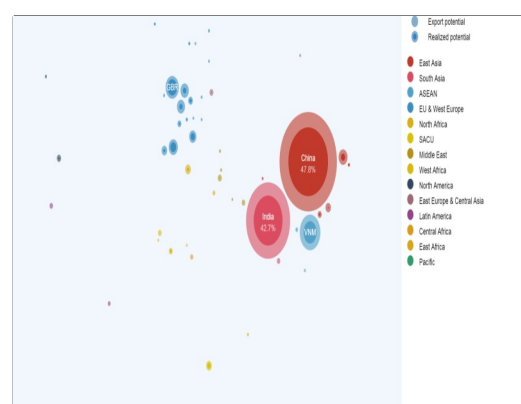
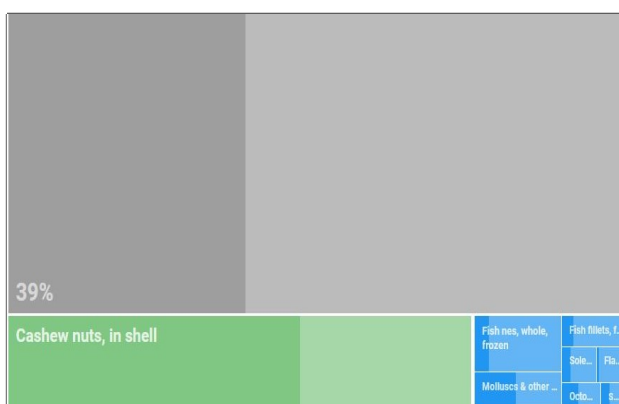


The products with greatest export potential from Gambia to India are **Cashew nuts, in shell, Wood in the rough, Flours of Fish or Crustaceans, Frozen Shrimps & Prawns, Frozen Fish fillets and Molluscs & other Aquatic Invertebrates**. Gambia has a very strong supply capacity for **Cashew nuts, in shell** as the product that faces the strongest demand potential in India.

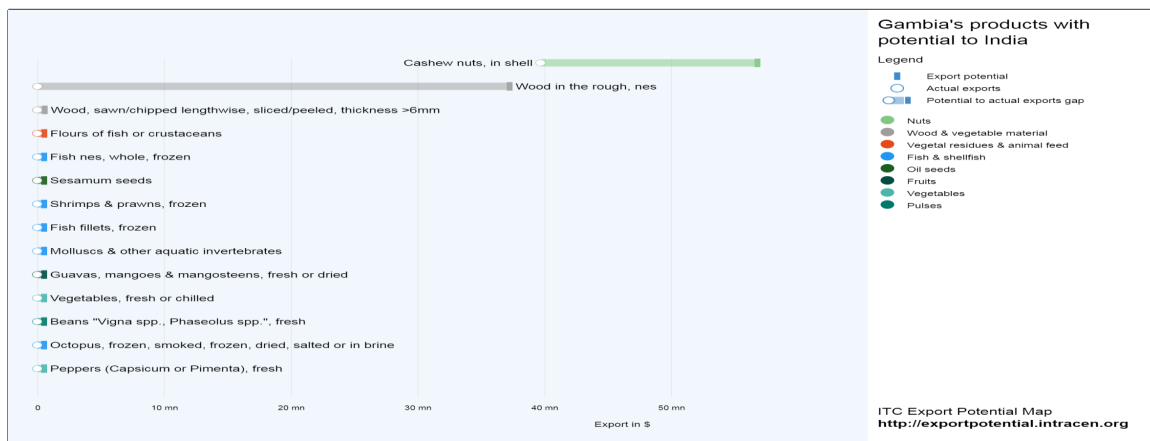
Below is an illustration with a table and some maps for further analysis of the products mentioned.

