



# Brasília

Global Business Cities 2025 report

August 2019

# Global Business Cities 2025

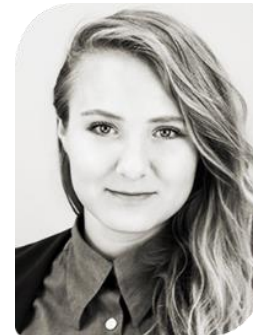
Dear Reader,

We hope that you will enjoy familiarizing yourself with this Global Business Cities 2025 report. We have carefully collected and analyzed data that provides you with a comprehensive and up-to-date impression of the city of your choice.

These reports cover 200 most important business cities from 73 countries and territories around the globe. The distribution of cities across the geographical regions and countries was based on their relative share of the global and regional economy. The individual cities included in this product were chosen based on their economic importance and geographical distribution.

Tytti Mälkki studied International Business and Politics in Copenhagen, São Paulo, and Beijing and has specialized in subnational econometric analysis. Tytti has been part of Statista since summer 2017 with prior experience in consulting and communications.

We wish you a valuable and insightful reading experience.



**Tytti Mälkki**

A handwritten signature of Tytti Mälkki in black ink, written in a cursive style.

# Global cities for business 2025

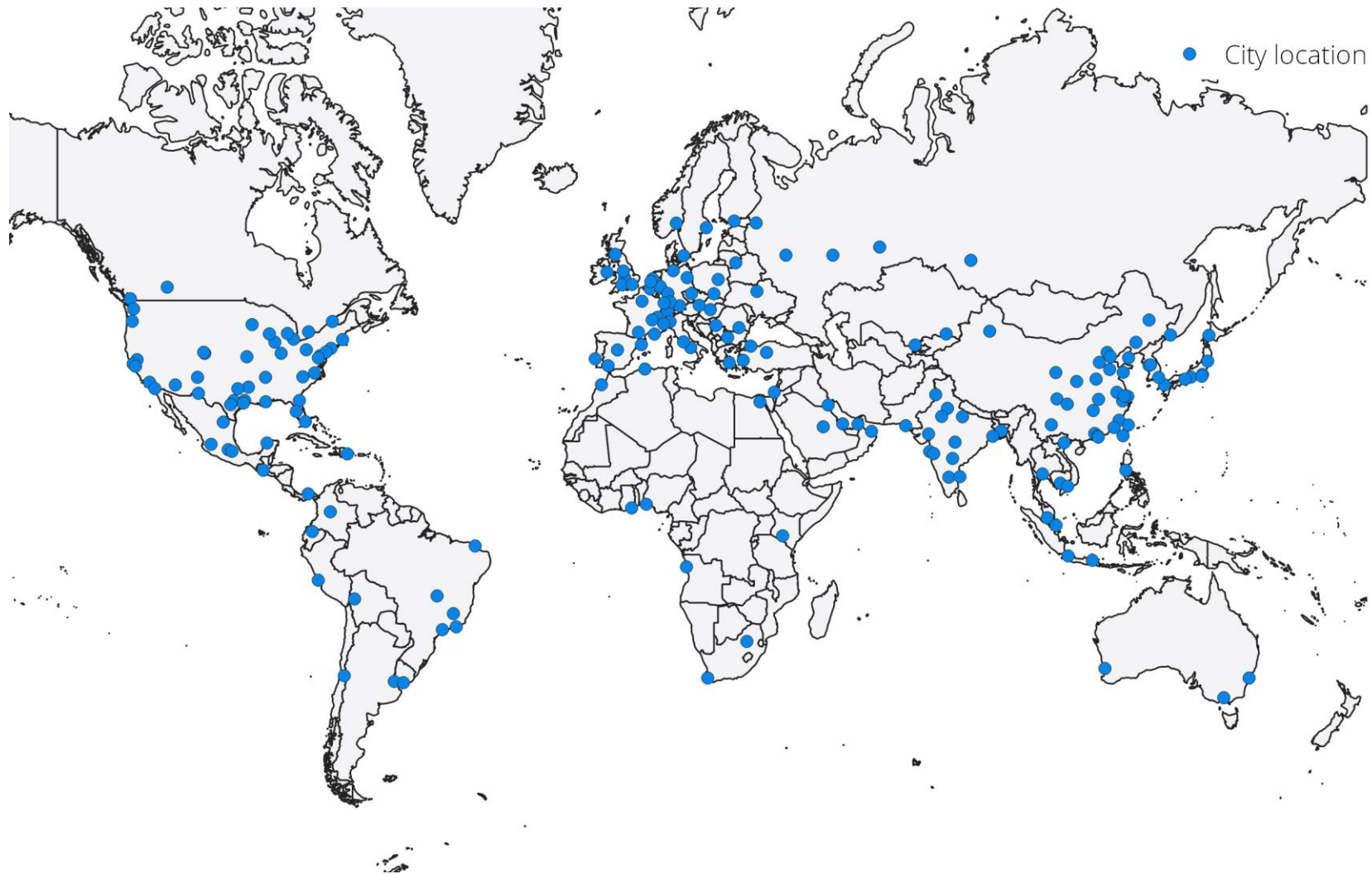
Urbanization has been identified as one of the megatrends shaping the economy and society globally. More than half of the world's population already lives in urban areas, and this proportion is expected to rise to over 65 percent by 2030. In addition, urban agglomerations are becoming larger in size. According to population projections there will be 49 cities with over 10 million inhabitants by 2025 and increasing number of these so-called megacities are in the South and East.

Not just people, but economic activities tend to concentrate in cities as more than 70 percent of world's Gross Domestic Product (GDP) is generated in cities. Cities are increasingly seen removed from their national context and considered more in relation to one another in a transnational network of central marketplaces and operational hubs. Both urbanization and the role of cities as economic powerhouses highlight the importance of taking a closer look at the aspects that are associated with cities that nurture businesses.

Environmental factors beyond just the population size and GDP measures determine how advantageous of a location a given city will be for business as companies cannot operate in a vacuum separated from the wider context of the economy and society. For this reason, these reports have identified, collected and analyzed a set of indicators connected to the attractiveness of a city from a global business perspective. This collection has been divided to conceptual chapters describing different sides of what makes a city into a good location choice from the perspective of business operations. The society chapter features information connected to institutional quality, the economy chapter emphasizes the economic strength and level of development, the operational environment focuses on infrastructure and logistics, while the charisma chapter highlights aspects reflecting cultural capital and social influence.

Based on the research conducted for the Global Business Cities 2025 ranking, these conceptual categories were mostly resonating with the results. Factors that were found most connected to the favorable business environment were quality of institutions supporting business activities, general quality of life in the city in terms of health and individual rights, soft power from connectedness and cultural capital, as well as importance of the market in terms of size of local economy and trade volume.

# Global Business Cities 2025



# Agenda

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- Transportation
- Social infrastructure

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- Culture
- Environment

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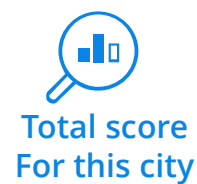
- Methodology
- Glossary
- Author

# INTRODUCTION



# Brasília ranked 164th out of 200 Global Business Cities 2025

## Global Business City 2025 results

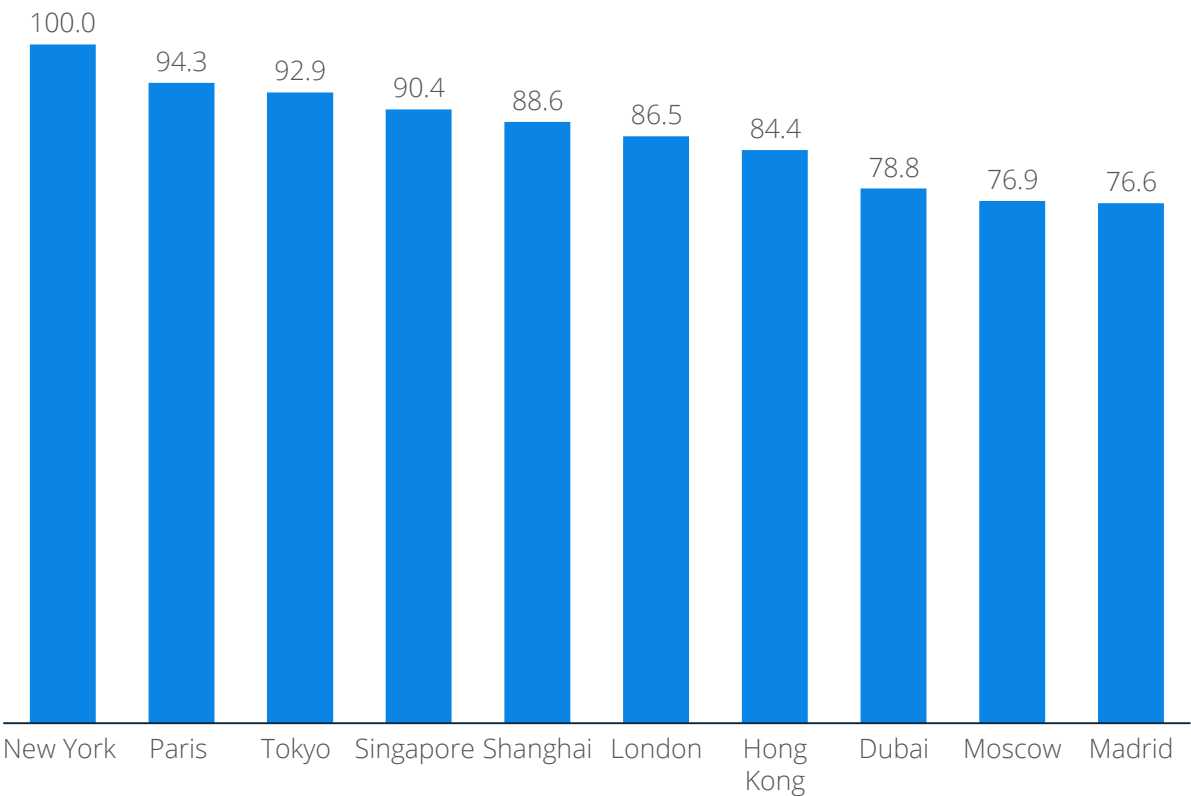


20.3



164th

## Top 10 cities in Global Business Cities 2025 index



# Global business Cities 2025 rankings (1/2)

#	City	Total score
1	New York	100.0
2	Paris	94.3
3	Tokyo	92.9
4	Singapore	90.4
5	Shanghai	88.6
6	London	86.5
7	Hong Kong	84.4
8	Dubai	78.8
9	Moscow	76.9
10	Madrid	76.6
11	Boston	76.4
12	Vienna	76.3
13	Oslo	75.9
14	Amsterdam	75.4
15	Athens	74.8
16	Shenzhen	74.2
17	Frankfurt	73.6
18	Chicago	73.3
19	Stockholm	72.3
20	Berlin	71.6
21	Brussels	71.3
22	Zürich	70.6
23	Helsinki	70.1
24	Munich	69.0
25	Lisbon	68.6

#	City	Total score
26	Sydney	68.4
27	Copenhagen	65.0
28	Hamburg	65.0
29	Barcelona	64.7
30	Toronto	63.9
31	Miami	61.1
32	Melbourne	60.4
33	Düsseldorf	60.4
34	Busan	60.4
35	Dublin	60.0
36	Istanbul	58.5
37	Taipei	58.4
38	Osaka	57.9
39	Budapest	57.7
40	Tel Aviv	57.1
41	São Paulo	57.0
42	Kuala Lumpur	56.1
43	Milan	55.9
44	Stuttgart	55.8
45	Jakarta	54.2
46	Sofia	54.0
47	Vilnius	53.2
48	Quito	53.2
49	Saint Petersburg	53.1
50	Seoul	52.4

#	City	Total score
51	Atlanta	52.3
52	Montréal	51.9
53	Perth	51.3
54	Bucharest	51.3
55	Buenos Aires	50.8
56	Calgary	50.5
57	Fukuoka	50.3
58	Dalian	50.2
59	Santiago	50.2
60	Warsaw	48.9
61	Prague	48.8
62	Mexico City	48.7
63	Guangzhou	48.2
64	Doha	48.2
65	Riyadh	47.8
66	Los Angeles	47.8
67	Muscat	47.5
68	Nagoya	47.3
69	Kuwait City	46.8
70	Tashkent	46.3
71	Belgrade	45.6
72	Kiev	45.4
73	Montevideo	45.1
74	Almaty	44.2
75	Santo Domingo	44.0

#	City	Total score
76	Ahmedabad	43.9
77	Algiers	41.9
78	Bogotá	41.6
79	San Francisco	41.0
80	Mumbai	40.9
81	Rome	40.9
82	La Paz	40.3
83	Luanda	40.2
84	Panama City	38.8
85	Minneapolis	38.6
86	Lima	38.3
87	Washington D.C.	37.2
88	Beijing	37.1
89	Denver	37.0
90	Cairo	36.6
91	Pittsburgh	36.0
92	Johannesburg	35.4
93	Seattle	35.3
94	Dallas	35.2
95	Karachi	34.4
96	Manchester	34.2
97	Ho Chi Minh City	34.1
98	Rotterdam	33.8
99	Portland	33.4
100	Accra	33.2

# Global business Cities 2025 rankings (2/2)

#	City	Total score
101	Geneva	33.1
102	Manila	33.0
103	Qingdao	33.0
104	Hangzhou	32.8
105	Kaohsiung	32.6
106	Lagos	32.6
107	Lahore	32.0
108	Dhaka	31.1
109	Cologne	30.4
110	Tampa	30.2
111	Baltimore	30.1
112	Tianjin	29.9
113	Hanoi	29.7
114	Strasbourg	29.6
115	Guadalajara	29.5
116	Phoenix	29.4
117	Kolkata	29.2
118	Phnom Penh	29.1
119	Honolulu	28.3
120	Auckland	28.3
121	Vancouver	28.1
122	Cleveland	27.1
123	Casablanca	26.6
124	Chengdu	26.5
125	Nairobi	26.5

#	City	Total score
126	Xiamen	26.4
127	Changsa	26.3
128	Sevilla	26.1
129	St. Louis	25.9
130	Naples	25.8
131	Charlotte	25.4
132	Incheon	25.4
133	Marseille	24.9
134	Kunming	24.7
135	Turin	24.3
136	Sapporo	24.2
137	Birmingham	24.2
138	Lyon	24.1
139	Xi'an	23.8
140	Rio de Janeiro	23.7
141	Philadelphia	23.7
142	Toulouse	23.5
143	Surabaya	23.5
144	Guatemala City	23.5
145	San Jose	23.4
146	Houston	23.3
147	Glasgow	23.2
148	Suzhou	22.9
149	Chongqing	22.9
150	Detroit	22.9

