Republic of The Gambia

Ministry of Trade, Industry, Regional Integration and Employment (MOTIE)

Country Programme Document for Phase Three of the Enhanced Integrated Framework

Trade, Investment, MSME Competitiveness and Inclusive Market Access for Structural Transformation

EIF Enhanced Integrated Framework

Trade and investment
for LDC development

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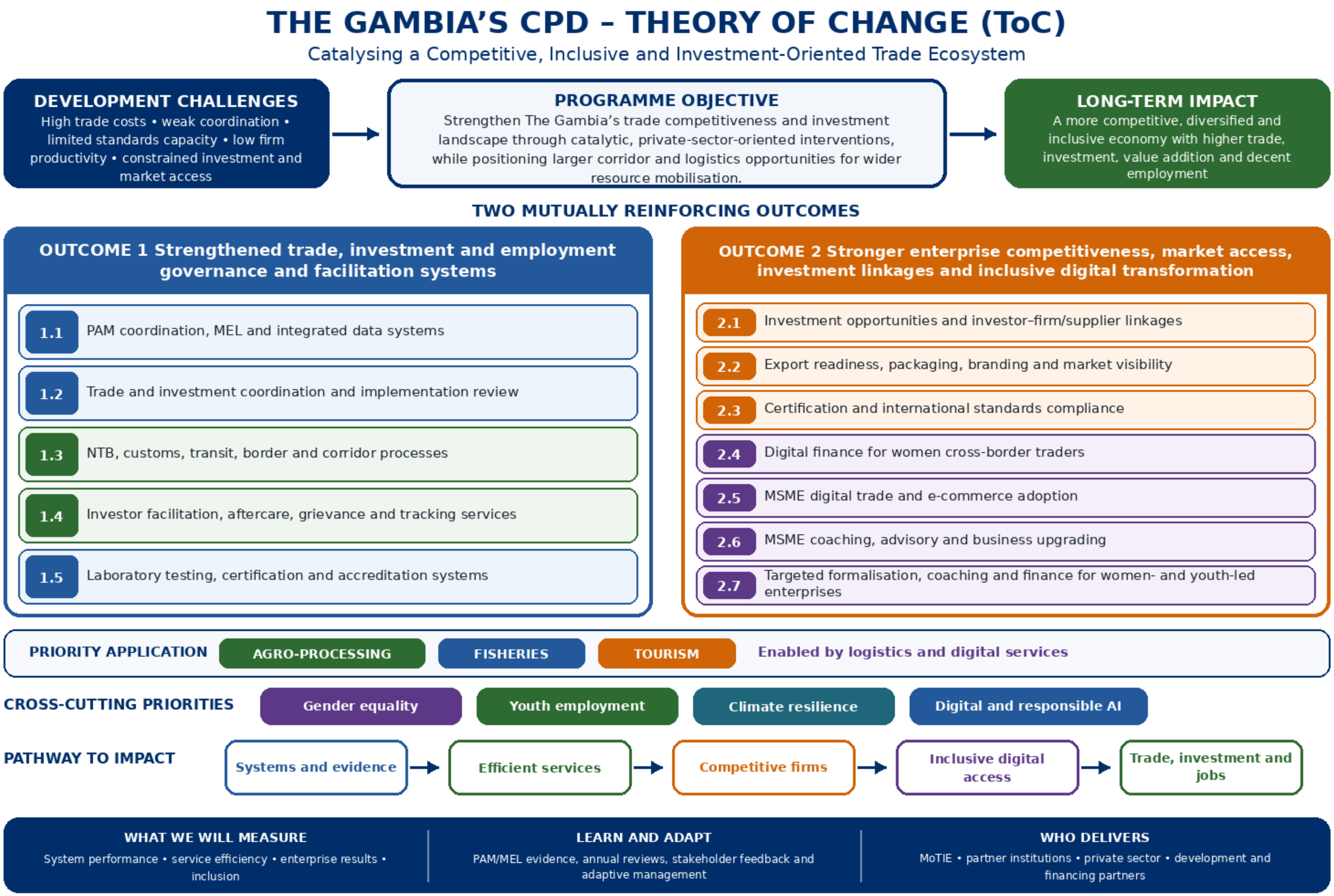
Annex 1



THE GAMBIA'S CPD – THEORY OF CHANGE (ToC)
Catalysing a Competitive, Inclusive and Investment-Oriented Trade Ecosystem
DEVELOPMENT CHALLENGES
High trade costs • weak coordination • limited standards capacity • low firm productivity • constrained investment and market access
PROGRAMME OBJECTIVE
Strengthen The Gambia's trade competitiveness and investment landscape through catalytic, private-sector-oriented interventions, while positioning larger corridor and logistics opportunities for wider resource mobilisation.
LONG-TERM IMPACT
A more competitive, diversified and inclusive economy with higher trade, investment, value addition and decent employment
TWO MUTUALLY REINFORCING OUTCOMES
OUTCOME 1 Strengthened trade, investment and employment governance and facilitation systems
1.1 PAM coordination, MEL and integrated data systems
1.2 Trade and investment coordination and implementation review
1.3 NTB, customs, transit, border and corridor processes
1.4 Investor facilitation, aftercare, grievance and tracking services
1.5 Laboratory testing, certification and accreditation systems
OUTCOME 2 Stronger enterprise competitiveness, market access, investment linkages and inclusive digital transformation
2.1 Investment opportunities and investor–firm/supplier linkages
2.2 Export readiness, packaging, branding and market visibility
2.3 Certification and international standards compliance
2.4 Digital finance for women cross-border traders
2.5 MSME digital trade and e-commerce adoption
2.6 MSME coaching, advisory and business upgrading
2.7 Targeted formalisation, coaching and finance for women- and youth-led enterprises
PRIORITY APPLICATION
AGRO-PROCESSING
FISHERIES
TOURISM
Enabled by logistics and digital services
CROSS-CUTTING PRIORITIES
Gender equality
Youth employment
Climate resilience
Digital and responsible AI
PATHWAY TO IMPACT
Systems and evidence
Efficient services
Competitive firms
Inclusive digital access
Trade, investment and jobs
WHAT WE WILL MEASURE
System performance • service efficiency • enterprise results • inclusion
LEARN AND ADAPT
PAM/MEL evidence, annual reviews, stakeholder feedback and adaptive management
WHO DELIVERS
MoTIE • partner institutions • private sector • development and financing partners

Annex 2: Logframe

Country: **The Gambia**

Period: **2026-2031**

Results Chain	Indicator Code	Indicator	Baseline (2024/2025)	Target (2031)	Means of Verification	Assumptions
Goal: Promoting trade and investment performance while creating opportunities for wider financing	G.I1	Export value of supported priority value chains	828 million GMD	TBC by the baseline study	Trade statistics MoTIE, CBG, GRA & GBoS	Demand is maintained in target markets and no major disruption prevents firms from producing or trading.
	G.I2	Number of direct and indirect jobs created	TBC by the baseline study	TBC by the baseline study	Trade statistics MoTIE, CBG, GRA & GBoS	Supported enterprises and investments remain commercially viable and report employment data.
	G.I3	Total value of private and public investment mobilized in supported priority value chains (USD)	TBC by the baseline study	TBC by the baseline study	- GIEPA investment database - Investor confirmations Financing agreements - PPP and development-partner records	Macroeconomic and investment conditions remain sufficiently stable and financing partners remain engaged.
Outcome 1: Strengthened trade, investment and employment governance and facilitation systems	OC1.I1	Number of priority trade- and investment-related policies or regulatory instruments updated and enacted	0 during programme period, 11 instruments identified as outdated	4 updated	Published annual reports tracking progress and Gazetted legislations	Government maintains commitment to policy and regulatory reform.
	OC1.I2	Average time required to resolve reported NTBs	12 months	3 months or less	- MOTIE NTB case-management records - NTB monitoring reports	Traders report barriers and responsible institutions act on referred cases.
	OC1.I3	Average clearance time for targeted processes at the Port of Banjul	3 days	1 day	GRA, GPA and customs time-release or administrative data	Agencies cooperate, systems remain operational and complementary infrastructure constraints are addressed.
	OC1.I4	Number of priority national laboratories accredited to internationally recognised standards	0	2	- Accreditation certificates - TGSB, FSQA and laboratory reports	Laboratories retain qualified staff, equipment and resources needed for accreditation and service delivery.
Output 1.1: A PAM coordination, monitoring, evaluation and learning system is Established and operationalized	OP1.1.I1	Functionality of PAM/MEL dashboard	No PAM/MEL Dashboard	Fully functional PAM/MEL dashboard	Number of subscribers and accessiblity to systems generated data	Participating institutions provide timely, reliable data, agree on data-sharing arrangements and consistently use the PAM/MEL and MIS systems.
	OP1.1.I2	Existence of integrated trade, investment, and employment management information systems (MIS)	None	A fully functional MIS	Progress reports and period reviews	
	OP1.1.I3	Existence of designated NIU-led programme coordination and implementation personnel	None	Fully staffed NIU	Contract letters, names and positions of designated staff.	
	OP1.1.I4	Number of missions completed	None	TBC by the baseline study	- CPD progress reports - Mission reports	
	OP1.1.I5	Existence of PAM communication plan	None	1	Communication plan	
Output 1.2: Trade and investment coordination architecture and technical review processes are strengthened and linked to implementation	OP1.2.I1	Number of trade and investment related policies and regulations adopted	0 during programme period	4	- Draft and approved instruments - Validation and submission records	Government maintains commitment to policy reform; responsible institutions, coordination bodies and private-sector representatives participate regularly and follow up agreed actions.
	OP1.2.I2	Number of formal Trade and investment coordination meetings conducted annually	Irregular	At least 4 per year	- Meeting minutes - Attendance records	
	OP1.2.I3	Percentage of agreed priority implementation actions completed or resolved within the established deadline	No systematic tracking	At least 80%	- CPD progress reports - Period reviews	
	OP1.2.I4	Number of business council meetings supported	0	at least 1 per quarter	Minutes of meetings	
Output 1.3: Trade-facilitation systems and user-facing customs, transit, border and corridor processes are simplified, modernised and operationalised	OP1.3.I1	% of reported NTBs resolved	Less than 50%	90%	- NTB case-management records - MOTIE monitoring reports	Traders report barriers; customs, border and corridor institutions cooperate and implement agreed procedures; and the relevant digital and administrative systems remain operational.
	OP1.3.I2	Number of selected customs or transit procedures simplified, harmonised and operationalised	0	3	- Approved procedures - User guidance - GRA implementation reports	
	OP1.3.I3	Procedural time reduced for targeted processes	0	At least 25%	- Process records - User surveys	
	OP1.3.I4	Percentage of registered priority border and corridor issues resolved or subject to an agreed corrective action	No common issue register	At least 80%	- Joint issue register - NTFC and Gambia–Senegal Joint Trade Committee records	
	OP1.3.I5	Number of users trained customs or transit procedures	0	500	- CPD progress reports - Training reports	

Results Chain	Indicator Code	Indicator	Baseline (2024/2025)	Target (2031)	Means of Verification	Assumptions
Output 1.4: Investment-facilitation, aftercare, grievance-resolution and investor-tracking services are strengthened	OP1.4.I1	Number of core investor-service mechanisms established and operational: helpdesk, grievance mechanism and CRM/investor-tracking system	0	3	- GIEPA service records - System acceptance reports - Approved procedures	GIEPA assigns sufficient staff and resources, investors use the services and relevant public institutions respond promptly to referrals and grievances.
	OP1.4.I2	Percentage of investor enquiries, aftercare cases and grievances recorded and resolved or referred within the applicable service standard	No systematic tracking	At least 50%	- Helpdesk records - Grievance logs - Investor surveys	
	OP1.4.I3	Number of active investment projects receiving structured aftercare support	0	30	- GIEPA investor briefs - Investor survey	
Output 1.5: Laboratory access, testing arrangements and accreditation support are strengthened for priority export sectors and products	OP1.5.I1	Number of priority laboratories accredited to internationally recognised standards	0	2	- Accreditation certificates - Laboratory and accreditation-body reports	Laboratories and TGSB retain qualified staff, equipment and operational resources, while enterprises demand and can access the supported testing and certification services.
	OP1.5.I2	Number of priority areas in which TGSB is accredited or formally recognised to provide certification services	0	6	TGSB and accreditation-body records	
	OP1.5.I3	Number of enterprises using supported testing or certification services annually, disaggregated by sector and enterprise ownership	0	500 annually	- Laboratory, TGSB and referral-service records - Enterprise surveys	
Outcome 2: Stronger enterprise competitiveness, market access, investment linkages and inclusive digital transformation	OC2.I1	Number of supported enterprises entering a new domestic, regional or international market or securing a new buyer or supply contract	0	TBC by the baseline study	- CPD progress reports - Enterprise surveys - Contracts & purchase orders	Supported firms complete upgrading actions and demand is maintained in target markets.
	OC2.I2	Number of productive investment projects initiated or retained in priority sectors and enabling services	0	30	- CPD progress reports - Investor and financing confirmations	The investment environment remains sufficiently stable and projects obtain required approvals and finance.
	OC2.I3	Percentage of supported enterprises reporting an increase in sales or exports following programme assistance	0	60%	- CPD progress reports - Beneficiary surveys	Enterprises maintain adequate records and can attribute changes to supported upgrading actions.
	OC2.I4	Percentage of supported MSMEs actively using an e-commerce or digital-payment platform, disaggregated by sex, age and sector	0	75%	- Platform analytics - Payment records - Beneficiary surveys	Digital connectivity, payment systems and platform services remain accessible and reliable.
	OC2.I5	Number of banks integrated onto the automated customs payment system	3 banks onboarded	11 banks onboarded	- CPD progress reports - Periodic suscribed users - Payments receipts	Systems are readly accessibile and perational
Output 2.1: Investment-ready opportunities are developed and promoted, and linkages among investors, domestic firms, suppliers and priority value chains are strengthened	OP2.1.I1	Number of investment-ready opportunities or sector prospectuses prepared and actively promoted	0	5	- Approved prospectuses - Investment briefs - CPD progress reports	Credible investment opportunities can be identified and prepared, domestic firms can meet investor and buyer requirements, and investors and financing partners remain engaged.
	OP2.1.I2	Number of domestic firms connected to investors, lead firms or institutional buyers	0	70	- CPD progress reports - Meeting and referral logs - Beneficiary surveys	
	OP2.1.I3	Number of commercial, supplier or investment partnership agreements concluded through programme-supported linkages	0	25	- Signed agreements - Purchase orders - Investor and enterprise confirmations	
Output 2.2: Export-readiness support is delivered for selected firms and products, including market preparation, packaging, branding and visibility	OP2.2.I1	Number of enterprises receiving export-readiness support, disaggregated by sector, sex and age of ownership	0	500	- GIEPA, GCCI and service-provider reports - CPD progress reports - Beneficiary register	Suitable enterprises participate throughout the support cycle, implement agreed readiness actions and respond to sustained demand in target markets.
	OP2.2.I2	Number of firm-specific export-readiness plans completed and approved	0	200	- Completed plans - Diagnostic and coaching records	
	OP2.2.I3	Number of products or tourism service offers upgraded in packaging, branding, presentation or market positioning	0	50	- CPD progress reports - Market materials	
Output 2.3: Catalytic support is provided for certification and compliance pathways, including internationally recognised standards	OP2.3.I1	Number of enterprises completing a compliance gap assessment or audit	0	50	- Assessment and audit reports; - CPD progress reports	Qualified advisory, audit and certification services are available, and selected enterprises co-invest, complete corrective actions and maintain compliant practices.
	OP2.3.I2	Number of enterprises receiving targeted support for certification or compliance	0	15	- CPD progress reports - Grant, advisory and audit-readiness records	
Output 2.4: Women cross-border traders are supported through digital finance, interoperability, financial literacy and user-	OP2.4.I1	Number of women cross-border traders receiving digital-finance onboarding and adoption support	0	100	- Beneficiary register - CPD progress reports	Women traders have access to identification, connectivity and affordable, trusted and interoperable digital-finance products and are
	OP2.4.I2	Percentage of supported women traders actively using a targeted digital-finance product	0	75%	- CPD progress report - Follow-up surveys	

