“Sua qualidade de vida depende da competitividade do país” foi o tema trazido por Luiz Carlos Di Serio, coordenador Adjunto do Fórum de Inovação. Di Serio trouxe dados muito atuais e considerações muito importantes: “mais do que competitividade e produtividade, as pessoas precisam de qualidade de vida baseada em Valores e não só em consumo. As pessoas precisam de perspectiva de futuro, lideranças que direcionem a visão, a perspectiva de futuro gera pertinência”.

A seguir, os principais slides da palestra.
IMPACT OF MACRO AND MICRO COMPETITIVENESS BY STAGE OF DEVELOPMENT

<table>
<thead>
<tr>
<th>Low Income Countries</th>
<th>Middle Income Countries</th>
<th>High Income Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microeconomic Competitiveness</td>
<td>Human Development and Effective Public Institutions</td>
<td>Fiscal and Monetary Policy</td>
</tr>
<tr>
<td>GDP pc (60) Index (51 (+12))</td>
<td>Monetary and Fiscal Policy (43 (+55))</td>
<td></td>
</tr>
</tbody>
</table>

BRAZIL COMPETITIVENESS PROFILE, 2010 (5 YEAR CHANGE)

- Micro (41 (+5))
  - Business Environment Quality (44 (+23))
  - Related and Supporting Industries (23 (+7))
  - Demand Conditions (36 (+7))
  - Context for Strategy and Rivalry (61 (+31))
  - Factor Input Conditions (62 (+7))

- Company Sophistication (32 (+2))
  - Internationalization (27 (+7))
  - Strategy (34 (+3))
  - Organization (35 (+3))

- Social Infrastructure and Pol. Institutions (70 (+5))
  - Political Institutions (62 (+16))
  - Human Development (66 (+4))
  - Rule of Law (71 (+3))

- ICT / Energy (53 (-2))
  - Capital (34 (+22))
  - Innovation (50 (+8))
MEASURING NATIONAL OR REGIONAL SUCCESS

Quality of Life

Economic Prosperity

Social Progress
A nation or region is competitive to the extent that forms operating there are able to compete successfully in the national global economy while maintaining or improving wages and living standards for the citizen.

- Competitiveness is on the long-run productivity of a location as a place to do business
  - The productivity of existing firms and workers
  - The ability to achieve high participation of citizens in the workforce

- Competitiveness is not:
  - Low wages
  - A weak currency
  - Jobs per se

- Successful economic development depends on improving competitiveness

THE DUAL ELEMENTS OF COMPETITIVENESS

- Productivity
  - Labor productivity
  - Capital productivity
  - Total factor productivity

- Labor Utilization
  - Workforce participation rate
  - Population age profile
  - Working hours
COMPOSITION OF EXPORTS

BRAZIL’S EXPORTS BY TYPE OF GOOD

World Export Market Share (current USD)

- Processed
- Semi-processed
- Unprocessed
- Services
- Total