

Leveraging the Potential of the Private Sector to Promote Integration of Landlocked Developing Countries into Global and Regional Value Chains

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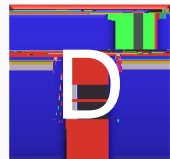
Five key messages



average market-led export potential



lessen trade and transaction costs for MSMEs



differentiate the offer



create a conducive business environment for the private sector to flourish



seize opportunities to partner with the private sector