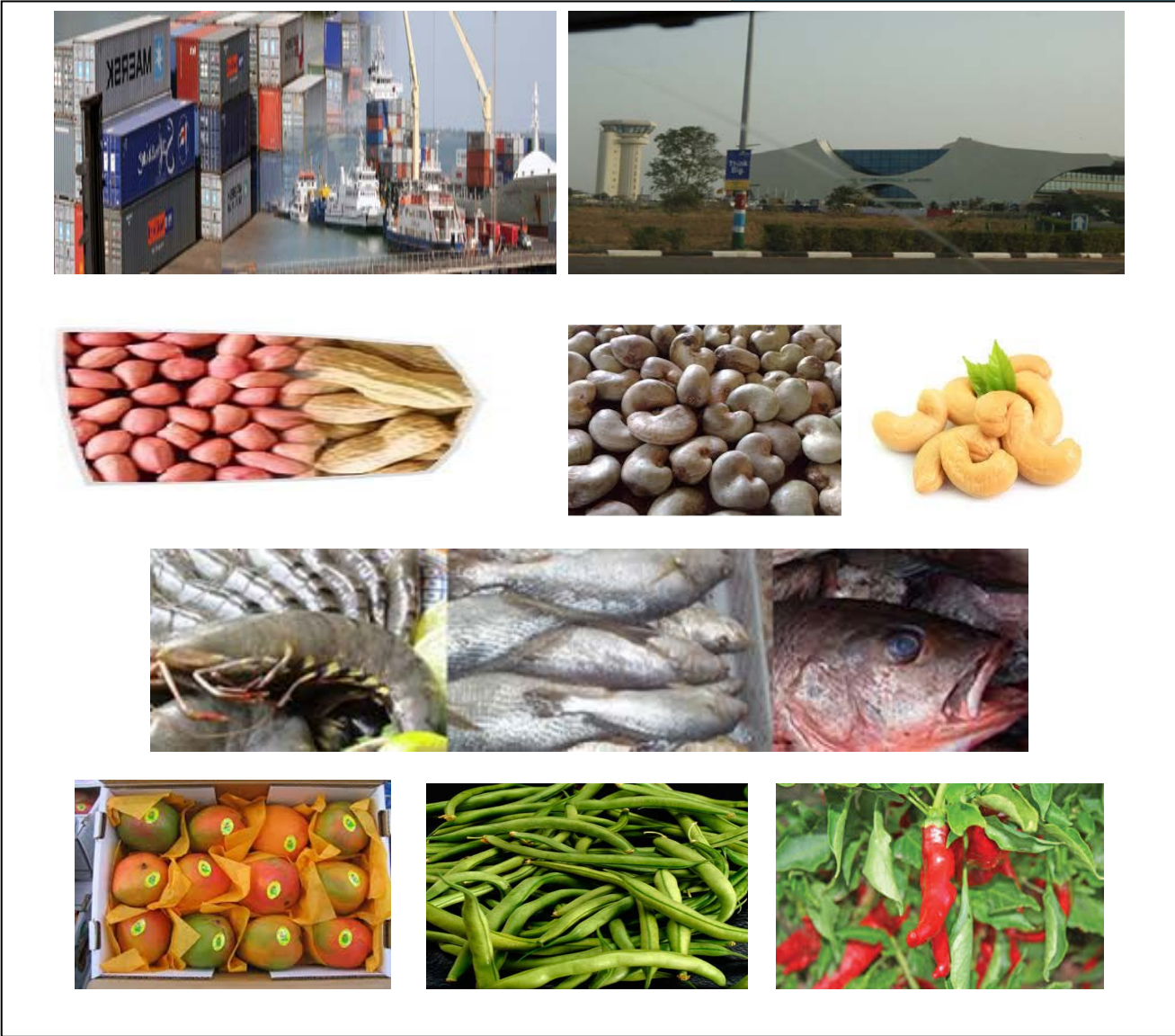




## EXPORT GUIDELINES AND INCENTIVES IN THE GAMBIA





## AGOA RESOURCE CENTRE (ARC) AT GIEPA

*YOUR KEY REFERENCE CENTRE FOR INFORMATION ON HOW TO EXPORT TO THE U.S!!!*

**Improving Business Productivity and Access to Markets**

The Resource Center is open for business to provide your enterprises with the following:

- Export documentation guidelines on how to successfully export from the Gambia;
- List of eligible export products under the different Trade Preference Regime;
- Technical assistance in the area of export-readiness assessment;
- Advisory services on how to participate in international trade shows and exhibitions; and
- Facilitate visits by investors from the U.S interested in tapping investment and export opportunities in the Gambia.

For more information, please visit the International Resource Centre at GIEPA from **Monday to Thursday** between **8:30am** and **4:00pm**, on Friday **8.30am** to **12.30pm** daily and contact:

**Ms. Mariam Bittaye**  
48 Kairaba Avenue  
Serekunda, KSMD  
P.O. Box 757, Banjul  
Tel: (220) 4377377/78  
Mobile: 3908687  
E-MAIL: [mbittaye@giepa.gm](mailto:mbittaye@giepa.gm)

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## **Preface**

This document “*Export Guidelines and Incentives in The Gambia*” has been prepared by the Gambia Investment and Export Promotion Agency (GIEPA) as a guide to export promotion and facilitation for export and potential businesses in The Gambia. While every reasonable effort has been made to ensure that the information provided in this publication is accurate, no export decision should be made by users on the basis of this information alone, without seeking further confirmations from relevant authorities.

The document is meant to provide simple and straightforward guidelines to exporting as well as acquaint users with government’s available incentive schemes for existing and potential export-oriented enterprises in The Gambia. It comprises of eleven (11) sections with relevance to export promotion and facilitation in The Gambia as shown on the table of contents.

## **I. MAKING THE DECISION TO EXPORT**

### **1. Why should a Business engage in Exporting and what are some of the Advantages and Risks?**

With the expanding global market environment, tremendous opportunities exist, even for small-scale enterprises, to become significant players in the global marketplace. Exporters can take advantage of the opportunities available and capture a significant market share by adopting innovative methods. However, in order to reap long-term benefits, a company has to be committed to long-term activities, despite the fact that the costs of entering international markets are high, and a short-term entry could be perceived as not worth the effort.