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

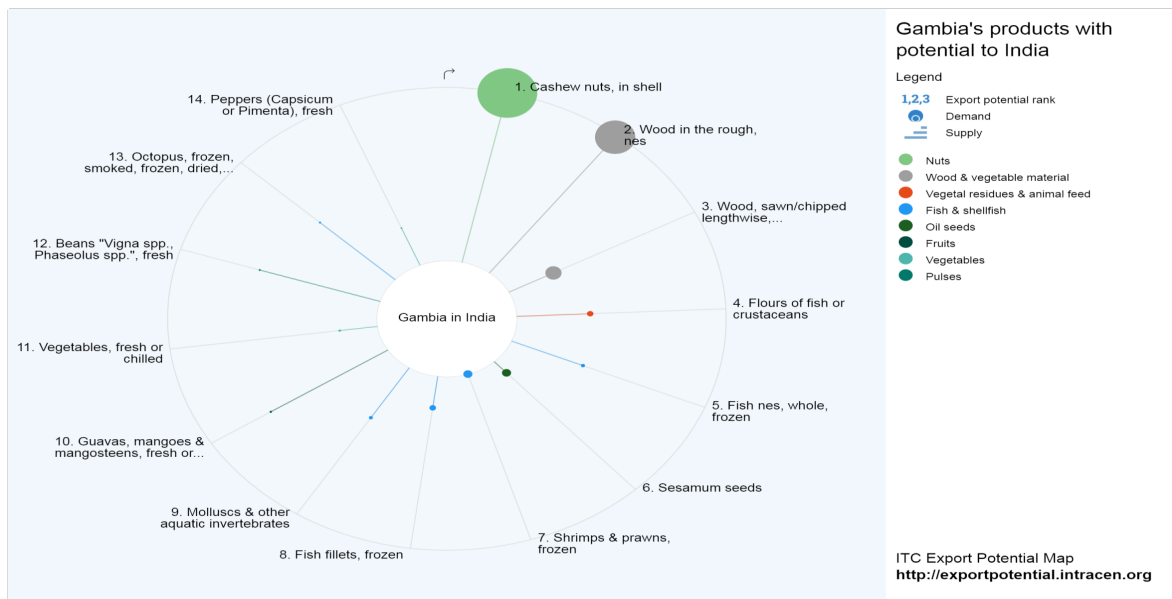
Products	Country	Export Potential (\$)	Actual Exports (\$)	Untapped potential remaining (\$)	India's total Import (\$)	Gambia's total exports	Tariff Applied %
080131 Cashew nuts, in shell	INDIA	\$56.3 mn	\$39.7 mn	\$16.6 mn	\$1.2 bn	\$45.8 mn	0%
4403Xc Wood in the rough, nes	INDIA	\$36.7 mn	\$5.4 k	\$36.7 mn	\$1.1 bn	\$77.4 mn	0%
230120 Flours of fish or crustaceans	INDIA	\$12.7 k	\$0	\$12.7 k	\$14.2 mn	\$718.3 k	0%
0306Xb Shrimps & prawns, frozen	INDIA	\$3.3 k	\$0	\$3.3 k	\$12.0 mn	\$423.0 k	0%
0304Xb Fish fillets, frozen	INDIA	\$1.9 k	\$0	\$1.9 k	\$14.8 mn	\$1.2 mn	0%
03XXXXX Molluscs & other aquatic invertebrates	INDIA	\$1.3 k	\$0	\$1.3 k	\$2.5 mn	\$1.7 mn	0%



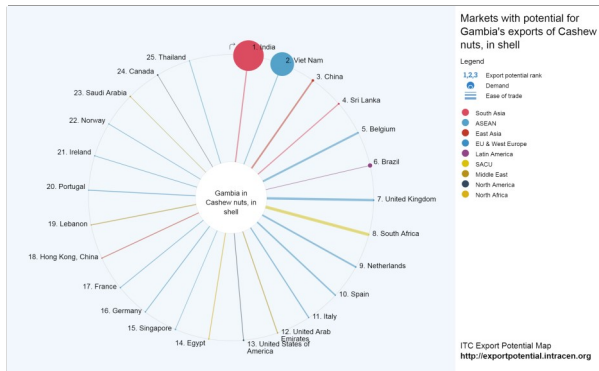
Gambia's Products with Potential to India



