

Fact Sheet

Investment Opportunities in The Gambia



OVERVIEW OF INVESTMENTS OPPORTUNITIES IN THE GAMBIA

WHY INVEST IN THE HIDE & SKIN SECTOR IN THE GAMBIA?

- Agriculture employs 78.6% of the labor force accounts for 30% of the country's total GDP
- Livestock sector contributes approximately 20% of total agricultural output
- The Gambia has among the lowest labor costs in West Africa (USD 1.25 – USD 2.50 a day)
- The Gambia has one of the largest livestock population (793,835) relative to its land mass of any country in Africa
- High demand for leather globally

Competitive access to market

- Although The Gambia is the smallest country in mainland Africa, it offers a market size of 300 million people by virtue of its membership to the Economic Community of West African States (ECOWAS)
- With the advent of AfCFTA the market size is 1.3 billion people
- The Gambia river is one of the finest waterways in Africa, and the only Western African river that is easily navigable by oceangoing vessels
- Flight time from The Gambia to Europe, is approximately 5 hours making it one of the fastest airfreight points to Europe from Sub-Saharan Africa.

Market opportunities and impact

Leather and its derivative products are the most widely traded commodities in the world. The leather and leather products industry play a prominent role in the world's economy, with an estimated and a staggering global trade value worth of US\$100 billion per year. These projections will keep increasing because of population growth.

- The sector can be an important strategic sector for the enhancement of the economic and industrial development
- It has an abundant and renewable resource base due to the large population of cows, sheep, and goats
- The sector is Labor-intensive, therefore have the potential to be a source of employment all along the supply chain
- With the capacity to supply the sector is still under utilize

Key constraints in hide and skin sector

Hides and skins can be an important economic component of the country, which can contribute significant amount to the country's economy specifically as a foreign exchange earner from proceeds of the leather industry. For the Gambia to realize the above the following problems must be addressed:

- Low level of value addition
- Market imperfection
- Pre-financing scheme
- Weak marketing chains which requires coherent structuring between production, collection, delivery, and markets
- Information exchange and dissemination
- Limited promotion of the sector opportunities
- Uncompetitive pricing
- Existing common traditional processing methods

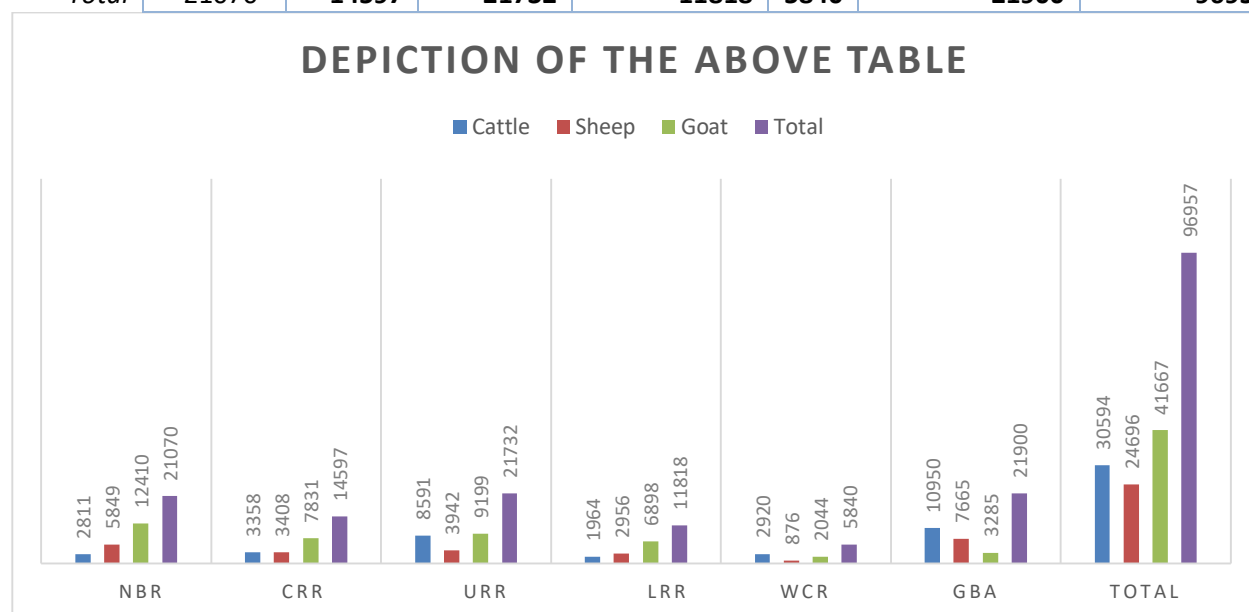
How to Harness the Potentials of the Sector

For the realization of the full potential of the hide and skin sector in terms of employment creation, revenue and forex generation, the following recommendations must be adhered to:

- Increased local participation in the sector
- Better pricing and increased financial benefits for the producers
- Put in place a coherent and well-structured value chain
- Increased the export of hides and skins if need be by encouraging more PPPs
- Increased sector visibility for targeted intervention and support
- Intensify investment facilitation and promotion of the sector

PRODCUTION VOLUMES OF HIDES & SKIN BY ABATTOIR BY LGA

Keys	NBR	CRR	URR	LRR	WCR	GBA	Total
Cattle	2811	3358	8591	1964	2920	10950	30594
Sheep	5849	3408	3942	2956	876	7665	24696
Goat	12410	7831	9199	6898	2044	3285	41667
Total	21070	14597	21732	11818	5840	21900	96957



IMPORTANT FACTS ABOUT LEATHER (DEDICATED FACT SHEET)

Leather and leather products are among the most widely traded and universally used commodities in the world viz:

1. 1.5 times the value of meat traded globally
2. 5 times the volume of coffee
3. 8 times more than that of rice
4. \$50 bn a year from a global market that is far from saturated
5. 45% of leather trade is sourced from the developing economies
6. 6.0 million tons of raw hide on a wet salted basis processed to yield 522600 tons of heavy leather
7. 71700 tons of heavy leather produced from Europe

THE TABLE BELOW PROVIDE SIGNIFICANT INFORMATION SURROUNDING THE EXPORT OF HIDES AND SKINS IN DIFFERENT COUNTRIES

Name	Market Overview	Mkt Perspective for Gambia	Market Conditions	Regulatory Requirements	Voluntary Requirements	Trade Procedure	Potential Partners
Ghana	Global importer:	Import Value USD 1000	Tariff & Taxes:	Regulatory Req. (0)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD208K		Import tariffs 0%-5%	Notified Reg. Changes (0)	Sustainability Standard (12)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 27						IPO (2)****
Nigeria	Global importer:	No data found	Tariff & Taxes:	Product Requirements (0)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD2mn		Import tariffs 0%-5%	Mkt conditions (0)	Sustainability Standard (12)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 17			Pre-Shipment Inspection (1)			IPO (2)****
				Notified Re.g Changes (0)			
Morocco	Global importer:	USD 10000	Tariff & Taxes:	Product Requirements (4)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD7K		Import tariffs 0%-2.5%	Mkt conditions (2)	Sustainability Standard (12)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 65		Trade Remedies (0)	Pre-Shipment Inspection (5)			IPO (2)****
				Notified Reg. Changes (0)			
Italy	Global importer:	Import value USD 28K	Tariff & Taxes:	Product Requirements (3)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD162.7mn		Import tariffs 0%	Mkt conditions (0)	Sustainability Standard (12)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 1		Trade Remedies (0)	Pre-Shipment Inspection (3)			IPO (2)****
				Notified Reg. Changes (0)			
China	Global importer:	No data found	Tariff & Taxes:	Product Requirements (5)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD 56.2		Import Tariff 5%-8%	Mkt conditions (3)	Sustainability Standard (11)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 2		Trade Remedies (0)	Pre-Shipment Inspection (12)			IPO (2)****
UK	Global importer:	No data found	Tariff & Taxes:	Product Requirements (3)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD 141K		Import tariffs 0%	Mkt conditions (0)	Sustainability Standard (11)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 40		Trade Remedies (0)	Pre-Shipment Insp (3)			IPO (2)****
				Notified Reg. changes (0)			
USA	Global importer:	No data found	Tariff & Taxes:	Product Requirements (3)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD 1mn		Import tariffs 0-5%	Mkt conditions (2)	Sustainability Standard (12)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 23		Trade Remedies (0)	Pre-Shipment Insp (1)			IPO (2)****
				Notified Reg. changes (0)			
Germany	Global importer:		Tariff & Taxes:	Product Requirements (3)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD 6.1 mn		Import tariffs 0%	Mkt conditions (0)	Sustainability Standard (11)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 6		Trade Remedies (0)	Pre-Shipment Insp (3)			IPO (2)****
				Notified Reg. changes (0)			
Belgium	Global importer:		Tariff & Taxes:	Product Requirements (3)	Intn'l Standard (0)	Export Time 157.3hrs	TFP (4)**
	TI* USD 4.8 mn		Import tariffs 0%	Mkt conditions (0)	Sustainability (11)	Cost to export \$513.6	TPO (1)***
	Rank in Global Imp 10		Trade Remedies (0)	Pre-Shipment Insp (3)			IPO (2)****
				Notified Reg. changes (0)			
Keys:							
* Total Imports							
** Trade Finance Providers							
*** Trade Promotion Organisations							
**** Intellectual Property Offices							
NB: The above table is not an exhaustive list therefore, we can provide data on any country globally.							

Source: <https://globaltradehelpdesk.org/en/export-410120-from-gm-to-ma/explore-markets>

