





# the gambia

## trade on the ground

Trade is putting down roots across the country.

Trade is in the kaleidoscope of colours as hundreds of painted fishermen's boats near shore after a morning's catch in Tanje. Here, tonnes of fish are loaded and raced in wheelbarrows to fresh stalls or on to women traders for smoking and drying in the sun, seagulls circling overhead.

Trade is being weighed on Banjul's airport scales as chilled organic fruit and flowers head Europe-bound in light brown crates marked 'Produce of The Gambia.' Across the thoroughfare back to the capital, lines of billboards stand in salute, advertising the GamJobs campaign, as female college students wield blowtorches in new metalwork classes.

Trade is floating down the river at Makasutu lodge by the mangrove banks as a crane takes flight while boatmen glide through calm green waters. The welcoming dance and drum rhythms at the Senegambia crafts market draw in passers-by to while away the afternoon over a game of wuri, on a hand-carved board, and make the first move.

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*“In the new development blue print Programme for Accelerating Growth and Employment, trade plays a key role. The EIF is an opportunity for us working with communities and developing projects and programmes that address their needs.”*

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Abdou Kolley, former Minister of Finance and Economic Affairs, current Minister of Trade, Industry, Regional Integration and Employment

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## trade journey

Trade is reaching people nationwide as growth benefits are spreading. Vegetable growers are linked up to hotel chains; cashew is being cultivated with fresh export potential; fishing communities are moving to meet SPS norms, and airport storage for smallholder farmers will help trade go from farms to flights.

## making trade a cornerstone of development

As a small country, The Gambia has had to think innovatively to maximize its trade potential outside of the domestic market. Food insecurity and high poverty levels remain a challenge with a big skills gap to plug in the labour force. The Programme for Accelerated Growth and Employment (PAGE) 2012-2015 is guiding national development, and trade features strongly throughout including a need to focus on diversification and commercialization of agriculture. The strategy has created an exchange platform for the Government and partners, together with the EIF-supported update to the Diagnostic Trade Integration Study (DTIS) led by UNCTAD. The DTIS Action Matrix maps out the medium-term programme with a national export strategy in place, which is helping set out the activities to follow up on. Trade cuts across programmes and budgets for agriculture, fisheries, tourism, transport and services, and a strategy for cashew nuts and sesame is being developed. The Gambia Investment and Export Promotion Agency is supporting SMEs and micro businesses, and a Standards Bureau has already

## trade snapshot

Over by cashew farms on Banjul’s outskirts, farmers inspect crop quality, holding up the yellow-orange casing hanging from tree branches to the light.

At Serekunda’s bustling market, Gambian dalasi are exchanged to replies of ‘abaraka,’ as vendors market seafood, vegetables and batik fabric for sale.

Over at The Gambia Technical Training Institute, vocational skills are being honed as students on benches exchange notes and mechanic apprentices take apart a car.

In Musa Jawneh’s business, workers in white masks and gloves expertly remove cashew nuts from shells before they are bagged and labelled with the family brand.

At the high-end Coco Ocean Hotel, tourists book in a spa session or read by the poolside, while at the palm-fringed beachfront, a match of volleyball is in full swing.

In COMAFRIQUE’s compound, girls in bright dresses sort dried nuts by hand as sacks arrive by truck from nearby farms, and contents are laid out to dry in the sun.

At Sifoe Kafo Farm, peppers are picked in horticultural gardens heading for local hotels, against a backdrop of solar panels and seeds watered in greenhouses.





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*“We have identified sectors as crucial in development and to reduce poverty. Through EIF we can address these challenges. Our appeal to donors would be to help us with resources complemented by our commitment, interest and drive to succeed.”*

**Kebba S. Touray**, former Minister of Trade, Industry, Regional Integration and Employment, current Minister of Finance and Economic Affairs

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been set up. A Trade Information Reference Centre is being put into place, and EIF support has gone to food safety and quality training with the Association of Gambian Manufacturers.

There’s been a strong national adoption of the EIF and Aid for Trade (AfT) from the political level with the Ministers of Trade, Finance and Agriculture taking an active role alongside an engaged EIF Focal Point and a dynamic EIF National Implementation Unit (NIU) team, whose project management skills are boosting delivery. Resources match commitments, and the NIU will be embedded into the Ministry of Trade from the 2015 budget. Creative outreach methods on trade have also helped to make an impact with programme brochures, branding material and awareness-raising sessions, backed by a new communications strategy developed with civil society.