#### *Advantages*

- ✓ Opportunity to expand market share
- ✓ Reduced dependence on the domestic market
- ✓ Enhanced customization of products to target niche market requirements
- ✓ Value-added products

#### *Risks*

- ✓ Non-payment for goods by importers
- ✓ Repatriation of money
- ✓ Changes in the currency rates
- ✓ Loss of goods
- ✓ Products not being accepted in the foreign markets
- ✓ Fraud

#### *Other things to consider*

- ✓ Sales not meeting projections
- ✓ Competition may be greater than anticipated
- ✓ Receipt of payments from customers may be slow
- ✓ Market requirements: Standards and Regulations

### **2. What Steps should I take before Attempting to Export?**

Exporting can be a full-time business. To succeed, one needs to be conversant with the export processes, for which training may be necessary.

#### *Feasibility analysis*

- ✓ Analyse the conditions in the domestic market/supply side
- ✓ Determine the capacity and strengths of your business
- ✓ Consider in detail, the factors that will affect your exports in your selected target market
- ✓ Discuss and seek advice from accredited and experienced trade experts

#### *Planning foreign market entry*

- ✓ Conduct and evaluate market research into the target market
- ✓ Plan your market entry strategy
- ✓ Understand and comply with target country licensing, standards and specifications
- ✓ Identify taxes, tariffs, duties, quotas and non-tariff trade barriers
- ✓ Obtain the necessary patent, trademark and copyright protection for your products

- ✓ Establish competitive pricing schedule(s)

#### *Implementation*

- ✓ Establish marketing methods
- ✓ Determine methods of distribution
- ✓ Choose sales representative or sales methods
- ✓ Negotiate financial instruments
- ✓ Obtain insurance coverage
- ✓ Package and label the product in line with target market requirements
- ✓ Complete appropriate paperwork
- ✓ Ship the products

### **3. What is meant by the term ‘Export Potential’ and how do I Assess it?**

‘Export Potential’ is the ability of an enterprise to take advantage of sales opportunities in foreign markets. It can be assessed from the internal characteristics of the company, such as its domestic marketing performance, available corporate resources, types of products, and strengths and weaknesses of the company. External characteristics can also affect a company’s export potential, for example:

#### *Government Policy*

Exporting in The Gambia is encouraged through a variety of tax policies as well as investment and export promotion incentive schemes. These policies and schemes are meant to make export procedures simple and straightforward by minimizing bureaucratic procedures and export restrictions. However, exporters should familiarize themselves with similar policies in target markets in order to identify and comply with if any, existing tariff and non-tariff barriers for their products.

#### *Exchange Rates*

While the value of the Dalasi is weak when compared to other major international trading currencies, this gives exporters an edge in competitive sourcing of raw materials and for competitive pricing of Gambians in external markets.

#### *Foreign Opportunities*

Exporting succeeds when there is a good fit between the product and the market. Products must satisfy the needs of foreign consumers and regulatory requirements.

## II. PERPARING TO EXPORT

### 1. How do I ensure Success in the Export business?

Some useful tips for success:

- *Ensure that your products are of the required quality*

*The Gambia Standards Bureau* can provide information on both local and international quality standards as well as technical regulations to help you conform to market requirements. Please refer to the list of trade support institutions for contact details.

- *Have a competitive price*

Over-priced goods will not attract buyers. Endeavour to minimize production and delivery costs and price your goods competitively.

- *Ensure good and appropriate packaging*

Packaging protects your merchandise from damage, makes the product attractive, and indicates how the product should be used. Please refer to standards and technical regulations on packaging and labeling for your target market obtainable from *The Gambia Standards Bureau*.

- *Choose your market carefully, with consideration for consumer tastes*

Choose a target market that offers the most chance of success base on the type of product you want to export and the potential demand for the product in the target market. You need to be aware of consumer buying preferences in your target market and match your product offerings to these needs.

- *Always meet the requirement of your buyer and the buyers' country*

Be aware that regulations in your buyer's country could over-rule any agreement you may have with the buyer, and could even prevent your products from being cleared at the point of entry.

- *Consider religious and cultural factors*

Cultural dispositions, religious beliefs, practices and attitudes are important factors that influence your market. For example, it would be objectionable to market handicrafts expressing nudity in a Muslim country.

### 2. Which Organizations can provide Export Training or Advisory Services in The Gambia?

Export business requires technical expertise. An exporter or prospective exporter who invests in export training has a greater chance of succeeding. Exporters who are conversant with the intricacies of the export process are less likely to make mistakes that might be costly to the business. Some of the organizations providing export training or advisory services include:

**a) Ministry of Trade, Industry, Regional Integration and Employment**

The Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) is mandated to formulate and implement trade, investment and industrial policies that promote investment in the productive sector for increased production and export.

**Independence Drive**

**Banjul, The Gambia**

**Tel: (220) 4228392 (switchboard)**

**E-mail: [info@motie.gov.gm](mailto:info@motie.gov.gm)**

**b) Gambia Investment and Export Promotion Agency (GIEPA)**

The Gambia Investment & Export Promotion Agency (GIEPA) is the national agency established by an Act of Parliament in July 2010 responsible for the promotion and facilitation of private sector investments into The Gambia. GIEPA acts as investors' first point of contact, provides information on relevant procedures for setting up a business and helps form the necessary network of contacts in The Gambia for successful business operations.

**48 Kairaba Avenue**

**Serrekunda, KSMD**

**P.O.Box 757,**

**Banjul, The Gambia**

**Tel: (220) 4377377/8**

**E-mail: [info@giepa.gm](mailto:info@giepa.gm)**

**c) The Gambia Standards Bureau**

The Gambia Standards Bureau (TGSB) was established by the Government of the Gambia to promulgate standards for imported and locally produced goods. The Bureau provides conformity assessment services in Inspection, Testing and Certification.

**130 Kairaba Avenue,**

**P.O. Box 2384**

**Serekunda, The Gambia**

**Tel: (220) 4494512/13/14**

**E-mail: [thegambiasb@gmail.com](mailto:thegambiasb@gmail.com)**



**d) Food Safety and Quality Authority**

The Food Safety and Quality Authority of The Gambia (FSQA) was established by the Food Safety and Quality Act, 2011 under the Office of The Vice President. It is the sole National Competent Authority with powers of delegation mandated to officially control the safety and quality of all foods (including water and beverages) and animal feed whether locally produced, imported or destined for export.

**Kotu East, Serrekunda, KMC**  
**P.O.Box 2047Serrekunda**  
**Tel: (220) 4466797 / 9969070**  
**E-mail: [info@fsqa.gm](mailto:info@fsqa.gm)**

**e) The Gambia Ports Authority**

The Gambia Ports Authority is a government agency responsible for the governance and maintenance of the ports and port facilities of the Gambia, principally that of the Port of Banjul on the Gambia River.

