

Costa Rica

Key indicators

Population (millions)	4.9
GDP (\$ billions)	57.7
GDP per capita (\$)	11749.3
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-4.5
Tariff preference margin (percentage points)	3.6
Imports and exports (goods and services), share of GDP (%)	67.0
Services exports, share of total exports (%)	44.6
Geographic region	Americas
Country group	
Income group	Upper-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	39.2	34.5	34.3
Medium	55.8	79.1	61.8
Large	69.4	96.4	77.3
All	48.4	51.2	51.3
BUSINESS ECOSYSTEM	51.0	60.4	26.0
NATIONAL ENVIRONMENT	67.8	73.6	60.5

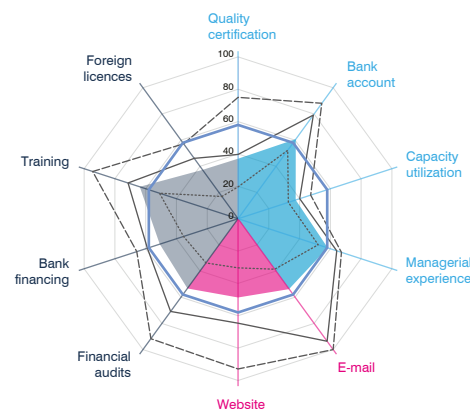
Reference level: 58.0 (a function of GDP per capita)

Weaknesses are scores below: 29.0 | **Strengths are scores above: 86.9**

SME Competitiveness Grid

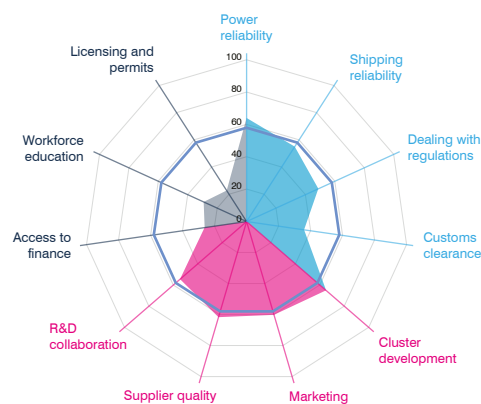
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	19.7	39.7	75.0	37.1
Bank account	52.3	79.2	88.1	60.8
Capacity utilization	32.7	40.1	47.2	37.5
Managerial experience	52.1	64.2	67.2	58.3
Connect				
E-mail	38.6	93.6	100.0	53.7
Firm website	30.4	64.5	92.9	48.7
Change				
Audited financial statement	33.8	70.9	91.7	53.3
Investment financed by banks	35.4	58.9	65.8	50.9
Formal training programme	51.0	71.5	94.5	63.9
Foreign technology licences	16.9	46.1	57.2	37.3



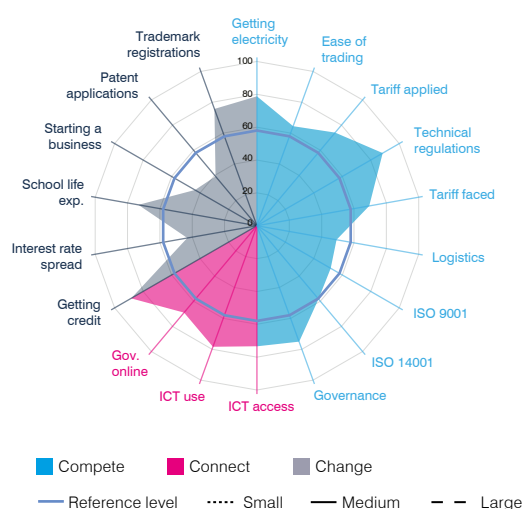
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	60.9	64.0	81.5	64.0
Domestic shipping reliability	55.1	50.0	61.9	55.1
Dealing with regulations	45.2	52.2	56.1	48.8
Customs clearance efficiency	49.8	27.3	42.3	36.0
Connect				
State of cluster development				65.1
Extent of marketing				60.2
Local supplier quality				61.7
University-industry collaboration in R&D				54.5
Change				
Access to finance	28.1	23.4	26.8	26.2
Access to educated workforce	34.3	23.1	29.3	29.2
Business licensing and permits	22.2	24.6	19.0	22.8



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	78.8
Ease of trading across borders	64.5
Applied tariff, trade-weighted average	74.0
Prevalence of technical regulations	88.4
Faced tariff, trade-weighted average	69.4
Logistics performance index	49.3
ISO 9001 quality certificates	51.9
ISO 14001 environmental certificates	58.3
Governance index	75.1
Connect	
ICT access	73.4
ICT use	78.4
Government's online service	69.1
Change	
Ease of getting credit	88.4
Interest rate spread	43.1
School life expectancy	73.3
Ease of starting a business	43.5
Patent applications	39.2
Trademark registrations	75.6



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Costa Rica is an upper-middle income country with a population of 4.9 million and GDP of \$57.7 billion. Goods and services account for 55.4% and 44.6% of exports, respectively.

The country's unrealized potential to increase existing exports lies within its home region and to Asia and Europe (see table below). *Cards incorporating one or more electronic integrated circuits* have an unrealized export potential of around \$73 million in the home region, \$605 million to Asia, and \$320 million to Europe.

Regarding new export products, Costa Rica has diversification opportunities in glass articles, beauty products and perfumes as well as chemicals with products such as *webs, mattresses, boards and similar nonwoven products of glass fibres*, and *perfumes and toilet waters*. The production of the former product involves a relatively strong presence of SMEs and scores relatively well on the price stability indicator. Other products identified for diversification include *other organic chemicals* and *anionic organic surface-active agents*.

Small firms in Costa Rica perform well in having bank accounts, managerial experience and formal training programmes. They underperform, however, in owning international quality certificates and foreign technology licences, and in accessing finance. The largest performance gap between small and large firms lies in using e-mails. The country's national environment scores well in the prevalence of technical regulations.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators			
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology
Instruments and appliances used in medical, surgical or veterinary sciences, n.e.s.	901890	758		750	750	750		Green	Red	Red	Red
Cards incorporating one or more electronic integrated circuits "smart cards"; electronic...	85XXXd	8538		750	750	750		Red	Red	Red	Red
Needles, catheters, cannulae and the like, used in medical, surgical, dental or veterinary sciences...	901839	565		750	750	750		Red	Red	Red	Red
Bananas, incl. plantains, fresh or dried	0803	1177		750	750	750		Green	Red	Red	Red
Food preparations, n.e.s.	210690	327		750	750	750		Green	Red	Green	Red
Fresh or dried pineapples	080430	1139		750	750	750		Green	Red	Red	Red
Artificial parts of the body (excluding artificial teeth and dental fittings and artificial joints)	902139	295		750	750	750		Red	Red	Red	Green
Electric conductors, for a voltage <= 1.000 V, insulated, not fitted with connectors, n.e.s.	854449	136		750	750	750		Green	Red	Red	Red
Coffee (excluding roasted and decaffeinated)	090111	366		750	750	750		Green	Red	Red	Red
Raw cane sugar, in solid form, not containing added flavouring or colouring matter	1701XX	78		750	750	750		Green	Red	Green	Red

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>