Results Chain	Indicator Code	Indicator	Baseline (2024/2025)	Target (2031)	Means of Verification	Assumptions
adoption initiatives	OP2.4.I3	Number of financial- and digital-literacy sessions completed	0	15	- Training reports - Pre- and post-training assessments	willing to use them regularly.
Output 2.5: MSMEs are supported to adopt and effectively use digital trade and e-commerce tools for business development and market access	OP2.5.I1	Number of MSMEs onboarded onto supported e-commerce, digital-payment or digital-trade platforms	0	500	- Beneficiary register - CPD progress reports	Digital platforms, payment systems, connectivity and delivery services remain reliable and affordable, and supported MSMEs have suitable products and remain actively engaged.
Output 2.6: MSME coaching, enterprise advisory services and business-upgrading support are delivered to strengthen trade, export and investment readiness	OP2.6.I1	Number of MSMEs completing a structured coaching or enterprise-advisory cycle, disaggregated by sector, sex and age of ownership	0	500	- CPD progresse reports - Service-provider reports	Selected MSMEs remain committed, provide adequate business information and implement upgrading plans, while qualified advisers, buyers, investors and financial institutions remain available.
	OP2.6.I2	Number of business-upgrading plans completed and approved	0	400	- CPD progress reports - Approved plans	
	OP2.6.I3	Number of supported firms linked to a market, buyer, financial institution or investor	0	300	- CPD progress reports - Referral and linkage records	
Output 2.7: Women- and youth-led enterprises receive targeted formalisation, coaching, business-development and catalytic financing support	OP2.7.I1	Number of supported informal enterprises completing formalisation	0	500	- CPD progress reports - Business-registration records	Financing windows are adequately resourced and transparently managed, formalisation remains accessible, and selected women- and youth-led enterprises comply with financing and reporting requirements.
	OP2.7.I2	Number of women- and youth-led enterprises receiving grants or matching grants for approved upgrading plans	0	50	- CPD progress reports	

Annex 3: Global work plan

Country: The Gambia

Period: 2026 - 2031

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	Timeline						Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding	Lead Entity	Execution Rate
				2026	2027	2028	2029	2030	2031						
Outcome 1: Strengthened trade, investment and employment governance and facilitation systems										**666,000**	**530,500**	**1,196,500**	**1,521,143**		
Output 1.1: A PAM coordination, monitoring, evaluation and learning system is Established and operationalized										**281,000**	**-**	**281,000**	**-**		
OP1.1.I1	OP1.1.I1.A1	Establish a monitoring, evaluation, reporting, and implementation-tracking systems linked to the PAM framework	MIS systems analyst, software configuration, dashboard development, data integration support, ICT equipment and user training	X	X	X				126,000	-	126,000	-	MOTIE / GBoS / MoFEA/ GCCPC	
OP1.1.I2	OP1.1.I2.A1	Develop an integrated trade, investment, and employment management information systems (MIS)	MEL specialist, baseline review, indicator reference sheets, dashboard templates, annual review workshops and reporting support		X	X	X	X	X	50,000	-	50,000	-	MOTIE / GBoS / MoFEA/ GCCPC	
OP1.1.I3	OP1.1.I3.A1	Strengthening NIU-led coordination of trade and investment initiatives and steering committee meetings	NIU coordination support, programme assistants, review meetings including steering committee meetings, and communication materials	X	X	X	X	X	X	50,000	-	50,000	-	MOTIE	
OP1.1.I4	OP1.1.I4.A1	Travels (local and international), including for the monitoring of activities, sharing experiences with stakeholders and mobilising additional resources	Flight tickets/transport costs and travel allowances	X	X	X	X	X	X	45,000		45,000	-	MOTIE	
OP1.1.I5	OP1.1.I5.A1	Development of detailed communication plan for the PAM framework	Consultancy fees	X						10,000	-	10,000	-	MOTIE / NIU	
Output 1.2: Trade and investment coordination architecture and technical review processes are strengthened and linked to implementation										**185,000**	**-**	**185,000**	**-**		
OP1.2.I1	OP1.2.I1.A1	Update the national trade policy and related action plans to reflect current trade, investment, employment, regional integration, and private sector priorities	Policy consultants; validation workshops; policy drafting; publication		X					50,000	-	50,000	-	MOTIE / GIEPA / GCCPC	
OP1.2.I2	OP1.2.I2.A1	Rationalise coordination mechanisms within ministries and inter-agency committees for cohesive policy implementation	Coordination consultant, facilitation costs, inter-agency workshops, meeting logistics, reporting templates and secretariat support	X	X	X				20,000	-	20,000	-	MOTIE / GBoS / MoFEA/ GCCPC	
	OP1.2.I2.A2	Strengthen the capacity of trade and investment related technical committees/bodies, including the NTFC to fulfil their mandates	Committee capacity support; meeting facilitation; TOR review; documentation	X	X	X	X	X	X	50,000	-	50,000	-	MOTIE / GIEPA / GCCPC	
OP1.2.I3	OP1.2.I3.A1	Follow-up actions and implementation of recommendations to address trade and investment bottlenecks	Technical reviews; action tracking; implementation briefs; escalation support	X	X	X	X	X	X	40,000	-	40,000	-	MOTIE / GIEPA / GCCPC	

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	Timeline						Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding	Lead Entity	Execution Rate
				2026	2027	2028	2029	2030	2031						
OP1.2.I4	OP1.2.I4.A1	Strengthen the National Business Council to increase participation of private sector in implementation of trade and investment governance reforms	Business council support; private-sector consultations; meeting logistics; reporting	X	X	X	X	X	X	25,000	-	25,000	-	MOTIE / GIEPA / GCCPC	
Output 1.3: Trade-facilitation systems and user-facing customs, transit, border and corridor processes are simplified, modernised and										**50,000**	**290,500**	**340,500**	**-**		
OP1.3.I1	OP1.3.I1.A1	Upgrading the NTB reporting (online and offline) and sensitise and train users	System upgrade support, offline reporting tools, helpdesk templates, technical assistance, user feedback mechanism and monitoring dashboard	X	X	X				-	25,000	25,000	-	MOTIE / GRA / Border Agencies	
	OP1.3.I1.A2	Strengthen the monitoring and resolution system of NTBs reported	TA, Training, user feedback mechanism and monitoring dashboard	X	X	X				-	15,000	15,000	-	MOTIE / GRA / Border Agencies	
	OP1.3.I1.A3	Facilitate timely resolution of reported NTBs	Technical review meetings, reporting	X	X	X	X			-	10,000	10,000	-	MOTIE / GRA / Border Agencies	
OP1.3.I2	OP1.3.I2.A1	Harmonizing and simplifying customs and transit procedures, documentation and regulations	Profession services (consultancy fees), logistics for technical reviews, validation workshops	X	X	X				-	60,500	60,500	-	GRA / MOTIE	
OP1.3.I3	OP1.3.I3.A1	Implement the harmonised and simplified customs and transit procedures for expedite custom processes	Implementation support and follow ups		X	X	X			-	100,000	100,000	-	GRA / MOTIE	
OP1.3.I4	OP1.3.I4.A1	Utilise the NTB to track and follow up border and corridor operational issues	Monitoring dashboard	X	X	X	X			-	30,000	30,000	-	MOTIE / GRA / Corridor Actors	
	OP1.3.I4.A2	Conduct the biannual meeting of the Joint Trade Committee between Gambia and Senegal to monitor the effective implementation of the Trade and Transit Cooperation Agreement.	Meeting logistics, DSA, travel cost	X	X	X	X	X	X	50,000	-	50,000	-	MOTIE / GRA / Senegal Counterparts	
OP1.3.I5	OP1.3.I5.A1	Conduct sensitization and capacity building programmes for both public and private sector especially women and youth owned business on the different trade facilitation protocols.	Training and sensitisation workshops, training and sensitisation materials, logistics, workshop facilitation	X	X	X	X			-	50,000	50,000	-	GRA / MOTIE	
Output 1.4: Investment-facilitation, aftercare, grievance-resolution and investor-tracking services are strengthened										**150,000**	**-**	**150,000**	**-**		
OP1.4.I1	OP1.4.I1.A1	Develop investor aftercare and facilitation help desk and investor grievance resolution mechanism	Investor helpdesk design, grievance SOPs, service charter, staff training, case-management templates and communication tools	X	X	X				75,000	-	75,000	-	GIEPA / MOTIE / GCCPC	
OP1.4.I2	OP1.4.I2.A1	Establish/strengthen national investment CRM and investor tracking system	CRM software, investor pipeline database, staff training, data migration, reporting dashboard and maintenance support	X	X	X				75,000	-	75,000	-	GIEPA / MOTIE / GCCPC	
Output 1.5: Laboratory access, testing arrangements and accreditation support are strengthened for priority export sectors and products										**-**	**240,000**	**240,000**	**1,521,143**		
OP1.5.I1	OP1.5.I1.A1	Provide accreditation support to National Food Testing lab and National Quality lab in priority products	Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation	X	X	X	X			-	90,000	90,000	770,500	TGSB / Labs / MOTIE / FSQA / Partners	

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	Timeline						Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding	Lead Entity	Execution Rate
				2026	2027	2028	2029	2030	2031						
OP1.5.I2	OP1.5.I2.A1	Provide support to The Gambia Standards Bureau (TGSB) to be accreditated as a certification body in priority areas	Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation	X	X	X	X			-	100,000	100,000	297,643	TGSB / MOTIE / Partners	
OP1.5.I3	OP1.5.I3.A1	National Food Testing lab and National Quality lab provide internationally recognised testing services to enterprises; TGSB provides certification services locally	Trained lab staff, testing consumable			X	X	X		-	50,000	50,000	453,000	TGSB / FSQA / Labs / Partners	
Outcome 2: Stronger enterprise competitiveness, market access, investment linkages and inclusive digital transformation										-	**2,094,500**	**2,094,500**	-		
Output 2.1: Investment-ready opportunities are developed and promoted, and linkages among investors, domestic firms, suppliers and										-	**325,000**	**325,000**	-		
OP2.1.I1	OP2.1.I1.A1	Package investment-ready opportunities and develop prospectuses for priority sectors (agro-processing, fisheries, tourism, logistics, digital economy	Investment Expert, validation workshops and promotional materials	X	X	X	X	X		-	175,000	175,000	-	GIEPA / MOTIE / GCCPC / Sector Actors	
OP2.1.I2	OP2.1.I2.A1	Develop investor-firm linkage programmes, supplier development initiatives and local content partnerships.	Supplier diagnostics, linkage events, value-chain facilitation, industry-captain engagement, coaching for local suppliers and partnership brokering	X	X	X	X	X		-	150,000	150,000	-	GIEPA / MOTIE / GCCPC / Sector Actors	
Output 2.2: Export-readiness support is delivered for selected firms and products, including market preparation, packaging, branding and										-	**365,000**	**365,000**	-		
OP2.2.I1	OP2.2.I1.A1	Provide tailored support to selected firms on export coaching and mentoring for target markets and products (export advancement programmes)	Export coaches, market mentors, firm coaching sessions, buyer-readiness plans, market intelligence and follow-up support	X	X	X				-	150,000	150,000	-	GIEPA / MOTIE / GCCI / Sector Partners	
OP2.2.I2	OP2.2.I2.A1	Develop and implement export readiness plans for MSMEs	Implementation support and follow ups	X	X	X	X			-	140,000	140,000	-	GIEPA / MOTIE / GCCI / Sector Partners	
OP2.2.I3	OP2.2.I3.A1	Support MSMEs on product and tourism services development, packaging and branding, and market linkages	Product development, packaging and branding experts, implmentation support	X	X	X	X	X		-	75,000	75,000	-	GIEPA / MOTIE / GCCI / Sector Partners	
Output 2.3: Catalytic support is provided for certification and compliance pathways, including internationally recognised standards										-	**300,000**	**300,000**	-		
OP2.3.I1	OP2.3.I1.A1	Provide support towards certification (including grants) for GEP, HACCP, GlobalGAP, Organic, etc. to selected MSME firms.	Certification advisers, audit-readiness support, certification fees/grants, documentation support, coaching and verification visits			X	X			-	150,000	150,000	-	GIEPA / TGSB / Sector Agencies	
OP2.3.I2	OP2.3.I2.A1	Strengthen TBT Enquiry Point, ePing, standards, SPS support services for priority products and target markets to support firms' compliance for enahance market access	TBT/SPS experts, enquiry-point tools, ePing outreach, e-phyto linkage, firm clinics, training materials and standards helpdesk support	X	X	X	X			-	150,000	150,000	-	TGSB / MOTIE / FSQA	
Output 2.4: Women cross-border traders are supported through digital finance, interoperability, financial literacy and user-adoption										-	**218,500**	**218,500**	-		
OP2.4.I1	OP2.4.I1.A1	Onboard cross-border traders especially women on fintech platforms	Beneficiary registration, onboarding events, KYC support, merchant-wallet setup, user support and adoption monitoring	X	X	X	X			-	88,500	88,500	-	MOTIE / MOCDE / CBG / FinTech Actors / Trader Groups	

