



Editor's Note

Monday 14th of
October 2019

One of the major focus of the benchmarking assessment of GIEPA is enhancement of internal processes and their adoption for service relevance and strengthening of enterprises for export performance. A key service offering in GIEPA's Services Portfolio is market research and dissemination of export market information to our network of businesses. This is crucial for assessing market opportunities, untapped potentials of Gambia's export to the world and country markets, aiding export market entry looking at market share, applied tariffs, export diversification and strengthening of trade relations of The Gambia with target markets.

The weekly publication of The Gambia's export with close reference to the ITC Export Potential Map, will adopt a horizon 3 approach for segmenting its market in three broad markets namely existing markets, parallel markets and future markets. In consistent with this approach, the segmentation of products that will feature in the publication will encompass existing products of

exports, high potential products of exports and new products to be developed base on global market demand.

The publication will complement the existing initiatives under the Export Advancement Programme that builds capacity in various topics of international trade. Key areas covered in this Programme include export marketing strategy, market entry strategies export business planning, export financing, market research and a BDS intervention for the development of Export Plans for enterprises base on their export maturity levels. The weekly publication will

cover two areas World and a particular country market. This week's publication as a maiden edition will focus on China as a country-specific market. The trade statistics provided in this publication including references to the ITC Export Potential Map reflect country and global trends in trade.

They are presented to put across a clear view of product demands in export markets. GIEPA's position consistent with the endeavour by ITC to promote the transformation of products and value addition for integration through support to SMEs remain paramount.

Main Features/Objectives of this Publication is to help Businesses spot:

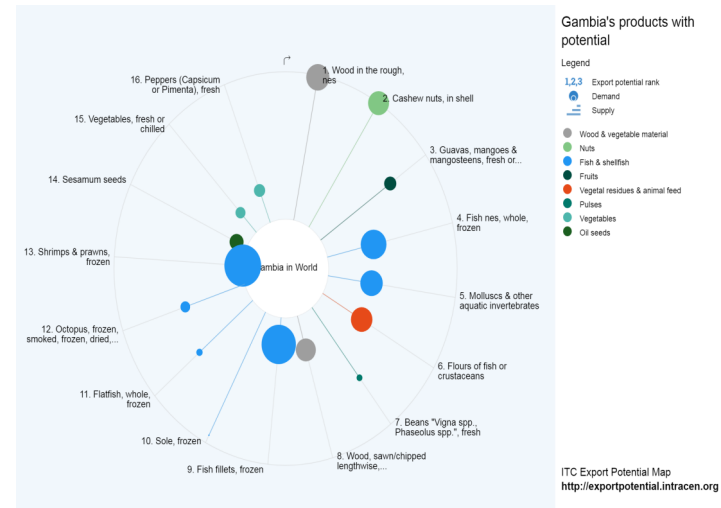
- ◆ Products,
- ◆ markets,
- ◆ (untapped) export potential,
- ◆ Opportunities for export diversification,
- ◆ Tariffs,
- ◆ Market shares,
- ◆ Distances, G
- ◆ DP,
- ◆ Trade relations,
- ◆ Data reliability

China as a Market for The Gambia

China remains The Gambia's biggest trading partner and continues to offer enormous export potential for some of Gambia's products of export such as Timber and Cashew nuts in shell. For reasons of export diversification and matching market needs to export demands, we have provided an illustration below base on the ITC Export Potential Map of export potential products to China such as Timber, Guava, Mangoes and mango derivative products, Cashew nut in shell.



Gambia's Products with Potential



The maps provided here illustrates 16 products with the greatest export potential from Gambia to the rest of the World. These products are Wood in the rough, Cashew nuts in shell and fresh or dried mangoes. Whilst Cashew nuts in shell shows the highest supply capacity from The Gambia, frozen shrimps & prawns register as the Gambia's potential product of export that faces the strongest demand in the World followed by fish frozen fillets.