**Liberation Avenue**  
**P O Box: 617, Banjul, The Gambia**  
**Tel: (220) 4227266/4229940**  
**E-mail: [gamport@gamtel.gm](mailto:gamport@gamtel.gm)**

**f) The Gambia Revenue Authority**

The Gambia Revenue Authority is a merger of the former Customs & Excise and Domestic Taxes Departments for the purpose of maximizing revenue collection and also brings about economic sovereignty and self-reliance as a country. It was established in 2004 by an Act of the National Assembly.

**78/79 Liberation Avenue**  
**Banjul, The Gambia**  
**Tel: (220) 4223131/4227715**  
**E-mail: [gra@ganet.gm](mailto:gra@ganet.gm)**

**g) The Gambia Chamber of Commerce and Industry (GCCCI)**

Founded in 1967, the Gambia Chamber of Commerce, Industry, Agriculture and Employers' Association (GCCCI) is a non-profit member driven organization, which represents the Private Sector of The Gambia. The GCCCI facilitates business development, promotes trade, and advances the interests of Gambian businesses nationally, regionally and internationally.

**Kerr Jula, Bertil Harding Highway, Bijilo**  
**P.O. Box 3382,**  
**The Gambia**  
**Phone: (220) 4463452/4461450**  
**E-mail: [info@gcci.gm](mailto:info@gcci.gm)**

**h) Association of Forwarding & Clearing Agents in Gambia**

AFCAG are the trade organizations in Gambia that represents Customs & Excise licensed clearing agents working in the port of Banjul. The Forwarding and Clearing Agent's members assist in getting imported freight off various shipping lines by processing paperwork, arranging transportation and redirecting goods en route to other port destinations in West Africa and around the world.

**17A Wilfred Davidson Carroll Street, Banjul**

**P.O. Box 2820, Serekunda, The Gambia**

**Phone: (220) 4224197/9903115**

**E-mail: [sulaymanjoof@hotmail.com/smjoof@gmail.com](mailto:sulaymanjoof@hotmail.com/smjoof@gmail.com)**

**i) American Chamber of Commerce**

The American Chamber of Commerce (AmCham) The Gambia, was formed and opened in May 2010. The organization is a voluntary partnership of business and professional people working together to build a healthy economy and to improve the quality of life in our community by multiplying trade opportunities.

**54 Kairaba Avenue**

**Serekunda, KSMD, The Gambia**

**Phone: (220) 7656123/9855581**

**E-mail: [recep@amchamgambia.org](mailto:recep@amchamgambia.org)**

**j) The Gambia Youth Empowerment Project (YEP)**

The Gambia Youth Empowerment Project (YEP) sets out to strengthen existing youth support structures and entrepreneurship support programmes, skills development institutions, and the private sector to enhance employability and create (self-)employment opportunities for young people aged 15-35 years. YEP focuses on vocational training and support for micro and small-sized enterprises and creates new jobs in selected sectors through value addition and internationalization.

**Entrepreneurship Development Centre**

**Old IBAS Building**

**Bakau**

**[Tel:+220 3616993](tel:+2203616993)**

**Email: [fjallow@intracen.org](mailto:fjallow@intracen.org)**

### **3. What Export Strategies should I adopt in the Marketing of my Product?**

- *Identification and selection of the target market*

There are many markets in which your product can be sold, but you have to prioritize the markets based on how successfully you can export there.

- *Market segmentation*

Even within your target market, it would be impossible for your product to satisfy all the needs of all consumers. Study the market and divide it into various distinguishing segments for which your product may be suitable. Each segment of the market has different needs and your marketing efforts must therefore address those needs. Common segmentation factors include social class, age, income, gender, taste and climate.

- *Selection of the most reliable and efficient means of bringing your products to your customer*

Select a shipping and transportation method that keeps your costs down, while ensuring safe and reliable deliveries to the target market. Also, carefully choose a method of distribution within your target market - consider the use of agents or distributors and E-commerce platforms & couriers.

- *Determination of the best-selling price for the product or service*

A competitive price must be chosen for your products; one which is low enough to generate sufficient sales, but high enough to cover your export costs and generates a profit.

### **4. In which Foreign Markets can my Product be sold?**

Market research allows firms to determine which foreign markets have the best potential for a particular product. Companies should seek a few target markets based on the demographic and physical environment, the political environment, and economic factors, the social and cultural environment, market accessibility, and product potential.

An exporter should conduct a thorough market factor assessment to predict demand for its product in each potential target market. For each market being considered, the exporter should answer the following questions:

- ✓ What is the overall population of each country? Also consider growth and density trends.
- ✓ Is the country part of a regional trading bloc or a single custom union for harnessing demographic dividend?
- ✓ Are there climatic and weather variations that may affect the product or service offered?
- ✓ Is there adequate shipping, packaging, unloading, and other local distribution networks?
- ✓ What is the government's attitude towards conducting business and the importation of foreign products?
- ✓ Is the political system stable or do governing coalitions often change radically?
- ✓ Is the country promoting higher levels of imports and exports?
- ✓ To what degree is the target market similar to the home market?

- ✓ Will the product or service need to be translated and/or adopted?
- ✓ What are the documentary requirements and other technical or environmental import regulations?
- ✓ What are the intellectual property laws that could affect the product or service?

#### **5. What is E-commerce and what is its Significance to my Export business?**

E-commerce generally refers to the production, distribution, marketing, sale of goods and services enabled by electronic means for subsequent delivery. This is often carried out on the Internet, and by fax or telephone. These developments are changing the traditional way of doing business. Products and services on a website can be advertised and viewed so that customers can evaluate, understand the buying process, place orders, and pay for products online. SMEs that have difficulties in meeting or honoring large supply demands can still sell their products online in smaller quantities. However, exporting enterprises wishing to engage in E-commerce should consider the following:

- ✓ How to ensure the success of your product abroad
- ✓ How to conduct a Market Factor Assessment for the markets you consider
- ✓ Developing an e-commerce strategy
- ✓ Exhibiting your products on the Internet
- ✓ How to Ensure a Delivery Framework for your products

### III. FINDING THE MARKET

#### 1. Where can an Exporter find Market Information for specific Products?

Key sources of information for finding a market include but not limited to the following:

- *International Trade Centre (ITC)* in Geneva monitors major markets for fresh fruits and vegetables, tropical and ornamental plants, spices, hides and skins, fruit juices, rice and selected pharmaceutical raw materials. Visit the [www.intracen.org](http://www.intracen.org) for links on **Trademap and Procurement map for international tenders**
- *The Gambia Trade Information Portal* of Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) provides information on export business registration and requirements, procedures and documentations, trade statistics, Gambian company profiles, and more. <http://www.gambiatradinginfo.gov.gm/>
- *Foreign Agricultural Service* of the US Department of Agriculture provides foreign market information reports on food products in more than 50 countries. [www.fas.usda.gov](http://www.fas.usda.gov)
- *Globefish* is an FAO initiative that features market reports by fish species or by country, world price reports, and guides on quality standards and regulations. [www.globefish.org](http://www.globefish.org)
- *Export.gov* is a United States government site that features market reports, trade leads, and trade show listings. [www.export.gov](http://www.export.gov)
- *African Growth and Opportunity Act 2000 (AGOA)* provides information on all countries and products eligible for US market access under the. [www.agoa.info](http://www.agoa.info)
- *West Africa Trade Hub (WATH)* provides exporters with information on how to access the US market for products such as apparel, cashew, fish and seafood, home décor & accessories, shea, and specialty foods. [www.watradehub.com/](http://www.watradehub.com/)
- *Africa Cashew Alliance (ACA)* promotes a globally competitive African cashew industry comprising nearly of 200 member companies work under the ACA banner and represent all aspects of the cashew value chain, including producers, processors, traders, and international buyers. [www.africancashewalliance.com/en](http://www.africancashewalliance.com/en)
- *Carol World* provides corporate annual reports - useful for doing research on potential buyers or partners. [www.carolworld.com](http://www.carolworld.com)
- *UN COMTRADE* provides an interactive platform for accessing huge volume of international trade data and cutting-edge extraction tools and alternative dissemination platforms. Visit: [www.comtrade.un.org](http://www.comtrade.un.org)

#### 2. Traditional Gambian Markets

The Gambia has been trading with other countries (trading partners) since independence and continue to trade with those countries in both West Africa, Europe, Asia and the Americas. Among its traditional trading partners are: Guinea Bissau, Senegal, Mali, Guinea, Ghana, Viet Nam, China, India, Netherlands, United Kingdom, Denmark, France, Spain, United State of America etc.

### 3. New Markets worth Exploring

Gambia being a signatory to many International trade organizations, it has open up to new international untapped markets around the world. Some of the new markets worth exploring are: Nigeria, Ivory Coast, Sere Leone, Morocco, Republic of Korea, United Arab Emirates, Turkey, Israel, Italy, Sweden, Belgium, Panama, Venezuela etc.

### 4. What Marketing Strategy should my Enterprise adopt to reach target Markets?

After identifying the most promising opportunities, an exporter needs to focus on a few markets at a time. The more widespread the markets, the more difficult it will be to meet the varying needs of each market. Small and medium sized enterprises have limited resources and would find targeting a small number of markets far easier and more profitable. The exporter must consider:

- ✓ The maximum or minimum quantities and prices acceptable in the market
- ✓ The intensity of the market
- ✓ The ability to produce to standards and specifications
- ✓ Profit size
- ✓ Transportation
- ✓ Political and economic stability of the target country

### 5. What Channels of Distribution should I use in the Market of my Product?

Distribution, in its simplest form is the method by which a product is delivered to the consumer or final user. Channels of distribution are therefore routes taken by the product as it moves to the final consumer. Along these routes are found intermediaries like agents, wholesalers and retailers.

The producer has two main distribution choices for marketing a product in a foreign market:

- *Direct distribution*

The producer assumes all responsibilities of managing the export operations. When effectively done, the exporter earns higher sales and profits, gains greater control of the market and received first-hand information through experience, better control over prices, and more control over the distribution chain. The exporter cultivates and develops the market, and builds up international standing and reputation.

- *Indirect distribution*

The exporter sells the product to another entity that takes up the responsibility of sales. These entities may include merchant exporters or Export Houses, often specializing in certain products or markets. This method is more suitable for small producers who lack adequate financial and managerial resources necessary for a successful entry into foreign markets. The exporter off-loads the difficulties and responsibilities of sales; however, the producer loses the technical know-how of the foreign market operation as well as some of the profit that would have been gained.

#### IV. FINDING THE CUSTOMER

##### 1. Where can I get Information, especially Addresses of Foreign Importers?

Your local trade promotion organizations such as the Gambia Trade Information Portal of Ministry of Trade, Industry, Regional Integration and Employment (MOTIE), the Gambia Investment & Export Promotion Agency (GIEPA), and The Gambia Chamber of Commerce and Industry (GCCCI) will often have business directories that can help you find buyers for your products. In addition, there are many Internet sources including:

- *European Business Directory* provides information on B2B marketing services, B2B trade platform, 2.5 international Business network, - permanent trade show, classified industrial companies, import/ export marketplace, business lead generator, and suppliers list [www.europages.com](http://www.europages.com)
- *The Federation of International Trade Associations* provides an online database of trade leads. Browse existing leads from around the world or post your offer to buy or sell a particular product. [www.fita.org](http://www.fita.org)
- *Alibaba* is an online worldwide company directory and provides a searchable database of potential trade leads. Also provides a list of trade shows and events. [www.alibaba.com](http://www.alibaba.com)
- *Go for World Business* provides a worldwide list of buyers and suppliers, listed by product type. Over 150,000 buyers and suppliers can be found. [www.go4worldbusiness.com](http://www.go4worldbusiness.com)
- *Ecplaza* features an online directory of buyers and sellers, listed by product type or location. [www.ecplaza.net](http://www.ecplaza.net)

##### 2. How important are Trade Fairs to an Exporter and where can Information be obtained on them?

A trade fair is a public gathering where salespeople meet to try to win sales and to discuss transactions. They are one of the most important instruments for trade promotion. Trade fairs are necessary for presenting new products, building a corporate image, increasing or maintaining market share for established products, and obtaining market information.