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	Timeline						Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding	Lead Entity	Execution Rate
				2026	2027	2028	2029	2030	2031						
OP2.4.I2	OP2.4.I2.A1	Promote the interoperability of all digital wallets and all payment platforms under a unified digital payment switch (Gateway)	Payment ecosystem dialogue, technical interoperability assessment, policy facilitation, switch-readiness workshops and user testing	X	X	X	X			-	80,000	80,000	-	MOTIE / MOCDE / CBG / FinTech Actors	
OP2.4.I3	OP2.4.I3.A1	Develop and provide financial and digital literacy programs on the use of FinTech products	Curriculum development, trainers, training materials, community sessions, digital content and monitoring tools	X	X	X	X			-	50,000	50,000	-	MOTIE / MOCDE / CBG / FinTech Actors / Trader Groups	
Output 2.5: MSMEs are supported to adopt and effectively use digital trade and e-commerce tools for business development and market										**-**	**300,000**	**300,000**	**-**		
OP2.5.I1	OP2.5.I1.A1	Launch support and targeted digital literacy and e-commerce awareness campaigns for MSMEs, women youth in collaboration with e-commerce platforms	Digital literacy trainers, awareness materials, e-commerce platform partnerships, practical onboarding clinics and communication campaigns	X	X	X	X			-	90,000	90,000	-	MOTIE / MOCDE / GICTA / GIEPA / Ecosystem Partners	
	OP2.5.I1.A2	Provide targeted support, grants and micro-loans for early-stage digital businesses to expand access to MSMEs	Grant/micro-loan facility, selection committees, business coaching, beneficiary monitoring and impact verification	X	X	X	X			-	120,000	120,000	-	MOTIE / MOCDE / GICTA / GIEPA / Ecosystem Partners	
	OP2.5.I1.A3	Provide support existing local transportation services and delivery operators (Including courier & postal service providers) to offer services for e commerce businesses	Logistics expert, Logistics service diagnostics, training, service standards, platform-linkage support, delivery pilots and coordination with courier/postal providers	X	X	X	X			-	90,000	90,000	-	MOTIE / MOCDE / GICTA / GIEPA / Ecosystem Partners	
Output 2.6: MSME coaching, enterprise advisory services and business-upgrading support are delivered to strengthen trade, export and										**-**	**296,000**	**296,000**	**-**		
OP2.6.I1	OP2.6.I1.A1	Provide coaching and business advisory support (including formalisation) to MSMEs in priority sectors	Coaches, market mentors, firm coaching sessions, buyer-readiness plans, market intelligence and follow-up support	X	X	X	X			-	125,000	125,000	-	GIEPA / MOTIE / GCCI / GWCCI / Youth Business Actors	
OP2.6.I2	OP2.6.I2.A1	Develop and implement business upgrading plans to MSMEs	Coaches, market mentors, firm coaching sessions, business upgrading plans, implementation support	X	X	X	X			-	71,000	71,000	-	GIEPA / MOTIE / GCCI / GWCCI / Youth Business Actors	
OP2.6.I3	OP2.6.I3.A1	Implement access to financial and market-linkage programmes for MSMEs	Finance and marketing specialists, selection committees, implementation support and monitoring	X	X	X	X			-	100,000	100,000	-	GIEPA / MOTIE / GCCI / GWCCI / Youth Business Actors	
Output 2.7: Women- and youth-led enterprises receive targeted formalisation, coaching, business-development and catalytic financing										**-**	**290,000**	**290,000**	**-**		
OP2.7.I1	OP2.7.I1.A1	Support business formalization and regulatory simplification linked to MSME growth and market participation	Business registration support; outreach; process simplification; helpdesk	X	X	X	X			-	40,000	40,000	-	MOTIE / GIEPA / Associations	
OP2.7.I2	OP2.7.I2.A1	Provide grants/matching grants to women and youth led MSME businesses	Grant facility, selection committees, business coaching, beneficiary monitoring and impact verification		X	X	X			-	200,000	200,000	-	MOTIE / GIEPA / Associations	
	OP2.7.I2.A2	Design and implement tailored support products to women and youth led MSME businesses	Coaches, market mentors, firm coaching sessions,business improvement plans, market intelligence and follow-up support	X	X	X	X			-	50,000	50,000	-	MOTIE / GIEPA / Associations	

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	Timeline						Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding	Lead Entity	Execution Rate
				2026	2027	2028	2029	2030	2031						
Programme management and operations										**209,000**	**-**	**209,000**	**488,745**		
Staffing and human resources										-	-	-	220,912		
NIU team salaries			Salaries	X	X	X	X	X	X			-	78,412	MOTIE / NIU	
NIU team top-up allowances			Top-up allowance	X	X	X	X	X	X			-	142,500	MOTIE / NIU	
Operations and administration										**99,000**	**-**	**99,000**	**252,833**		
Office running costs			Office runing costs (logistics, meetings, fuel, consumables, etc.)	X	X	X	X	X	X	28,500	-	28,500	-	MOTIE / NIU	
Office equipment			Procurement of office furniture and equipemnt	X	X	X	X	X	X	25,500		25,500	-	MOTIE / NIU	
Programme vehicle			Procurement of programme vehicle	X	X	X	X	X	X	45,000	-	45,000	-	MOTIE / NIU	
Office space and utilities (Government in-kind contribution)			Office premises, utilities, shared services	X	X	X	X	X	X	-	-	-	252,833	MOTIE / NIU	
Monitoring, evaluation and learning										**60,000**	**-**	**60,000**	**-**		
Programme Baseline Assessment			Professional services (Consultantancy fees)	X						15,000	-	15,000	-	MOTIE / NIU	
Mid-term evaluation			Professional services (Consultantancy fees)			X				20,000	-	20,000	-	MOTIE / NIU	
Final evaluation			Professional services (Consultantancy fees)						X	25,000	-	25,000	-	MOTIE / NIU	
Financial management and audit										**-**	**-**	**-**	**15,000**		
Annual financial audits			Professional services (Audit fees)		X	X	X	X	X		-	-	15,000	MOTIE / NIU / NAO	
Communications										**50,000**	**-**	**50,000**	**-**		
Publicity			Communication materials and cost of publicity in the local media	X	X	X	X	X	X	50,000	-	50,000	-	MOTIE / NIU	
Total budget per Funding Facility										**875,000**	**2,625,000**	**3,500,000**	**2,009,888**		
Grand total													**5,509,887.85**		

Annual Work Plan

Country: The Gambia

Period: 2026 - 2031

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	2026				2027				Budget (USD)		Source of Funding		Lead Entity	Execution Rate
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding		
Outcome 1: Strengthened trade, investment and employment governance and facilitation systems												**128,000**	**10,000**	**138,000**	**-**		
Output 1.1: A PAM coordination, monitoring, evaluation and learning system is Established and operationalized												**58,000**	**-**	**58,000**	**-**		
OP1.1.I1	OP1.1.I1.A1	Establish a monitoring, evaluation, reporting, and implementation-tracking systems linked to the PAM framework	MIS systems analyst, software configuration, dashboard development, data integration support, ICT equipment and user training				X					15,000	-	15,000	-	MOTIE / GBoS / MoFEA/ GCCPC	
OP1.1.I2	OP1.1.I2.A1	Develop an integrated trade, investment, and employment management information systems (MIS)	MEL specialist, baseline review, indicator reference sheets, dashboard templates, annual review workshops and reporting support					X				15,000	-	15,000	-	MOTIE / GBoS / MoFEA/ GCCPC	
OP1.1.I3	OP1.1.I3.A1	Strengthening NIU-led coordination of trade and investment initiatives and steering committee meetings	NIU coordination support, programme assistants, review meetings including steering committee meetings, and communication materials				X					8,000	-	8,000	-	MOTIE	
OP1.1.I4	OP1.1.I4.A1	Travels (local and international), including for the monitoring of activities, sharing experiences with stakeholders and mobilising additional resources	Flight tickets/transport costs and travel allowances				X	X	X			10,000	-	10,000		MOTIE	
OP1.1.I5	OP1.1.I5.A1	Development of detailed communication plan for the PAM framework	Consultancy fees				X					10,000	-	10,000	-	MOTIE / NIU	
Output 1.2: Trade and investment coordination architecture and technical review processes are strengthened and linked to implementation												**35,000**	**-**	**35,000**	**-**		
OP1.2.I1	OP1.2.I1.A1	Update the national trade policy and related action plans to reflect current trade, investment, employment, regional integration, and private sector priorities	Policy consultants; validation workshops; policy drafting; publication									-	-	-	-	MOTIE / GIEPA / GCCPC	
OP1.2.I2	OP1.2.I2.A1	Rationalise coordination mechanisms within ministries and inter-agency committees for cohesive policy implementation	Coordination consultant, facilitation costs, inter-agency workshops, meeting logistics, reporting templates and secretariat support				X					20,000	-	20,000	-	MOTIE / GBoS / MoFEA/ GCCPC	
	OP1.2.I2.A2	Strengthen the capacity of trade and investment related technical committees/bodies, including the NTFC to fulfil their mandates	Committee capacity support; meeting facilitation; TOR review; documentation					X				10,000	-	10,000	-	MOTIE / GIEPA / GCCPC	
OP1.2.I3	OP1.2.I3.A1	Follow-up actions and implementation of recommendations to address trade and investment bottlenecks	Technical reviews; action tracking; implementation briefs; escalation support									-	-	-	-	MOTIE / GIEPA / GCCPC	
OP1.2.I4	OP1.2.I4.A1	Strengthen the National Business Council to increase participation of private sector in implementation of trade and investment governance reforms	Business council support; private-sector consultations; meeting logistics; reporting						X			5,000	-	5,000	-	MOTIE / GIEPA / GCCPC	
Output 1.3: Trade-facilitation systems and user-facing customs, transit, border and corridor processes are simplified, modernised and												**10,000**	**10,000**	**20,000**	**-**		
OP1.3.I1	OP1.3.I1.A1	Upgrading the NTB reporting (online and offline) and sensitise and train users	System upgrade support, offline reporting tools, helpdesk templates, technical assistance, user feedback mechanism and monitoring dashboard										-	-	-	MOTIE / GRA / Border Agencies	
	OP1.3.I1.A2	Strengthen the monitoring and resolution system of NTBs reported	TA, Training, user feedback mechanism and monitoring dashboard										-	-	-	MOTIE / GRA / Border Agencies	
	OP1.3.I1.A3	Facilitate timely resolution of reported NTBs	Technical review meetings, reporting										-	-	-	MOTIE / GRA / Border Agencies	
OP1.3.I2	OP1.3.I2.A1	Harmonizing and simplifying customs and transit procedures, documentation and regulations	Profession services (consultancy fees), logistics for technical reviews, validation workshops										-	-	-	GRA / MOTIE	
OP1.3.I3	OP1.3.I3.A1	Implement the harmonised and simplified customs and transit procedures for expedite custom processes	Implementation support and follow ups										-	-	-	GRA / MOTIE	
OP1.3.I4	OP1.3.I4.A1	Utilise the NTB to track and follow up border and corridor operational issues	Monitoring dashboard										-	-	-	MOTIE / GRA / Corridor Actors	
	OP1.3.I4.A2	Conduct the biannual meeting of the Joint Trade Committee between Gambia and Senegal to monitor the effective implementation of the Trade and Transit Cooperation Agreement.	Meeting logistics, DSA, travel cost						X			10,000		10,000	-	MOTIE / GRA / Senegal Counterparts	
OP1.3.I5	OP1.3.I5.A1	Conduct sensitization and capacity building programmes for both public and private sector especially women and youth owned business on the different trade facilitation protocols.	Training and sensitisation workshops, training and sensitisation materials, logistics, workshop facilitation					X					10,000	10,000	-	GRA / MOTIE	
Output 1.4: Investment-facilitation, aftercare, grievance-resolution and investor-tracking services are strengthened												**25,000**	**-**	**25,000**	**-**		
OP1.4.I1	OP1.4.I1.A1	Develop investor aftercare and facilitation help desk and investor grievance resolution mechanism	Investor helpdesk design, grievance SOPs, service charter, staff training, case-management templates and communication tools					X				25,000		25,000	-	GIEPA / MOTIE / GCCPC	
OP1.4.I2	OP1.4.I2.A1	Establish/strengthen national investment CRM and investor tracking system	CRM software, investor pipeline database, staff training, data migration, reporting dashboard and maintenance support									-		-	-	GIEPA / MOTIE / GCCPC	
Output 1.5: Laboratory access, testing arrangements and accreditation support are strengthened for priority export sectors and products												**-**	**-**	**-**	**-**		
OP1.5.I1	OP1.5.I1.A1	Provide accreditation support to National Food Testing lab and National Quality lab in priority products	Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation										-	-	-	TGSB / Labs / MOTIE / FSQA / Partners	