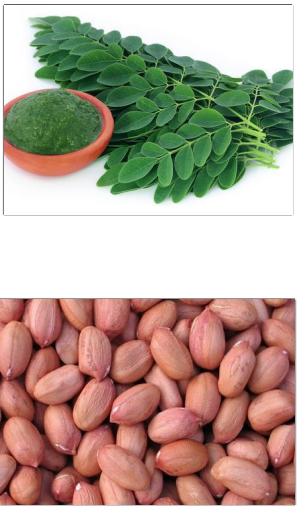
Gambia's products with potential

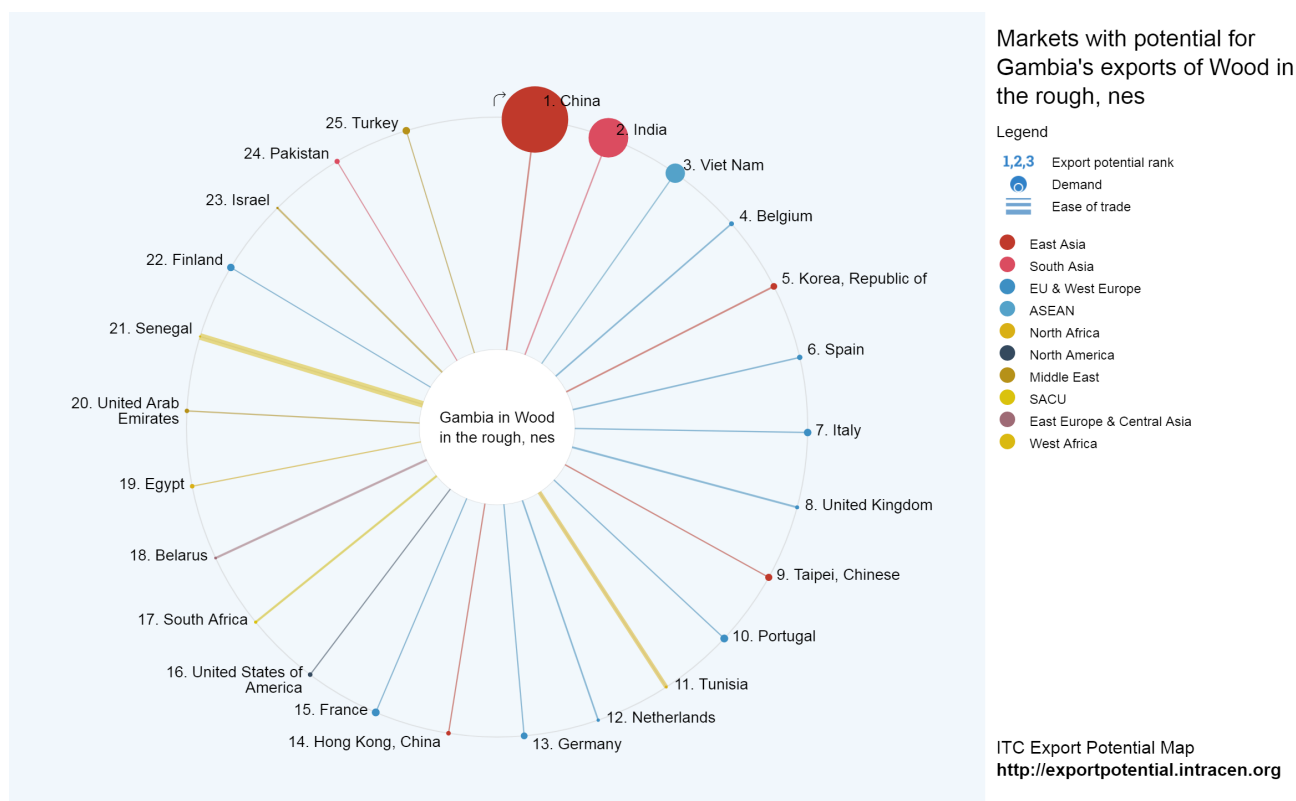
Legend

- Export potential
- Actual exports
- Potential to actual exports gap

Wood & vegetable material
Nuts
Fish & shellfish
Fruits
Vegetal residues & animal feed
Pulses
Vegetables
Oil seeds

ITC Export Potential Map
<http://exportpotential.intracen.org>





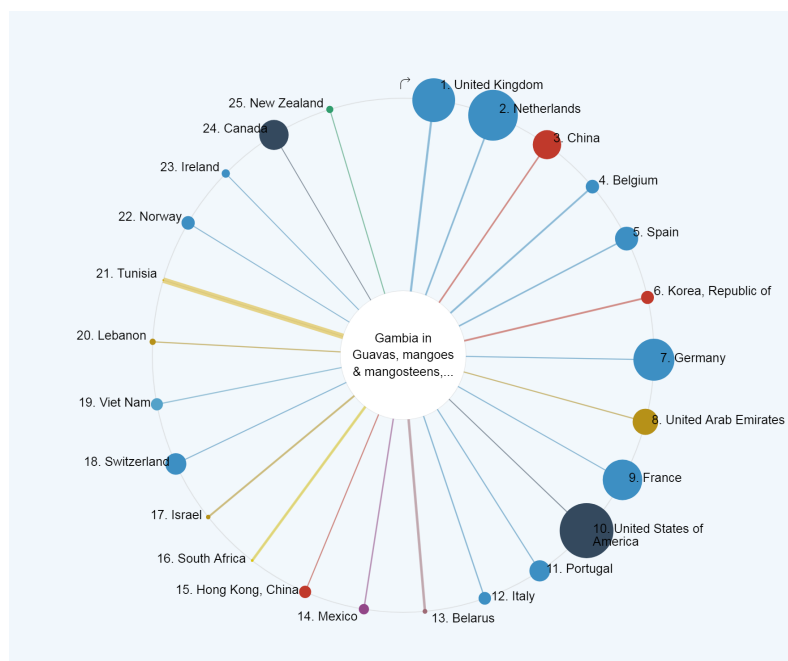
The map above indicates China to be Gambia's biggest buyer of Wood in the rough with huge untapped potentials for this product valued at **\$75.9 mn**

Table 1. Illustration of Gambia's Export Potential with China

Products	Coun-try	Export Potential (\$)	Actual Exports (\$)	Untapped potential remaining (\$)	China's total Import (\$)	Gam-bia's total ex-ports	Tariff Ap-plied %
4403Xc Wood in the rough, nes	CHINA	152.0 mn	76.1 mn	75.9 mn	4.0bn	77.4mn	0%
080131 Cashew nuts, in shell	CHINA	369.4 k	0	369.4 k	6. 1mn	45.8mn	20%
080450 Guavas, man-goes & mangosteens, fresh or dried	CHINA	746.7 k	0	746.7 k	221.9mn	3.6mn	15%



This map places China at Number 3 among the top buyers of Cashew nuts in shell whilst registering zero exports of the product from Gambia to China. This indicates a great potential of **\$369.4 k** and an opportunity for market diversification in the exports of cashew nuts in shell



In this map for Guavas, mangoes, and mango-steens China is the 3rd biggest trading partner yet still it indicates zero exports from Gambia constituting **\$746.7 k** untapped potential.