### **promoting a common trade platform**

The Gambia counts on broad support from local partner institutions and communities, which is helping to make efforts sustainable and build momentum on the trade agenda. Through the EIF project, 14 sub-grants have benefitted a range of stakeholders, building trade capacity and boosting productivity across priority sectors. The EIF project has assisted partners including: the Fisheries Department; the Association of Gambian Horticultural Producers and Exporters; The Gambia Ports Authority; the National Agricultural Research Institute; the National Codex Sanitary and Phytosanitary Committee; the National Cashew Farmers Association; the National Women Farmers Association; the Association of Small Scale Enterprises in Tourism (ASSET); Gambia Is Good; and SME food processors. The project’s catalytic grants

combine a fresh approach that has helped to build partners' confidence in the EIF as a programme supporting growth, while laying strong foundations for other supply-side capacity development projects to follow, such as on cashew, groundnuts and sesame.

Across the board, with EIF support, The Gambia has reached out to stakeholders from civil society to the private sector alongside line ministries. There is a well-defined structure with the high-level Aid for Trade Inter-Ministerial Committee, taking a lead on resources coming in that work to support PAGE, the DTIS Update and the medium-term programme. The National Trade Negotiation Committee meets quarterly and plays an active part in advancing project proposals. It's a platform for the public-private sector dialogue and opens up a policy space with civil society. The NIU acts as the Secretariat for the Committees, building engagement through rolling out training sessions, which include a workshop on trade intelligence for business. To date, 10 institutions and over 500 stakeholders have been reached, gaining expertise on trade-related areas.

As a result of national championing efforts on trade, Turkey has come on board as the EIF Donor Facilitator. Turkey, as the current Chair of the Istanbul Programme of Action for Least Developed Countries (LDCs), opens up the perspective of wider engagement from non-traditional partners worldwide. With limited bilateral donor presence in-country, tapping into development partner support means mobilizing resources to respond to critical development needs through innovative outreach including using opportunities on the side of global events. In this context, The Gambia has shared lessons on how to build a strong trade foundation at the Global Reviews of Aid for Trade, UN LDC-IV and at the 8<sup>th</sup> WTO Ministerial Conference, while also being one of the first LDCs to hold a Trade Round-table under the IF.

## making trade count grassroots up

The EIF is coming in to help catalyze pro-poor trade projects, but more support is needed from development partners on AfT to realize trade's potential. EIF support to ASSET and Gambia Is Good has been supporting local farmers linking up home-grown vegetables to high-end hotels and restaurants through the Buying Local campaign. It's meant ASSET members, particularly young people and women, are being supported to market their goods and services. They have also

benefitted from access to low-cost irrigation and green house technology for better quality produce year-round as in the Sifoe Kafo Farm model.

An ITC-led EIF nuts project is up and running to support competitiveness in the cashew nuts, groundnuts and sesame sector together with an inclusive tourism approach. It's going to improve quality and value addition and aims to increase market sales by between 5% and 10% with daily production savings for farmers going from 100 Gambian dalasi (US\$3) to 1,000 Gambian dalasi (US\$30). With sensitization efforts to promote cashew production continuing countrywide, the National Cashew Farmers Association is advocating for help with processing machines and access to finance and to global markets for its 5,500 members. Bi-annual trade statistics will help promote updated data on market information for traders, and a trade information network is going to be set up. Policy makers, producers, processors and exporters of cashew, groundnuts and sesame will be part of this growing trade information service to include a trade information portal. There is also a Packaging Resource Centre set up at The Gambia Chamber of Commerce and Industry to build networks among packaging suppliers, processors and experts.

An EIF project on trade facilitation looks at logistics infrastructure and services at Banjul International Airport. It's expanding airfreight capacity by 100%, meeting international airport standards, and aims to provide affordable handling services to horticulture and fisheries exporters – a lifeline for small producers. It will reopen two arrival routes and open three routes including for freight cargo.

The sustainable fisheries landing site project being developed by the EIF will improve the livelihoods of 80% of fishermen in three major rural fishing communities (Tanje, Brufut and Gunjur). There's a 30% decrease expected in the cost of ice, provision of improved cold storage facilities, fishing gear and annual savings of US\$92,000 through wind turbine technology. Exports are expected to rise, while help is coming in from experts to support sustainable fishing stocks.