There are two types of trade fairs: 1) general trade fairs, which feature all sorts of goods and services and are open to the general public as well as trade visitors, and 2) specialized fairs, which relate to specific product types or groups, and are primarily for business visitors. Some trade fair directories on the Internet include:

[www.export.gov/comm\\_svc/tradeevents.html](http://www.export.gov/comm_svc/tradeevents.html)

[www.expoworld.net](http://www.expoworld.net)

[www.tsnn.com](http://www.tsnn.com)

**China International Import Expo**

## **Resources**

**Trade Fairs and Conferences:** CBI, WTC-Beursbeuilding, 5th Floor, 37 Beursplein, Rotterdam, The Netherlands; P.O. Box 30009; Tel: (010) 201 3434; Fax (010) 411 4081. Published as an annex to the CBI news Bulletin. *Provides a worldwide list of trade fairs and conferences arranged alphabetically by country.*

### **3. Which Trade Fairs should I Participate in and what Preparations should I make beforehand?**

It is advantageous to participate in trade fairs, however doing so can be an expensive activity, especially when a fair is located in a distant market and continues for several days. Before choosing or participating in a trade fair, a few questions have to be considered?

- ✓ Is the fair important or potentially important for my products?
- ✓ Is this fair the best one to enter?
- ✓ Do the products meet the market requirements, and can the products be produced in sufficient quantities to meet demand?
- ✓ Will my objectives be achieved?
- ✓ How much will it cost to exhibit effectively, and will the results be worth the cost?

Trade fair preparations must include:

- ✓ stand design and construction
- ✓ budget
- ✓ publicity
- ✓ logistics
- ✓ regulations (labor, building, safety, copyright, insurance, customs and excise)
- ✓ stand personnel
- ✓ The right time to enter a new export market
- ✓ Organizations in the Gambia that can assist in participation in trade fairs and exhibitions
- ✓ Preparation of marketing and promotional materials

*Contact Gambia Investment & Export Promotion Agency (GIEPA) or Gambia Chamber of Commerce (GCCCI) for information on regional and international Trade fairs.*

## **Resources**

**Exhibit Stand Design.** ITC UNCTAD/WTO, Palais des nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730 0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>. *Handbook on design and construction of stands for trade fairs and exhibitions.*



## V. FINDING THE AGENTS AND DISTRIBUTORS

### 1. Who is a Distribution Agent or Commercial Agent?

A commercial agent usually works on commission and is generally located in the target market, and is an intermediary appointed by an exporter to negotiate and conclude contracts with third parties on the name of the exporter. A distributor buys goods from an exporter for re-sale in the target market.

- *Straight importer*

Specialize solely in importing products. Generally buys directly from the exporter (and thus becomes the rightful owner of the product),and sells it to wholesalers.

- *Importing wholesaler*

Imports and operates facilities to forward the goods into the distribution channels.

- *Trading house*

Specialises in trading certain ranges of goods. It buys and sells for its own account and at its own risk. Such houses usually have a strong business acumen and high level of professionalism.

- *Broker*

Executes a marketing plan for a fee.

For further information about existing agents and distributors, contact the Gambia Association of Clearing and Forwarding agencies.

### Resources

**Selecting Importers, Distributors.** CBI, WTC-Beursbeuilding, 5th Floor, 37 Beursplein, Rotterdam, The Netherlands; P.O. Box 30009; Tel: (010) 201 3434; Fax (010) 411 4081. *Discusses the best way to choose your trade partners.*

### 2. How do I Select a Reliable Importer or Distributor?

Choosing a commercial agent or distributor can be a critical decision that could ultimately lead to the success or the failure of your export venture. When selecting an appropriate partner in the target market, one must conduct adequate research to find the most suitable company. Issues to consider include:

- ✓ Which other companies are they working with?
- ✓ Which products do they handle?
- ✓ Who are their clients?
- ✓ What is their turnover?
- ✓ How much of your product can they sell?
- ✓ How much time will they dedicate to selling your product?

- ✓ How do they intend on selling your product?
- ✓ The issues involved with international export trade transactions
- ✓ The feature of a good export contract
- ✓ The respective responsibilities of the buyer and seller during the export process

## **Resources**

**Readings in Export Channel Management**, ITC UNCTAD/WTO, Palais des Nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730 0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>. *Selected reprints from International Trade Forum providing details and technical analysis of issues dealing with the management of international channels of distribution.*

## **VI. QUALITY**

### **1. How can I ensure Quality and where can I find Information on Technical Regulations, Standards (TBT), Sanitary and Phytosanitary (SPS) Regulations and Environment Protection Laws?**

It is essential that your products conform to the health, safety standards and regulations of your target market. In The Gambia, information on such can be obtained from:

<b>NO.</b>	<b>Institution</b>	<b>Address</b>	<b>Contact No.</b>	<b>E-mail</b>
1.	Gambia Standards Bureau	130 Kairaba Avenue	(220) 4494512/13	<a href="mailto:thegambiasb@gmail.com">thegambiasb@gmail.com</a>
2.	Food Safety and Quality Authority	Kotu East, Serrekunda, KMC	(220) 4466797 / 4498851	<a href="mailto:info@fsqa.gm">info@fsqa.gm</a>
3.	Codex Alimentarius Committee	C/o National Nutrition Agency (NaNA), Bertil Harding Highway	(220) 4202406/07	<a href="mailto:nana@qanet.gm">nana@qanet.gm</a>
4.	Fisheries Food Hygiene and Quality Control Lab Department of Fisheries	6 Marina Parade Banjul	(220) 4201515 (220) 9924834	
5.	Plant Protection Unit, Ministry of Agriculture	Yundum Western Division	(220 7285783)	<a href="mailto:landingsonko57@yahoo.com">landingsonko57@yahoo.com</a> <a href="mailto:fao-gm@fao.org">fao-gm@fao.org</a>
6.	National Environment Agency	Jimpex Road Kanifing	(220) 4399422	<a href="mailto:info@nea.gm">info@nea.gm</a>

Relevant international organizations and their sources of information can also be found online at:

- *Codex Alimentary of FOA* provides detailed information on production and processing guidelines for the food industry. [www.fao.org](http://www.fao.org)
- *International Organization for Standardization (ISO)* provides information on all national organizations linked to ISA, and how to apply ISO standards to various products. [www.iso.ch](http://www.iso.ch)
- *Green Seal* provides information on environmentally friendly procedures and on the promotion of the manufacture and sale of responsible consumer products. [www.greenseal.org](http://www.greenseal.org)
- *PackInfo-World from the World Packaging Organization (WPO)* provides information on packaging norms and standards. Information on pre-shipment inspection of your exports can be obtained by contacting. [www.packaging-technology.com](http://www.packaging-technology.com)
- *West Africa Trade Hub (WATH)* provides exporters with information on how to access the US market for products such as apparel, cashew, fish and seafood, home décor & accessories, shea, and specialty foods. <http://www.watradehub.com/>

## **Resources**

**World Directory 1997 of Information Sources on Standards, Technical Regulations, Certification, Eco-labeling and Quality Management Schemes.** Export Quality (Monthly Publication) ITC UNCTAD/WTO, Palais des nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730 0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>.

