From Director of Business Development

**Trade Information for Businesses**

**Now More Accessible**

Statistics and data on trade is needed by planners, marketing managers, CEOs and Managing Directors in designing corporate strategies and even new start-up companies carving out market penetration strategies. Sectors and industries particularly in shipping and export-oriented businesses would require accurate and real-time trade data. Foreign companies as potential new entrants into the Gambian market either through exports of goods and services into the Gambia or establishment of new businesses.

Adequate market knowledge enables guided information on goods and services that are in demand, helps determine industry conditions prior to market entry, recognize highly attractive product-markets for quick returns or niche marketing and also identify the appropriate target market pricing and distribution channels.

The established consolidated trade information service under the Ministry of Trade, Industry, Regional Integration and Employment has introduced the new Gambia trade information portal facilitating access to reliable, accurate and current business and trade information.

Trade information portal can be accessed at the Ministry of Trade, Gambia Chamber of Commerce and Industry, Gambia Investment and Export Promotion Agency and the Gambia Bureau of Statistics. The trade portal contains information on Gambia’s export and import statistics, trade news and events, current national trade policy and strategy and active trade agreements between the Gambia and other countries. Other supplementary sources of trade information are the ITC Trade Map, WTO International Trade Statistics and COMSTAT.

The Gambia Standards Bureau also established a World Trade Organization Technical Barriers to Trade (TBT) Enquiry Point in 2015 as the official point to respond to traders on export requirements, quality and standard regulations and conditions. The Bureau not only assures precise and up-to-date information but also that the information is also tailored to suit small enterprises looking for facilitated market access.

**Reminder:**

**Notice of Annual General Meeting**

Notice is hereby given of the Annual General Meeting (AGM) of the Members of Gambia Chamber of Commerce, Industry, Agriculture and Employers Association (GCCI) will be held on Friday April 8, 2016 at Kerr Jula, Bijilo at 17.30 hours prompt.

Please be informed that all the relevant documents, including GCCI Constitution and 2015 Annual Report will be available on the GCCI website. Hard copies may be picked up at GCCI office in Bijilo.

**Agenda**

1. **Opening Prayers and Welcome Remarks**
2. **Presentation and Discussion of GCCI President’s Report**
3. **Presentation of Auditor’s Report and Financial Statements for the period ending 31st December 2015**
4. **Consideration and Adoption of Auditor’s Report and Financial Statements**
5. **Election of Board of Directors**
6. **Any Other Business**
7. **Closing Prayers**
Private sector consultative meeting on Engaging youth in Poultry production

The Gambia Chamber of Commerce, Industry, Agriculture and Employers’ Association invited members of the private sector to a consultative meeting which was held on 10th March 2016 at the GCCI seminar room.

The main Agenda of the meeting was to discuss and share ideas on how youth in The Gambia can be engaged in enhancing poultry production and making it an attractive source of income in The Gambia. The presentation on the new, improved and tested poultry scheme was presented by the Special Adviser in Agriculture under the office of the President. The role of the private sector in this initiative was to use part of their Corporate Social Responsibility envelope to adopt youths in The Gambia that could make use of this scheme.

The whole idea of this initiative is to reduce the number of imports of poultry meat and eggs in the Gambia and thus create a market for local poultry. This initiative also seeks to engage youths and discourage them from going to Europe through the backway.

Consultative Meeting with Women Vegetable and Food Processing Association and The National Food Processors Association

The GCCI invited the Women Vegetable and Food Processing Association and the National Food Processors Association for a consultative meeting on the 31st March at the GCCI seminar room.

The meeting was meant to facilitate a platform for discussion between the association, GCCI, Livestock & Horticultural Development Project (LHDP) and Food & Agricultural Sector Development Project (FASDEP) on how to efficiently utilize the Old Jeshwang Processing Plant. The plant was funded by LHDP with subsequent support from FASDEP and it is presently under-utilized due to lack of demand of some products such as local Jam as compared to other cereals.

The meeting served as a starting point for future dialogue between the associations and project on how to ensure that the plant is accessible to all food processors in the Gambia since keen interest and willingness has been demonstrated by the food processors to use the facilities that the processing plant provides.
GCCI Business Awards 2016

The GCCI is pleased to inform members that the Business Awards Dinner will be held on Friday, May 6th 2016. We invite the business community to send their business profiles for nomination under various Award Categories. Please note and clearly respond to the core criteria and specific details of each Award category which is being applied for. The Award Council will assess your submitted profile based on the set criteria as well as further information it may require. The general public may also nominate businesses for any Award Category.

The following core areas are applicable to all award categories and attract an overall score of 25%:

i. Employment Creation (growth rate)
ii. Financial Performance (growth in turnover)
iii. Innovation & Competitiveness (New or improved Product/Systems)
iv. Corporate Social Responsibility (CSR) Tax Compliance

Please find below the Award Categories for 2016. Specific criteria for each category can be accessed in the website: www.gcci.gm.

1. Young Entrepreneur of the year
2. Small and Medium Enterprise of the year
3. Bank of the year
4. Leading Business of the year
5. Emerging Business of the year (rate of transformation from SME to becoming a large business)
6. Best Corporate Social Responsibility (CSR) Award
7. Financial Institutions Supporting SMEs Award

New Members for the Month of March

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Activity</th>
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<tbody>
<tr>
<td>Saadis Group Ltd</td>
<td>Import/ Export Commodities, Poultry Feed, Groundnut Oil</td>
</tr>
<tr>
<td>Laura’s Food Company Ltd</td>
<td>Import/Export of General Merchandise &amp; House Hold Goods</td>
</tr>
<tr>
<td>Drammeh Enterprise</td>
<td>Spare Parts Shop</td>
</tr>
<tr>
<td>Crops Core Enterprise</td>
<td>Cashew and Textile</td>
</tr>
<tr>
<td>Marie Chorr Enterprise</td>
<td>General Goods</td>
</tr>
<tr>
<td>Federation of Hairdressers and Beauty Promotion</td>
<td>Beauty Products / Hair Extinctions</td>
</tr>
</tbody>
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Upcoming Events

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Delhi, India</td>
<td>21st—23rd April 2016</td>
<td>2nd Edition India-Africa Health Forum 2016</td>
</tr>
<tr>
<td>Rajkot, India</td>
<td>24th—26th April 2016</td>
<td>SVUM International Business Meeting 2016</td>
</tr>
<tr>
<td>Riyadh, Kingdom of Saudi Arabia</td>
<td>22nd—26th May 2016</td>
<td>15th Trade Fair for OIC Member States</td>
</tr>
<tr>
<td>Lusaka, Zambia</td>
<td>23rd—27th May 2016</td>
<td>Focus on Energy and Climate Change</td>
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