

# TRADE & COMPETITIVENESS GLOBAL PRACTICE



The Trade and Competitiveness Global Practice helps countries achieve the World Bank Group Twin Goals through rapid and broad-based economic growth, centered on strong contributions from the private sector. For our clients across lower and middle income countries and fragile and conflict-affected states, integration through trade and a focus on competitiveness are key.

T&C is meeting growing demand for high-impact solutions that expand market opportunities, enable private initiative, and develop dynamic economies. Its country, regional, and global efforts help boost the volume and value of trade, enhance the investment climate, improve competitiveness in sectors, and foster innovation and entrepreneurship.

This joint World Bank-IFC team of over 500 staff offers world-class technical expertise, an extensive global footprint, and an updated business model. T&C's day-to-day business is characterized by intensive learning-by-doing, strong internal and external partnerships, and a focus on results.

## MESSAGE FROM T&C DIRECTORS

[Click here to view.](#)

## EXPANDING MARKET OPPORTUNITY & ENABLING PRIVATE INITIATIVE FOR DYNAMIC ECONOMIES

This prospectus provides an overview of the Trade and Competitiveness Global Practice. It explains why trade and competitiveness matter for the Twin Goals, T&C's vision and mission, its core offerings, and strategic directions for its country, regional, and global engagements. It highlights T&C approach to internal and external partnerships, and a robust results management system. [Click here to view.](#)

## HOW WE WORK

This document explains how T&C is meeting the global, regional, and country demand for high-impact solutions. It describes T&C's updated business model comprising cutting-edge analytics; integrated delivery of advisory, financial, and convening services; partnerships with multilateral, regional, and bilateral institutions, and with the private sector; and a rigorous results management system. [Click here to view.](#)

## OUR OFFERINGS

See links on the next page

T&C provides a rich menu of core offerings, supported by world-class expertise, in the areas of trade, investment climate, competitive sectors, as well as innovation and entrepreneurship. Our work on a number of cross-cutting topics, such as global value chains and private sector development in FCS, help push the operational and knowledge frontiers. The offerings below showcase our work in these areas and give examples of our work on the ground. [See links on the next page.](#)



## TRADE

Trade Competitiveness

Trade Facilitation and Logistics

Making Markets Work for Development through Effective Competition Policies



## INVESTMENT CLIMATE

Improving the Business Climate through Effective Regulatory Reform

Investment Policy and Promotion: Attracting Foreign Investment and Maximizing Impact for the Local Economy



## COMPETITIVE SECTORS

Expanding Market Opportunities and Inclusive Private Sector Engagement in Agribusiness

Driving Growth by Building Competitive, Sustainable Tourism Destinations

Manufacturing

Spatial Growth Strategies: Realizing the Benefits of Geographically-Targeted Approaches

Competitive Cities—Facilitating Economic Growth and Job Creation by City and Subnational Governments



## INNOVATION & ENTREPRENEURSHIP

Growing Tomorrow's Market Leaders: Empowering Entrepreneurs to Grow Their Businesses

Increasing Entrepreneurship in the Digital Economy

Innovation Policy for Competitiveness

Skills for Competitiveness: Boosting Firm Growth and Youth Employability

Supporting High Growth Potential Women Entrepreneurs



## CROSS-CUTTING TOPICS

Connecting People and Firms to Markets and Opportunities

Connecting to Global Value Chains and Maximizing the Gains

Green Competitiveness: Building Climate Efficient Businesses and Supply Chains through Cost-Effective Innovation

Trade and Competitiveness in Fragile and Conflict Situations (FCS):  
Enabling Private Sector-Led Growth in Challenging Environments