## moving to a new trading outlook

The Gambia's trade collage is expanding, with new connections and activities coming on board, turning around rural communities' livelihoods through making



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*“Development of The Gambia rests on trade. How to build skills of women in income generation activities; the youth to acquire skills to impact on whatever activity and bring produce to the market and market our produce.”*

Madi Jobarteh, Deputy Executive Director, TANGO (The Association of Non-Governmental Organizations)

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use of the EIF and AfT. Government ministries and stakeholders nationwide are in the driving seat of the trade agenda showing how building up institutions’ capacity to act on trade can change realities on the ground.

The Government is putting investments into infrastructure, education, agriculture, tourism, health and energy as well as looking at creating a transit hub and gateway to the region. The Gambia needs to encourage development partners to back priority needs working under a joint strategy. And at the same time, there needs to be support for local associations and civil society to mobilize hard-to-reach groups. It’s going to be about strengthening links in the tourism value chain and moving into other sectors to build a strong export base. It will also be about looking beyond the domestic market to those in the region and worldwide through taking an active role in ECOWAS and EPA negotiations, and looking at quality. Infrastructure development on roads to facilitate trade including building on the Government’s road project to boost connectivity will help link to the continent. Building up a sustainable fishing model will mean eco-friendly methods. All the while it means keeping women’s empowerment on the agenda, sharpening skills.

There’s an energetic pull to the prosperity agenda in The Gambia that has counted on EIF backing to build high levels of engagement and commitment from the private sector, civil society and communities countrywide. Making sure efforts lead to long-term change means focusing on quality, respecting the environment and new connections, to bring about a winning formula on trade.



## trading high

### making trade matter:

Trade is at the forefront of the national development plan, the Programme for Accelerated Growth and Employment (PAGE) 2012-2015, to be delivered by the medium-term programme and the National Export Strategy with a budget of US\$431 million	Trade features in programmes and budgets including on agriculture, fisheries, tourism, transport and services. A cashew and sesame strategy is being developed
EIF support is going to 14 sub-grants to improve productivity for fisheries, horticulture, ports, cashew and small and medium enterprises (SMEs)	Regulatory Bills are in place, including on Consumer Protection and Legal Metrology with a Single Window Registration and the Standards Bureau having been set up

*“The relationship between the private sector and Government is healthy, so as to do your business. Government is encouraging potential farmers to engage in cashew production because of the huge economic benefits.”*

Ousman Bangura, Manager, COMAFRIQUE Ltd., and President of the Cashew Growers and Traders Association

### support to trade:

EIF total support equals US\$5,647,667	
EIF support of US\$600,000 and Government in-kind contribution of US\$207,600 to 2015, following EIF support of US\$900,000 with a Government contribution of US\$154,000 to strengthen, coordinate and manage the trade agenda	EIF support of US\$197,950 to support national trade studies with UNCTAD
EIF support going to cashew nuts, groundnuts and sesame totals US\$2,355,517 with a further US\$398,500 from the Government and US\$146,000 from ITC to boost quality and value addition. It will increase market sales between 5% and 10% with daily production savings for farmers from 100 Gambian dalasi (US\$3) to 1,000 Gambian dalasi (US\$30)	EIF backing of US\$2,494,200 and Government contribution of US\$621,200 is going to build the airport's airfreight capacity by 100%, meet international standards and offer affordable airfreight handling to horticulture and fisheries exporters

*“The EIF has been very effective in The Gambia. It's made people aware of the importance and impact of trade in the lives of the poor. It would be good if other LDCs work with the EIF to mainstream trade.”*

Janice James, Country Economist, UNDP

## private sector:

EIF support to the private sector has also included training on food safety and quality issues to the Association of Gambian Manufacturers

A Trade Information Reference Centre is being developed to support the private sector including agricultural producers, processors and exporters, sector representatives and policy makers to access and understand trade information

The Gambia Investment and Export Promotion Agency is supporting SMEs and micro-businesses

## fisheries:

The EIF fisheries project being developed will improve the livelihoods of 80% of fisher folk in three rural fishing communities (Tanje, Brufut and Gunjur) with an expected 30% decrease in the cost of ice, provision of cold storage facilities and fishing gear and annual savings of US\$92,000 through wind turbine technology