#	City	Total score
151	Bangkok	22.8
152	Novosibirsk	22.8
153	Bristol	22.7
154	San Diego	22.7
155	Kazan	22.4
156	Sacramento	22.2
157	Albuquerque	22.1
158	Nanjing	21.9
159	Wuhan	21.8
160	Yekaterinburg	21.4
161	Vladivostok	20.9
162	Monterrey	20.3
163	Columbus	20.3
164	Brasília	20.3
165	El Paso	20.3
166	Indianapolis	20.2
167	Delhi	19.9
168	Kansas City	19.7
169	Ankara	19.0
170	New Orleans	19.0
171	Zhengzhou	18.3
172	Sendai	18.3
173	Pune	18.2
174	Jacksonville	18.2
175	Yokohama	17.8

#	City	Total score
176	Austin	17.8
177	Nashville	17.7
178	Belo Horizonte	17.6
179	Krakow	17.3
180	Urumqi	17.2
181	Puebla	17.1
182	Harbin	16.6
183	Fuzhou	16.5
184	Shenyang	16.0
185	Mérida	15.7
186	Louisville	15.3
187	Jinan	15.1
188	Izmir	14.8
189	San Antonio	14.7
190	Lanzhou	14.5
191	Bangalore	14.2
192	Shijiazhuang	13.4
193	Lucknow	11.3
194	Memphis	9.8
195	Nagpur	9.2
196	Jaipur	8.6
197	Fortaleza	7.1
198	Cape Town	6.8
199	Hyderabad	2.9
200	Chennai	0

# Brazil

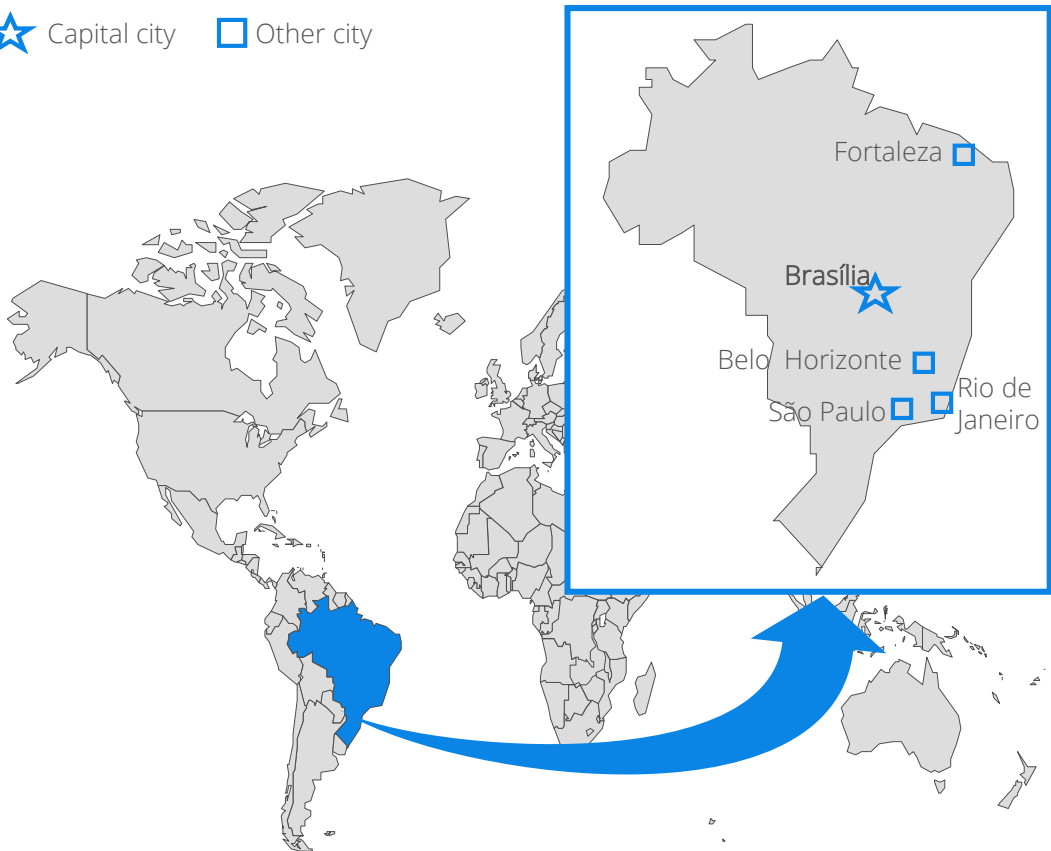


## General information:

<b>Capital:</b>	Brasilia
<b>Official language(s):</b>	Portuguese
<b>Main religion:</b>	Roman Catholic
<b>Main ethnic group:</b>	White
<b>Population:</b>	210,867,954
<b>Area:</b>	8,515,770 sq km
<b>- Population density:</b>	25.0 people per sq km
<b>Total real GDP<sup>1</sup> in 2018:</b>	US\$1,289.5bn
<b>- GDP<sup>1</sup> per capita:</b>	US\$6,164.04
<b>Corporate tax:</b>	24.9%
<b>Currency:</b>	Reals (BRL)
<b>- Exchange rate:</b>	USD/BRL = 3.60
<b>Time zone:</b>	UTC-3
<b>Calling code:</b>	+55

# Brasília

★ Capital city    □ Other city



## General information

- Population in 2019: 4.6 million
- Total population growth 2019-2025: 9.7%

## Economy

- City product: n.a.
- City product per capita: US\$15,747.2 PPP
- Number of tourists per year: 0.2 million
- Unemployment rate: 7.5%
- Poverty rate: n.a.

## Logistics

- International airport: Yes
- Harbour: No
- Airfreight: 49 thousand metric tons
- Shipping freight: n.a.
- Air passengers: 16.9 million

## Infrastructure

- Internet penetration: n.a.
- Stock exchange: No

## Quality of life

- Mean years of schooling<sup>1</sup>: 10.2
- Life expectancy at birth: n.a.
- Air pollution: 118 PM10 µg/m3 (annual mean)

1: Average number of completed years of education of population aged 25 years and older, excluding years spent repeating individual grades  
Note: World Health Organization (WHO) has set air quality guideline at 20.0 PM10 µg/m3 measured as annual mean. See appendix for definitions

Sources: [United Nations](#) 2018, Statista

# City orientation

## Airport information

Brasília–Presidente Juscelino Kubitschek International Airport (BSB),  
Brasília

- Distance to city center: 6 km
- Domestic connections: 35
- Total connections: 44

Other airports nearby<sup>1</sup>: Goiânia (GYN)



# Brazil sports 5 major airports – flight time from the U.S. ca. 11-17 hours

## Major airports in Brazil<sup>1</sup>

São Paulo–Guarulhos International Airport, Sao Paulo

- Airport code: GRU
- Distance to city center: 26 km

Brasília–Presidente Juscelino Kubitschek International Airport, Brasilia

- Airport code: BSB
- Distance to city center: 6 km

Galeão International Airport, Rio de Janeiro

- Airport code: GIG
- Distance to city center: 17 km

Tancredo Neves International Airport, Confins

- Airport code: CNF
- Distance to city center: 39 km

Viracopos International Airport, Campinas

- Airport code: VCP
- Distance to city center: 19 km

## Flight times from regional hubs in hours (no. of stops)<sup>2</sup>

Region	Hub	GRU	BSB	GIG	CNF	VCP
North America	New York City, the U.S. (JFK)	10:30 (0)	16:50 (1)	15:25 (1)	16:10 (1)	16:10 (1)
Latin America & Caribbean	São Paulo, Brazil (GRU)	0:00 (0)	1:35 (0)	1:05 (0)	1:10 (0)	NA
Europe & Central Asia	London, the UK (LHR)	11:45 (0)	13:30 (1)	11:45 (0)	13:30 (1)	17:15 (2)
East Asia & Pacific	Hong Kong, Hong Kong (HKG)	26:20 (1)	30:00 (2)	24:55 (1)	31:50 (2)	31:10 (3)
South Asia	Delhi, India (DEL)	20:10 (1)	23:05 (2)	22:55 (2)	23:05 (2)	28:15 (3)
Middle East & North Africa	Dubai, the UAE (DXB)	14:55 (0)	24:35 (2)	14:20 (0)	21:00 (1)	25:25 (2)
Sub-Saharan Africa	Johannesburg, South Africa (JNB)	10:30 (0)	16:50 (1)	15:25 (1)	16:10 (1)	41:30 (3)

1: Busiest airports by number of Passengers-Infraero Aeroportos 2: Most direct and fastest routes are considered. Flight times for 17th July 2019-Google Flights

Note: Distances to city center are based on the shortest route calculated by Google Maps and rounded to full kilometers

Sources: Google Flights, Google Maps

# Executive summary (1/2)

## Society

- This city is growing faster than the other cities in this region on average
- The level of English proficiency is low in this country
- Inhabitants in this city have 1.0 years less education than in the regional high performer
- In 'control on corruption' Brazil is 52.4 points behind regional high performer
- This city is considered more dangerous than average for this region

## Economy

- The total population was smaller and the city GDP lower in this city compared to general region
- The city GDP per capita in this city was US\$15,747.2, while it was US\$32,195.2 in regional high-performer
- It takes 79.5 days to start a business in Brazil compared to 5.6 days in the U.S.
- Cost of living was higher than in this region in general
- At US\$957, the average rent in this city was US\$574 lower than the highest for this region

# Executive summary (2/2)

## Operational Environment

- The internet penetration in this region is on average 47.6%
- This city does not have a stock exchange
- The lower than average rate of congestion is paired with higher population growth
- The regional average for shipping freight volume was 0.8 mTEU
- The density of universities in this city was lower than regional average

## Charisma

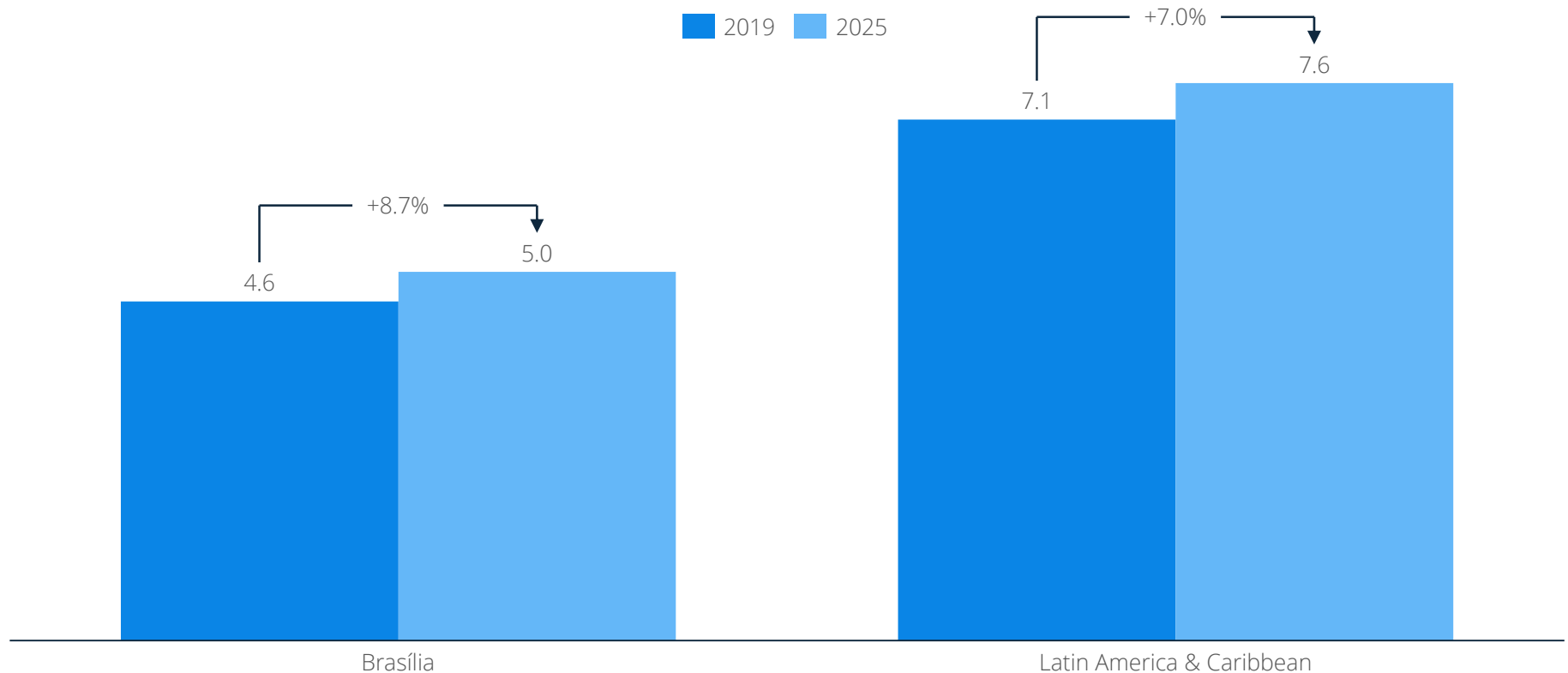
- Brasília was less popular on Instagram than cities in this region
- The average number of museums in this region is 51.1
- There are 50 embassies or consulates in this city
- In a year, there were 0 days under 0°C and 68 days above 30°C in this city
- At 118 µg/m<sup>3</sup>, the air pollution concentration was 490% higher than the WHO guideline

