SME Competitiveness Grid

**Key indicators**

- **Population (millions):** 4.9
- **GDP ($ billions):** 57.7
- **GDP per capita ($) (2017):** 11749.3
- **Share of world GDP (PPPS, %):** 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:** Upper-middle income

**SME Competitiveness Grid Summary**

**Average scores [0-100]**

<table>
<thead>
<tr>
<th>FIRM CAPABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Small</strong></td>
<td><strong>Medium</strong></td>
<td><strong>Large</strong></td>
</tr>
<tr>
<td>International quality certificate</td>
<td>39.2</td>
<td>55.6</td>
</tr>
<tr>
<td>Bank account</td>
<td>39.2</td>
<td>60.4</td>
</tr>
<tr>
<td>Capacity utilization</td>
<td>39.2</td>
<td>79.1</td>
</tr>
<tr>
<td>Managerial experience</td>
<td>39.2</td>
<td>86.1</td>
</tr>
<tr>
<td>E-mail</td>
<td>39.2</td>
<td>60.4</td>
</tr>
<tr>
<td>Firm website</td>
<td>48.4</td>
<td>73.6</td>
</tr>
</tbody>
</table>

**BUSINESS ECOSYSTEM (Normalized scores)**

**Compete**

- Power reliability: 60.9
- Domestic shipping reliability: 55.1
- Dealing with regulations: 45.2
- Customs clearance efficiency: 49.8

**Connect**

- State of cluster development: 65.1
- Extent of marketing: 60.2
- Local supplier quality: 59.9
- University-industry collaboration in R&D: 54.5

**Change**

- Access to finance: 28.1
- Access to educated workforce: 26.1
- Business licensing and permits: 23.4

**NATIONAL ENVIRONMENT (Normalized scores)**

**Compete**

- Getting electricity: 78.8
- Ease of trading across borders: 64.5
- Applied tariff, trade-weighted average: 74.0
- Prevalence of technical regulations: 86.4
- Faced tariff, trade-weighted average: 63.4
- Logistics performance index: 49.3
- ISO 9001 quality certificates: 51.9
- ISO 14001 environmental certificates: 58.3
- Governance index: 76.1

**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.
Costa Rica

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

<table>
<thead>
<tr>
<th>Product description</th>
<th>Product code</th>
<th>Exports ($ million)</th>
<th>Value of unrealized potential exports by destination ($ million)</th>
<th>Development indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Africa</td>
<td>Americas</td>
</tr>
<tr>
<td>Instruments and appliances used in medical, surgical or veterinary sciences, n.e.s.</td>
<td>901890</td>
<td>755</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cards incorporating one or more electronic integrated circuits “smart cards”; electronic...</td>
<td>850XXd</td>
<td>8538</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Needles, catheters, cannulae and the like, used in medical, surgical, dental or veterinary sciences...</td>
<td>901839</td>
<td>565</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bananas, incl. plantains, fresh or dried</td>
<td>0803</td>
<td>1177</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food preparations, n.e.s.</td>
<td>210690</td>
<td>327</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh or dried pineapples</td>
<td>080430</td>
<td>1139</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artificial parts of the body (excluding artificial teeth and dental fittings and artificial joints)</td>
<td>902139</td>
<td>295</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric conductors, for a voltage &lt;= 1,000 V, insulated, not fitted with connectors, n.e.s.</td>
<td>854449</td>
<td>136</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee (excluding roasted and decaffeinated)</td>
<td>080111</td>
<td>366</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raw cane sugar, in solid form, not containing added flavouring or colouring matter</td>
<td>1701XX</td>
<td>78</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