**Pre-Shipment Inspection of Imports: Guidelines for Exporters.** SGS, Economic Affairs Division, 1 Place des Alpes, 1211 Geneva 1, Switzerland. Tel: (41-22) 739-9111; Fax: (41-22) 731-3396. *Provides exporters with a general overview of SGS' pre-shipment inspection services, in respect to imports.*

## VII. PRICING

### 1. What Issues must I consider in Determining the Price of my Product for a Foreign Market?

- *Cost-plus Strategy*

This is the most straightforward strategy. Profit is added to the cost to arrive at a selling price. However, it is unsuitable to price a product based solely on its production cost. An exporter must take into account the value of the product to the customer. Remember to include cost of packaging and transportation in prices of items being exported.

- *Demand-based Pricing*

The product is priced according to the demand the marketing creates for it, and the price reflects its value to the customer.

- *Target Pricing*

Customers are prepared to pay a premium in the market segment being targeted. The product is customized to meet the requirements of the consumers in that particular segment, and a custom price is applied.

- *Competitive Parity*

The price is set at a level close to that of major competitors or market leaders.

- *Lifetime Pricing*

A long-term approach, in terms of the supplier-client relationship, is adopted. Pricing reflects the expected value to the supplier over the lifetime of the relationship. Initial pricing levels may be very low to entice the client to enter a long-term relationship with the supplier.

## Resources

**How to set a price.** CBI News Bulletin. CBI, WTC-Beursbeuilding, 5th Floor, 37 Beursplein, Rotterdam, The Netherlands; P.O. Box 30009; Tel: (010) 201 3434; Fax (010) 411 4081.

### 2. What Factors would influence a Buyer's decision in the Purchase of my Product?

- *Quality, guarantees, specifications*

When the quality of a product is guaranteed, and conforms to international or specified standards, the buyer is confident that the product meets the requirements of consumers. This is a major factor in the purchase decision.

- *Packaging and labeling*

Packaging protects the product, during and after shipment. Good protection costs money and should be factored into the price quote.

- *Environmental aspects*

This emerging issue is assuming more important dimensions. It may require changes in production techniques, recycling considerations, and non-use of toxic or dangerous components.

- *Price, terms of payment*

These are critical factors that must not be neglected.

- *Delivery schedules, transport arrangements, continuity of supplies ad confidentiality*

Time is money, and money can be made or lost with the observance or non-observance of time schedules. Delays often result from production and transportation issues, which may affect continuity of supplies.

### **3. What should an Exporter do when a Foreign Inquiry is received?**

Although price quotations vary widely, there are certain minimum requirements the exporter should consider:

- *Buyer's / Seller's details*

Clearly specify the buyer's name and address for correspondence. The Seller making the quotation must also be clearly identified by name, title and address.

- *Product details*

Product characteristics and details should be concisely and clearly stated.

- *Packaging arrangements*

Details of this and buyer's requirements must be clear.

- *Price, terms of payment, conditions of sale, time and conditions of delivery*

Responsibilities must be specified using appropriate Inco terms, as well as the price and currency, and how payment is to be done.

### **Resources**

**Profitable Exporting: A Complete Guide to Marketing your Products Abroad.** John Wiley & Sons Inc., 605 Third Avenue, New York, NY 10158, Tel: 1(800) 225-5945. *A systematic guide on how to enter and succeed in the export market.*

## VIII. FINANCING AND GETTING PAID

### 1. What Documents should I present to my Bank to obtain Export Financing?

If you require bank funds to finance an export venture, the bank will require several documents in order to decide on whether to lend to you or not. The more complete a picture you can paint for the bank, the better your chances of obtaining financing. Banks will often require the following documents:

- ✓ A brief profile of yourself (CV or resume) and possibly a letter of introduction by a person of integrity and reputation
- ✓ A brochure or a letter describing your company, your last audited accounts (balance sheet, profit & loss account) and, if available, your latest annual report
- ✓ Your company's registration and your statutes
- ✓ A description of the proposed transaction
- ✓ Buyer's details
- ✓ Mode of Payment
- ✓ Your annual cash flow
- ✓ A forecast profit & loss account
- ✓ Any other documents relating to the contract to be financed, (e.g. contracts, receivables, feasibility study, business plan, etc.)

### 2. How do I ensure that Foreign Buyers pay me for my Product?

As with local trade, the method of payment you agree on with your buyer will depend on the level of confidence you have in him. Ranked in order from most to least secure are frequently used terms of payment in the export trade:

- *Cash in advance / Pre-payment*

The buyer provides payment to the seller prior to shipment of the products. This method is used when the buyer's credit is doubtful, an unstable political or economic climate exists in the buyer's country, or if there is a potential delay in payment.

- *Documentary Credit (or Letter of Credit)*

This is the most common form of payment. A Letter of Credit is an undertaking issued by the buyer's bank (upon a request from the buyer) to the seller through the seller's bank in Gambia, promising to pay a specified amount on presentation of stipulated documents evidencing shipment of the product. Upon presentation of the documents to the bank, the seller is paid. The bank in Gambia then forwards the documents to the buyer's bank abroad for reimbursement.

- *Documentary Collection*

Similar to a Documentary Credit, except that the shipping documents are sent to the buyer's bank (through the seller's bank). The buyer's bank will release the shipping documents to the buyer on either payment or a promise of payment (depending on the terms of the contract), which in turn will enable the buyer to collect the shipped goods at the port of entry.

- *Open account*

This involves shipping goods to the buyer against a promise by him to pay the seller after he has received the goods. No banks are used as intermediaries in the transaction. An open account sale could be very risky unless you know the buyer and are absolutely confident about his credit standing. Many exporters, especially first time exporters in their zeal to export, ship to people they know little about and end up losing fortunes.

