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TRADE IMPACT  
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# 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

L

leverage market-led export potential

L

lessen trade and transaction costs for MSMEs

D

differentiate the offer

C

create a conducive business environment for the private sector to flourish

S

seize opportunities to partner with the private sector