**SOCIETY**



# This city is growing faster than the other cities in this region on average

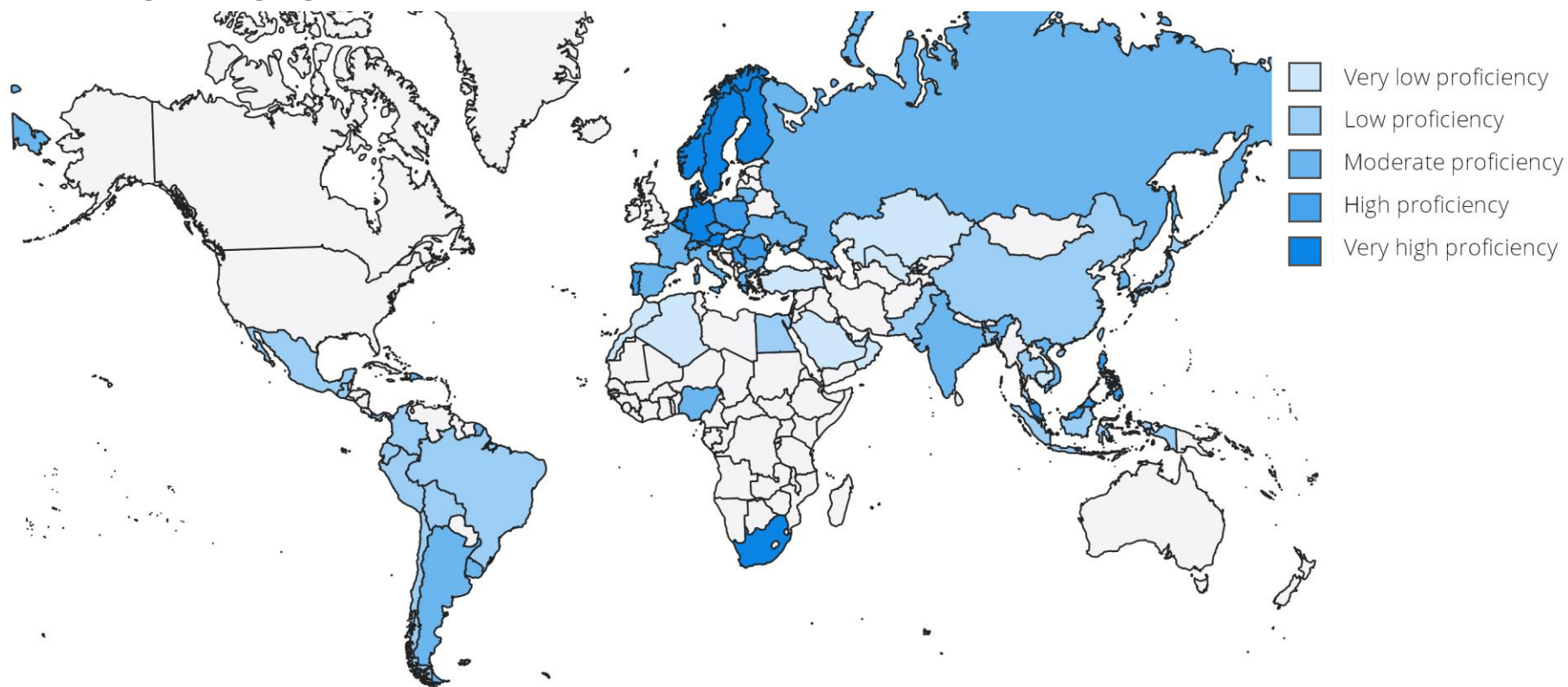
Population in millions in this city and on average for this region



Note: Regional average based on cities in this region covered by Global Business Cities 2025 reports  
Sources: [United Nations](#) 2018, Statista 2019

# The level of English proficiency is low in this country

Level of English language skills in 2018

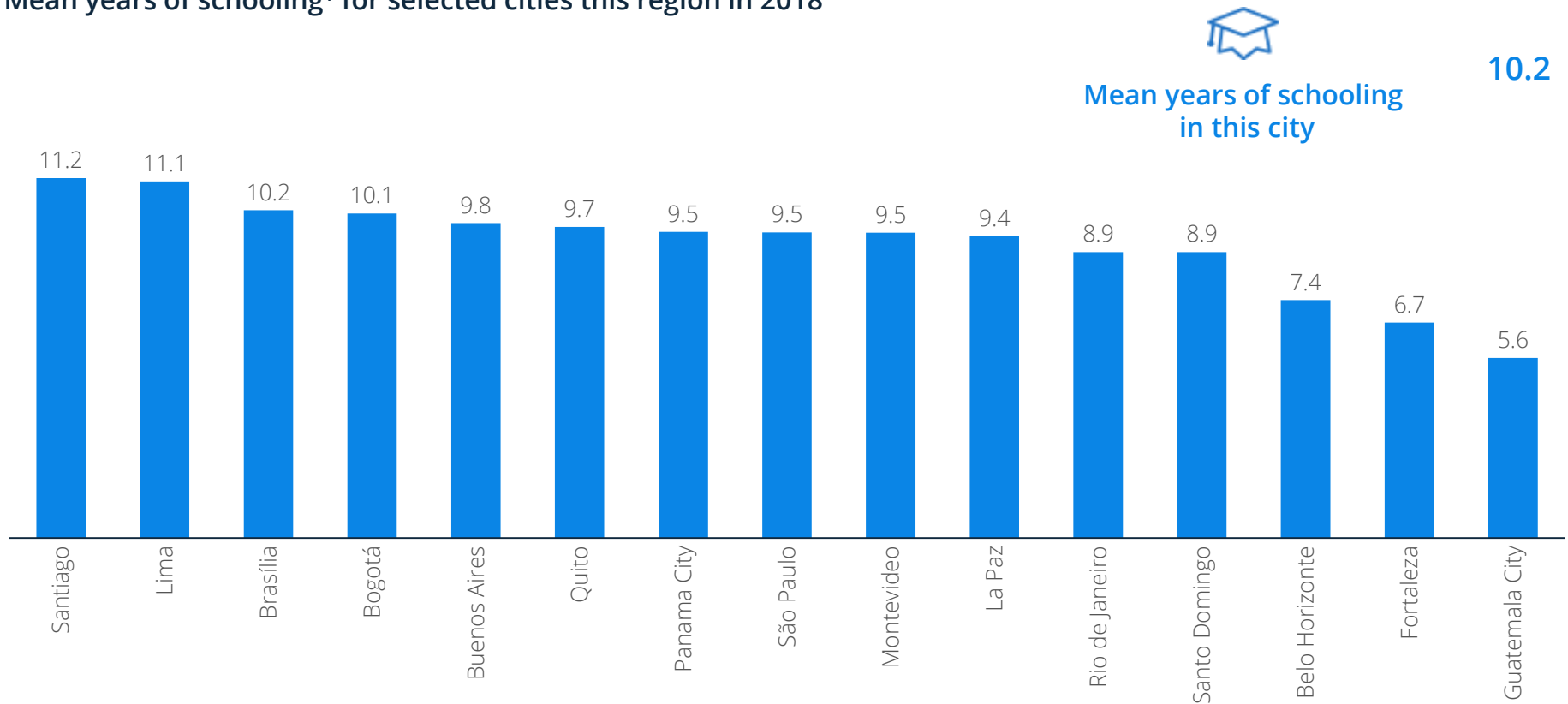


Note: The levels are based on index values divided between very low (39.6-48.4), low (48.5-52.4), moderate (52.5-57.4), high (57.5-62.9), and very high (63.0-71.0)

Sources: EF 2018

# Inhabitants in this city have 1.0 years less education than in the regional high performer

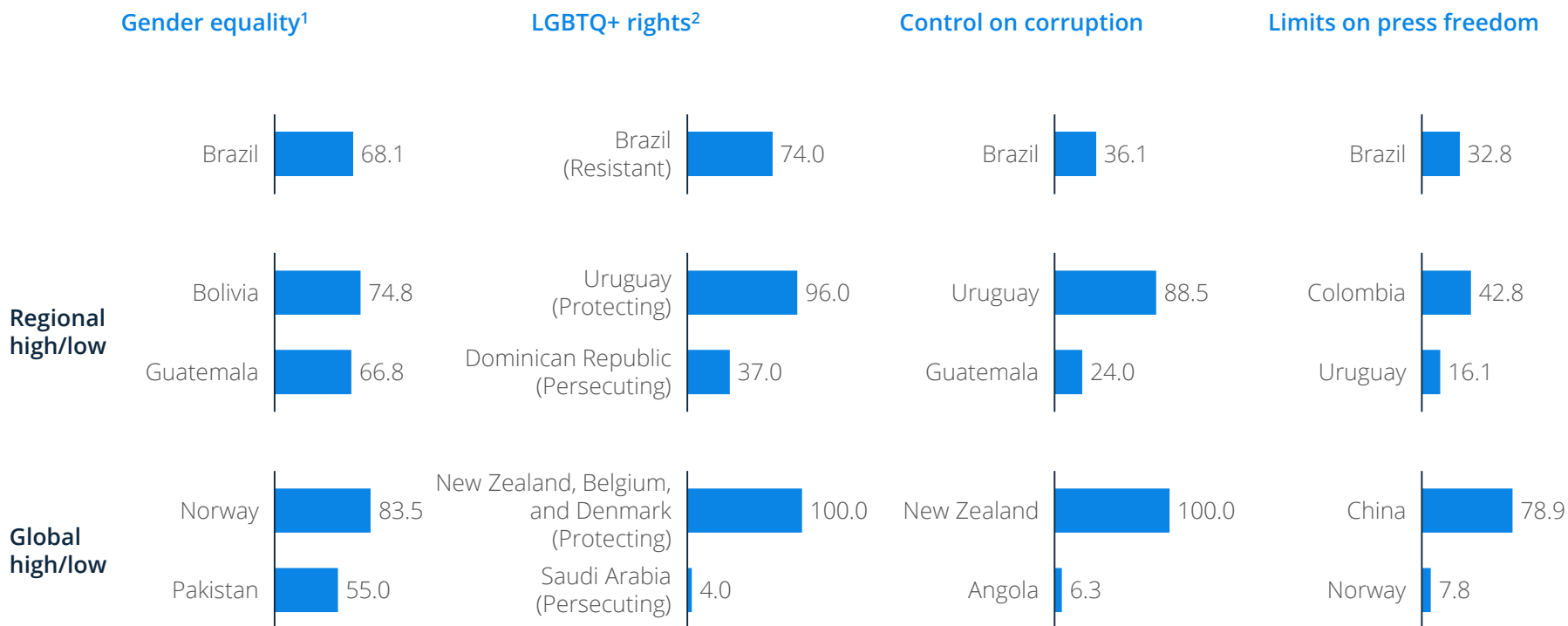
Mean years of schooling<sup>1</sup> for selected cities this region in 2018



<sup>1</sup>: Average number of completed years of education of population aged 25 years and older, excluding years spent repeating individual grades  
Sources: Statista 2019

# In 'control on corruption' Brazil is 52.4 points behind regional high performer

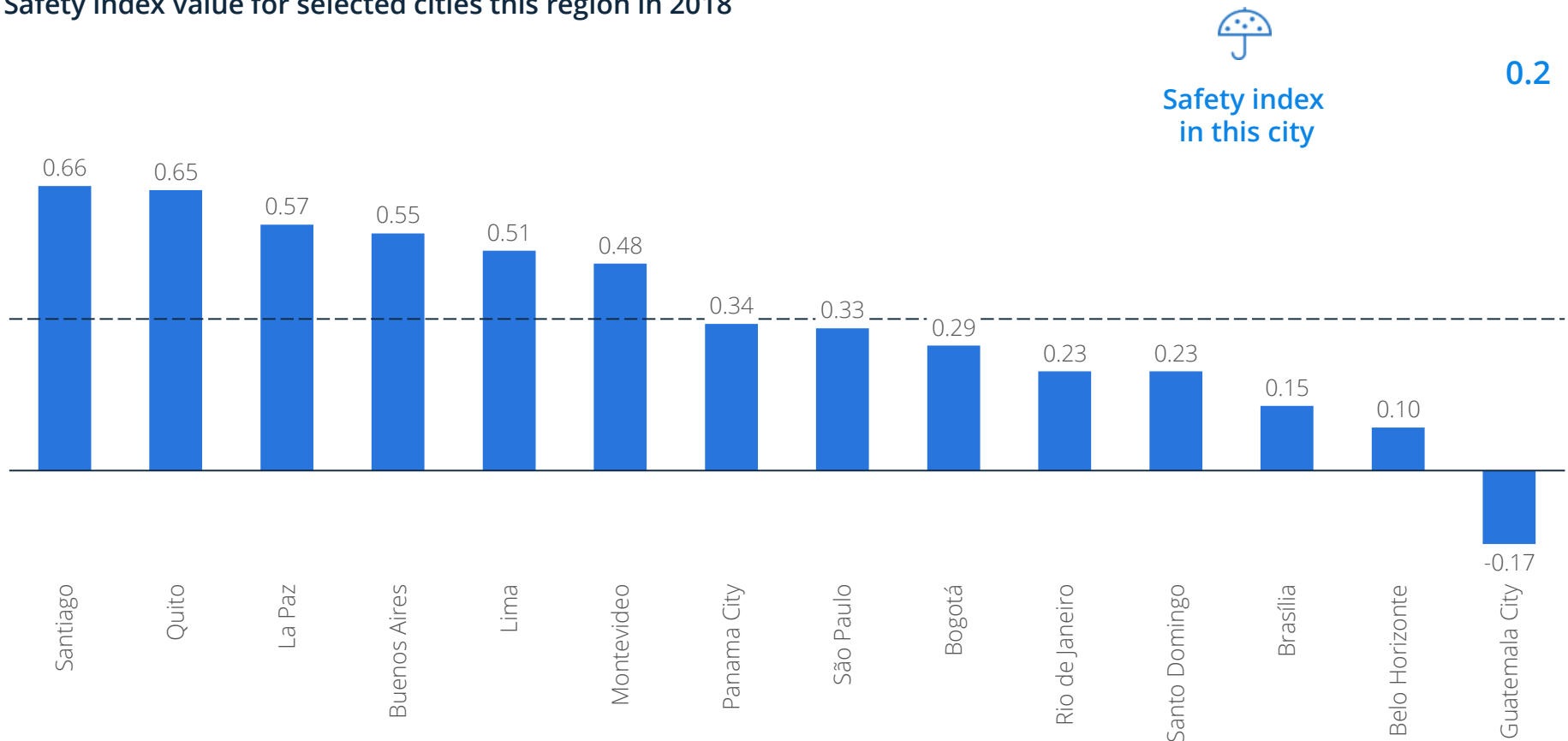
Comparison of country and territory scores to highest and lowest scores in the region and worldwide in 2019



1: Index values transformed from 0-1 scale to 0-100 2: Values in percentage. The categorization is grouped as follows: 0-59% for persecuting countries, 60-69% for intolerant countries, 70-79% resistant countries, 80-89% for tolerant countries, and 90-100% for protecting countries  
Sources: [World Economic Forum](#) 2018, [Franklin&Marshall College](#) 2019, [World Bank](#) 2019, [Reporters without Borders](#) 2019

# This city is considered more dangerous than average for this region

Safety index value for selected cities this region in 2018



# Life expectancy at birth (1/2)

#	City	Years
1	Hong Kong <sup>1</sup>	84.7
2	Seoul	84.1
3	Fukuoka <sup>1</sup>	84.1
4	Nagoya <sup>1</sup>	84.1
5	Sapporo <sup>1</sup>	84.1
6	Sendai <sup>1</sup>	84.1
7	Yokohama <sup>1</sup>	84.1
8	Madrid	84.0
9	Geneva <sup>1</sup>	83.6
10	Paris	83.6
11	Toulouse	83.6
12	Sevilla <sup>1</sup>	83.3
13	Naples <sup>1</sup>	83.2
14	Rome <sup>1</sup>	83.2
15	Turin <sup>1</sup>	83.2
16	Lyon	83.1
17	Tokyo	83.0
18	Milan	82.9
19	Zürich	82.9
20	Barcelona	82.7
21	Osaka	82.7
22	Tel Aviv <sup>1</sup>	82.6
23	Perth <sup>1</sup>	82.5
24	Calgary <sup>1</sup>	82.5
25	Vancouver <sup>1</sup>	82.5

