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SWITZERLAND HAS THE WORLD'S BEST COUNTRY REPUTATION SAYS REPUTATION INSTITUTE

*-- Study Confirms Link Between Country Reputations and Economic Outcomes --
--Switzerland & Germany Rise, Canada Falls; US & China Rank Outside the Top 20 --*

NEW YORK & COPENHAGEN (September 11, 2014) – Switzerland is the country with the world's best reputation according to the Reputation Institute (RI). The results are from the annual Country RepTrak® Study conducted by RI, the world's leading reputation-based research and advisory firm.

The Country RepTrak® Study measures the reputation of 55 countries based on levels of trust, esteem, admiration and respect polling an online panel of more than 27,000 people representing the G8 countries. The Study measures a country's perceptions exploring 16 attributes that include it being viewed as: a safe place to visit, a beautiful country, having friendly and welcoming residents, having progressive social and economic policies, being run by an effective government, and more.

"Switzerland has demonstrated its ability to improve in the eyes of the world and exhibits global leadership in three key criteria: an effective government, an advanced economy and an appealing environment," said Fernando Prado, Managing Partner, Reputation Institute Latam & Iberia. "A country's reputation and brand are shaped by a wide range of factors including history, products, environment, foreign policy, even its famous stars and cultural exports. The secret of a good reputation lies in the seamless relationship between the reality and the perceptions about a given country, and Switzerland is achieving this goal. Definitively, Switzerland's reputation is its best ambassador."

Switzerland received a score of 76.0 on a 100-point scale. Canada, the country with the highest reputation scores in each of the past three years, was a close second with a score of 75.6. Rounding out the Top 10 are Sweden (75.1), Finland (74.6), Australia (73.8), Norway (73.7), Denmark (73.4), New Zealand (72.5), Netherlands (71.1) and Germany (69.9), countries known for their political stability, solid democracies, strong infrastructures and high standards of living. Nigeria (34.9), Pakistan (30.0) and Iran (26.9) are the lowest rated countries.

"From an economic point of view, our results in the Reputation Institute study has a positive implication for Swiss companies and strengthens our competitive advantage. In fact, we estimate that Swiss-made products are worth 20% more than those from other

competitors thanks to their country of origin. Moreover, these same goods significantly contribute to Switzerland's positive image, completing its country reputation's virtuous circle", says Alexandre Edelmann, Head of Project Development and Product Management Events and Creative Content de Presence Switzerland.

The 2014 Country RepTrak® Study confirms the link between country reputations and economic outcomes. "A good reputation has a strong impact in supportive behaviors of stakeholders that improve a country's economy", said Nicolas Trad, Executive Partner, Reputation Institute. "A country's personality is the result of a well-balanced perception of all the variables that shape its reputation, such as political and economic issues, or those related with local life-style. This is the way a country earns the reputation that will enables it to attract tourists, talent, and investments at more favorable conditions than countries with lesser reputations."

RI said the 2014 Study revealed again that economic potential alone is not the decisive factor in building the reputation of a country. Economic powers like the USA (56.4) and China (39.4) are placed fairly low at #22 and #50 respectively. Conversely, according to survey data, there is a close relationship between a country's reputation and the perceived levels of happiness, safety, and transparency and ethical behavior.

TOP TRENDS & COMMENTARY

Is this the end of the 'Obama Effect'?

After several years of continuous improvement in Country RepTrak scoring, the reputation of the United States seems to no longer be benefited from the 'Obama effect.' In 2014, the international perception of the world's second largest economy stepped back 2.0 percentage points.

Latin America: On the rise

The profound political, economic and social changes of the last two decades are boosting the reputation of Latin American countries. Overall, Latin America improved 3%, compared to 2013, making it the world's hot spot. For example, Colombia gains 7.5 percentage points. The formal peace talks between Colombian government and Farc guerrillas have had a good influence in the international perception of the country, according to survey interviews.

BRICS: Contrasting results

Are BRIC countries (Brazil, Russia, India, China and South Africa) losing their magic touch? In 2014, only South Africa and China manage to improve on their 2013 results, increasing 9 and 4 percentage points respectively. Instead, Brazil, Russia and India lost 3.4%, 0.2% and 1.1%, respectively.

Greece, second year of recovering reputation

For the second consecutive year, and after several substantial setbacks, Greece gained 9.4% in 2014. With the threat of the euro crisis gradually receding, Greece has become the country that has recovered more reputation since 2012, 18% in total. Two other players in the crisis of the euro, Spain and Italy, have also achieved significant increases in 2014, 3.1% and 2.9% respectively.

Germany reaches the top ten

The European economic engine of Europe finally enters the exclusive group of ten countries with the best reputation in the world. This is a fair reward for a job well done after several years of continuous improvements in its international perception.

About Reputation Institute

Reputation Institute is the world's leading reputation-based research and advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions - best known via the Forbes-published Global RepTrak® 100, the world's largest study of corporate reputations. Businesses and executives regularly discover best practices in reputation management by affiliating with our Intelligence Group and participating in its learning programs and networking events. Reputation Institute has offices and associates in 30 countries around the world. For more information, please visit:

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		Country RepTrak® 2014	Country RepTrak® 2013	
Country	Rank	Country RepTrak® Pulse	Rank	Country RepTrak® Pulse
Switzerland	1	76.0	3	76.3
Canada	2	75.6	1	76.6
Sweden	3	75.1	2	76.5
Finland	4	74.6	8	71.8
Australia	5	73.8	4	76.1
Norway	6	73.7	5	74.1
Denmark	7	73.4	6	73.3
New Zealand	8	72.5	7	72.5
The Netherlands	9	71.1	9	70.6
Germany	10	69.9	11	68.3
Austria	11	69.1	10	70.6
Belgium	12	68.5	13	67.1
Ireland	13	68.5	12	67.6
Japan	14	68.4	14	66.2
The United Kingdom	15	66.7	15	65.1
Italy	16	65.8	16	63.9
France	17	64.8	17	63.4
Spain	18	64.0	18	62.0
Portugal	19	60.6	19	61.6
Singapore	20	60.0	20	58.3



Brazil	21	57.5	21	57.8
The United States of America	22	56.4	22	57.4
Czech Republic	23	55.5		
Poland	24	55.4	25	53.2
Thailand	25	55.1	24	54.3
Argentina	26	53.6	30	50.2
Peru	27	53.3	23	54.9
Malaysia	28	53.0		
Taiwan	29	52.3	26	52.7
Chile	30	52.3	28	51.0
Greece	31	52.3	32	47.4
South Africa	32	51.4	36	46.8
Philippines	33	50.8		
Qatar	34	50.3		
UAE	35	50.2	31	49.3
India	36	49.0	29	50.7
Venezuela	37	48.6	39	45.5
México	38	48.5	35	47.0
Turkey	39	48.1	33	47.2
Indonesia	40	48.1		
South Korea	41	47.7	34	47.2
Israel	42	47.0	37	46.1
Egypt	43	43.6	40	43.9



Romania	44	42.7		
Ukraine	45	42.6	42	43.3
Kuwait	46	42.4		
Colombia	47	40.8	45	37.8
Saudi Arabia	48	40.5	43	40.1
Kazakhstan	49	39.5		
China	50	39.4	44	37.8
Algeria	51	38.4		
Russia	52	36.3	46	36.7
Nigeria	53	34.9	47	34.0
Pakistan	54	30.0	48	28.8
Iran	55	26.9	49	22.6

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