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	2026				2027				Budget (USD)		Source of Funding		Lead Entity	Execution Rate
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding		
OP1.5.I2	OP1.5.I2.A1	Provide support to The Gambia Standards Bureau (TGSB) to be accredited as a certification body in priority areas	Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation										-	-	-	TGSB / MOTIE / Partners	
OP1.5.I3	OP1.5.I3.A1	National Food Testing lab and National Quality lab provide internationally recognised testing services to enterprises; TGSB provides certification services locally	Trained lab staff, testing consumable										-	-	-	TGSB / MOTIE / Partners	
Outcome 2: Stronger enterprise competitiveness, market access, investment linkages and inclusive digital transformation												**-**	**171,000**	**171,000**	**-**		
Output 2.1: Investment-ready opportunities are developed and promoted, and linkages among investors, domestic firms, suppliers and priority												**-**	**50,000**	**50,000**	**-**		
OP2.1.I1	OP2.1.I1.A1	Package investment-ready opportunities and develop prospectuses for priority sectors (agro-processing, fisheries, tourism, logistics, digital economy	Investment Expert, validation workshops and promotional materials				X						25,000	25,000	-	GIEPA / MOTIE / GCCPC / Sector Actors	
OP2.1.I2	OP2.1.I2.A1	Develop investor-firm linkage programmes, supplier development initiatives and local content partnerships.	Supplier diagnostics, linkage events, value-chain facilitation, industry-captain engagement, coaching for local suppliers and partnership brokering					X					25,000	25,000	-	GIEPA / MOTIE / GCCPC / Sector Actors	
Output 2.2: Export-readiness support is delivered for selected firms and products, including market preparation, packaging, branding and visibility												**-**	**15,000**	**15,000**	**-**		
OP2.2.I1	OP2.2.I1.A1	Provide tailored support to selected firms on export coaching and mentoring for target markets and products (export advancement programmes)	Export coaches, market mentors, firm coaching sessions, buyer-readiness plans, market intelligence and follow-up support										-	-	-	GIEPA / MOTIE / GCCI / Sector Partners	
OP2.2.I2	OP2.2.I2.A1	Develop and implement export readiness plans for MSMEs	Implementation support and follow ups										-	-	-	GIEPA / MOTIE / GCCI / Sector Partners	
OP2.2.I3	OP2.2.I3.A1	Support MSMEs on product and tourism services development, packaging and branding, and market linkages	Product development, packaging and branding experts, implmentation support				X						15,000	15,000	-	GIEPA / MOTIE / GCCI / Sector Partners	
Output 2.3: Catalytic support is provided for certification and compliance pathways, including internationally recognised standards												**-**	**-**	**-**	**-**		
OP2.3.I1	OP2.3.I1.A1	Provide support towards certification (including grants) for GEP, HACCP, GlobalGAP, Organic, etc. to selected MSME firms.	Certification advisers, audit-readiness support, certification fees/grants, documentation support, coaching and verification visits										-	-	-	MOTIE	
OP2.3.I2	OP2.3.I2.A1	Strengthen TBT Enquiry Point, ePing, standards, SPS support services for priority products and target markets to support firms' compliance for enahance market access	TBT/SPS experts, enquiry-point tools, ePing outreach, e-phyto linkage, firm clinics, training materials and standards helpdesk support										-	-	-	TGSB / MOTIE / FSQA	
Output 2.4: Women cross-border traders are supported through digital finance, interoperability, financial literacy and user-adoption initiatives												**-**	**48,500**	**48,500**	**-**		
OP2.4.I1	OP2.4.I1.A1	Onboard cross-border traders especially women on fintech platforms	Beneficiary registration, onboarding events, KYC support, merchant-wallet setup, user support and adoption monitoring					X					28,500	28,500	-	MOTIE / MOCDE / CBG / FinTech Actors / Trader Groups	
OP2.4.I2	OP2.4.I2.A1	Promote the interoperability of all digital wallets and all payment platforms under a unified digital payment switch (Gateway)	Payment ecosystem dialogue, technical interoperability assessment, policy facilitation, switch-readiness workshops and user testing				X						20,000	20,000	-	MOTIE / MOCDE / CBG / FinTech Actors	
OP2.4.I3	OP2.4.I3.A1	Develop and provide financial and digital literacy programs on the use of FinTech products	Curriculum development, trainers, training materials, community sessions, digital content and monitoring tools										-	-	-	MOTIE / MOCDE / CBG / FinTech Actors / Trader Groups	
Output 2.5: MSMEs are supported to adopt and effectively use digital trade and e-commerce tools for business development and market access												**-**	**20,000**	**20,000**	**-**		
OP2.5.I1	OP2.5.I1.A1	Launch support and targeted digital literacy and e-commerce awareness campaigns for MSMEs, women youth in collaboration with e-commerce platforms	Digital literacy trainers, awareness materials, e-commerce platform partnerships, practical onboarding clinics and communication campaigns						X				20,000	20,000	-	MOTIE / MOCDE / GICTA / GIEPA / Ecosystem Partners	
	OP2.5.I1.A2	Provide targeted support, grants and micro-loans for early-stage digital businesses to expand access to MSMEs	Grant/micro-loan facility, selection committees, business coaching, beneficiary monitoring and impact verification										-	-	-	MOTIE / MOCDE / GICTA / GIEPA / Ecosystem Partners	
	OP2.5.I1.A3	Provide support existing local transportation services and delivery operators (Including courier & postal service providers) to offer services for e commerce businesses	Logistics expert, Logistics service diagnostics, training, service standards, platform-linkage support, delivery pilots and coordination with courier/postal providers										-	-	-	MOTIE / MOCDE / GICTA / GIEPA / Ecosystem Partners	
Output 2.6: MSME coaching, enterprise advisory services and business-upgrading support are delivered to strengthen trade, export and investment												**-**	**25,000**	**25,000**	**-**		
OP2.6.I1	OP2.6.I1.A1	Provide coaching and business advisory support (including formalisation) to MSMEs in priority sectors	Coaches, market mentors, firm coaching sessions, buyer-readiness plans, market intelligence and follow-up support				X						25,000	25,000	-	GIEPA / MOTIE / GCCI / GWCCI / Youth Business Actors	
OP2.6.I2	OP2.6.I2.A1	Develop and implement business upgrading plans to MSMEs	Coaches, market mentors, firm coaching sessions, business upgrading plans, implementation support										-	-	-	GIEPA / MOTIE / GCCI / GWCCI / Youth Business Actors	
OP2.6.I3	OP2.6.I3.A1	Implement access to financial and market-linkage programmes for MSMEs	Finance and marketing specialists, selection committees, implementation support and monitoring										-	-	-	GIEPA / MOTIE / GCCI / GWCCI / Youth Business Actors	
Output 2.7: Women- and youth-led enterprises receive targeted formalisation, coaching, business-development and catalytic financing support												**-**	**12,500**	**12,500**	**-**		
OP2.7.I1	OP2.7.I1.A1	Support business formalization and regulatory simplification linked to MSME growth and market participation	Business registration support; outreach; process simplification; helpdesk										-	-	-	MOTIE / GIEPA / Associations	
OP2.7.I2	OP2.7.I2.A1	Provide grants/matching grants to women and youth led MSME businesses	Grant facility, selection committees, business coaching, beneficiary monitoring and impact verification										-	-		MOTIE / GIEPA / Associations	

Output Statement and Indicator Code	Activity Code	Description of the Activity	Inputs	2026				2027				Budget (USD)		Source of Funding		Lead Entity	Execution Rate
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Funding Facility 1	Funding Facility 2	EIF Funding	Other Sources of Funding		
OP2.7.I2	OP2.7.I2.A2	Design and implement tailored support products to women and youth led MSME businesses	Coaches, market mentors, firm coaching sessions,business improvement plans, market intelligence and follow-up support						X				12,500	12,500	-	MOTIE / GIEPA / Associations	
Programme management and operations												**41,000**	**-**	**41,000**	**73,964**		
Operations and administration												**-**	**-**	**-**	**34,881**		
NIU team salaries			Salaries				X	X	X					-	12,381	MOTIE / NIU	
NIU team top-up allowances			Top-up allowance				X	X	X					-	22,500	MOTIE / NIU	
Operations and administration												**16,000**	**-**	**16,000**	**39,083**		
Office running costs			Office runing costs (logistics, meetings, fuel, consumables, etc.)				X	X	X			4,500		4,500	-	MOTIE / NIU	
Office equipment			Procurement of office furniture and equipemnt				X	X	X			11,500		11,500		MOTIE / NIU	
Programme vehicle			Procurement of programme vehicle				X	X	X			-		-		MOTIE / NIU	
Office space and utilities (Government in-kind contribution)			Office premises, utilities, shared services				X	X	X					-	39,083	MOTIE / NIU	
Monitoring, evaluation and learning												**15,000**	**-**	**15,000**	**-**		
PM.MEL.1		Programme Baseline Assessment	Professional services (Consultantancy fees)				X					15,000		15,000	-	MOTIE / NIU	
Financial management and audit												**-**	**-**	**-**	**-**		
PM.FMA.1		Annual financial audits	Professional services (Audit fees)					X				-		-	-	MOTIE / NIU	
Communications												**10,000**	**-**	**10,000**	**-**		
PM.COM.1		Publicity	Communication materials and cost of publicity in the local media				X	X	X	X	X	10,000	-	10,000	-	MOTIE / NIU	
Total budget per Funding Facility												**169,000**	**181,000**	**350,000**	**73,964**		
Grand total															**423,964**		

Annex 4: Detailed Budget

Country: Gambia

Start date: 2026

End date: 2031

Activity code	Description of the activity	Input account and title	Input description	Funding Facility	Unit	2026 No Units	2026 Unit Cost	2026 Total	2027 (1st tranche) No Units	2027 (1st tranche) Unit Cost	2027 (1st tranche) Total	2027 (2nd tranche) No Units	2027 (2nd tranche) Unit Cost	2027 (2nd tranche) Total	2028 No Units	2028 Unit Cost	2028 Total	2029 No Units	2029 Unit Cost	2029 Total	2030 No Units	2030 Unit Cost	2030 Total	2031 No Units	2031 Unit Cost	2031 Total	Total Budget	Remarks
Outcome 1: Strengthened trade, investment and employment governance and facilitation systems								**65,500**			**72,500**			**772,500**			**855,500**			**679,143**			**260,500**			**12,000**	**2,717,643**	
Output 1.1: A PAM coordination, monitoring, evaluation and learning system is Established and operationalized																												
OP1.1.I1.A1	Establish a monitoring, evaluation, reporting, and implementation-tracking systems linked to the PAM framework	72100 - Sub-contract - Entities - Output	MIS systems analyst, software configuration, dashboard development, data integration support, ICT equipment and user training	FF1	Lump sum	1	15,000	15,000			-	1	50,000	50,000	1	35,000	35,000	1	26,000	26,000			-			-	**126,000**	
OP1.1.I2.A1	Develop an integrated trade, investment, and employment management information systems (MIS)	72100 - Sub-contract - Entities - Output	MEL specialist, baseline review, indicator reference sheets, dashboard templates, annual review workshops and reporting support	FF1	Lump sum			-	1	15,000	15,000	1	20,000	20,000	1	5,000	5,000	1	5,000	5,000	1	5,000	5,000			-	**50,000**	
OP1.1.I3.A1	Strengthening NIU-led coordination of trade and investment initiatives and steering committee meetings	75700 - Learning and workshops (all inclusive) - Output	NIU coordination support, programme assistants, review meetings including steering committee meetings, and communication materials	FF1	Lump sum	1	8,000	8,000			-	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000	1	2,000	2,000	**50,000**	
OP1.1.I4.A1	Travels (local and international), including for the monitoring of activities, sharing experiences with stakeholders and mobilising additional resources	71600 - Travel and missions - Output	Flight tickets/transport costs and travel allowances	FF1	Mission package	1	7,500	7,500	1	2,500	2,500	1	7,500	7,500	1	7,500	7,500	1	7,500	7,500	1	7,500	7,500	1	5,000	5,000	**45,000**	
OP1.1.I5.A1	Development of detailed communication plan for the PAM framework	71400 - National personnel - Technical - Output	Consultancy fees	FF1	Lump sum	1	10,000	10,000			-			-			-			-			-			-	**10,000**	
Sub-total: Output 1.1								**40,500**			**17,500**			**87,500**			**57,500**			**48,500**			**22,500**			**7,000**	**281,000**	
Output 1.2: Trade and investment coordination architecture and technical review processes are strengthened and linked to implementation																												
OP1.2.I1.A1	Update the national trade policy and related action plans to reflect current trade, investment, employment, regional integration, and private sector priorities	75700 - Learning and workshops (all inclusive) - Output	Policy consultants; validation workshops; policy drafting; publication	FF1	Workshop / training package			-			-	2	25,000	50,000			-			-			-			-	**50,000**	
OP1.2.I2.A1	Rationalise coordination mechanisms within ministries and inter-agency committees for cohesive policy implementation	75700 - Learning and workshops (all inclusive) - Output	Coordination consultant, facilitation costs, inter-agency workshops, meeting logistics, reporting templates and secretariat support	FF1	Workshop / training package	1	20,000	20,000			-			-			-			-			-			-	**20,000**	
OP1.2.I2.A2	Strengthen the capacity of trade and investment related technical committees/bodies, including the NTFC to fulfil their mandates	75700 - Learning and workshops (all inclusive) - Output	Committee capacity support; meeting facilitation; TOR review; documentation	FF1	Workshop / training package			-	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000			-	**50,000**	
OP1.2.I3.A1	Follow-up actions and implementation of recommendations to address trade and investment bottlenecks	71400 - National personnel - Technical - Output	Technical reviews; action tracking; implementation briefs; escalation support	FF1	Lump sum			-			-	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000			-	**40,000**	
OP1.2.I4.A1	Strengthen the National Business Council to increase participation of private sector in implementation of trade and investment governance reforms	75700 - Learning and workshops (all inclusive) - Output	Business council support; private-sector consultations; meeting logistics; reporting	FF1	Workshop / training package			-	1	5,000	5,000	1	5,000	5,000	1	5,000	5,000	1	5,000	5,000	1	5,000	5,000			-	**25,000**	
Sub-total: Output 1.2								**20,000**			**15,000**			**75,000**			**25,000**			**25,000**			**25,000**			**-**	**185,000**	
Output 1.3: Trade-facilitation systems and user-facing customs, transit, border and corridor processes are simplified, modernised and operationalised																												
OP1.3.I1.A1	Upgrading the NTB reporting (online and offline) and sensitise and train users	72100 - Sub-contract - Entities - Output	System upgrade support, offline reporting tools, helpdesk templates, technical assistance, user feedback mechanism and monitoring dashboard	FF2	Lump sum			-			-	1	15,000	15,000	1	5,000	5,000	1	5,000	5,000			-			-	**25,000**	
OP1.3.I1.A2	Strengthen the monitoring and resolution system of NTBs reported	72100 - Sub-contract - Entities - Output	TA, Training, user feedback mechanism and monitoring dashboard	FF2	Lump sum			-			-	1	10,000	10,000	1	5,000	5,000			-			-			-	**15,000**	
OP1.3.I1.A3	Facilitate timely resolution of reported NTBs	75700 - Learning and workshops (all inclusive) - Output	Technical review meetings, reporting	FF2	Workshop / training package			-			-	1	5,000	5,000	1	2,500	2,500	1	2,500	2,500			-			-	**10,000**	
OP1.3.I2.A1	Harmonizing and simplifying customs and transit procedures, documentation and regulations	75700 - Learning and workshops (all inclusive) - Output	Profession services (consultancy fees), logistics for technical reviews, validation workshops	FF2	Workshop / training package			-			-	1	35,000	35,000	1	25,500	25,500			-			-			-	**60,500**	
OP1.3.I3.A1	Implement the harmonised and simplified customs and transit procedures for expedite custom processes	71400 - National personnel - Technical - Output	Implementation support and follow ups	FF2	Lump sum			-			-	1	20,000	20,000	1	40,000	40,000	1	40,000	40,000			-			-	**100,000**	
OP1.3.I4.A1	Utilise the NTB to track and follow up border and corridor operational issues	72100 - Sub-contract - Entities - Output	Monitoring dashboard	FF2	Lump sum			-			-	1	15,000	15,000	1	7,500	7,500	1	7,500	7,500			-			-	**30,000**	
OP1.3.I4.A2	Conduct the biannual meeting of the Joint Trade Committee between Gambia and Senegal to monitor the effective implementation of the Trade and Transit Cooperation Agreement.	75700 - Learning and workshops (all inclusive) - Output	Meeting logistics, DSA, travel cost	FF1	Semester	1	5,000	5,000	1	5,000	5,000	1	5,000	5,000	2	5,000	10,000	2	5,000	10,000	2	5,000	10,000	1	5,000	5,000	**50,000**	