#	City	Years
26	Incheon	82.4
27	Melbourne	82.4
28	Marseille	82.3
29	Stockholm	82.2
30	Singapore	82.1
31	Strasbourg	82.1
32	Sydney	82.0
33	Busan	81.9
34	Stuttgart	81.8
35	Toronto	81.8
36	Oslo	81.7
37	Auckland <sup>1</sup>	81.7
38	San Jose	81.6
39	Rotterdam <sup>1</sup>	81.6
40	Montreal	81.5
41	London	81.4
42	Munich	81.4
43	Frankfurt	81.2
44	Miami	81.2
45	Los Angeles	81.1
46	San Diego	81.1
47	Dublin	81.0
48	Helsinki	80.9
49	San Francisco	80.9
50	Amsterdam	80.8

#	City	Years
51	Berlin	80.8
52	Bristol	80.7
53	Lisbon	80.7
54	Hamburg	80.6
55	Athens	80.5
56	Boston	80.5
57	New York	80.5
58	Washington D.C.	80.5
59	Brussels	80.4
60	Düsseldorf	80.4
61	Cologne	80.4
62	Kaohsiung <sup>1</sup>	80.4
63	Taipei <sup>1</sup>	80.4
64	Portland	80.1
65	Atlanta	80.0
66	Vienna	80.0
67	Austin	80.0
68	Birmingham	79.8
69	Santiago <sup>1</sup>	79.7
70	Dallas	79.7
71	Denver	79.7
72	Seattle	79.7
73	Copenhagen	79.6
74	Minneapolis	79.6
75	Phoenix	79.6

#	City	Years
76	Lima	79.5
77	Sacramento	79.5
78	Prague <sup>1</sup>	79.5
79	Manchester	79.4
80	New Orleans	79.4
81	Charlotte	79.3
82	Houston	79.2
83	El Paso	79.1
84	Chicago	79.0
85	Cleveland	78.9
86	Pittsburgh	78.9
87	Tianjin	78.9
88	Tampa	78.8
89	Jacksonville	78.7
90	Philadelphia	78.7
91	Memphis	78.6
92	Panama City	78.6
93	Kansas City	78.4
94	Nashville	78.4
95	St. Louis	78.4
96	Doha <sup>1</sup>	78.3
97	Albuquerque	78.3
98	Columbus	78.2
99	Honolulu	78.2
100	Bogotá	78.0

# Life expectancy at birth (2/2)

#	City	Years
101	San Antonio	78.0
102	Louisville	77.9
103	Krakow <sup>1</sup>	77.9
104	Detroit	77.7
105	Hangzhou	77.7
106	Montevideo <sup>1</sup>	77.6
107	Indianapolis	77.6
108	Dubai <sup>1</sup>	77.4
109	Mexico City <sup>1</sup>	77.3
110	Quito	77.3
111	Muscat <sup>1</sup>	77.3
112	Buenos Aires	77.2
113	Warsaw	77.2
114	Shijiazhuang	77.0
115	Moscow	76.8
116	Baltimore	76.6
117	Nanjing	76.6
118	Suzhou	76.6
119	Budapest	76.5
120	Guangzhou	76.5
121	Jinan	76.5
122	Qingdao	76.5
123	Shenzhen	76.5
124	Dalian	76.4
125	Shenyang	76.4

#	City	Years
126	São Paulo	76.3
127	Algiers <sup>1</sup>	76.3
128	Belgrade <sup>1</sup>	76.1
129	Ankara <sup>1</sup>	76.0
130	Istanbul <sup>1</sup>	76.0
131	Izmir <sup>1</sup>	76.0
132	Glasgow	76.0
133	Harbin	76.0
134	Fuzhou	75.8
135	Ho Chi Minh City	75.8
136	Xiamen	75.8
137	Belo Horizonte <sup>1</sup>	75.7
138	Brasília <sup>1</sup>	75.7
139	Rio de Janeiro <sup>1</sup>	75.7
140	Chongqing	75.7
141	Monterrey	75.6
142	Saint Petersburg	75.5
143	Kuala Lumpur <sup>1</sup>	75.5
144	Beijing	75.4
145	Shanghai	75.4
146	Bucharest <sup>1</sup>	75.3
147	Mérida	75.3
148	Guadalajara	75.2
149	Hanoi	74.9
150	Wuhan	74.9

#	City	Years
151	Sofia <sup>1</sup>	74.8
152	Kuwait City <sup>1</sup>	74.8
153	Chengdu	74.8
154	Riyadh <sup>1</sup>	74.7
155	Changsha	74.7
156	Xi'an	74.7
157	Vilnius <sup>1</sup>	74.7
158	Zhengzhou	74.6
159	Kazan	74.5
160	Puebla	74.5
161	Bangkok	74.4
162	Fortaleza	74.4
163	Santa Domingo <sup>1</sup>	74.0
164	Almaty <sup>1</sup>	73.0
165	Dhaka <sup>1</sup>	72.8
166	Urumqi	72.4
167	Lanzhou	72.2
168	Novosibirsk	72.2
169	Kiev <sup>1</sup>	71.8
170	Cairo <sup>1</sup>	71.7
171	Tashkent <sup>1</sup>	71.4
172	Yekaterinburg	71.4
173	Guatemala City	71.3
174	Vladivostok	71.0
175	Jakarta	70.8

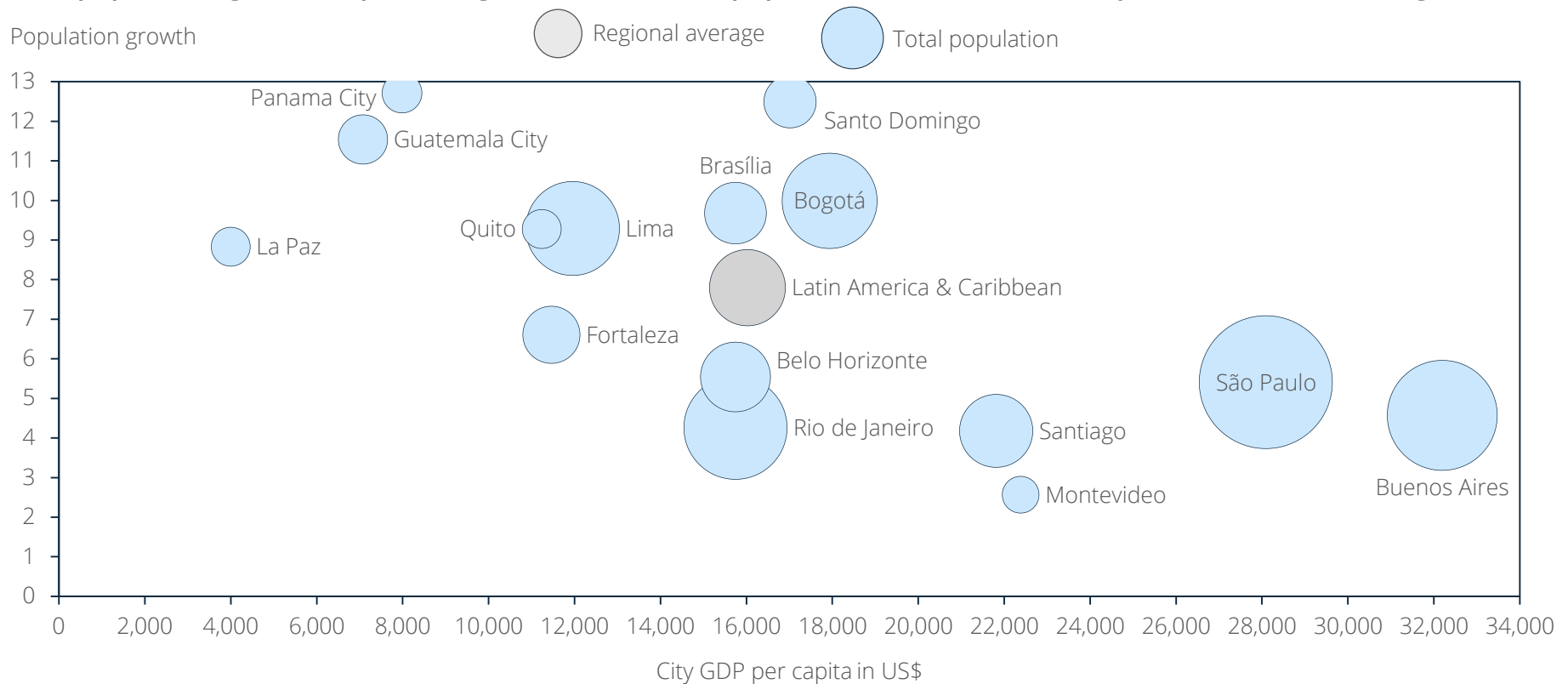
#	City	Years
176	Casablanca	70.2
177	Kunming	69.5
178	La Paz <sup>1</sup>	69.5
179	Surabaya <sup>1</sup>	69.4
180	Phnom Penh <sup>1</sup>	69.3
181	Manila <sup>1</sup>	69.2
182	Ahmedabad <sup>1</sup>	68.8
183	Bangalore <sup>1</sup>	68.8
184	Chennai <sup>1</sup>	68.8
185	Delhi <sup>1</sup>	68.8
186	Hyderabad <sup>1</sup>	68.8
187	Jaipur <sup>1</sup>	68.8
188	Kolkata <sup>1</sup>	68.8
189	Lucknow <sup>1</sup>	68.8
190	Mumbai <sup>1</sup>	68.8
191	Nagpur <sup>1</sup>	68.8
192	Pune <sup>1</sup>	68.8
193	Karachi <sup>1</sup>	66.6
194	Lahore <sup>1</sup>	66.6
195	Luanda <sup>1</sup>	61.8
196	Nairobi	61.7
197	Accra	61.6
198	Cape Town	56.7
199	Johannesburg	56.7
200	Lagos	51.0

**ECONOMY**



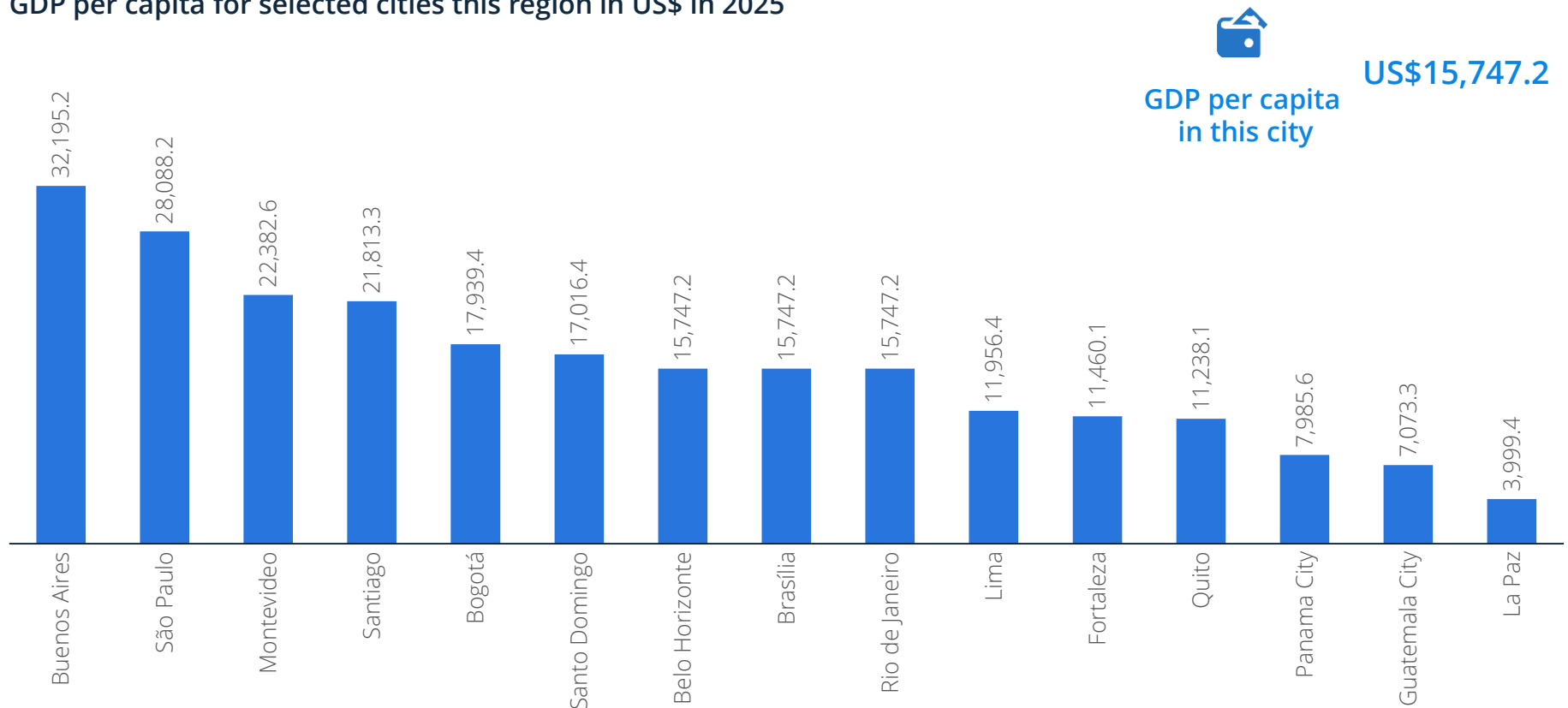
# The total population was smaller and the city GDP lower in this city compared to general region

**Total population growth in percentage 2019-2025, total population in millions and City GDP in 2025 in the region**



The city GDP per capita in this city was US\$15,747.2, while it was US\$32,195.2 in regional high-performer

GDP per capita for selected cities this region in US\$ in 2025



It takes 79.5 days to start a business in Brazil compared to 5.6 days in the U.S.

