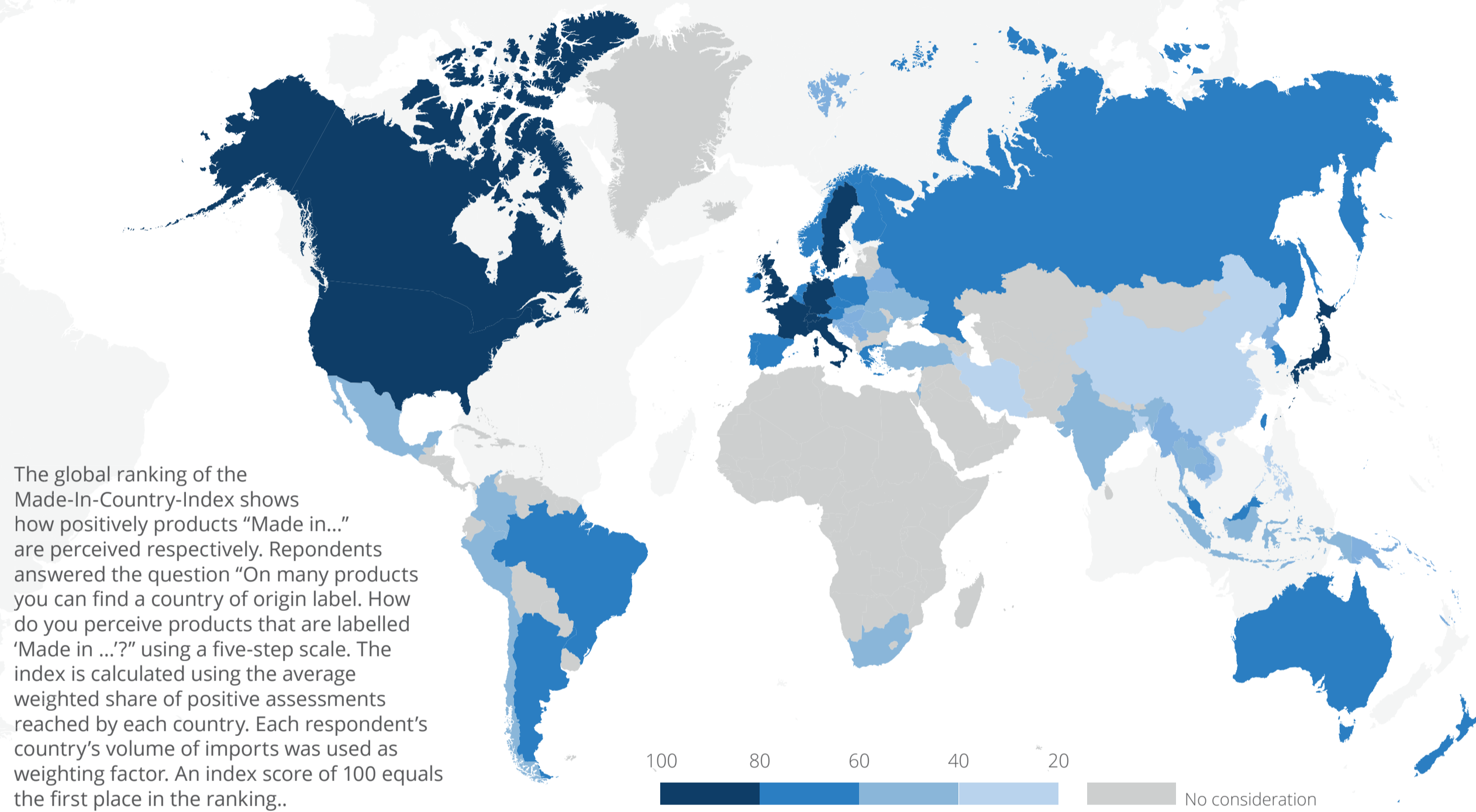


MADE-IN-COUNTRY-INDEX (MICI) 2017

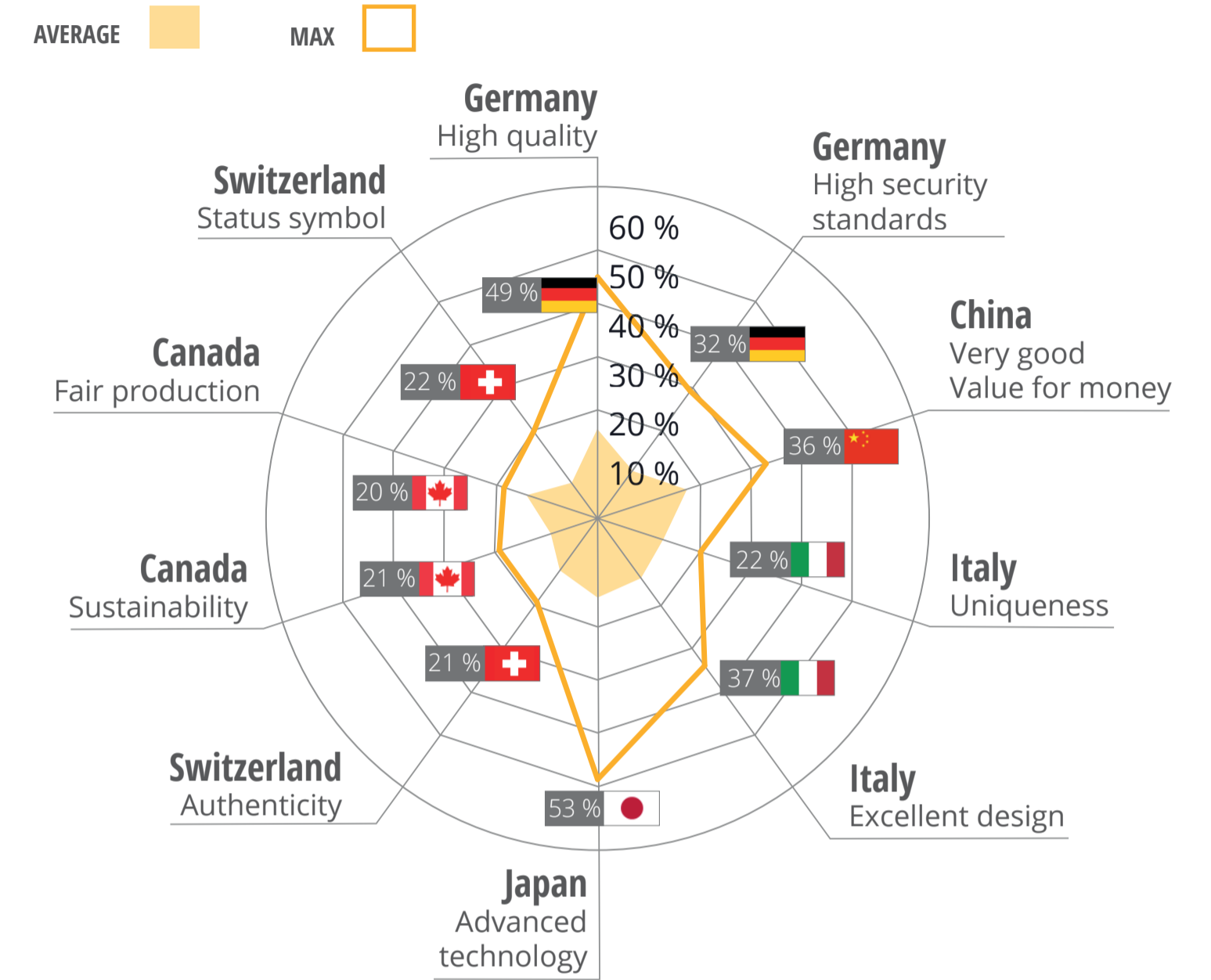
MADE-IN-COUNTRY-INDEX 2017 – OVERALL RANKING

Global comparison of country brand images



PERCEIVED PRODUCT ATTRIBUTES

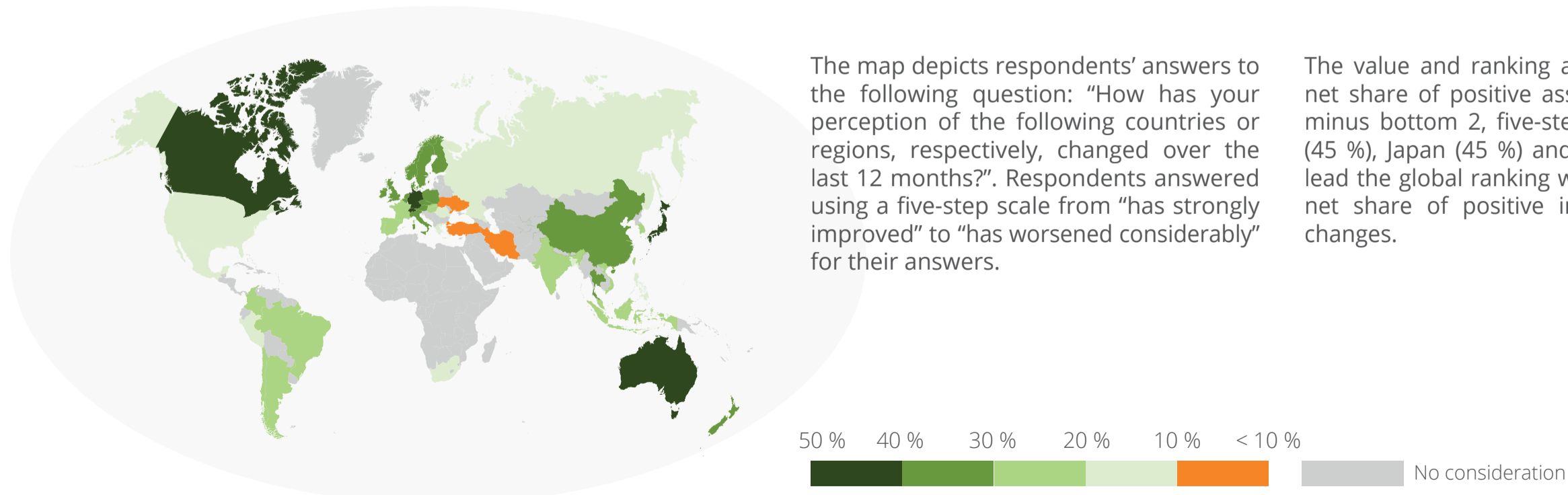
Highest ranking countries by product attribute



The chart depicts the highest scores achieved for each answer category of the question “Which attributes do you associate with products from ...?” by country. For example products from Germany are most often associated with the attributes of high quality (49%) and high security standards (32%) in the global comparison.

CHANGE IN COUNTRY IMAGE PERCEPTION

Change in country image perception over the past 12 months



OVERALL RANKING

Total number of received number-one rankings (of 52)

This figure shows all countries that ranked first (highest net share of positive assessments) in more than one country worldwide. Germany was ranked first thirteen times.