Activity code	Description of the activity	Input account and title	Input description	Funding Facility	Unit	2026			2027 (1st tranche)			2027 (2nd tranche)			2028			2029			2030			2031			Total Budget	Remarks
						No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total		
OP1.3.I5.A1	Conduct sensitization and capacity building programmes for both public and private sector especially women and youth owned business on the different trade facilitation protocols.	75700 - Learning and workshops (all inclusive) - Output	Training and sensitisation workshops, training and sensitisation materials, logistics, workshop facilitation	FF2	Workshop / training package			-	1	10,000	10,000	1	15,000	15,000	1	15,000	15,000	1	10,000	10,000			-			-	**50,000**	
Sub-total: Output 1.3								**5,000**			**15,000**			**120,000**			**110,500**			**75,000**			**10,000**			**5,000**	**340,500**	
Output 1.4: Investment-facilitation, aftercare, grievance-resolution and investor-tracking services are strengthened																												
OP1.4.I1.A1	Develop investor aftercare and facilitation help desk and investor grievance resolution mechanism	72600 - Sub-grants - Output	Investor helpdesk design, grievance SOPs, service charter, staff training, case-management templates and communication tools	FF1	Workshop / training package			-	1	25,000	25,000	1	25,000	25,000	1	25,000	25,000			-			-			-	**75,000**	
OP1.4.I2.A1	Establish/strengthen national investment CRM and investor tracking system	72600 - Sub-grants - Output	CRM software, investor pipeline database, staff training, data migration, reporting dashboard and maintenance support	FF1	Lump sum			-			-	1	50,000	50,000	1	25,000	25,000			-			-			-	**75,000**	
Sub-total: Output 1.4								**-**			**25,000**			**75,000**			**50,000**			**-**			**-**			**-**	**150,000**	
Output 1.5: Laboratory access, testing arrangements and accreditation support are strengthened for priority export sectors and products																												
OP1.5.I1.A1	Provide accreditation support to National Food Testing lab and National Quality lab in priority products	72600 - Sub-grants - Output	Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation	FF2	Lump sum			-			-	1	45,000	45,000	1	22,500	22,500	1	22,500	22,500			-			-	**90,000**	
			Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation	Other Sources	Lump sum			-			-	1	220,000	220,000	1	320,000	320,000	1	230,500	230,500			-			-	**770,500**	WTO STDF Funde
OP1.5.I2.A1	Provide support to TGSB to be accreditated as a certification body in priority areas	72600 - Sub-grants - Output	Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation	FF2	Lump sum			-			-	1	50,000	50,000	1	25,000	25,000	1	25,000	25,000			-			-	**100,000**	
			Laboratory accreditation consultant, Training of lab staff, accreditation cost, audit costs, testing cost, documentation	Other Sources	Lump sum			-			-	1	100,000	100,000	1	100,000	100,000	1	97,643	97,643			-			-	**297,643**	STDF and WorldBank Funded
OP1.5.I3.A1	National Food Testing lab and National Quality lab provide internationally recognised testing services to enterprises; TGSB provides certification services locally	72600 - Sub-grants - Output	Trained lab staff, testing consumable	FF2	Lump sum			-			-			-	1	10,000	10,000	1	20,000	20,000	1	20,000	20,000			-	**50,000**	
			Trained lab staff, testing consumable	Other Sources	Lump sum			-			-			-	1	135,000	135,000	1	135,000	135,000	1	183,000	183,000			-	**453,000**	World Bank and African Development
Sub-total: Output 1.5								**-**			**-**			**415,000**			**612,500**			**530,643**			**203,000**			**-**	**1,761,143**	
Outcome 2: Stronger enterprise competitiveness, market access, investment linkages and inclusive digital transformation								**85,000**			**86,000**			**598,500**			**617,500**			**532,500**			**175,000**			**-**	**2,094,500**	
Output 2.1: Investment-ready opportunities are developed and promoted, and linkages among investors, domestic firms, suppliers and priority value chains are strengthened																												
OP2.1.I1.A1	Package investment-ready opportunities and develop prospectuses for priority sectors (agro-processing, fisheries, tourism, logistics, digital economy	75700 - Learning and workshops (all inclusive) - Output	Investment Expert, validation workshops and promotional materials	FF2	Workshop / training package	1	25,000	25,000			-	1	25,000	25,000	1	50,000	50,000	1	50,000	50,000	1	25,000	25,000			-	**175,000**	
OP2.1.I2.A1	Develop investor-firm linkage programmes, supplier development initiatives and local content partnerships.	71400 - National personnel - Technical - Output	Supplier diagnostics, linkage events, value-chain facilitation, industry-captain engagement, coaching for local suppliers and partnership brokering	FF2	Lump sum			-	1	25,000	25,000	1	25,000	25,000	1	50,000	50,000	1	25,000	25,000	1	25,000	25,000			-	**150,000**	
Sub-total: Output 2.1								**25,000**			**25,000**			**50,000**			**100,000**			**75,000**			**50,000**			**-**	**325,000**	
Output 2.2: Export-readiness support is delivered for selected firms and products, including market preparation, packaging, branding and visibility																												
OP2.2.I1.A1	Provide tailored support to selected firms on export coaching and mentoring for target markets and products (export advancement programmes)	72600 - Sub-grants - Output	Export coaches, market mentors, firm coaching sessions, buyer-readiness plans, market intelligence and follow-up support	FF2	Lump sum			-			-	1	65,000	65,000	1	35,000	35,000	1	25,000	25,000	1	25,000	25,000			-	**150,000**	
OP2.2.I2.A1	Develop and implement export readiness plans for MSMEs	72600 - Sub-grants - Output	Implementation support and follow ups	FF2	Lump sum			-			-	1	35,000	35,000	1	35,000	35,000	1	35,000	35,000	1	35,000	35,000			-	**140,000**	
OP2.2.I3.A1	Support MSMEs on product development, packaging and branding, and market linkages	71400 - National personnel - Technical - Output	Product development, packaging and branding experts, implmentation support	FF2	Lump sum	1	15,000	15,000			-	1	15,000	15,000	1	15,000	15,000	1	15,000	15,000	1	15,000	15,000			-	**75,000**	
Sub-total: Output 2.2								**15,000**			**-**			**115,000**			**85,000**			**75,000**			**75,000**			**-**	**365,000**	
Output 2.3: Catalytic support is provided for certification and compliance pathways, including internationally recognised standards																												
OP2.3.I1.A1	Provide support towards certification (including grants) for GEP, HACCP, GlobalGAP, Organic, etc. to selected MSME firms.	72600 - Sub-grants - Output	Certification advisers, audit-readiness support, certification fees/grants, documentation support, coaching and verification visits	FF2	Lump sum			-			-			-	1	75,000	75,000	1	75,000	75,000			-			-	**150,000**	
OP2.3.I2.A1	Strengthen TBT Enquiry Point, ePing, standards, SPS support services for priority products and target markets to support firms' compliance for enahance market access	72600 - Sub-grants - Output	TBT/SPS experts, enquiry-point tools, ePing outreach, e-phyto linkage, firm clinics, training materials and standards helpdesk support	FF2	Workshop / training package			-			-	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000			-			-	**150,000**	
Sub-total: Output 2.3								**-**			**-**			**50,000**			**125,000**			**125,000**			**-**			**-**	**300,000**	
Output 2.4: Women cross-border traders are supported through digital finance, interoperability, financial literacy and user-adoption initiatives																												
OP2.4.I1.A1	Onboard cross-border traders especially women on fintech platforms	72100 - Sub-contract - Entities - Output	Beneficiary registration, onboarding events, KYC support, merchant-wallet setup, user support and adoption monitoring	FF2	Lump sum			-	1	28,500	28,500	1	20,000	20,000	1	20,000	20,000	1	20,000	20,000			-			-	**88,500**	
OP2.4.I2.A1	Promote the interoperability of all digital wallets and all payment platforms under a unified digital payment switch (Gateway)	72100 - Sub-contract - Entities - Output	Payment ecosystem dialogue, technical interoperability assessment, policy facilitation, switch-readiness workshops and user testing	FF2	Lump sum	1	20,000	20,000			-	1	20,000	20,000	1	20,000	20,000	1	20,000	20,000			-			-	**80,000**	