## Business administration



		Time needed to start a business <sup>1</sup>	Time needed to register property	Time needed to fulfill tax requirements	Time needed to resolve insolvency <sup>1</sup>
Brazil		79.5 days	31.4 days	1958 hours	4.0 years
The U.S.		5.6 days	15.2 days	175 hours	1.0 years

## Delivery



		Time needed to export <sup>1</sup>	Time needed to import <sup>1</sup>	Efficiency of customs clearance <sup>1</sup>
Brazil		13.4 days	17 days	2.5
The U.S.		6 days	5.4 days	3.7

# International hotel chains are not represented in Brasília


General information: Global services (1/2)

## Presence of hotel restaurant chains

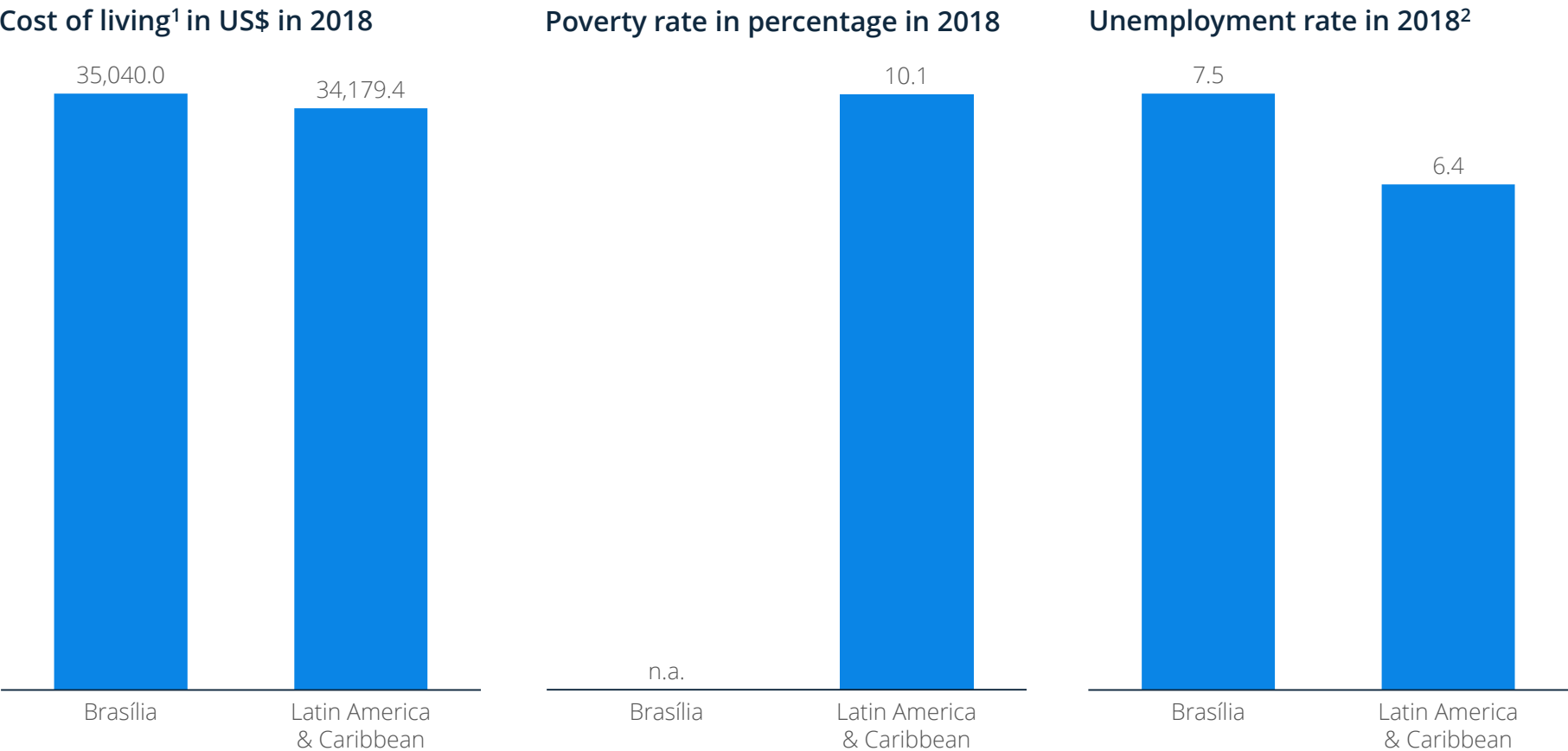
International hotel chains	Hotel presence	International hotel chains	Hotel presence
	x		x
	x		x
	x		x
	x		x
	x		x

# In Brasília, international restaurant chains have a strong presence

## Presence of international restaurant chains

International restaurant chains	Restaurant presence	International restaurant chains	Restaurant presence
	✗		✗
	✓		✓
	✗		✓
	✓		✓
	✓		✗

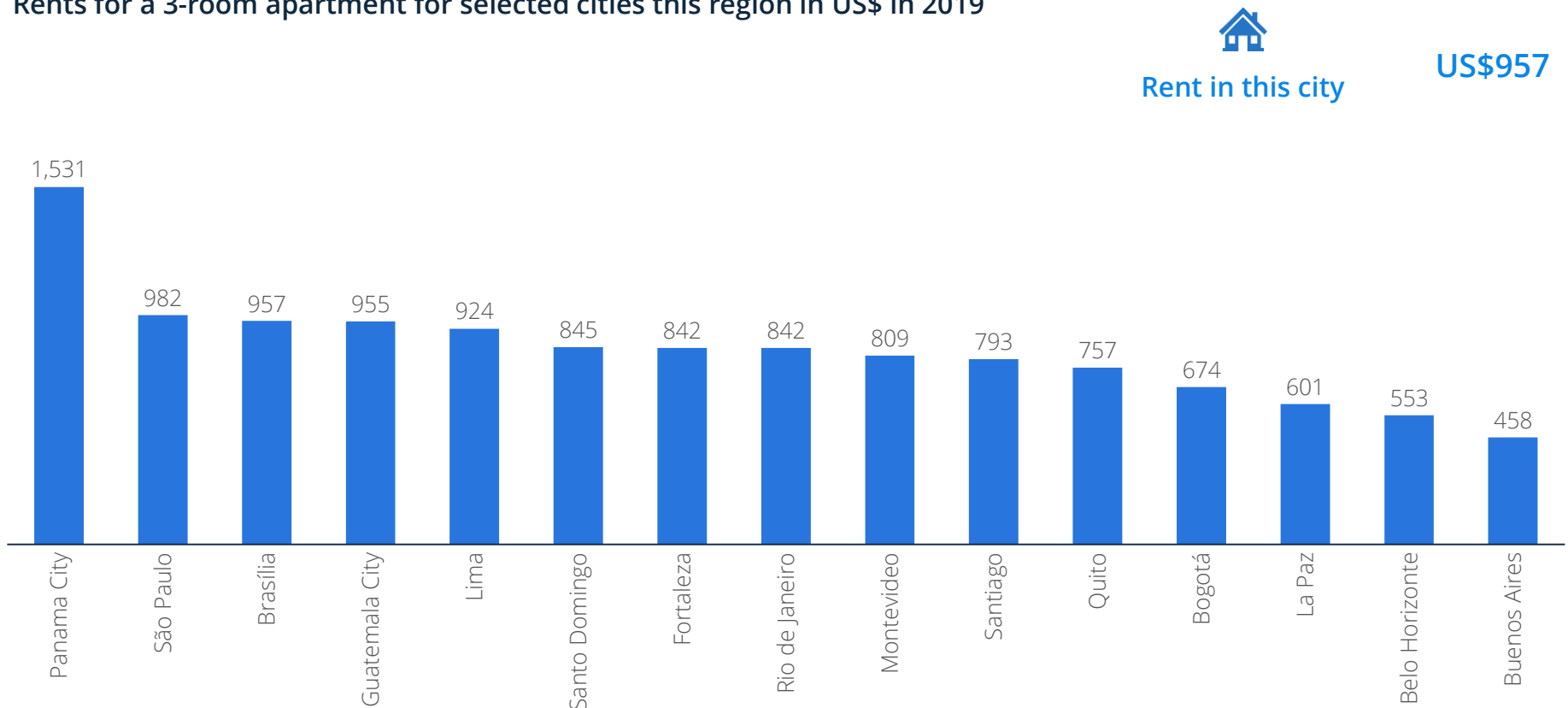
# Cost of living was higher than in this region in general



1: See glossary for definitions 2: In percentage  
Note: Cost of living based on a fairly affluent family of three with two adults and one child studying at a university. Regional average based on cities in this region covered by Global Business Cities 2025 reports  
Sources: [STC](#) 2018, Statista 2019

At US\$957, the average rent in this city was US\$574 lower than the highest for this region

Rents for a 3-room apartment for selected cities this region in US\$ in 2019

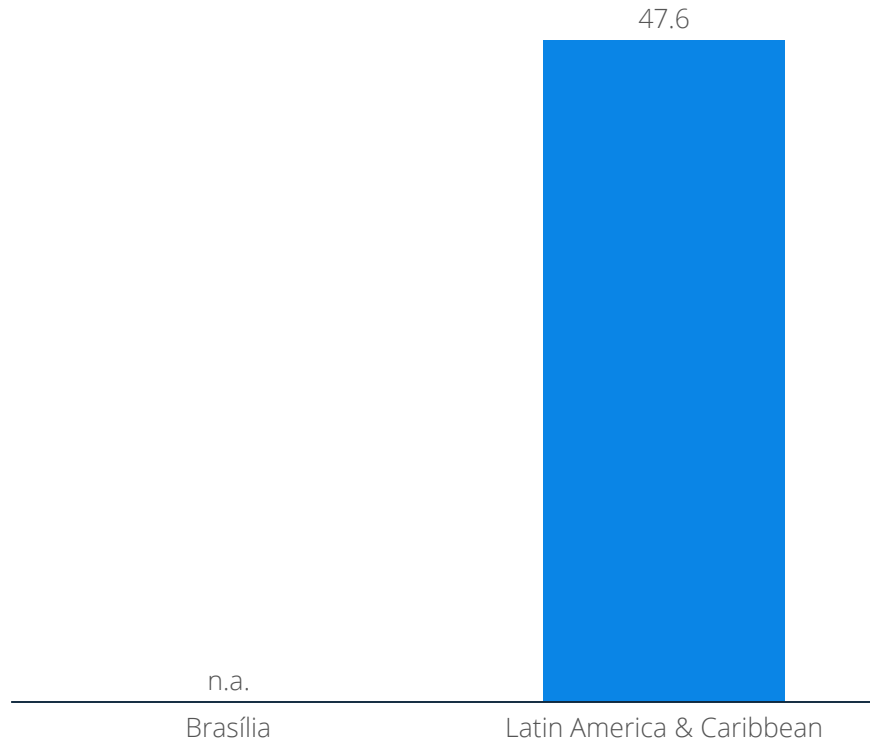


# **OPERATIONAL ENVIRONMENT**

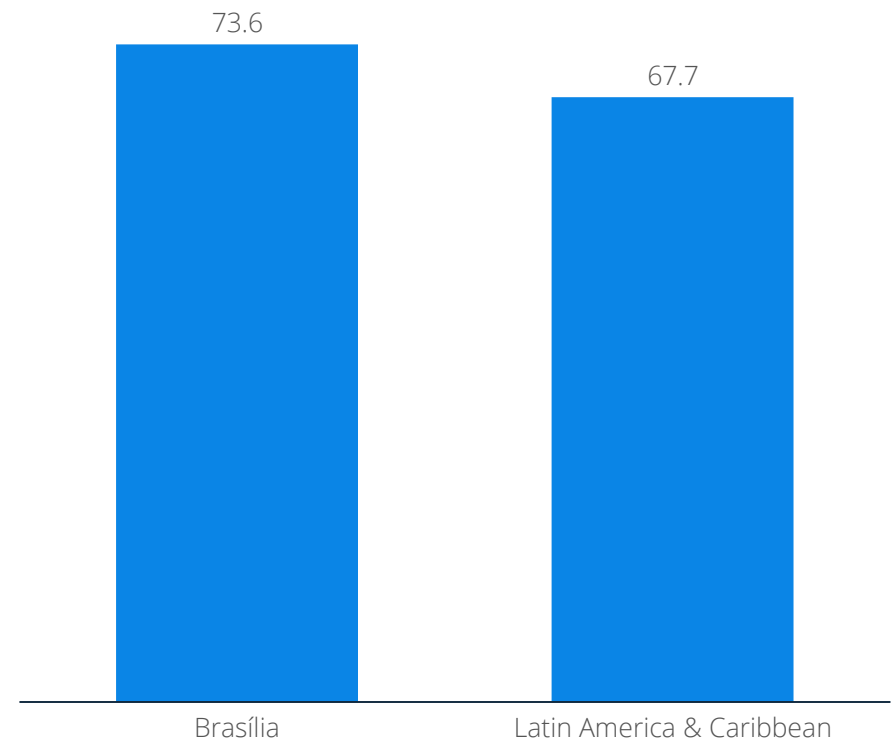


# The internet penetration in this region is on average 47.6%

Internet penetration in percentage



Smartphone penetration in percentage in 2025<sup>1</sup>



1: Country level data

Note: Regional average based on cities in this region covered by Global Business Cities 2025 reports