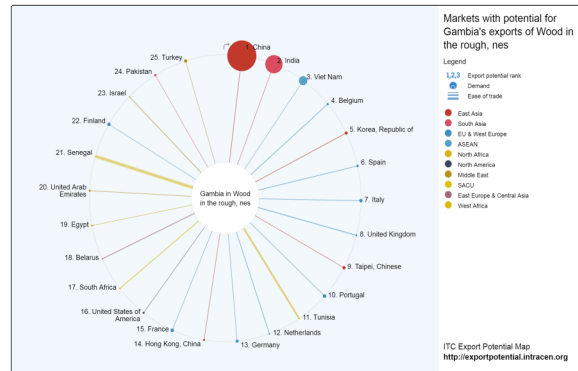
The products with greatest export potential from Gambia to India are Cashew nuts, in shell, Wood in the rough, nes, and Wood, sawn/chipped lengthwise, sliced/peeled, thickness >6mm. Wood in the rough, nes shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth **\$36.7 mn.**



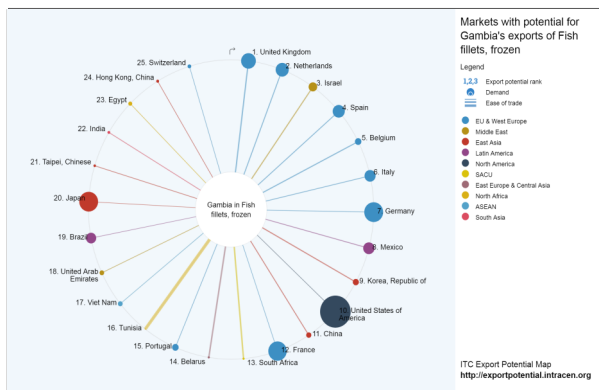
The products with greatest export potential from Gambia to India are Cashew nuts, in shell, Wood in the rough, nes and Wood, sawn/chipped lengthwise, sliced/peeled, thickness >6mm. Gambia has the highest supply capacity in Cashew nuts, in shell. Cashew nuts, in shell are the product that faces the strongest demand potential in India.



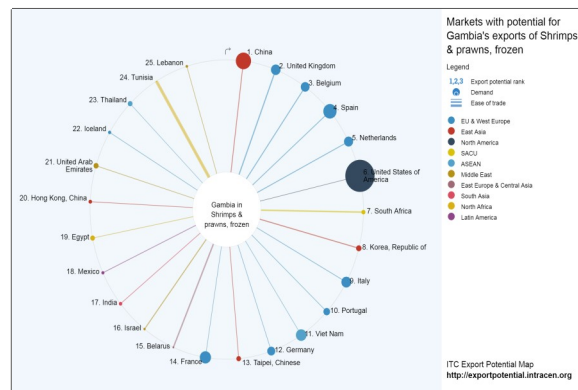
Cashew nuts, in shell, Untapped Potential of **\$16.6 mn**



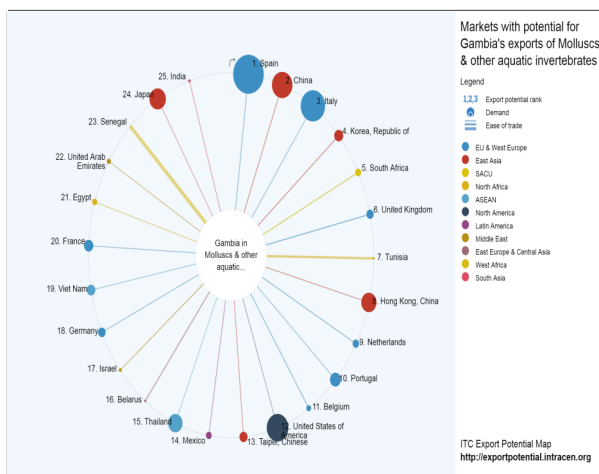
Wood in the rough, nes, Untapped Potential of **\$36.7 mn**



