



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

Mr Ashish Shah, Director, Division of Country Programmes 17 November 2021

Five key messages



everage market-led export potential



essen trade and transaction costs for MSMEs



ifferentiate the offer



reate a conducive business environment for the private sector to flourish

eize opportunities to partner with the private sector