Sources: Statista 2019, [Statista Digital Market Outlook](#) 2019

# This city does not have a stock exchange

## Stock exchange locations



# Uber, Cabify, and 99 are ride-hailing apps used in Brasília

## Ride-hailing apps in this city

Uber



 cabify



**99**  
TAXIS



## Public transportation options available



Bus



Ferry



Train



Tram / Metro

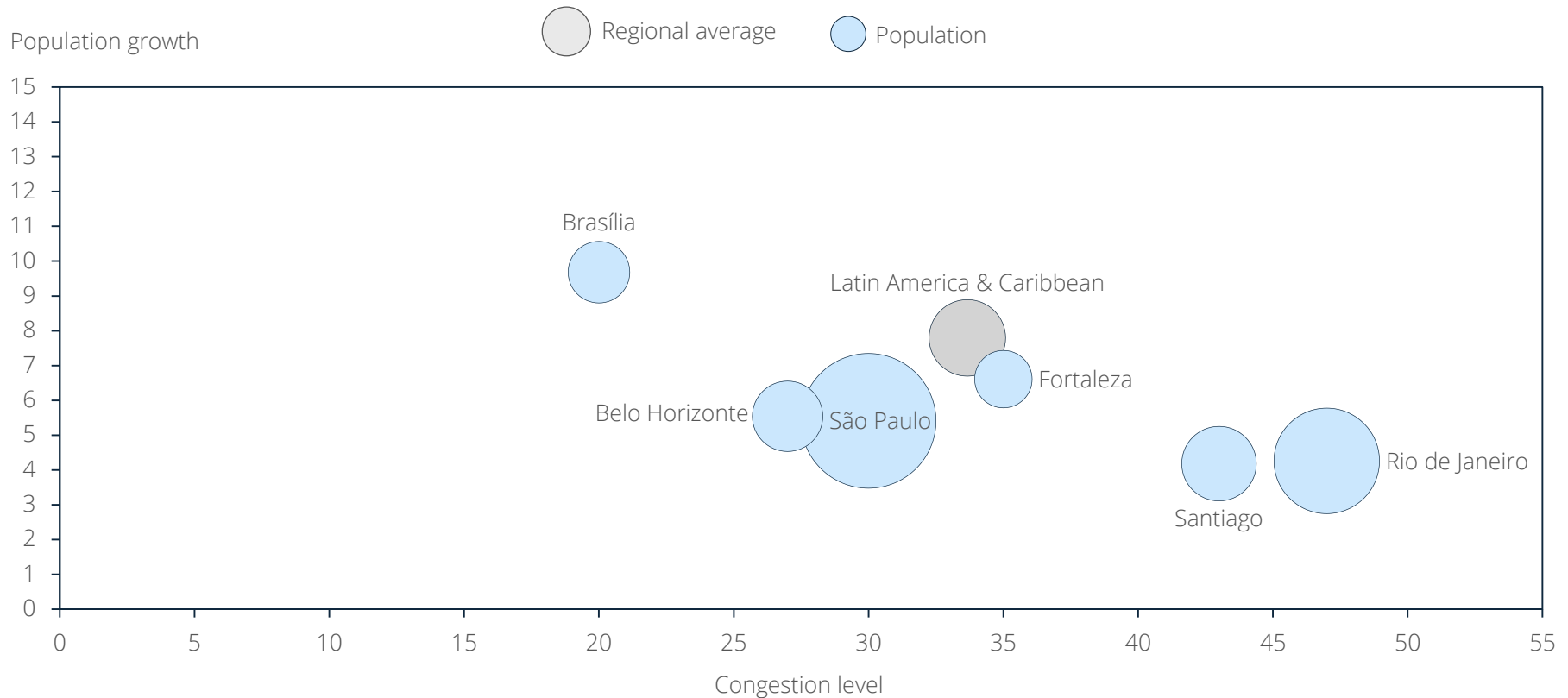


Bike-sharing



# The lower than average rate of congestion is paired with higher population growth

**Congestion level<sup>1</sup>, population in millions in 2019 and population growth 2019-2025 in this region**



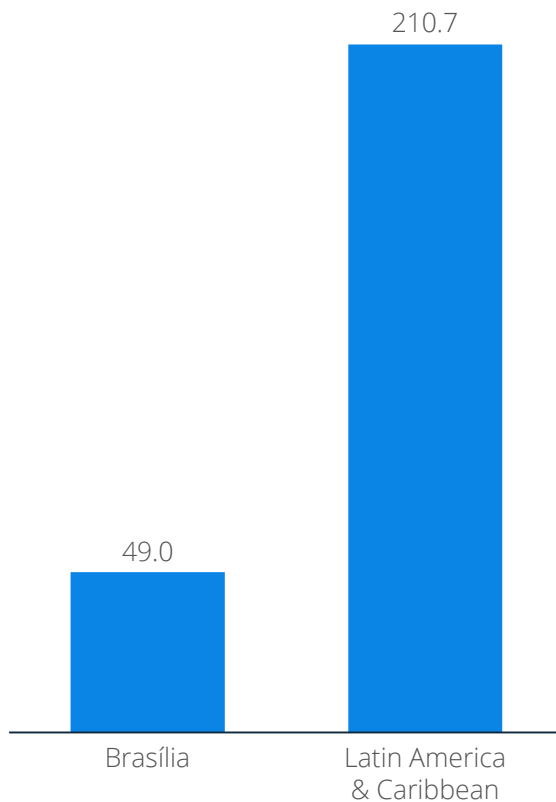
1: See glossary for definitions

Note: Regional average based on cities in this region covered by Global Business Cities 2025 reports

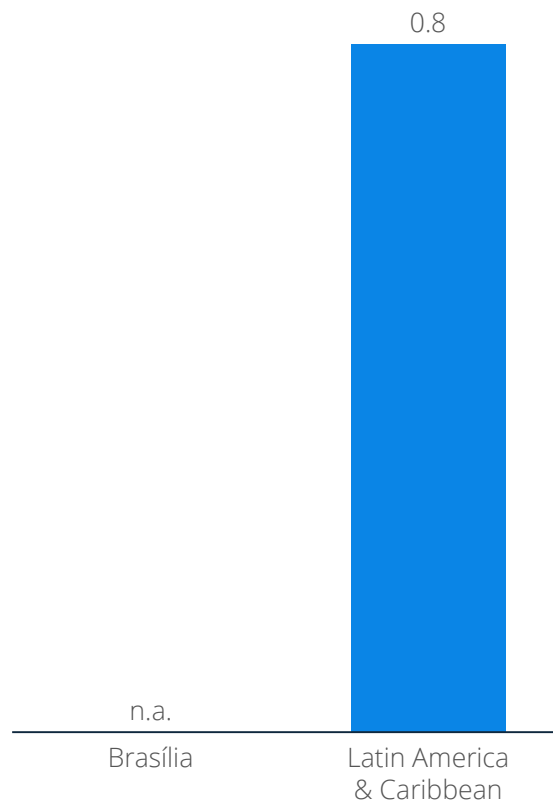
Sources: [TomTom](#) 2018, [United Nations](#) 2018, Statista 2019

# The regional average for shipping freight volume was 0.8 mTEU

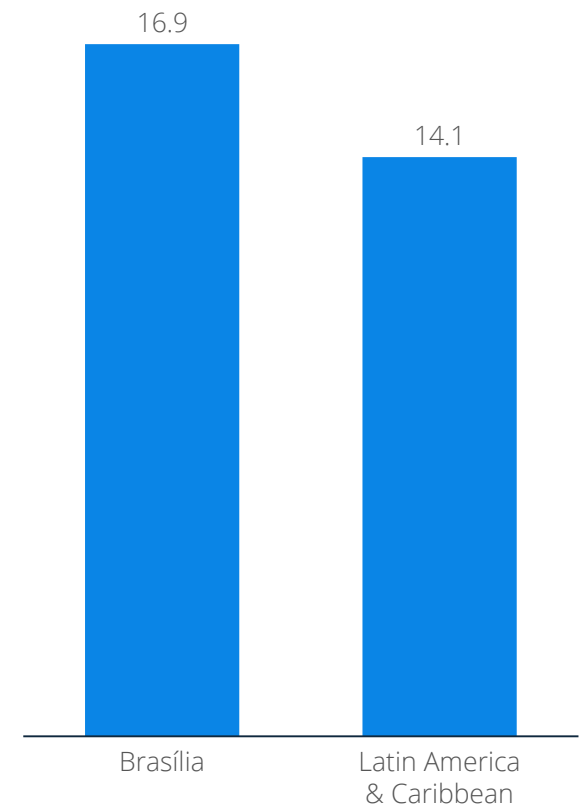
**Air freight in kt<sup>1</sup> in 2017**



**Shipping freight in mTEU<sup>2</sup> in 2019**



**Air passengers in million in 2017**



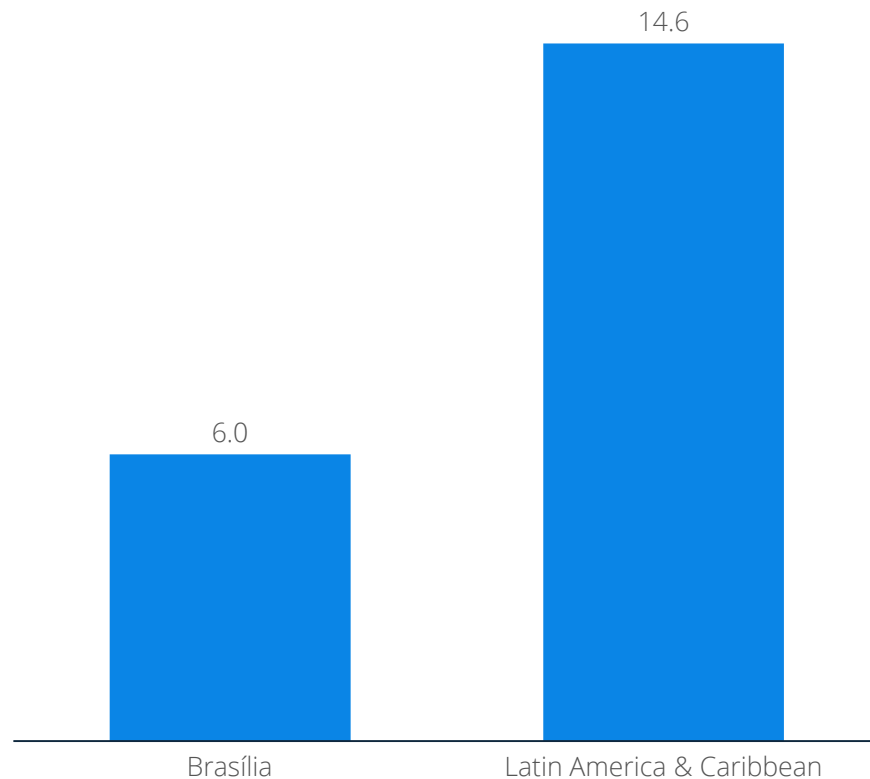
1: Thousand metric tons 2: million TEU

Note: Regional average based on latest available data and on cities in this region covered by Global Business Cities 2025 reports

Sources: Statista 2019

# The density of universities in this city was lower than regional average

Number of universities<sup>1</sup> in this city in 2019



Number of international schools in this city in 2019



1: The regional averages of the universities are only representative within the region and not for a worldwide comparison because of different educational standards and classification of qualifications

Note: Regional average based on cities in this region covered by Global Business Cities 2025 reports

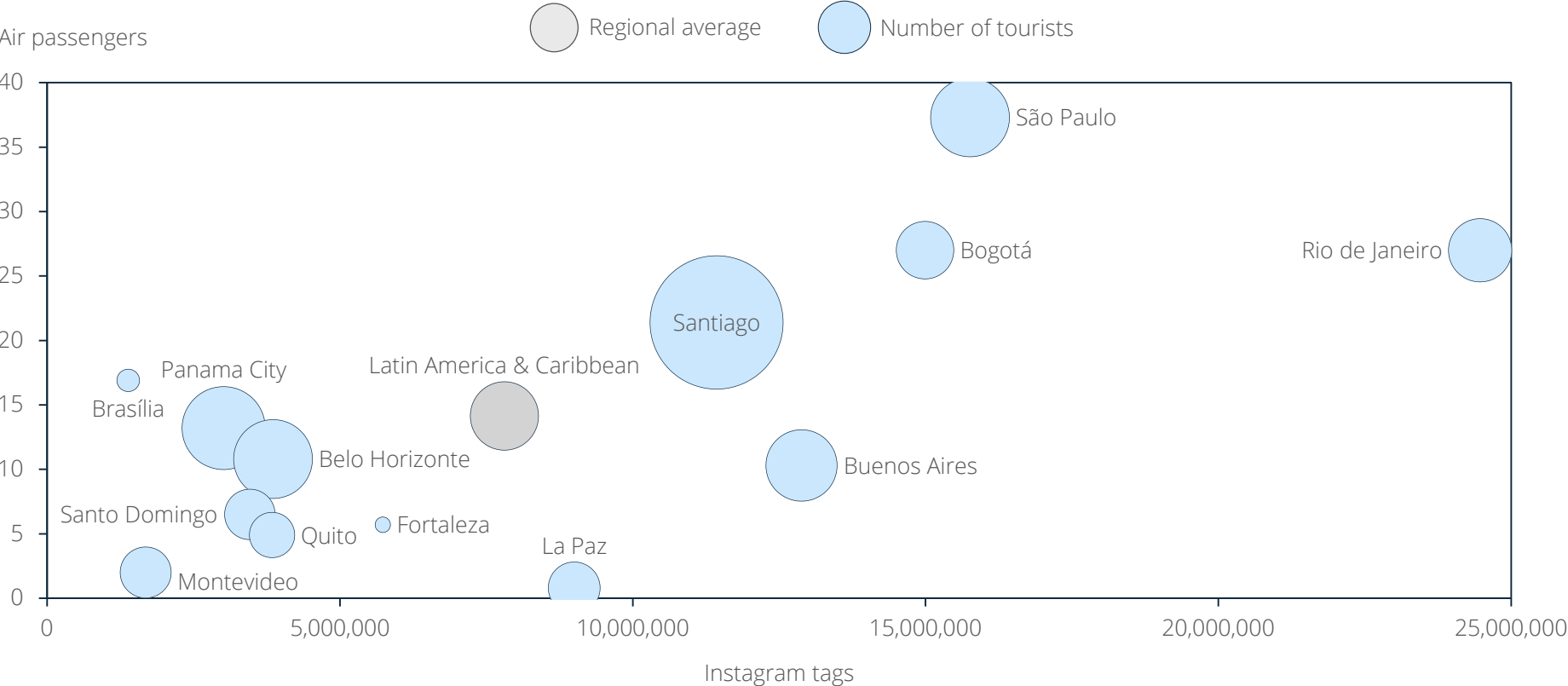
Sources: Statista 2019

**CHARISMA**



# Brasília was less popular on Instagram than cities in this region

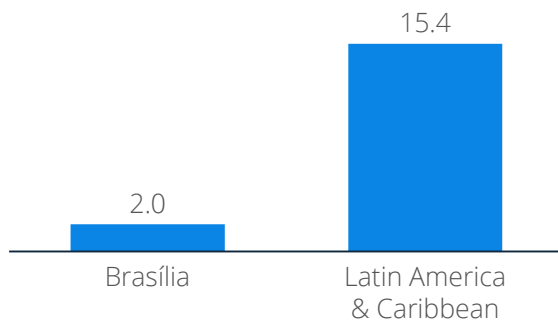
Number of Instagram tags, air passengers<sup>1</sup> and number of tourists<sup>2</sup> in this region in million in 2018



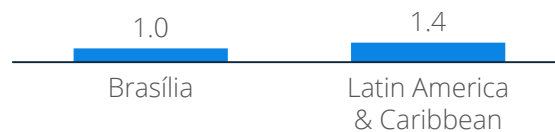
1: In million 2: Number of international tourists  
Note: Regional average based on cities in this region covered by Global Business Cities 2025 reports  
Sources: Statista 2019

