

2025 CALL TO ACTION

ADVANCING COMPETITIVENESS IN A TURBULENT AND FAST- CHANGING WORLD

We live in a time of profound transformation. Amid this turbulent environment, focusing on competitiveness isn't just an option — it is essential for survival and growth. Competitiveness is the mechanism through which economies – local or national – expand their ability to create value, better manage costs across the economy and secure access to markets, resources, talent and capital.

Ultimately, competitiveness is the foundation of prosperity. When economies compete, they drive productivity, create value and opportunities, elevate living standards, and generate the resources needed to achieve both environmental sustainability and social cohesion.

At the GFCC, we've spent fifteen years championing the power of win-win solutions and cross-boundary collaboration, uniting business, government, academia, and civil society. Leveraging this expertise and standpoint, we present ten recommendations for leaders committed to making their countries, and the world, more prosperous and resilient in 2025 and beyond.



1. Invest in innovation to create new value and move up the economic ladder.



2. Reinforce the foundations for innovation and economic efficiency.



3. Think and act globally to raise the bar for innovation and competitiveness.



4. Rebuild manufacturing capacity to boost resilience and drive innovation.



5. Unlock human potential by building talent at scale.



6. Build future-enabling infrastructures – physical, digital, and institutional.



7. Overhaul health systems to unlock value and enable prosperity.



8. Be bold: Launch transformational projects that mobilize entire systems.



9. Co-invest in future industries that solve global challenges.



10. Focus on impact on the ground and build from existing strengths.