



# LATVIA



Population: 1,923,559 | GDP: \$54.02 billion | Language: Latvian | Unicorns 2009-2018: 0



## What did Latvia do right?

The country's mean download speed of 28.6 Mbps is one of the best in Europe. Short-term rentals operate freely throughout the country.



## What can Latvia do better?

Latvia could increase spending on research and development to promote innovation via emerging technologies such as drones and self-driving vehicles. The country could also adopt a more welcoming attitude towards ridesharing.

## KEY TAKEAWAYS

Latvia makes its Scorecard debut as an Innovation Leader, earning high grades in most categories for its general openness to innovation.



At more than eight per 1,000 people, Latvia's annual new business entry rate rivals that of even some Innovation Champions. While the country has yet to produce a unicorn, the data visualization program Infogram started in the capital city of Riga in 2012. In 2017, Hungarian software company Prezi acquired Infogram, helping to solidify Latvia's innovation ambitions.

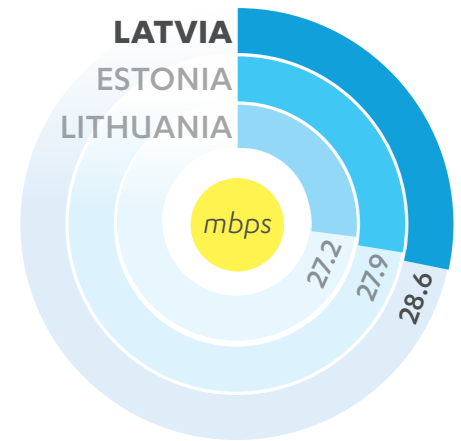
Despite Latvia's size, government programs such as a special tax regime for startups make it attractive to tech talent. Riga is a startup hot spot and hosts the annual Tech-Chill conference, drawing startups from across the region.

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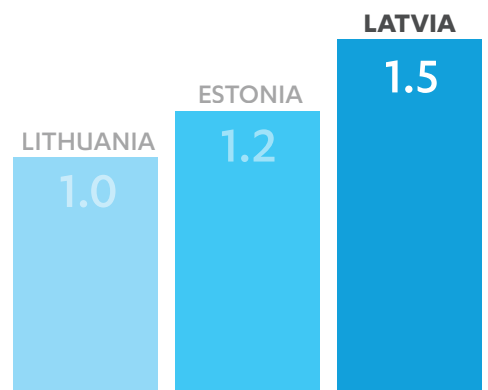
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Sources: (Wired) (Ministry of Economics) (Labs of Latvia) (Transportation Authority) (LSM)

## Mean Download Speed (Fixed & Mobile)



## Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



**Diversity**

Immigrants make up 13.2 percent of the population, the country is highly ethnically diverse and there is an above-average level of gender parity among workers ages 25-54.



**Entrepreneurial Activity**

The ease of starting a business in Latvia is high, and the new business entry rate is 8.04 per 1,000 people.



**Resilience**

Although the nation is relatively well-prepared to withstand an oil shock, its GDP is low and its economic centers are situated in areas with some risk from natural disasters.



**Tax Friendliness**

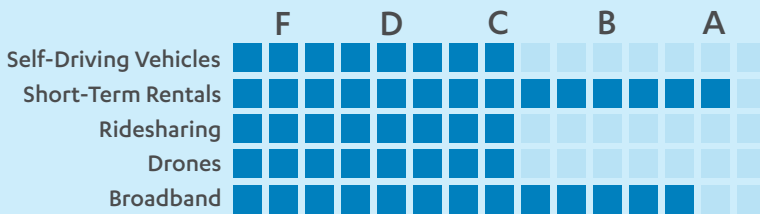
Streaming services are subject to tax. The corporate tax rate is 20 percent and the top individual tax rate is 31.4 percent.



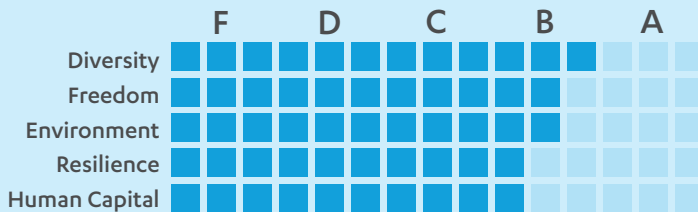
**Human Capital**

40 percent of Latvia's workers are highly skilled, and the country awarded 31.6 percent of its college degrees in STEM fields.

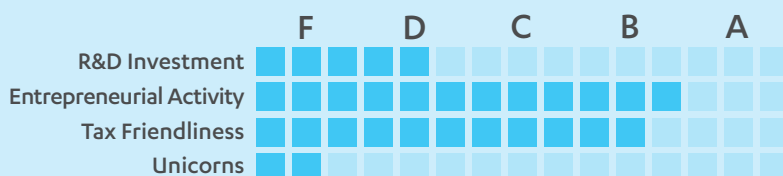
**Technology**



**Society**



**Economy**



**ABOUT THE SCORECARD**

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

**ABOUT CTA**

The Consumer Technology Association (CTA)<sup>™</sup> is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES<sup>®</sup>, the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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