# The average number of museums in this region is 51.1

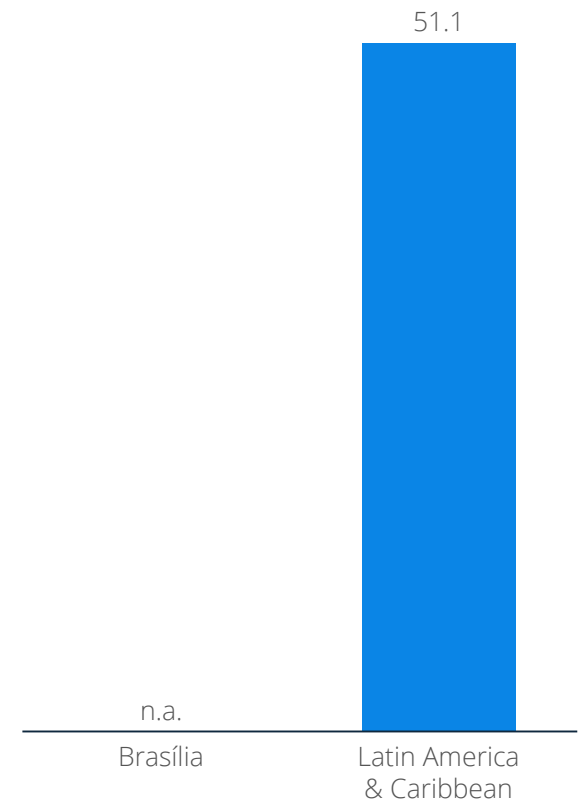
Number of sister cities in 2019



Number of UNESCO heritage sites<sup>1</sup>



Number of museums in 2019



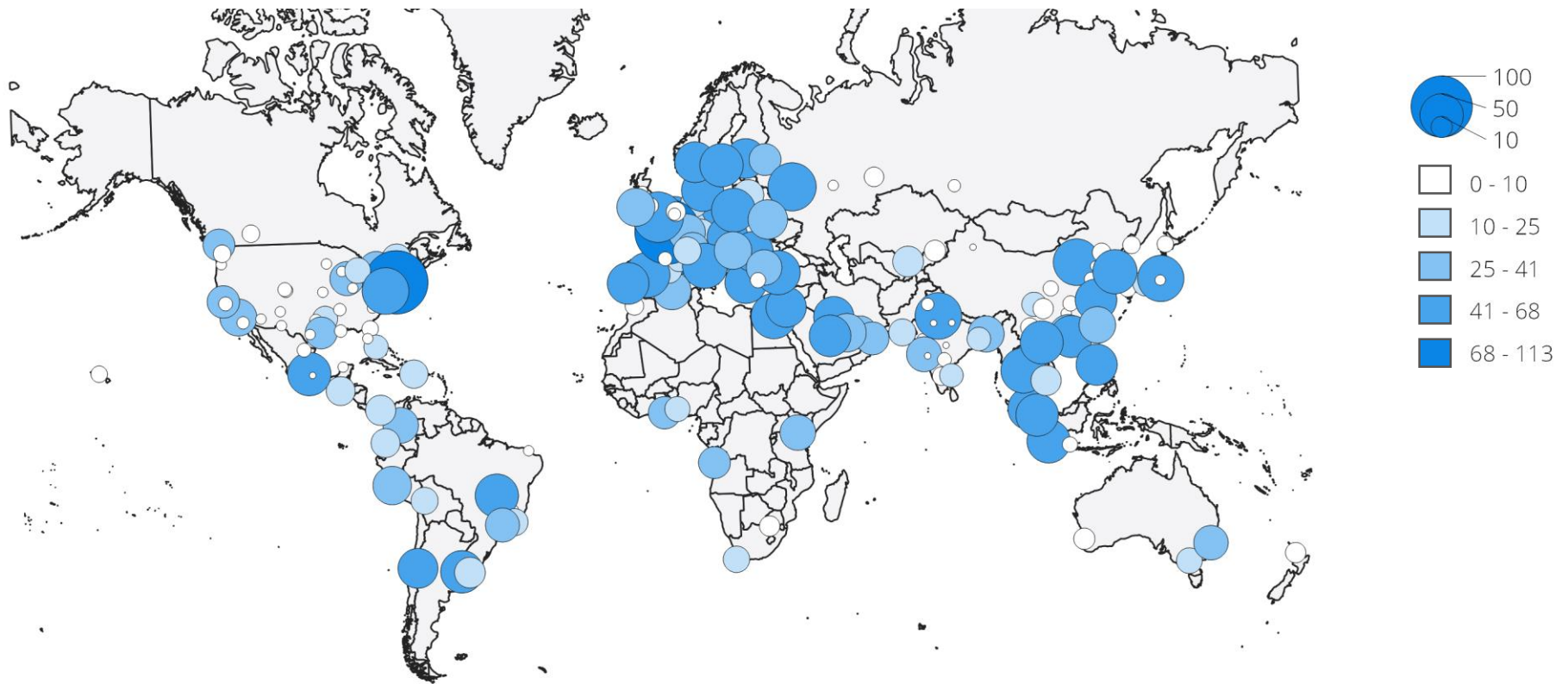
1: in 2019

Note: Regional average based on cities in this region covered by Global Business Cities 2025 reports

Sources: [UNESCO](#) 2019, Statista 2019

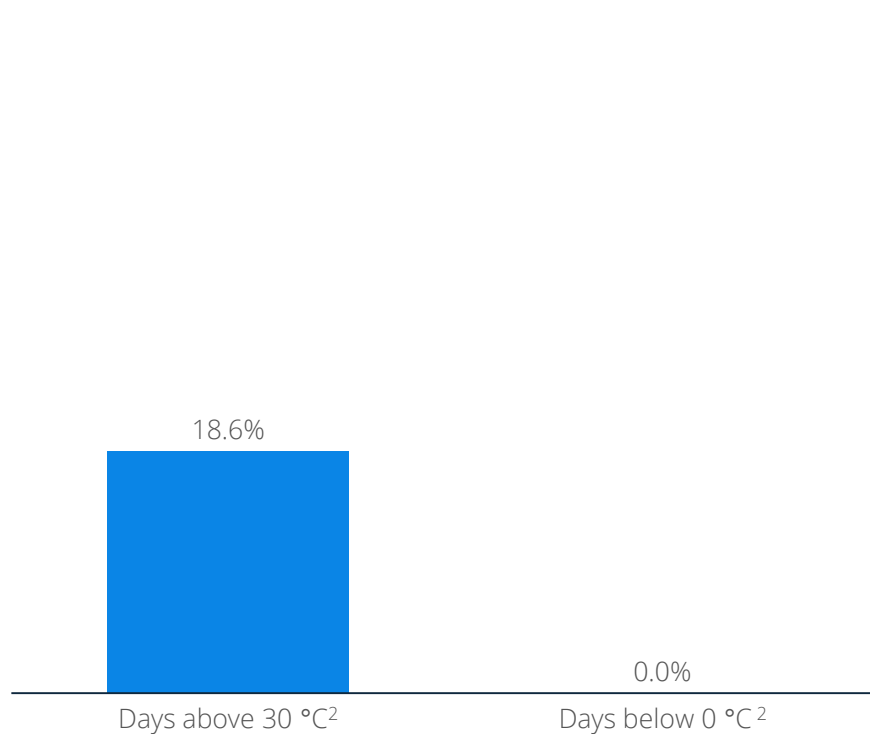
# There are 50 embassies or consulates in this city

Number of embassies or consulates in 2019

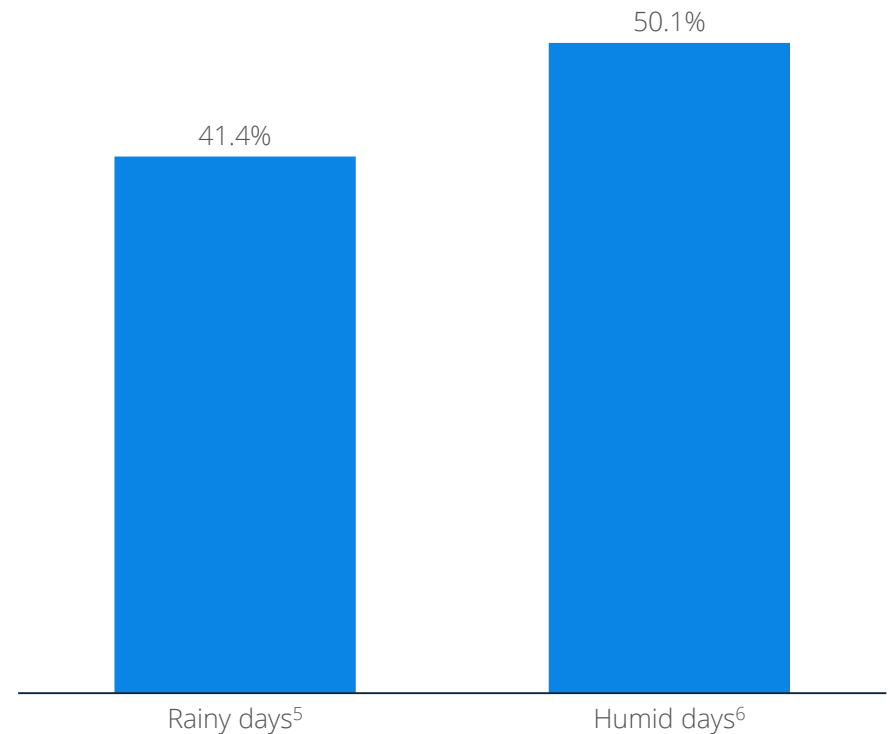


In a year, there were 0 days under 0°C and 68 days above 30°C in this city

Shares of days with extreme temperatures yearly<sup>1</sup>



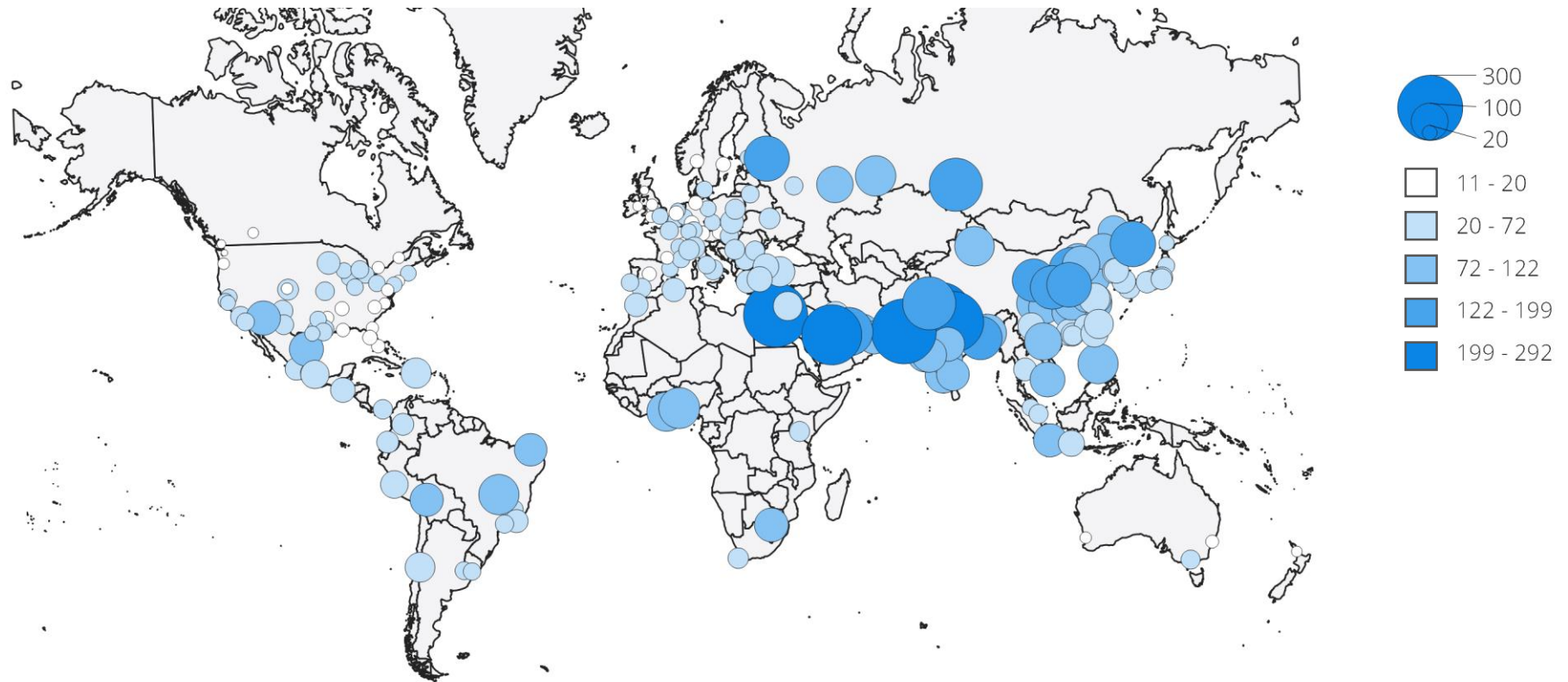
Shares of days with rain<sup>3</sup> and humid conditions yearly<sup>1,4</sup>



1: In 2018 2: Celsius 3: Minimum of 1mm of rain in a day 4: Based on dew point above 15 degrees 5: Average number of precipitation days  
6: Based on number of humid months multiplied by 30.42 for average days in a month  
Sources: [STC](#) 2019, [weatherbase](#) 2019, Statista 2019

At 118  $\mu\text{g}/\text{m}^3$ , the air pollution concentration was 490% higher than the WHO guideline

Air pollution in PM10  $\mu\text{g}/\text{m}^3$  as annual mean in 2018



Note: The data displayed in this graphic can be found in the associated data file. World Health Organization (WHO) has set air quality guideline at 20.0 PM10  $\mu\text{g}/\text{m}^3$  measured as annual mean. See appendix for definitions

Sources: Statista 2019



# APPENDIX

# Global Business Cities 2025

<b>Algeria</b> Algiers	Belo Horizonte	Kunming	<b>Ecuador</b> Quito	<b>Greece</b> Athens	<b>Ireland</b> Dublin
<b>Angola</b> Luanda	<b>Bulgaria</b> Sofia	Lanzhou	<b>Egypt</b> Cairo	<b>Guatemala</b> Guatemala City	<b>Israel</b> Tel Aviv
<b>Argentina</b> Buenos Aires	<b>Cambodia</b> Phnom Penh	Qingdao	<b>Finland</b> Helsinki	<b>Hong Kong (SAR)<sup>1</sup></b> Hong Kong	<b>Italy</b> Milan
<b>Australia</b> Perth Sydney Melbourne	<b>Canada</b> Toronto Montréal Vancouver Calgary	Shanghai Shenyang Shenzhen Shijiazhuang Suzhou Tianjin Urumqi Wuhan	<b>France</b> Lyon Marseille Paris Strasbourg Toulouse	<b>Hungary</b> Budapest	Naples Rome Turin
<b>Austria</b> Vienna	<b>Chile</b> Santiago	Xiamen	<b>Germany</b> Berlin Cologne Düsseldorf Frankfurt Hamburg Munich Stuttgart	<b>India</b> Ahmedabad Bangalore Chennai Delhi Hyderabad Jaipur Kolkata Lucknow Mumbai Nagpur Pune	<b>Japan</b> Fukuoka Nagoya Osaka Sapporo Sendai Tokyo Yokohama
<b>Bangladesh</b> Dhaka	<b>China (Mainland)</b> Beijing Changsha Chengdu Chongqing Dalian Fuzhou Guangzhou Hangzhou Harbin Jinan	Zhengzhou			
<b>Belgium</b> Brussels		<b>Colombia</b> Bogotá			
<b>Bolivia</b> La Paz		<b>Czechia</b> Prague			
<b>Brazil</b> São Paulo Rio de Janeiro Brasília Fortaleza		<b>Denmark</b> Copenhagen	<b>Ghana</b> Accra	<b>Indonesia</b> Jakarta Surabaya	<b>Kazakhstan</b> Almaty
		<b>Dominican Republic</b> Santo Domingo			<b>Kenya</b> Nairobi

# Global Business Cities 2025

## South Korea

Busan  
Incheon  
Seoul

## Kuwait

Kuwait City

## Lithuania

Vilnius

## Malaysia

Kuala Lumpur

## Mexico

Guadalajara  
Mérida  
Mexico City  
Monterrey  
Puebla

## Morocco

Casablanca

## Netherlands

Amsterdam  
Rotterdam

## New Zealand

Auckland

## Nigeria

Lagos

## Norway

Oslo

## Oman

Muscat

## Pakistan

Karachi  
Lahore

## Panama

Panama City

## Peru

Lima

## Philippines

Manila

## Poland

Krakow  
Warsaw

## Portugal

Lisbon

## Qatar

Doha

## Romania

Bucharest

## Russia

Kazan  
Moscow  
Novosibirsk  
Saint Petersburg  
Vladivostok  
Yekaterinburg

## Saudi Arabia

Riyadh

## Serbia

Belgrade

## Singapore

Singapore

## South Africa

Cape Town  
Johannesburg

## Spain

Barcelona  
Madrid  
Sevilla

## Sweden

Stockholm

## Switzerland

Genève

Zürich

## Taiwan

Kaohsiung  
Taipei

## Thailand

Bangkok

## Turkey

Ankara  
Istanbul  
Izmir

## Ukraine

Kiev

## United Arab Emirates

Dubai

## United Kingdom

Birmingham  
Bristol  
Glasgow  
London  
Manchester

## United States of America

Austin  
Albuquerque  
Atlanta

Baltimore

Boston  
Columbus  
Charlotte  
Chicago  
Cleveland

Dallas

Denver

Detroit

El Paso

Honolulu

Houston

Indianapolis

Jacksonville

Kansas City

Los Angeles

Louisville

Memphis

Miami

Minneapolis

Nashville

New Orleans

New York

Philadelphia

Phoenix

Pittsburgh

Portland

Sacramento

San Antonio

San Diego

San Francisco

San Jose

Seattle

St. Louis

Tampa

Washington D.C.

