

About Us

World of Trade is a leading provider of immersive business simulations designed to enhance strategic thinking, negotiation, and management decision-making skills. With a history rooted in the success of Storewars, we continue to deliver high-impact learning experiences for professionals in FMCG, retail, and beyond.

What We Do

Our simulation-based programs provide a dynamic learning environment where participants take on executive roles, making real-time decisions in a competitive market. These experiences bridge the gap between theory and practice, ensuring measurable improvements in business performance.

Our Programs

- Business Simulation Programs (Corporate & Open Sessions)
- Advanced Negotiations
- Data Analysis
- Category Management

Why Choose World of Trade?

- **Real-World Experience** – Our programs simulate real business environments, ensuring hands-on learning.
- **Proven Methodology** – Trusted by Fortune 500 companies worldwide.
- **Global Reach** – We operate in multiple regions, including the Middle East, Europe, and Asia.
- **Tangible Business Impact** – Participants develop strategies they can immediately apply in their organizations.

Our Clients

We have worked with leading multinational corporations across FMCG, retail, and other industries, helping their teams gain a competitive edge.

Upcoming Open Sessions

 **Mumbai** | January 28-30

 **Dubai** | April 8-10

Contact Us

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