Activity code	Description of the activity	Input account and title	Input description	Funding Facility	Unit	2026			2027 (1st tranche)			2027 (2nd tranche)			2028			2029			2030			2031			Total Budget	Remarks
						No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total		
OP2.4.I3.A1	Develop and provide financial and digital literacy programs on the use of FinTech products	75700 - Learning and workshops (all inclusive) - Output	Curriculum development, trainers, training materials, community sessions, digital content and monitoring tools	FF2	Workshop / training package			-			-	1	30,000	30,000	1	10,000	10,000	1	10,000	10,000			-			-	**50,000**	
Sub-total: Output 2.4								**20,000**			**28,500**			**70,000**			**50,000**			**50,000**			**-**			**-**	**218,500**	
Output 2.5: MSMEs are supported to adopt and effectively use digital trade and e-commerce tools for business development and market access																												
OP2.5.I1.A1	Launch support and targeted digital literacy and e-commerce awareness campaigns for MSMEs, women youth in collaboration with e-commerce platforms	72100 - Sub-contract - Entities - Output	Digital literacy trainers, awareness materials, e-commerce platform partnerships, practical onboarding clinics and communication campaigns	FF2	Lump sum			-	1	20,000	20,000	1	30,000	30,000	1	20,000	20,000	1	20,000	20,000			-			-	**90,000**	
OP2.5.I1.A2	Provide targeted support, grants and micro-loans for early-stage digital businesses to expand access to MSMEs	72600 - Sub-grants - Output	Grant/micro-loan facility, selection committees, business coaching, beneficiary monitoring and impact verification	FF2	Grant window			-			-	1	60,000	60,000	1	40,000	40,000	1	20,000	20,000			-			-	**120,000**	
OP2.5.I1.A3	Provide support existing local transportation services and delivery operators (Including courier & postal service providers) to offer services for e commerce businesses	72100 - Sub-contract - Entities - Output	Logistics expert, Logistics service diagnostics, training, service standards, platform-linkage support, delivery pilots and coordination with courier/postal providers	FF2	Lump sum			-			-	1	50,000	50,000	1	20,000	20,000	1	20,000	20,000			-			-	**90,000**	
Sub-total: Output 2.5								**-**			**20,000**			**140,000**			**80,000**			**60,000**			**-**	**-**	**-**	**-**	**300,000**	
Output 2.6: MSME coaching, enterprise advisory services and business-upgrading support are delivered to strengthen trade, export and investment readiness																												
OP2.6.I1.A1	Provide coaching and business advisory support (including formalisation) to MSMEs in priority sectors	71400 - National personnel - Technical - Output	Coaches, market mentors, firm coaching sessions, buyer-readiness plans, market intelligence and follow-up support	FF2	Lump sum	1	25,000	25,000			-	1	35,000	35,000	1	40,000	40,000	1	25,000	25,000			-			-	**125,000**	
OP2.6.I2.A1	Develop and implement business upgrading plans to MSMEs	71400 - National personnel - Technical - Output	Coaches, market mentors, firm coaching sessions, business upgrading plans, implementation support	FF2	Lump sum			-			-	1	6,000	6,000	1	40,000	40,000	1	25,000	25,000			-			-	**71,000**	
OP2.6.I3.A1	Implement access to financial and market-linkage programmes for MSMEs	71400 - National personnel - Technical - Output	Finance and marketing specialists, selection committees, implementation support and monitoring	FF2	Lump sum			-			-	1	50,000	50,000	1	25,000	25,000	1	25,000	25,000			-			-	**100,000**	
Sub-total: Output 2.6								**25,000**			**-**			**91,000**			**105,000**			**75,000**			**-**			**-**	**296,000**	
Output 2.7: Women- and youth-led enterprises receive targeted formalisation, coaching, business-development and catalytic financing support																												
OP2.7.I1.A1	Support business formalization and regulatory simplification linked to MSME growth and market participation	71400 - National personnel - Technical - Output	Business registration support; outreach; process simplification; helpdesk	FF2	Lump sum			-			-	1	20,000	20,000	1	10,000	10,000	1	10,000	10,000			-			-	**40,000**	
OP2.7.I2.A1	Provide grants/matching grants to women and youth led MSME businesses	72600 - Sub-grants - Output	Grant facility, selection committees, business coaching, beneficiary monitoring and impact verification	FF2	Grant window			-			-	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000	1	50,000	50,000			-	**200,000**	
OP2.7.I2.A2	Design and implement tailored support products to women and youth led MSME businesses	71400 - National personnel - Technical - Output	Coaches, market mentors, firm coaching sessions,business improvement plans, market intelligence and follow-up support	FF2	Lump sum			-	1	12,500	12,500	1	12,500	12,500	1	12,500	12,500	1	12,500	12,500			-			-	**50,000**	
Sub-total: Output 2.7								**-**			**12,500**			**82,500**			**72,500**			**72,500**			**50,000**			**-**	**290,000**	
Programme management and operations								**54,210**			**60,754**			**103,004**			**137,008**			**117,008**			**142,008**			**83,754**	**697,745**	
Staffing and human resources																												
PM.HR.1	NIU team salaries	71300 - National personnel - Management	Salaries	Other Sources	monthly	3	1,376	4,127	6	1,376	8,254	6	1,376	8,254	12	1,376	16,508	12	1,376	16,508	12	1,376	16,508	6	1,376	8,254	**78,412**	
PM.HR.2	NIU team top-up allowances	71300 - National personnel - Management	Top up allowance	Other Sources	monthly	3	2,500	7,500	6	2,500	15,000	6	2,500	15,000	12	2,500	30,000	12	2,500	30,000	12	2,500	30,000	6	2,500	15,000	**142,500**	
Sub-total								**11,627**			**23,254**			**23,254**			**46,508**			**46,508**			**46,508**			**23,254**	**220,912**	
Operations and administration																												
PM.OA.1	Office running costs	74000 - Operating costs - Management	Office runing costs (logistics, meetings, fuel, consumables, etc.)	FF1	Quarterly	1	1,500	1,500	2	1,500	3,000	2	1,500	3,000	4	1,500	6,000	4	1,500	6,000	4	1,500	6,000	2	1,500	3,000	**28,500**	
PM.OA.2	Office equipment	72220 - Equipment for Implementing Partners - Management	Procurement of office furniture and equipemnt	FF1	Lump sum	1	5,750	5,750	1	5,750	5,750			-	1	4,000	4,000	1	4,000	4,000	1	4,000	4,000	1	2,000	2,000	**25,500**	
PM.OA.4	Programme vehicle	72220 - Equipment for Implementing Partners - Management	Procurement of programme vehicle	FF1	Lump sum			-			-	1	45,000	45,000			-			-			-			-	**45,000**	
PM.OA.5	Office space and utilities (Government in-kind contribution)		Office premises, utilities, shared services	Other Sources	Annual	1	15,333	15,333	1	23,750	23,750	1	23,750	23,750	1	47,500	47,500	1	47,500	47,500	1	47,500	47,500	1	47,500	47,500	**252,833**	
Sub-total								**22,583**			**32,500**			**71,750**			**57,500**			**57,500**			**57,500**			**52,500**	**351,833**	
Monitoring, evaluation and learning																												
PM.MEL.1	Programme Baseline Assessment	74110 - Evaluation - Management	Professional services (Consultantancy fees)	FF1	Lump sum	1	15,000	15,000			-			-			-			-			-			-	**15,000**	
PM.MEL.2	Mid-term evaluation	74110 - Evaluation - Management	Professional services (Consultantancy fees)	FF1	Lump sum			-			-			-	1	20,000	20,000			-			-			-	**20,000**	
PM.MEL.3	Final evaluation	74110 - Evaluation - Management	Professional services (Consultantancy fees)	FF1	Lump sum			-			-			-			-			-	1	25,000	25,000			-	**25,000**	
Sub-total								**15,000**			**-**			**-**			**20,000**			**-**			**25,000**			**-**	**60,000**	
Financial management and audit																												
PM.FMA.1	Annual financial audits	74120 - Audit - Management	Professional services (Audit fees)	Other Sources	Lump sum			-			-	1	3,000	3,000	1	3,000	3,000	1	3,000	3,000	1	3,000	3,000	1	3,000	3,000	**15,000**	
Sub-total								**-**			**-**			**3,000**			**3,000**			**3,000**			**3,000**			**3,000**	**15,000**	
Communications																												

Activity code	Description of the activity	Input account and title	Input description	Funding Facility	Unit	2026			2027 (1st tranche)			2027 (2nd tranche)			2028			2029			2030			2031			Total Budget	Remarks
						No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total	No Units	Unit Cost	Total		
PM.COM.1	Publicity	74000 - Operating costs - Management	Communication materials and cost of publicity in the local media	FF1	Lump sum	1	5,000	5,000	1	5,000	5,000	1	5,000	5,000	1	10,000	10,000	1	10,000	10,000	1	10,000	10,000	1	5,000	5,000	**50,000**	
Sub-total								**5,000**			**5,000**			**5,000**			**10,000**			**10,000**			**10,000**			**5,000**	**50,000**	
Grand TOTAL								**204,710**			**219,254**			**1,474,004**			**1,610,008**			**1,328,651**			**577,508**			**95,754**	**5,509,888**	

Summary budget per account

Country: Gambia

Start date: 2026

End date: 2031

Funding Facility	Input Account	Input Account Title	Budget per Year								Remarks
			2026	2027 (1)	2027 (2)	2028	2029	2030	2031	Total	
Funding Facility 1 (FF1)											
FF1		71400 - National personnel - Technical - Output	10,000.00	-	10,000.00	10,000.00	10,000.00	10,000.00	-	**50,000.00**	
FF1		71600 - Travel and missions - Output	7,500.00	2,500.00	7,500.00	7,500.00	7,500.00	7,500.00	5,000.00	**45,000.00**	
FF1		72600 - Sub-grants - Output	-	25,000.00	75,000.00	50,000.00	-	-	-	**150,000.00**	
FF1		72100 - Sub-contract - Entities - Output	15,000.00	15,000.00	70,000.00	40,000.00	31,000.00	5,000.00	-	**176,000.00**	
FF1		72220 - Equipment for Implementing Partners - Management	5,750.00	5,750.00	45,000.00	4,000.00	4,000.00	4,000.00	2,000.00	**70,500.00**	
FF1		75700 - Learning and workshops (all inclusive) - Output	33,000.00	20,000.00	80,000.00	35,000.00	35,000.00	35,000.00	7,000.00	**245,000.00**	
FF1		74000 - Operating costs - Management	6,500.00	8,000.00	8,000.00	16,000.00	16,000.00	16,000.00	8,000.00	**78,500.00**	
FF1		74110 - Evaluation - Management	15,000.00	-	-	20,000.00	-	25,000.00	-	**60,000.00**	
Sub-total Funding Facility 1 (FF1)			**92,750.00**	**76,250.00**	**295,500.00**	**182,500.00**	**103,500.00**	**102,500.00**	**22,000.00**	**875,000.00**	*25%*
Funding Facility 2 (FF2)											
FF2		71400 - National personnel - Technical - Output	40,000.00	37,500.00	183,500.00	232,500.00	177,500.00	40,000.00	-	**711,000.00**	
FF2		72600 - Sub-grants - Output	-	-	355,000.00	342,500.00	322,500.00	130,000.00	-	**1,150,000.00**	
FF2		72100 - Sub-contract - Entities - Output	20,000.00	48,500.00	160,000.00	97,500.00	92,500.00	-	-	**418,500.00**	
FF2		75700 - Learning and workshops (all inclusive) - Output	25,000.00	10,000.00	110,000.00	103,000.00	72,500.00	25,000.00	-	**345,500.00**	
Sub-total Funding Facility 2 (FF2)			**85,000.00**	**96,000.00**	**808,500.00**	**775,500.00**	**665,000.00**	**195,000.00**	**-**	**2,625,000.00**	*75%*
Total EIF funding (FF1 + FF2)			**177,750.00**	**172,250.00**	**1,104,000.00**	**958,000.00**	**768,500.00**	**297,500.00**	**22,000.00**	**3,500,000.00**	
Initial EIF commitment				**350,000.00**							
Other Sources			26,960.26	47,003.84	370,003.84	652,007.69	560,150.69	280,007.69	73,753.84	**2,009,887.85**	*57%*
Total programme budget (EIF + Other Sources)			**204,710.26**	**219,253.84**	**1,474,003.84**	**1,610,007.69**	**1,328,650.69**	**577,507.69**	**95,753.84**	**5,509,887.85**	

The Gambia Government's in-kind contribution (office space and utilities)

Items	2026	2027	2028	2029	2030	2031	Total
Office space (MOTIE)	1,500.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	**26,500.00**
Office space (GIEPA)	1,500.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	**26,500.00**
Office space (GRA)	1,500.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	**26,500.00**
Office space (TGSB)	1,500.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	**26,500.00**
Office space (FSQA)	1,500.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	**26,500.00**
Utilities (water and electricity)	1,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	**21,000.00**
Cleasing and security services	2,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	**27,000.00**
Functional IT equipment	1,000.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	**13,500.00**
Internet connetion	1,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	**16,000.00**
Secretarial services	1,500.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	**21,500.00**
Records clerk and mail delivery	333.33	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	**5,333.33**
Meeting rooms	1,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	**16,000.00**
Total	**15,333.33**	**47,500.00**	**47,500.00**	**47,500.00**	**47,500.00**	**47,500.00**	**252,833.33**

The Gambia Government's in-kind contribution (NIU team salaries)

Designation	2026	2027	2028	2029	2030	2031	Total
NIU Coordinator	565.86	2,263.44	2,263.44	2,263.44	2,263.44	1,131.72	**10,751.34**
Program Officer I (Trade Facilitaion)	470.63	1,882.52	1,882.52	1,882.52	1,882.52	941.26	**8,941.98**
Program Officer II (MSME Development)	470.63	1,882.52	1,882.52	1,882.52	1,882.52	941.26	**8,941.98**
Program Officer III (Investment Promotion)	470.63	1,882.52	1,882.52	1,882.52	1,882.52	941.26	**8,941.98**
Program Officer IV (Monitoring & Evaluation)	440.62	1,762.50	1,762.50	1,762.50	1,762.50	881.25	**8,371.87**
Accountant	412.20	1,648.80	1,648.80	1,648.80	1,648.80	824.40	**7,831.78**
Internal Auditor	405.09	1,620.36	1,620.36	1,620.36	1,620.36	810.18	**7,696.73**
Communication Officer	339.71	1,358.83	1,358.83	1,358.83	1,358.83	679.42	**6,454.45**
Records Officer	295.10	1,180.40	1,180.40	1,180.40	1,180.40	590.20	**5,606.88**
Procurement Officer	256.45	1,025.79	1,025.79	1,025.79	1,025.79	512.90	**4,872.51**
Total Annual Salary	**4,126.92**	**16,507.69**	**16,507.69**	**16,507.69**	**16,507.69**	**8,253.84**	**78,411.52**

The Gambia Government's in-kind contribution (NAO)

Designation	2026	2027	2028	2029	2030	2031	Total
Annual audits	-	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	**15,000.00**
Total Annual Salary	**-**	**3,000.00**	**3,000.00**	**3,000.00**	**3,000.00**	**3,000.00**	**15,000.00**

The Gambia Government's cash contribution (NIU team top-up allowances)

Designation	2026	2027	2028	2029	2030	2031	Total
NIU Coordinator	1,028.36	4,113.43	4,113.43	4,113.43	4,113.43	2,056.71	**19,538.78**
Program Officer I (Trade Facilitaion)	855.29	3,421.18	3,421.18	3,421.18	3,421.18	1,710.59	**16,250.58**
Program Officer II (MSME Development)	855.29	3,421.18	3,421.18	3,421.18	3,421.18	1,710.59	**16,250.58**
Program Officer III (Investment Promotion)	855.29	3,421.18	3,421.18	3,421.18	3,421.18	1,710.59	**16,250.58**
Program Officer IV (Monitoring & Evaluation)	800.76	3,203.05	3,203.05	3,203.05	3,203.05	1,601.53	**15,214.49**
Accountant	749.10	2,996.42	2,996.42	2,996.42	2,996.42	1,498.21	**14,232.97**
Internal Auditor	736.19	2,944.74	2,944.74	2,944.74	2,944.74	1,472.37	**13,987.54**
Communication Officer	617.36	2,469.45	2,469.45	2,469.45	2,469.45	1,234.73	**11,729.90**
Records Officer	536.29	2,145.18	2,145.18	2,145.18	2,145.18	1,072.59	**10,189.58**
Procurement Officer	466.05	1,864.21	1,864.21	1,864.21	1,864.21	932.10	**8,854.99**
Total Annual Salary	**7,500.00**	**30,000.00**	**30,000.00**	**30,000.00**	**30,000.00**	**15,000.00**	**142,500.00**

TOTAL GOVERNMENT CONTRIBUTION	**26,960.26**	**97,007.69**	**97,007.69**	**97,007.69**	**97,007.69**	**73,753.84**	**488,744.85**

Annex 5 MEL plan – To be develop

Annex 6 Communications Plan

The Gambia's Country Programme Document (CPD) Communication Strategy.

