

**ISLAMIC
DEVELOPMENT BANK
INVESTMENT PROMOTION
TECHNICAL ASSISTANCE
PROGRAM (ITAP)**

INVESTMENT
PROMOTION
TECHNICAL ASSISTANCE
PROGRAM FOR
THE GAMBIA

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ITAP

THE CHALLENGE

In 2012, the Gambia's domestic borrowing rates were between 18% and 22% in the formal sector. In addition, high collateral requirements were the norm. This made the use of domestic credit for private sector growth very difficult.

The Gambian economy by then had begun attracting some FDI in the most employment-generating sectors of the economy, namely services and manufacturing. Seventy percent of the working population at the time in 2012 was involved in agriculture, but the processing and value addition capacity of the country remained low. Similarly, while its tourism sector had also grown, attracting higher-paying clientele required better-quality hotels and better-trained staff in high service delivery.

The technology and know-how of foreign companies and their investment were therefore considered vital in diversifying toward the more productive use of the Gambia's resources. In the agricultural sector, better crop management and processing technology were required, whereas in the tourism sector, higher levels of service and better tourism products were also demanded.

THE SOLUTION

The main objective of the ITAP assistance to the Gambia was to attract investments in the country through the identification of investment opportunities and the launch of a targeted investment promotion campaign; this campaign aimed towards generating projects of high socio-economic impact identified and developed by the Gambia Investment and Export Promotion Agency (GIEPA).

The post-implementation indicators of the ITAP intervention were aimed at generating awareness among potential investors of the specific investment projects developed as a part of the technical assistance.

THE MAIN OBJECTIVE OF THE ITAP ASSISTANCE TO THE GAMBIA WAS TO ATTRACT INVESTMENTS IN THE COUNTRY THROUGH THE IDENTIFICATION OF INVESTMENT OPPORTUNITIES AND THE LAUNCH OF A TARGETED INVESTMENT PROMOTION CAMPAIGN

MAIN ACTIVITIES AND SCOPE

The ITAP program for the Gambia was a multi-stage comprehensive investment promotion program that incorporated the following activities:

- Identifying three promising sectors for investment in the Gambia and determining specific project profiles to target investment
- Conducting due diligence and preparing business plans and other relevant marketing material for the projects
- Marketing these projects through a targeted marketing program aimed particularly at investors from ISDB member countries
- Providing technical assistance to the GIEPA in facilitation activities toward promising investors
- Building the capacity of the GIEPA and other relevant government bodies to conduct similar comprehensive investment programs in the future

PARTNERS

OVERVIEW OF THE PARTNERS INVOLVED AND THEIR ROLE IN THE PROJECT

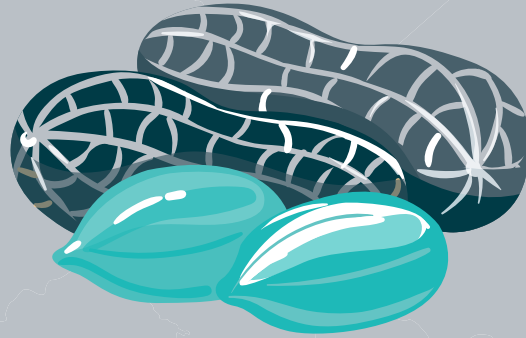


The counterpart for the implementation of this technical assistance (TA) program was the GIEPA, which set the key guidelines for both foreign and domestic investors that set up businesses in the country.

MAIN ACHIEVEMENTS

- The project assisted in building the capacity of the Gambian investment promotion agency GIEPA.
- The project provided GIEPA with up-to-date promotional materials and project profiles.
- The project assisted the Gambia in promoting project opportunities that were delivered by this technical assistance.

THE MAIN CASH CROP OF THE GAMBIA IS
GROUNDNUTS



THE GAMBIA

THE PROJECT WAS ACTIVE FROM

2012 TO **2016**

CHALLENGE

IN 2012

70%

OF THE WORKING POPULATION WAS INVOLVED IN

AGRICULTURE

BUT PROCESSING AND VALUE ADDITION CAPACITY
REMAINED LOW

THE GAMBIA'S

TOURISM


SECTOR HAD GROWN BUT IT NEEDED TO ATTRACT
HIGHER-PAYING CLIENTELE


SOLUTION

**BETTER CROP
MANAGEMENT
AND
PROCESSING
TECHNOLOGY**

**HIGHER LEVELS
OF SERVICE
AND
BETTER TOURISM
PRODUCTS**

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