## **Resources**

- ✚ **ICC Guide to Documentary Credit Operations for the UCP500.** International Chamber of Commerce, 38, Cours Albert 1er - 75008, Paris, France. ISBN 92-842-1159-X. Discusses the meaning, types, procedures and problems associated with documentary credit and payment, and links these with transport documents.
- ✚ **Documentary Credits: UCP500 & 400 Compared: An Article by Article, Detailed Analysis of the New UCP500 Compared with the UCP400.** International Chamber of Commerce, 38, Cours Albert 1er - 75008, Paris, France. *Offers extensive information to understand the new UCP500 rules and the impact on the international trade community of implementing them.*

## **IX. TRANSPORTATION AND DOCUMENTATION**

### **1. What Mode of Transportation should I use?**

A bad transport carrier could ruin your entire export operation. Your goods could be damaged, may be delivered to the wrong address or port, shipping delays could result, etc. Once you consider the issues below to select the most appropriate form of transportation (road, rail, air, or sea), it is important to carefully select a carrier based on its capabilities, reputation, and cost.

- ✓ type of product
- ✓ size of shipment
- ✓ distance to travel
- ✓ cost
- ✓ speed
- ✓ reliability
- ✓ risk of theft
- ✓ linkages to ports or airports

Based on these considerations, you should select the carrier that will keep your costs low, while maintaining a reliable and quality service.

### **Resources**

**Shipping Guidelines for Importers**, ITC UNCTAD/WTO, Palais des nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730 0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>. *A guide on sea transport, covering aspects like seller and buyer's obligations, structure of services, and vessels.*

### **2. What major Export Documents should an Exporter be familiar with?**

- ✚ *Packing List*: Itemizes the contents of each package in an export consignment and indicated the type of packaging used. Should indicate weights, measurements, and other details of each package. It can be attached to the outside of a package in waterproof material. A Packing List is also necessary for obtaining insurance for your shipment.
- ✚ *Commercial Invoice*: A bill from the exporter to the importer for the goods consigned. A good commercial invoice should have information on the quantity, description and price per unit of the goods, total price, payment terms, name and address of the buyer, and the exporter's address.
- ✚ *Customs Declaration Form*: Obtainable from the Gambia Revenue Authority (GRA), and carries information on the consignee's (buyer) name and address, the exporter's particulars, carrier of the goods, and description of the goods including the harmonized code.
- ✚ *Certificate of Origin*: Sometimes determines the rate of import duties to which your goods will be subjected and possible quota rules. Because Gambia enjoys preferential



treatment under a number of international trade agreements, it is important to include a Certificate of Origin. This document can be obtained from the Gambia Chamber of Commerce and Industry (GCCCI).

- ✚ *Certificate of Health / Phytosanitary Certificate:* Issued by the Food Safety and Quality Authority and Plant Protection Unit of the Ministry of Agriculture and at exit points and usually required for the export of food or drinks. Fish exports to the European Union are however an exception. In their case, Certificates of Health can be obtained from Fisheries Department.
- ✚ *Certificate of Inspection:* Some buyers or importing countries require certificates attesting to the quality and price of goods shipped, and this is usually done by specialized independent inspection agencies. Where such inspection is required, insist that your buyer bear the cost of inspection. This service can be provided by either the Gambia Standards Bureau or Food Safety and Quality Authority.
- ✚ *Bill of Lading:* A contract between the exporter and the shipper for the transportation of goods. They may be negotiable or non-negotiable. Negotiable Bills of Lading have monetary value and can even be sold before the goods reach their destination (with original copies only). Bills of Lading also provide proof of ownership of goods and describe the goods being shipped.
- ✚ *Air Waybill:* Similar to a Bill of Lading except that it is difficult to use as a title document, and therefore has no monetary value. Importers can clear the goods from the airport even without the original Air Waybill.
- ✚ *Game and Wildlife Certificate:* Issued by the Department of Game and Wildlife and required for the export of all wild animals.
- ✚ *Forest Products Inspection Bureau (FPIB) Permit:* Required for the export of all wood products from Department of Forestry. A fumigation certificate is an additional requirement for the export of wood products.
- ✚ *Certificate of Insurance:* Issued once you have insured your goods and indicates the type and amount of coverage. Like the Bill of Lading, the insurance certificate is a negotiable document and therefore has monetary value.

## X. PACKAGING AND LABELLING

### 1. What type of Packaging should I use for my Products?

Although packaging brings advantages, it also adds to the cost of the product and should be kept as simple and inexpensive as possible. While your chosen packaging will depend on the type of product itself, consider that your packaging should:

- ✓ Protect the product from the elements, during storage, stacking and handling
- ✓ Present the product in a manner that is in conformity with buyer's requirements
- ✓ Respect the target market's government regulations
- ✓ Provide instructions on how to use the product

### Resources

- ✚ **Manual on the Packaging of Fresh Fruits and Vegetables**, ITC UNCTAD/WTO, Palais des nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730 0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>. *Discusses packaging characteristics for fresh fruits and vegetables, highlighting protection requirements, types of packaging, product information and pack-house operations.*
  - ✚ **Packaging Manual: A European Manual for Exporters in Developing Countries**. CBI, WTCBeursbeuilding, 5th Floor, 37 Beursplein, Rotterdam, The Netherlands; P.O. Box 30009; Tel: (010) 201 3434; Fax (010) 411 4081. No. 263 March 1999; p. 10-11. *Manual consists of general packaging and transportation information and serves as a systematic guide for beginner exporters preparing shipments of goods to Europe.*
  - ✚ **Principles of Cargo Handling and perishable Cargo Handling Guide**. IATA, 33 route de l'Aéroport, P.O. Box 672, CH-1215 Geneva 15 Airport, Switzerland. *A general reference guide addressing all aspects of air cargo, including labeling and marking.*
- ### 2. Where can I get Advice on Packaging Specifications and where can I have good Commercially attractive Labels made?

### Resources

- ✚ **Harmonising Packaging Practice for Global Markets**. ITC Export Packaging Pack data Factsheet No. 40, Apr 1997. ITC UNCTAD/WTO, Palais des nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730 0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>. *Discusses packaging issues and how they affect developing countries in particular.*
- ✚ **Implications of WTO Agreements for Health, Safety and Environmental Aspects of Products and their Packaging**. ITC Export Packaging Packdata Factsheet. ITC UNCTAD/WTO, Palais des nations, 1211 Geneva 10, Switzerland. Tel: (41-22) 730

0218; Fax: (41-22) 733 4439; E-mail: [itcreg@intracen.org](mailto:itcreg@intracen.org); Website: <http://www.intracen.org>. *Seminar paper on the TBT and SPS agreements of the WTO and their implications for the business community, Arusha, Tanzania, 9-11 Mar 1999.*

✚ **CBI News Bulletin.** CBI, WTC-Nestbuilding, 5th Floor, 37 Beursplein, Rotterdam, The Netherlands; P.O. Box 30009; Tel: (010) 201 3434; Fax (010) 411 4081; p. 32.