Tailored Communication Section for The Gambia CPD

1. Purpose and Strategic Intent

The communication strategy for The Gambia's EIF Phase Three Country Programme aims to **position trade and investment as engines of inclusive, resilient and sustainable growth**, while amplifying The Gambia's leadership in shaping its own development narrative.

This aligns with the EIF PFD statement that communications must *"support a new level of ambition… positioning the EIF not only as a development partner but as a platform for investment, innovation and impact"*.

For the CPD, communications will:

- Strengthen national ownership of trade and investment reforms.
- Increase visibility of Gambian results, innovations and success stories.
- Mobilize partnerships and financing for catalytic value-chain interventions.
- Support the NIU, FP and NSC in engaging stakeholders across government, private sector, civil society and development partners.
- Ensure Gambian citizens, especially youth, women and MSMEs to understand and benefit from EIF-supported opportunities.

2. Communication Objectives

2.1. Strengthen national visibility and credibility

Showcase The Gambia as a reform-driven, investment-ready LDC advancing trade competitiveness, and connecting global support with national priorities.

2.2. Support resource mobilization

Use communication products to attract co-financing from development partners, DFIs, climate funds and private investors.

2.3. Promote inclusive participation

Ensure women, youth, MSMEs and rural producers understand and access EIF-supported opportunities so that they can share their progress, priorities and perspectives.

2.4. Strengthen accountability and transparency

Use communication to reinforce trust in public institutions through regular and transparent communication and MIS-based reporting.

3. Target Audiences

Primary National Audiences

- Office of the President – for policy alignment and high-level advocacy
- Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) – lead ministry
- Ministry of Finance & Economic Affairs (MoFEA) – resource mobilization and integration into national planning
- Gambia Investment & Export Promotion Agency (GIEPA) – investment facilitation
- Gambia Revenue Authority (GRA) – trade facilitation and customs
- Sector ministries (Agriculture, Tourism, Digital Economy, Youth, Gender)
- Private sector – GCCI, sector associations, exporters, MSMEs
- Women- and youth-led enterprises
- Local governments and producer groups

Regional & International Audiences

- EIF Funding Partners
- ECOWAS, AfCFTA Secretariat
- DFIs (AfDB, WB, IsDB), climate funds (GCF, GEF)
- UN agencies, ITC, UNDP, UN Trade and Development
- Impact investors and philanthropic foundations
- International media and trade networks

4. Key Messages

Core Narrative

- The Gambia is building a competitive, export-ready and investment-friendly economy.
- EIF support is country-led, inclusive and catalytic, enabling The Gambia to unlock new value chains, digital trade opportunities and climate-resilient sectors.
- Trade and investment reforms are creating jobs for youth, opportunities for women, and market access for MSMEs.
- The Gambia is committed to transparent, accountable and results-driven implementation.

Thematic Messages

- **Green trade**: The Gambia is advancing climate-smart agriculture, sustainable fisheries and green value chains.
- **Digital transformation**: Digital trade, e-commerce and digital skills are expanding opportunities for young entrepreneurs.
- **Regional integration**: The Gambia is leveraging AfCFTA to access a market of 1.3 billion consumers.
- **Investment readiness**: Reforms and catalytic projects are creating bankable opportunities for investors.

5. Communication Channels & Tools

5.1. National-Level Channels

- Press briefings with MOTIE and NIU
- Radio programmes (critical for rural outreach)
- National TV features on EIF-supported projects
- Community outreach via local councils
- Policy briefs for Cabinet and Parliament
- Stakeholder roundtables and private-sector dialogues
- Integration into national events (Trade Fair Gambia, Youth Connekt, Women in Business forums)

5.2. Digital Channels

The CPD will leverage existing digital platforms with tailored content:

- NIU-managed social media (Facebook, LinkedIn, X, YouTube)
- MOTIE and GIEPA websites
- Short videos, animations and infographics
- WhatsApp broadcast lists for MSMEs and producer groups
- Digital storytelling featuring Gambian entrepreneurs

5.3. International Channels

- EIF global platforms (website, LinkedIn, YouTube)
- WTO and EIF Funding Partner communication channels
- Regional ECOWAS and AfCFTA communication networks

- International development media (Devex, Africa Report, UN platforms)

6. Roles & Responsibilities

NIU (Lead)

- Develop and implement the communication plan
- Produce content (stories, videos, briefs, social media)
- Coordinate with MOTIE, GIEPA and sector ministries
- Ensure data-driven storytelling using MEL insights
- Maintain visibility of EIF Funding Partners

FP & NSC

- Provide strategic direction
- Approve key communication products
- Champion EIF results in national and regional forums

MOTIE Communications Unit

- Ensure alignment with national communication standards
- Support media engagement and government visibility

EIF ES

- Provide technical guidance, templates and training
- Amplify Gambian stories on global platforms
- Support resource mobilization campaigns

7. Annual Communication Workplan

Quarter	Key Activities
Q1	Launch CPD communication campaign; media briefing; social media rollout
Q2	Produce success stories; field videos; MSME outreach; AfCFTA awareness
Q3	Donor roundtable communication package; investment briefs; policy notes
Q4	Annual results report; national learning event; documentary-style video

8. Monitoring & Evaluation of Communications

CPD communications will be evidence-based by using MEL data for storytelling.

Indicators

- Number of communication products produced
- Media reach (radio, TV, online)
- Engagement metrics (views, shares, comments)
- Number of MSMEs reached
- Number of development partners engaged
- Visibility of EIF Funding Partners
- Evidence of increased investment interest or co-financing

Data Sources

- MEL system
- MIS dashboards
- Social media analytics
- Media monitoring
- Stakeholder surveys

9. Branding & Visibility

- Use EIF Phase Three visual identity
- Ensure co-branding with EIF Funding Partners
- Apply consistent messaging and design across all platforms
- Highlight The Gambia’s leadership and ownership in all materials

10. Risk Management

Potential risks include misinformation, political sensitivities, low digital literacy, or limited media reach.
Mitigation measures:

- Use radio and community outreach for rural populations
- Maintain non-political, development-focused messaging
- Validate all data through NIU and MEL systems
- Coordinate closely with MOTIE and NSC to ensure accuracy

Annex 7: Risk Management Matrix

Risk Category	Key Risk	Implication	Likelihood	Potential Impact	Mitigation Measure	Early Warning Mechanism / Trigger
Political / Governance	Weak political commitment or change in policy priorities	CPD priorities may lose momentum or become weakly integrated into national planning and budgeting	Medium	High	Maintain high-level engagement through MOTIE, EIF Focal Point and NSC; align CPD actions with RF-NDP, MOTIE MTP and national trade, investment and employment priorities; provide regular policy briefs to decision-makers	Delayed NSC meetings; reduced senior-level participation; CPD actions omitted from annual plans or policy discussions
Political / Governance	Inter-agency coordination fragmentation	Slow implementation, duplication of actions, weak accountability and unclear institutional leadership	High	High	Use a simple governance structure with clear lead agencies by output; strengthen NIU coordination; use existing technical committees rather than creating parallel structures; agree annual implementation responsibilities	Repeated delays in partner reporting; overlapping activities; unresolved coordination issues for more than one reporting cycle
Economic / Financial	Weak co-financing and resource mobilisation follow-through	Scaling actions and pipeline investments may stall, reducing catalytic impact	Medium	High	Develop partner-facing investment briefs, maintain a leverage pipeline, engage development partners early, and use PAM updates to identify co-financing opportunities	Co-financing commitments not confirmed within agreed timelines; limited partner participation in review meetings; pipeline actions remain unfunded

Risk Category	Key Risk	Implication	Likelihood	Potential Impact	Mitigation Measure	Early Warning Mechanism / Trigger
Economic / Financial	Macroeconomic instability, inflation or exchange-rate pressure	Budgeted activities may become more expensive, reducing purchasing power and implementation scope	Medium	Medium	Include realistic budget assumptions, allow periodic budget review, prioritise core catalytic actions, and adjust procurement packages where necessary	Significant price increases in procurement bids; budget variance above agreed threshold; delayed procurement due to cost escalation
Social / Inclusion	Low participation of women, youth, MSMEs and informal operators	CPD may underperform on inclusion, enterprise upgrading and private-sector-facing results	Medium	High	Use targeted outreach through GCCI, GWCC, GYCC and sector associations; design accessible support instruments; apply realistic co-contribution rules; disaggregate beneficiary data by gender, age and enterprise type	Low applications from women/youth/MSMEs; beneficiary data shows concentration among larger firms; feedback indicates barriers to access
Social / Stakeholder Uptake	Low private-sector uptake of enterprise, digital trade, FinTech, certification and export-readiness support	Enterprise-facing interventions may not produce expected market access, formalisation or competitiveness results	Medium	High	Use user-centred design, practical advisory support, market-based selection criteria, demand assessments, and continuous feedback from firms and trader groups	Low attendance in training; low completion rates; low use of digital platforms; firms fail to progress from training to adoption
Environmental / Climate	Climate shocks affecting agriculture, fisheries, horticulture and logistics corridors	Export-readiness and value-chain activities may be disrupted; beneficiary firms	Medium	Medium	Integrate climate-sensitive design into value-chain support, investment packaging and risk management; prioritise	Floods, droughts or extreme weather affecting target sectors; reduced supply

Risk Category	Key Risk	Implication	Likelihood	Potential Impact	Mitigation Measure	Early Warning Mechanism / Trigger
		may face production losses			resilient production and storage practices	volumes from supported value chains
Environmental / Compliance	Environmental and social risks in pipeline or leverage investments, especially logistics, corridor and productive-sector projects	Investment opportunities may face delays, reputational risks or non-compliance with environmental safeguards	Low	High	Treat large infrastructure and capital projects as pipeline/leverage actions requiring proper feasibility, environmental and social screening before financing	Pipeline projects lack safeguards screening; environmental concerns raised by communities or regulators; delayed approvals
Operational / Fiduciary	Procurement and fiduciary delays	Delayed start-up, slow disbursement and reduced implementation performance	Medium	High	Prepare annual procurement plans early; align procurement with workplans and budgets; strengthen NIU procurement support; apply national procurement rules and donor requirements consistently	Procurement milestones missed; contracts delayed; low budget absorption; repeated revisions of procurement packages
Operational / Capacity	Limited implementation capacity of NIU and implementing partners	Activities may be delayed or poorly delivered; reporting and accountability may weaken	Medium	High	Conduct fiduciary and capacity assessments; provide targeted capacity support; define clear sub-contracting arrangements; phase implementation based on readiness	Late partner reports; weak documentation; repeated technical errors; implementation delays across several outputs
Operational / MEL	Weak data, monitoring and reporting systems	Poor results tracking, weak evidence for	Medium	High	Establish PAM/MEL system; keep indicators manageable; develop	Missing baseline data; incomplete indicators; delayed quarterly reports;

Risk Category	Key Risk	Implication	Likelihood	Potential Impact	Mitigation Measure	Early Warning Mechanism / Trigger
		decision-making and limited accountability			templates and dashboards; require monthly partner reporting and quarterly NIU consolidation	inconsistent beneficiary or financial data
Operational / Standards	Standards, SPS/TBT, certification and laboratory bottlenecks	Export competitiveness actions may fail to translate into certification, compliance or market access	Medium	High	Support practical firm-facing compliance services; strengthen TGSB, FSQA and related testing/accreditation arrangements; prioritise products and sectors with realistic certification pathways	Firms unable to access testing; certification applications delayed; laboratory capacity gaps remain unresolved
Operational / Digital	Weak digital adoption, interoperability or cybersecurity readiness	Digital trade, FinTech and MIS interventions may have low usage or face operational vulnerabilities	Medium	Medium	Provide digital and financial literacy support; engage platform providers; phase digital rollout; strengthen data protection and basic cybersecurity measures	Low platform use; repeated system downtime; user complaints; interoperability issues between digital payment or trade systems
Strategic / Scope	Confusion between EIF-core catalytic actions, co-financing actions and pipeline investments	Programme may become over-ambitious and lose focus on implementable actions	Medium	High	Maintain clear classification of activities into core EIF catalytic, co-financing/scaling and pipeline/leverage actions; review scope annually through PAM updates	Pressure to fund large infrastructure directly; budget reallocations away from catalytic actions; unclear financing source for major actions
Strategic / Sustainability	Weak institutionalisation of	Results may not be sustained after	Medium	Medium	Embed PAM/MEL, coordination, reporting and	CPD tools not used in annual planning; reduced

Risk Category	Key Risk	Implication	Likelihood	Potential Impact	Mitigation Measure	Early Warning Mechanism / Trigger
	CPD systems after EIF support	programme completion			communication functions within MOTIE/NIU and partner institutions; strengthen ownership through NSC and private-sector participation	institutional ownership; limited budget or staffing support for post-programme continuation

Annex 8 PAM – See Excel file

Annex 10 List of trade, investment and employment-related technical committees / coordination platforms

Committee / Platform	Link to CPD Implementation
National Trade Facilitation Committee (NTFC)	Coordinates implementation of the WTO Trade Facilitation Agreement, customs reforms, border procedures, transit issues, and trade facilitation priorities.
National AfCFTA Implementation Committee / National Implementation Committee (NIC)	Oversees and monitors implementation of The Gambia's AfCFTA Strategy, including regional trade, market access, priority products, value chains, gender, youth and MSME inclusion.
National Business Council (NBC)	High-level public-private dialogue platform for business environment reforms, private-sector development, investment climate issues and coordination between government and the private sector.
National Trade Policy Decision-Making Committee / MATTRICOM	Trade policy coordination structure historically used for mainstreaming trade and trade-related issues across ministries and agencies.
National Employment Technical Committee (NETC)	Coordinates employment policy implementation, job creation tracking, labour migration issues and employment mainstreaming in private-sector activities.
Ministerial Subcommittee on Mainstreaming Employment in Private-Sector Activities	Supports integration of employment objectives into private-sector development, investment and enterprise support programmes. This is relevant to CPD Outcome 1 on trade, investment and employment governance.
National Sanitary and Phytosanitary (SPS) Committee	Coordinates SPS obligations, food safety, plant health, animal health, SPS compliance, agricultural trade and market access.
National Codex Committee	Coordinates food standards, Codex Alimentarius work, food safety rules, food labelling, food hygiene, food import/export certification and food-related trade compliance.