## Uruguay

Montevideo

## Uzbekistan

Tashkent

## Vietnam

Ho Chi Minh City  
Hanoi

# Regional division for countries and territories covered in this report

**Africa:** Algeria, Angola, Egypt, Ghana, Kenya, Morocco, Nigeria, and South Africa

**Australia & Oceania:** Australia and New Zealand

**Central & Western Europe:** Austria, Belgium, Czechia, France, Germany, Hungary, Ireland, Netherlands, Poland, Switzerland, and United Kingdom

**East Asia:** China, Hong Kong, Japan, South Korea, and Taiwan

**Eastern Europe:** Bulgaria, Romania, Russia, and Ukraine

**Latin America:** Argentina, Bolivia, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Guatemala, Panama, Peru, and Uruguay

**North America:** Canada, Mexico, and United States

**Northern Europe:** Denmark, Finland, Lithuania, Norway, and Sweden

**South Asia:** Bangladesh, India, and Pakistan

**Southeast Asia:** Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam

**Southern Europe:** Greece, Italy, Portugal, Serbia, Spain, and Turkey

**West & Central Asia:** Israel, Kazakhstan, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, and Uzbekistan

# Methodology and data used in this report

## Data sources

The Global Business City 2025 Reports present quantitative data from various private and public sources of information. These sources include data providers such as the International Monetary Fund, the World Bank, the United Nations, the OECD, the World Economic Forum and Statista itself. The data sources are indicated in footnotes throughout the report.

## Forecasts and estimates

The population estimates for cities are based on forecasts by the United Nations. The original data provided with 5-year intervals was transformed with cubic spline interpolation to produce yearly values. The city GDP per capita forecasts for 2025 are based on the growth rates of the country level GDP growth forecasts by International Monetary Fund up to 2024 with those rates kept as constant for 2025. The total city GDP values for 2025 were achieved by multiplying the per capita values by the population estimates for 2025.

For English language skills in mostly anglophone countries, i.e. Canada, United States, Ireland, United Kingdom, Australia, and New Zealand, missing data was imputed for the subindex by assigning the highest value assigned in the data. In other cases, national level data or mean values were used to impute missing values.

## Real GDP calculation

A country's real GDP is an inflation-adjusted GDP assessment reflecting its net growth. It can be used to compare economy sizes across countries. The data in this report are presented in U.S. dollars and maintain the growth rates of the real GDP series. The data are expressed in the base year of each country's national accounts, the year is country specific. For more information please refer to [World Economic Outlook Database FAQ](#).

## Difference between current and constant US\$

Data reported in current US\$ reflect the value the currency has in a particular year. Current data series are influenced by the effect of price inflation and differences in exchange rates and the comparability of growth rates between countries is limited.

Data expressed in constant US\$ reflect the value of a currency in a particular base year. The individual base year listed in a country's national accounts differs from country to country. Constant series are used to measure the true growth of a series by adjusting for the effects of price inflation.

# Methods for index construction (1/3)

## Index construction

- The indicators for the Global Business Cities 2025 index were chosen based on their relevance to the conceptual framework represented by the chapter and section divisions in this report as well as their availability on the level of analysis. The final choice of indicators included in the index was based on correlation, which was a requirement for assigning the indicator weights, and exploratory factor analysis
- The retained data frame had a value of 0.77 in Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, which was well above the 0.60 required to proceed with factor analysis. The KMO is a set of statistics that is used to compare magnitudes of the observed correlation coefficients to the magnitudes of the partial correlation coefficients. In addition, the Bartlett's test of sphericity was implemented to test the null hypothesis of uncorrelated sub-indicators in the correlation matrix
- The weights for the included indicators were assigned based on factor analysis conducted with z-score normalized values for variables with moderate to high loadings (correlations larger than 0.5) in factors retained in the confirmatory factor analysis after orthogonal varimax rotation. The retained factors had associated eigenvalues larger than one based on the Kaiser criterion, explained individually at least 8.7% of the total variation, and cumulatively explained 57.3% of the total variation in the dataset
- The indicator values were aggregated to the final index with a linear aggregation in summation of weighted and min-max scaled individual indicators. Values for the indicators Freedom of Speech index and air pollution density were inverted prior to aggregation due to inverse scale in the original data. The final values featured in this report were also normalized with min-max scaling to facilitate easier interpretation of the values

# Methods for index construction (2/3)

## Formulas and technical descriptions

- Z Score formula where  $\mu$  is the mean of the population and  $\sigma$  is the standard deviation of the population

$$z = \frac{x - \mu}{\sigma}$$

- Min-max normalization where  $x$  is an original value and  $x'$  is the normalized value

$$x' = \frac{x - \min(x)}{\max(x) - \min(x)}$$

- Factor analysis is conducted on a set of intercorrelated variables. The analysis forms groups of highly intercorrelated variables that can be seen to measure underlying variables called “factors” that can’t be directly measured. Factor analysis model aims to describe a set of  $Q$  variables  $x_1, x_2, \dots, x_Q$  with a smaller number of  $m$  factors and to explain the relationship between these variables. In this model  $x_i$  ( $i = 1, \dots, Q$ ) represents the original values standardized with zero mean and unit variance,  $\alpha_{i1}, \alpha_{i2}, \dots, \alpha_{im}$  are factor loadings connected to the variable,  $X_i, F_1, F_2, \dots, F_m$  ( $j = 1, \dots, m$ ) are  $m$  uncorrelated common factors with zero unit variance and mean, and  $e_i$  are the  $Q$  specific factors supposed independently and identically distributed with zero mean

$$\begin{aligned}x_1 &= \alpha_{11}F_1 + \alpha_{12}F_2 + \dots + \alpha_{1m}F_m + e_1 \\x_2 &= \alpha_{21}F_1 + \alpha_{22}F_2 + \dots + \alpha_{2m}F_m + e_2 \\&\dots \\x_Q &= \alpha_{Q1}F_1 + \alpha_{Q2}F_2 + \dots + \alpha_{Qm}F_m + e_Q\end{aligned}$$

- The weights were assigned based on the results of the factor analysis with a statistic-based method where  $r_{F_j}$  is the proportion of the explained variance of the factor  $F_j$  (or the intermediate composite  $F_j$ ) in the dataset,  $\alpha_{ij}$  the factor loading of the  $x_i$  indicator on factor  $F_j$  and  $E_{F_j}$  the variance explained by factor  $F_j$

$$\begin{aligned}\omega_i &= r_{F_j} (\alpha_{ij}^2 / E_{F_j}) \\i &= 1, \dots, Q; j \in \{1, \dots, m\}\end{aligned}$$

# Methods for index construction (3/3)

## Formulas and technical descriptions

- The indicator aggregation was conducted with an additive aggregation where GBC is the Global Business Cities 2025 index,  $\omega_i$  the weight of the  $i^{th}$  indicator, and  $I_i$  the normalized score of the  $i^{th}$  indicator

$$GBC = \omega_1 I_1 + \omega_2 I_2 + \dots + \dots + \omega_Q I_Q = \sum_{i=1}^Q \omega_i I_i$$

# Variables in Global Business Cities 2025 index

## Variable list

- Shipping freight in million TEU
- Stock market prescience
- Internet penetration rate
- Physicians per 1,000
- Number of air passengers in million
- Air pollution density (PM 10)
- Number of embassies and consulates
- Number of museums
- Number of Instagram tags
- Mean years of schooling
- LGBTQ+ rights
- Gender gap index
- Freedom of speech index
- Level of proficiency in English
- Control on corruption
- Per capita city GDP in 2025
- Total city GDP 2025

# Glossary of terms

**City GDP:** The sum of the gross value added (wages plus business surplus plus taxes less imports) or the total final demand (consumption plus investment plus exports)

**City Product:** See City GDP

**Constant US\$:** Data expressed in constant US\$ show the data for each year in the value of a particular base year. The base year of each country's national accounts is country specific. Constant series are used to measure the true growth of a series by adjusting for the effects of price inflation

**Cost of living:** The cost of living incorporates most everyday expenses: groceries and restaurants, clothing, transportation and fuel, utilities, etc. These are the expenses of a fairly affluent family, but do not enter into the realm of luxury item expenses. Rent is calculated separately. The estimate is based upon three active spenders in the family (the couple and the oldest child attending university)

**Current US\$:** Data reported in current US\$ reflect the value the currency has in a particular year. Current data series are influenced by the effect of price inflation and differences in exchange rates, and the comparability of growth rates between countries is limited.

**Density of universities:** The amount of existing public and other relevant universities in a city and its surrounding area. Other relevant universities can be religious (ecclesiastical, islamic) or private institutions that are publicly funded. For the regions Australia & Oceania, Northern and Central & Western Europe only public universities are included. The regional averages are only representative within the region and not for a worldwide comparison because of different educational standards and classification of qualifications

**Efficiency of customs clearance:** Includes e.g. speed, simplicity, and predictability of customs clearance (5 = high efficiency, 1 = low efficiency)

**Internet penetration:** Share of individuals in the country who have used the Internet (from any location) in the last 3 months

**Mean years of schooling:** Average number of completed years of education of population aged 25 years and older, excluding years spent repeating individual grades

**PM10:** Particulate matter (PM) with particles smaller than 10  $\mu\text{g}$

# Glossary of terms

**Poverty rate :** Ratio of the number of people with income below the poverty line

**Purchasing Power Parity (PPP) :** Ratio of the number of people with income below the poverty line

**Real GDP:** Real gross domestic product (GDP) is an inflation-adjusted measure that reflects the value of all goods and services produced by an economy in a given year, expressed in base-year prices, and is often referred to as "constant-price", "inflation-corrected" GDP or "constant dollar GDP". Unlike nominal GDP, real GDP can account for changes in price level and provide a more accurate figure of economic growth

**Time needed to export:** Time necessary to comply with all the procedures required to export/import goods in calendar days

**Time needed to resolve insolvency :** Number of years from the filing for insolvency in court until the resolution of distressed assets

**Time needed to start a business:** Number of calendar days needed to complete the procedures to legally operate a business

**Unemployment rate:** Unemployment refers to the share of the labor force that is without work but available for and seeking employment

# About the Statista Digital Market Outlook

Included  
in the  
Corporate  
Account

**90+** markets  
**150+** regions  
**7** years (2017-2023)  
**30,000+** interactive statistics

The **Digital Market Outlook** presents up-to-date figures on markets of the digital economy. The comparable key figures are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.

*What is the size of the eCommerce fashion market in Spain?  
How many connected cars are already on the road in China?*

The answers to these and many more questions can be found in Statista's Digital Market Outlook. It provides forecasts, detailed market insights, and key indicators for the digital economy.



**Nine digital verticals:** eCommerce, Smart Home, eTravel, Digital Media, eServices, FinTech, Digital Advertising, Connected Car, eHealth



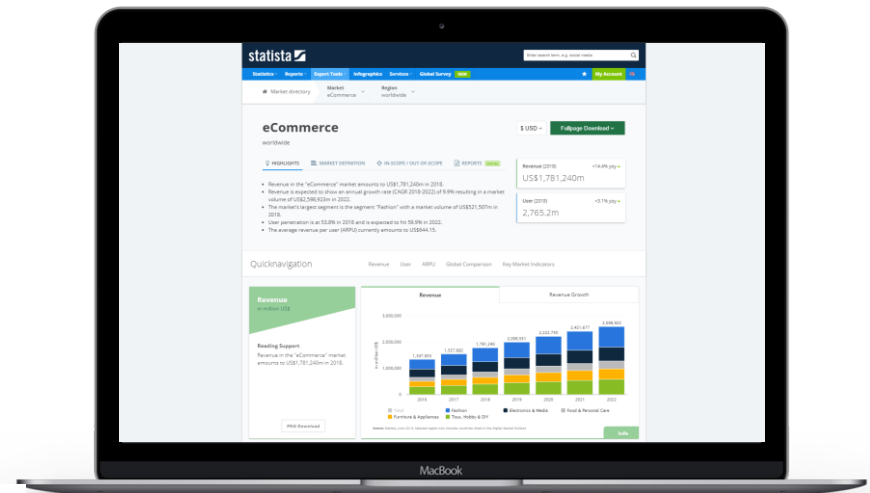
**Direct access & downloads**, fully integrated into the Statista database



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# Authors



## **Tytti Mälkki**

*Analyst*

Tytti.maelkki@statista.com

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Tytti Mälkki studied International Business and Politics in Copenhagen, São Paulo, and Beijing and has specialized in subnational econometric analysis. Tytti has been part of Statista since summer 2017 with prior experience in consulting and communications.



## **Elena Barth**

*Student Assistant*

Elena.barth@statista.com

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Elena Barth studied Social-Economics and has specialized in quantitative studies at the University of Hamburg. Elena has been part of Statista since winter 2018 working as a student assistant at the SMI department.