✚ **The Gambia Investment and Export Promotion Agency (GIEPA),** 48 Kairaba Avenue, Serekunda, P.O. Box 757, Banjul, The Gambia, E-mail: [info@giepa.gm](mailto:info@giepa.gm), Website: [www.giepa.gm](http://www.giepa.gm), Tel: (220) 4377377/78.

✚ **The Gambia Chamber of Commerce and Industry (GCCCI),** Kerr Jula, Bertil Harding Highway, Bijli, P.O. Box 3382, The Gambia, Phone: (220) 4463452/4461450, E-mail: [info@gcci.gm](mailto:info@gcci.gm), Website: [www.gcci.gm](http://www.gcci.gm).

## **XI. EXPORT PROMOTION INCENTIVES**

In its drive to improve delivery of export promotion and facilitation services in The Gambia as enshrined in the National Export Strategy (NES), Government has put in place the under listed export incentive schemes and mandated The Gambia Investment and Export Promotion Agency (GIEPA) to administer them to eligible export-oriented enterprises. Such export incentives schemes are available for enterprises either operating outside or in an export processing zone. The GIEPA ACT 2015 provides the following provisions as indicated below:

### **❖ PART X GIEPA ACT 2010 – Incentives for Export Promotion**

66. An Export Processing Zone License holder exporting at least 80% of its outputs shall benefit from the following incentives under the GIEPA Act 2010.

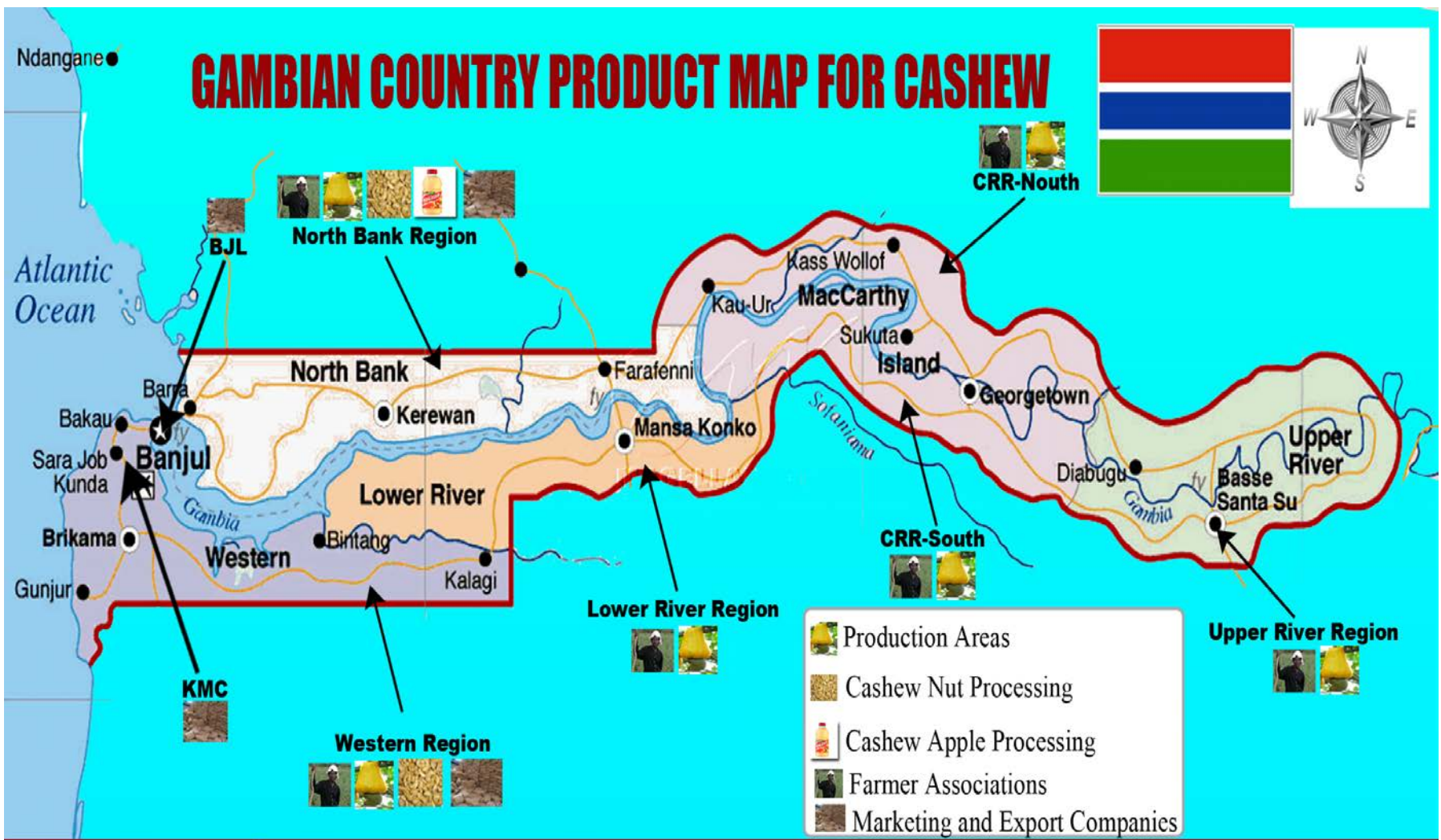
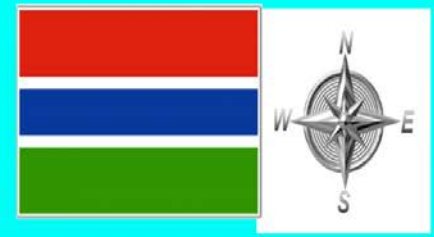
- Corporate or Turnover Tax
- Withholding Tax on Dividends
- Value Added Tax on Imported Direct Inputs
- Depreciation Allowance
- Import Duty on Imported Direct Inputs
- Excise Duty on Imported Direct Inputs
- Waiver on Municipal Tax

EPZL holders exporting at least 30% of its outputs shall have the following incentives extended to them.

- 10% Concession on corporate/turnover tax for 5 years
- Financial planning services and advice

(2) An investor shall be allowed to operate in an export processing zone for a maximum period of ten years.

# GAMBIAN COUNTRY PRODUCT MAP FOR CASHEW





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