80% of fish processors and 50% of small-scale fish traders are women

There are over 500 marine fish species in The Gambia's waters contributing to the Agriculture and Natural Resources sector, set to increase from 1.5% to 8%

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*"Raising the standard of living is one of the goals of food security. The strategy is to commercialize agriculture. Commercialization and trade are very important for the long term livelihood sustenance of the people."*

Solomon J.E. Owens, Minister of Agriculture

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## tourism:

EIF is supporting an improved ASSET Business Centre giving opportunities to young people and women to market products and services including vegetables from Sifoe Kafo Farm

## facilitating trade:

The EIF project on logistics infrastructure and services at Banjul International Airport is going to increase arrival and departure airline traffic, looking at reopening two major airline arrival routes and opening three airline routes including one chartered for freight cargo

## building knowledge:

Capacity is being built with the EIF for 10 institutions and over 500 stakeholders

Farmer Field Schools are bringing knowledge to Agribusiness Services and Producer Association on groundnuts; the National Women Farmers' Association on sesame; and the Cashew Alliance for The Gambia on cashew. Five Master Trainers and 40 Core Trainers for each sector on Food Safety and Quality will in turn reach 1,500 farmers

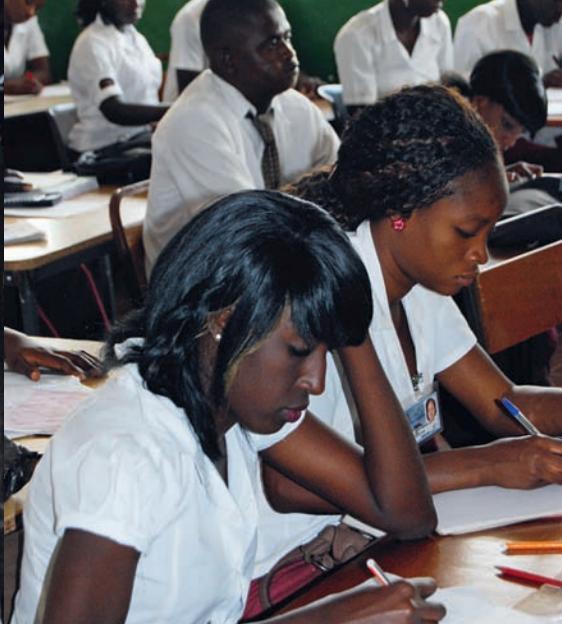
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*"The partnership between Government and civil society is good such as the EIF. We sit in the NSC and we take part in decision-making, policy-making as well as monitoring and evaluation of these projects."*

Madi Jobarteh, Deputy Executive Director, TANGO (The Association of Non-Governmental Organizations)

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## trade story

*"Today the development is coming more. We have 10 or 15 boats ten years' back. Today we have two or three hundred boats. The Ministry of Trade and the Fisheries Department are coming to teach us every day." Foday Jack, President of the Fishermen Tanje Society*

Foday takes in Tanje's fish landing site and raises his voice over the fishermen's, traders' and consumers' exchanges, his broad-rimmed hat shading out the day's heat. Behind him, older fishermen mend nets straining under the growing catch, over 100 tonnes a day. It's a scene that has moved on since he first promoted an ice plant here. *"Children go to school, because all fishermen didn't, these children will be taking care of our tomorrow."* Going from feeding a community to supplying an increasing demand abroad while managing fish stocks is a big challenge. It's one that Foday and the fishermen are ready to take on, with backing and training to keep up the pace. *"We need support, ice, store facilities, sanitization, we are exporting to Europe now."*

In The Gambia, you are invited to learn something new and exchange ideas when you are greeted with the salutation 'nanga def'. Whether to join in a dance troupe's acrobatics or carve masks with local artisans, it's about putting skills into practice. Leaving behind a past of unequal chances, students are signing up for market skills training, and farmers adopt bio methods and generate solar power. Now Foday's fisher folk and other communities are building a knowledge base for the next generation to invest in trade that can bring ever-higher returns.

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*"From the start of EIF we have embraced it wholeheartedly to address the bottlenecks affecting the potential and ability of trade leading sectors to contribute meaningfully to national development."*

Abdou Kolley, former Minister of Finance and Economic Affairs, current Minister of Trade, Industry, Regional Integration and Employment

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