for Business
#80 RANKING
34.4

Social Purpose
#79 RANKING
1.9

Agility
#70 RANKING
6.2

Heritage
#59 RANKING
15.2

Power
#54 RANKING
5.8

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UKRAINE

CAPITAL	REGION	GDP PER CAPITA, PPP
Kyiv	**Europe**	**$16,010**
GDP	POPULATION	AREA
$179 billion	**36,744,000**	**603,550 SQ.KM**

Ukraine is Eastern Europe's second-largest economy and strategically critical nation serving as a buffer between the European Union and Russia. The country possesses significant agricultural resources, mineral deposits, and technological capabilities. Ukraine's position has made it geopolitically significant, with competing interests from Western and Russian powers affecting its development trajectory.

The economy is characterized by agriculture, manufacturing, mining, and technology sectors, with particular strength in grain exports and IT services. Ukraine historically supplied agricultural products to European and Asian markets and hosted significant manufacturing operations. The 2022 Russian invasion caused catastrophic economic disruption, destroying infrastructure, displacing populations, and creating humanitarian crises. Economic recovery will require sustained international support and reconstruction investment.

Ukraine's global positioning reflects its importance to European security architecture and agricultural supply chains serving global markets. The country aspires to NATO and EU membership, representing Western integration objectives. The ongoing conflict has redirected international attention and support toward humanitarian aid and military assistance. Ukraine's long-term development depends on conflict resolution, comprehensive reconstruction, institutional strengthening, and successful Western integration.

Overall
#82 RANKING

4.9

Cultural Influence
#71 RANKING

3.2

Movers
#83 RANKING

1.5

Quality of Life
#85 RANKING

0.0

Adventure
#80 RANKING

4.5

Entrepreneurship
#53 RANKING

9.3

Open for Business
#81 RANKING

31.2

Social Purpose
#50 RANKING

9.8

Agility
#64 RANKING

9.4

Heritage
#83 RANKING

1.9

Power
#18 RANKING

27.6

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SERBIA

CAPITAL
Belgrade

REGION
Europe

GDP PER CAPITA, PPP
$25,810

GDP
$75 billion

POPULATION
6,641,000

AREA
77,474 SQ.KM

Serbia is the Balkans' largest economy and a strategically positioned nation balancing relationships between the European Union and Russia. The country has developed manufacturing, technology, and services sectors attracting significant foreign direct investment. Serbia's geographic position in southeastern Europe and its historical importance create ongoing regional significance.

The economy is characterized by manufacturing, telecommunications, energy, and emerging technology sectors. Serbia has attracted automotive manufacturing investments and developed a competitive IT services industry. The government has pursued EU membership through reforms improving institutional quality and governance standards. Agriculture remains important, particularly in the Danube valley region supporting regional grain markets.

Serbia's global positioning reflects its importance as a Balkans economic leader and strategic location between EU and Russian spheres of influence. The country maintains complicated relationships with both Western institutions and Russia, attempting to balance competing interests through pragmatic diplomacy. Regional tensions, particularly concerning Kosovo status and regional stability, create ongoing uncertainty. Serbia's development depends on maintaining EU integration momentum, resolving regional disputes, and sustaining economic growth through institutional quality improvements.

Overall
#83 RANKING
3.0

Cultural Influence
#83 RANKING
1.4

Movers
#85 RANKING
0.0

Quality of Life
#74 RANKING
8.6

Adventure
#71 RANKING
8.8

Entrepreneurship
#62 RANKING
5.8

Open for Business
#79 RANKING
35.1

Social Purpose
#56 RANKING
8.3

Agility
#80 RANKING
2.9

Heritage
#66 RANKING
9.4

Power
#63 RANKING
4.1

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BELARUS

CAPITAL
Minsk

REGION
Europe

GDP PER CAPITA, PPP
$23,560

GDP
$73 billion

POPULATION
9,200,000

AREA
207,600 SQ.KM

Belarus is a geopolitically significant Eurasian nation serving as a buffer between the European Union and Russia. The country has developed competitive manufacturing, energy, and petrochemical sectors leveraging its geographic position and industrial heritage. Belarus maintains significant economic relationships with both Russia and Western markets despite political tensions.

The economy is anchored in manufacturing, particularly machinery and chemicals, along with potash exports and energy transit services. The country hosts significant Russian energy assets and serves as a transit corridor for Russian oil and natural gas to European markets. Belarus has developed technology and IT sectors, though Western sanctions have constrained some business activities. The government maintains significant state control over major industries and strategic sectors.

Belarus's global positioning reflects its geopolitical importance as a Russian ally and transit location for European energy supplies. Political governance concerns, limited democratic institutions, and international sanctions have constrained business confidence and development partnerships. The country faces pressure from competing strategic interests and international isolation. Belarus's future development depends on improving governance transparency, reducing authoritarian control, and achieving international reintegration.

Overall
#84 RANKING
2.8

Cultural Influence
#73 RANKING
3.0

Movers
#71 RANKING
8.9

Quality of Life
#76 RANKING
8.2

Adventure
#82 RANKING
4.1

Entrepreneurship
#60 RANKING
6.6

Open for Business
#82 RANKING
21.0

Social Purpose
#65 RANKING
4.9

Agility
#82 RANKING
1.9

Heritage
#79 RANKING
3.3

Power
#36 RANKING
10.2

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IRAN

CAPITAL
Tehran

REGION
Middle East

GDP PER CAPITA, PPP
$17,360

GDP
$401 billion

POPULATION
88,551,000

AREA
1,648,195 SQ.KM

Iran is the Middle East's second-largest economy and a major regional power controlling significant oil and natural gas reserves. The country possesses sophisticated financial, industrial, and technology sectors despite decades of international sanctions. Iran's geographic position astride critical energy shipping routes and its regional military capabilities enhance its geopolitical significance.

The economy is heavily dependent on hydrocarbon exports, though sanctions have severely constrained oil sales and foreign exchange earnings. The government has pursued economic self-sufficiency and domestic industry development, with varying success. Manufacturing, agriculture, and petrochemical sectors support domestic needs, though technological gaps limit competitiveness.

The banking sector operates under sanctions restrictions affecting international transactions and investment flows.

Iran's global positioning reflects its significance as a regional military and economic power, though international isolation through sanctions constrains development potential. The country maintains relationships with Russia, China, and regional allies while facing Western economic pressures. International sanctions, political governance concerns, and human rights issues significantly limit foreign investment. Iran's economic development depends on resolving international tensions, achieving sanctions relief, and implementing economic reforms supporting private sector growth and technological development.

Overall
#85 RANKING
0.0

Cultural Influence
#78 RANKING
2.1

Movers
#64 RANKING
9.9

Quality of Life
#84 RANKING
1.8

Adventure
#85 RANKING
0.0

Entrepreneurship
#73 RANKING
2.4

Open for Business
#84 RANKING
11.7

Social Purpose
#82 RANKING
0.6

Agility
#81 RANKING
2.1

Heritage
#74 RANKING
5.3

Power
#16 RANKING
28.4

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