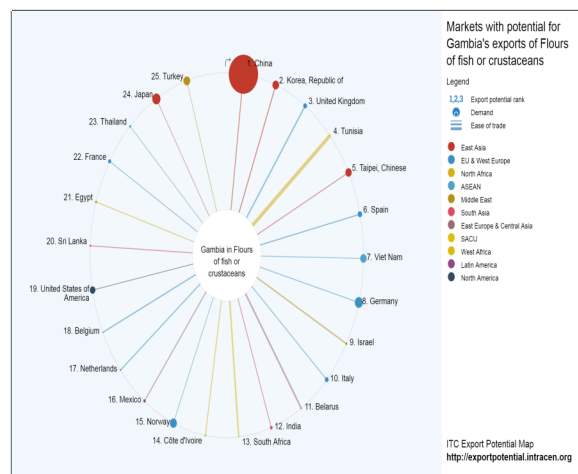
Fish fillets, frozen Untapped Potential of **\$1.9 k**



Shrimps & prawns, frozen Untapped Potential of **\$3.3 k**



Molluscs & other aquatic invertebrates Untapped Potential of **\$1.3 k**



Flours of fish or crustaceans Untapped Potential of **\$12.7 k**

The maps above gives the different products that have potentials in India. It also shows the untapped potentials of these products.

This week's Publication features one major Exporter of Cashew nut from the Gambia

Jawneh Family Cashew Processing Enterprise

Who are they?

Jawneh and Family Cashew Processing Enterprise (JFCPE) is a family-owned business that specializes mainly in the processing of Raw Cashew Nuts (RCN) to finish products. It was set up by its Proprietor, Mr. Musa Jawneh of Brikama Misera, in the year 2001, but got fully operational in 2008, with a start up capital of **D 300, 000**. (Three Hundred Thousand Dalasis) GMD. They currently employ eight full time and 20 part time employees.



Interventions of GIEPA

Through GIEPA JFCPE was able to register their business at the Attorney General Chambers. The business also underwent capacity building trainings from GIEPA, which are; (ETW Empretec West Coast,) this training helped them to modify their business behaviors through book keeping, securing and signing of export contracts and partnership deals.



Export strategy

JFCPE adopted an Export plan that contributes immensely in achieving the Vision for The Gambia Cashew Sector Development and Export Strategy 2014-2019, which states "To be the Regional Centre of Excellence in Cashew Value-addition, leading the way in Production, Processing, Export, Research and Development".

This Strategy is designed to promote the development of the Cashew Sector, to diversify The Gambia's Export Base from its current concentration on Groundnut and Fisheries.

Markets

JFCPE exports to USA, Switzerland and Germany through air freight. This is due to the limited capacity they have in producing the quantity needed in the market. The business exports less than one ton by sea freight and the rest of its produce is exported by the buyers or middle men themselves.

Challenges

JFCPE currently face the challenge of processing in large capacity. The objective of the business is to produce 15 Metric tons of cashew kernels to be exported monthly but due lack of modern machinery is limiting them to meet that target. They find it difficult to compete in the international market, as everything is being processed manually which is very slow and time consuming.

The entity also benefitted from an Export Development Training under the Export Advancement Program under which the business was provided with a Business Development Advisor (BDS), who assisted to develop an export business plan. With this Export Plan JFCPE was able to attract a potential investor from Germany, who is scheduled to visit their production plant in November 2019 to finalize their deal.

Through GIEPA's facilitation, JFCPE was also able to participate in many trade fairs in which they secured contracts to export their Cashew. Currently they are working with GIEPA to participate in the upcoming Ambition Africa 30th-31st October 2019 in Paris to integrate in the EU market. Ambition Africa is the largest platform of the French Government in its effort to widen and strengthen economic co-operation with African countries.

