

Market Creators Alliance

Enabling Purpose-Driven Market Creation



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Converting technologies into markets: A new approach to public-private cooperation

Rapid technological advances have created wide-ranging opportunities for businesses and governments. Yet, in many cases, the impact on meeting societal needs has been less than transformational. Game-changing technologies for education, health, care, energy, housing and agriculture often remain niche, generating relatively little investment and talent flows. Currently, only 1% of global assets under management are directed towards impact-led projects and markets. By working together to identify, invest in and accelerate building the “markets of tomorrow”, governments, investors and businesses have the potential to usher in a new era of growth, jobs and prosperity.

A coalition for impact

The World Economic Forum’s [Market Creators Alliance](#) is a coalition of senior figures from the public sector, the investment industry and the wider business world with investments and interests across sectors. Its aim is better public-private collaboration on creating new markets with the potential to solve pressing national, regional and global challenges. The alliance is active in three key areas:

1. Building global data, evidence and narratives on the markets of tomorrow
2. Guiding country-level market co-creation frameworks and initiatives
3. Enabling cross-country exchange and global knowledge transfer between initiatives.

Priorities for 2023

In 2023, the alliance’s three key focus areas will deliver the following portfolio of work executed by the Economic Growth and Transformation team at the World Economic Forum:

1. **Building markets of tomorrow data, narratives and evidence.** The twin trend of governments taking a more strategic approach to industrial policy and businesses taking a more purpose-driven approach to markets creates a unique window for convergence on a new approach to market co-creation. The World Economic Forum’s Markets of Tomorrow insight series seeks to develop and amplify these trends through the global dissemination of new data, analyses and narratives on the latest technologies and associated markets that can address critical societal needs and where public-private economic co-creation and cooperation are necessary. The World Economic Forum’s [Markets of Tomorrow Report 2023](#), released in January, surveys businesses in over 120 economies to identify priority technologies and sectors and the main obstacles to developing markets in these areas.
2. **Guiding country-level market co-creation frameworks and initiatives.** The Markets of Tomorrow Accelerators bring together local investors, businesses and public sector representatives to analyse national innovation systems, identify key strategic priorities and develop an action plan for market co-creation. The accelerators are supported by a bespoke playbook for action that is regularly updated with the latest insights from the global alliance and country-level insights and lessons. In 2023, three new Markets of Tomorrow Accelerators are expected to join the network, with seven more envisaged in 2024.
3. **Enabling cross-country exchange and global knowledge transfer between initiatives.** The Country Accelerators come together in a Global Learning Network to exchange views on market identification, policy pilots and action plans developed through the accelerators to create broader cross-country exchanges. The Market Creators Alliance, the Global Learning Network and relevant experts and leaders from the Forum’s growth, technology, innovation and investor communities exchange views on purpose-led growth through regular virtual and in-person connections. The Market Creators Alliance and associated activities also contribute to the Forum’s Future of Growth Initiative.

Timeline

The Market Creators Alliance was initiated as a concept in 2022 for two years to stimulate dialogue and action on market co-creation to leapfrog beyond an era of multiple crises. The main milestones for 2023 include the following:

- Launch on 9 January of the *Markets of Tomorrow Report* covering over 120 economies
- World Economic Forum Annual Meeting 2023 on 16-20 January (Davos): Market Creators Alliance members and special guests meet to align on priority areas for action
- Jobs Summit on 2-3 May (Geneva): alliance members, special guests and accelerators meet to advance a framework for action and announce new Country Accelerators
- Sustainable Development Impact Meetings on 25-29 September (New York): alliance members, special guests and accelerators meet to advance a framework for action and announce new Country Accelerators
- Annual Meeting 2024 in Davos on 15-19 January 2024: alliance members and special guests meet to report on progress and align on the work plan for 2024.

Getting involved

A future of closer economic collaboration, in which the public and private sectors work together to build markets that will address humanity's most pressing problems, is within reach. The Market Creators Alliance is at the heart of this work. For further information and to join the community, please contact your key Forum counterpart or write to Philipp Grosskurth (philipp.grosskurth@weforum.org).