TBT / Standards Technical Committees under The Gambia Standards Bureau (TGSB)	Develop and maintain Gambian standards relevant to trade, industry, export competitiveness, product quality and technical regulations.
National Quality Infrastructure / Standards Coordination Structures	Relevant to standards, testing, certification, accreditation, metrology and conformity assessment. These structures support export competitiveness and standards compliance under CPD Outcome 3.
Investment Facilitation / Investor Services Coordination Mechanisms	Relevant for investor facilitation, aftercare, investor–firm linkages, investment promotion and private-sector investment climate reforms.
Integrated Payment Gateway / Digital Payment Technical Committee	Relevant to digital trade, FinTech inclusion, payment interoperability and MSME digital market participation.
Sector-specific export / value-chain technical working groups	These may cover horticulture, fisheries, cashew, groundnuts, agro-processing, tourism, light manufacturing and related export sectors. They are relevant for export readiness, certification, investment packaging and market linkage under the CPD.
Trade Obstacles Alert Mechanism / NTB Reporting Coordination Mechanism	Relevant to non-tariff barrier reporting, monitoring and resolution. This can support CPD actions on NTB/NTM reporting and trader-facing trade facilitation services.

Priority Action Matrix

Priority Area	Action	Source of Action	Lead	Timeline	Indicative Budget (USD)	Potential Funding Sources	Expected Results/Indicators	Status/Updates
Trade, investment and employment governance, PAM/MEL and data systems	Establish and operationalize a PAM coordination, monitoring, evaluation and learning system, including trade, investment and employment data tracking and annual PAM review and revitalizing the National Business Council	MTP	MOTIE / GBoS / MoFEA/ GCCPC	2026–2028 start, then annual updates	210,000	EIF FF1; government counterpart	Annual PAM update produced; number of actions with updated status; PAM/MEL dashboard functional, No. of operational management information system including performance management system developed and implemented.	Some MIS systems exist but not fully operationalised (Trade portal, LMIS)
Trade, investment and employment governance, PAM/MEL and data systems	Strengthen trade and investment coordination architecture and technical review processes linked to implementation	MTP; RF-NDP	MOTIE /GIEPA/GCCPC	2026–2029	200,000	EIF FF1; government	Number of policies or legislations updated; Number of polcies and regulations published; Number of technical review meetings held; follow-up actions completed; number of bottlenecks escalated and business environment reforms implmented; Doing business ranking; Frequency of National Business Council meetings; Number of National Business Councill recommendations implemented	Number of committees exist but not functioning optimally, National Business Council exist but do meet regularly and its recommendations not implemented; multiple units/departments dealing with investment
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Upgrade and operationalize the NTB reporting, monitoring and resolution system with stronger user awareness and follow-up and implement SIGMAT.	WTO TPR; AfCFTA	MOTIE / MOFEA / GRA / border agencies	2026–2028	250,000	EIF FF1/FF2 bridge; government	NTBs reported; NTBs resolved; user awareness sessions held; average resolution time; Existence of a functional SIGMAT platform in the Gambia	NTB platform exists but utilisation is limited
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Support customs simplification and user-facing trade procedure improvement, including ASYCUDA/Custom Single Window and trader/agent support	WTO TPR; GRA Strategic Plan	GRA / MOTIE	2026–2029	200,000	EIF FF2 with institutional support element; government	Number of users trained; selected customs procedures simplified; user satisfaction; procedural time reduced for targeted processes	Limited training given to some custom officials and clearing agents.Customs Single in operation
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Establish a facilitation support mechanism for periodic resolution of border and corridor operational issues	GRA Strategic Plan, MOTIE MTP	MOTIE / GRA / transport and corridor actors	2026–2029	150,000	EIF FF1/FF2 bridge; government	Number of issues logged; number resolved; number of technical issue meetings held; improvement actions agreed; number of checkpoints	Technical Working Group exist for border issues, Trade facilitation committee do not meet regularly

Priority Area	Action	Source of Action	Lead	Timeline	Indicative Budget (USD)	Potential Funding Sources	Expected Results/Indicators	Status/Updates
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Strengthen investment facilitation and investor service functions linked to trade competitiveness, merger and acquisition frameworks and private-sector growth	Investment Policy; UNCTAD IPR	GIEPA / MOTIE/GCCPC	2026–2029	250,000	EIF FF1/FF2 bridge; government	Number of facilitation improvements introduced; investor service tools operational; investor cases supported	Fragmented and inadequate investor service offering
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Package investment-ready opportunities and connect domestic firms and value chains with potential investors	UNCTAD IPR; Investment Policy; TGC investment study	GIEPA / MOTIE / GCCPC/sector actors	2026–2030	150,000	EIF FF2; government; partner support	Number of investment-ready concepts developed; number of investor linkage events; number of domestic firms connected to investors; number of jobs created linked to new investments	TGC studies provide some details to guid action
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Facilitating the establishment of Special Economic Zones (SEZ) and industrial development parks in targetted regions of The Gambia	MOTIE MTP	MOTIE / GIEPA / MOLGRA/ key agencies	2026–2029	200,000	EIF FF1; government, co-support from other development partners	Land size acquired; Number of businesses established in the SEZ	SEZ location identified and SGC_SEZ studies conducted
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Support selective port and airport cargo process modernization, automation and user coordination improvements	GIA GSE Modernisation Proposal; EU MIP logistics relevance	GPA / GIA / GRA / MOTIE/GCAA/MOTWI	2026–2030	1,500,000	EIF + government + partner co-financing	Cargo workflow improvements introduced; selected time/process gains; user feedback improved	Manual workflow at GIA and limited logistics automation generally
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Support selective corridor logistics process improvements tied to TGC nodes	TGC studies; EU MIP transport logic	MOTIE / transport actors / corridor institutions	2026–2030	750,000	EIF + co-financing / prep support	Process improvements at selected nodes; corridor issue resolution actions implemented	TGC studies provide some details to guid action
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Prepare and package TGC-SEZ and associated corridor investment concepts/ proposals for partner and investor financing	TGC Component 1 and 3 reports	MOTIE / GIEPA / MOLGRA/corridor institutions	2026–2031	3,000,000	Government / PPP / development partners / investors	Number of bankable project concepts/proposals financed; investor or partner engagement notes; financing discussions initiated	Some TGC-SEZ project cost estimates provided in Component 1 and 3 reports
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Advance riverfront development, growth node concepts, and spatial development packages in TGC priority areas	TGC GIS-based master plan; TGC investment plan	Relevant planning and sector institutions	2026–2031	3,000,000	Government / partner finance / PPP	Spatial packages prepared; feasibility or concept notes completed	Some guidance provided in TGC-SEZ studies
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Prepare partner-ready concepts for major port, river transport, mobility and logistics infrastructure	EU MIP; TGC studies; GIA GSE Modernisation Proposal	MOTIE/MOTWI/GMA / GPA / corridor actors / partners	2026–2031	3,000,000	EU/EFSD+ / blended finance / government / PPP	Concepts prepared; funding partner engagement; feasibility or pre-feasibility completed	Some project ideas detailed in TGC Studies

Priority Area	Action	Source of Action	Lead	Timeline	Indicative Budget (USD)	Potential Funding Sources	Expected Results/Indicators	Status/Updates
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Package larger cold chain, warehousing, jetty, harbour, air cargo, and related logistics assets for sector financing	GIA GSE Modernisation Proposal; TGC studies	Sector ministries / GPA / GIA / partners	2026–2031	3,000,000	Government / sector partners / PPP / DFI	Infrastructure concepts packaged; partners engaged; sector investment notes prepared	GIA has developed a Ground Support Equipment (GSE) modernisation for the airport
Trade and investment facilitation, investor–firm linkage, customs and logistics process improvement	Promote industry captains in key sectors (poultry, rice, horticulture, light manufacturing)	MOTIE Consultations	MOTIE, GIEPA, MOA, GCCI, GYCC, GWCC, Sector Associations	2026-2031	2,000,000	Government / sector partners / PPP / DFI	Productivity improvements in the key sectors; Number of industry captains created;	There is an industry captain for the poultry sector but yet to be replicated in other sectors
Export competitiveness, standards and quality infrastructure	Deliver export readiness support for selected firms and products, including market preparation, packaging, branding and visibility	NES; MOTIE MTP; MiG Strategy	GIEPA / MOTIE / GCCI / sector partners	2026–2029	250,000	EIF FF2; government; technical partners	Firms supported; export-readiness plans completed; products upgraded in packaging/branding	Export Advancement programme being implemented at GIEPA
Export competitiveness, standards and quality infrastructure	Provide catalytic support for certification and compliance pathways, including HACCP, GlobalGAP and other market-relevant standards	WTO TPR; NES	GIEPA / TGSB / sector agencies	2026–2029	150,000	EIF FF2; co-support from technical partners	Firms supported toward certification; compliance audits undertaken; certified firms/products increased	National Food Testing Lab inaugurated
Export competitiveness, standards and quality infrastructure	Strengthen TGSB TBT Enquiry Point, ePing and standards and SPS support services at a practical firm-facing level	WTO TPR; MTP; stakeholder notes	TGSB / MOTIE/FSQA	2026–2029	200,000	EIF FF1/FF2; government	Number of firms using TBT/SPS/standards support; ePing/TBT outreach sessions; standards support services improved	TBT inquiry Point and Eping estblished but remains underutilised
Export competitiveness, standards and quality infrastructure	Strengthen laboratory access, testing arrangements, and accreditation support for priority export sectors	WTO TPR; MTP	TGSB / labs / MOTIE /FSQA/ partners	2026–2030	1,500,000	EIF catalytic contribution + partner/government co-financing	Testing arrangements improved; accreditation milestones achieved; firms using local testing services	Testing lab being built for FSQA
Export competitiveness, standards and quality infrastructure	Support targeted sector competitiveness packages in fisheries, horticulture, agro-processing and tourism linkages	NES; MiG Strategy; Employment Policy; TGC sector logic	Sector ministries / GIEPA / MOTIE / partners	2026–2030	1,500,000	EIF + co-financing + technical agencies	Sector firms supported; compliance and linkage gains; new market linkages	Low productive capacity with limited market competitiveness
Digital trade, FinTech inclusion, MSME digital onboarding and inclusive enterprise upgrading	Support women cross-border traders with digital finance access, interoperability, literacy and user adoption support	FinTech Strategy	MOTIE / MOCDE/ GCCPC/ CBG / fintech actors / trader groups	2026–2029	200,000	EIF FF2; fintech ecosystem; donor support	Women traders supported; users of targeted digital finance products; literacy sessions completed; active usage rate	Gamswitch exist to enable the interoperatability of payment platforms

Priority Area	Action	Source of Action	Lead	Timeline	Indicative Budget (USD)	Potential Funding Sources	Expected Results/Indicators	Status/Updates
Digital trade, FinTech inclusion, MSME digital onboarding and inclusive enterprise upgrading	Support MSME onboarding to digital trade and e-commerce tools, payment platforms interfaced with GAMSWITCH with focus on practical use and market application	Digital strategy; EU MIP digital logic	MOTIE / MOCDE/GICTA/ GIEPA / ecosystem partners	2026–2029	300,000	EIF FF2; private sector / partner support	MSMEs onboarded; active platform users; digital sales/leads generated; training completed	WARDIP project implmenting support specific to onbosrding women
Digital trade, FinTech inclusion, MSME digital onboarding and inclusive enterprise upgrading	Deliver MSME coaching, enterprise advisory and business upgrading support linked to trade, export and investment readiness	MSME Policy; Entrepreneurship Policy; Employment Policy	GIEPA / MOTIE / GCCI / GWCC / GYCC/GSCC	2026–2029	350,000	EIF FF2; government; business support partners	MSMEs coached; business upgrading plans completed; firms linked to markets or investors; Number of business centres established	Export Advancement programme being implemented at GIEPA
Digital trade, FinTech inclusion, MSME digital onboarding and inclusive enterprise upgrading	Design targeted support windows for women- and youth-led businesses within trade and enterprise actions	FinTech and Employment Policy	MOTIE / GIEPA / GSCC/GYCC/GWCC	2026–2029	150,000	EIF FF2; partner support	Share of women/youth-led beneficiaries; tailored support products launched; uptake by target firms	WARDIP project, ITC YEP 2 Exportt Advancement, SheTrades support MSMEs in various ways
Digital trade, FinTech inclusion, MSME digital onboarding and inclusive enterprise upgrading	Support business formalization and regulatory simplification linked to MSME growth and market participation	MSME Policy; Entrepreneurship Policy	MOTIE / GIEPA / GRA / business registration actors	2026–2029	500,000	EIF + government	Number of firms formalized; simplified procedures adopted; outreach conducted	Pilot single window business being establsided in KMC
Digital trade, FinTech inclusion, MSME digital onboarding and inclusive enterprise upgrading	Support entrepreneurship, youth startup capability, business planning and trade-linked enterprise development	Entrepreneurship Policy; Employment Policy	MoHERST / MOTIE / GIEPA / youth ecosystem	2026–2029	500,000	EIF + partner support	Youth/startups supported; business plans completed; market-linked enterprises developed	WARDIP project implmenting support specific to women
					23,460,000			