



International
Trade
Centre



1964-2024



2023

IN SUMMARY



FOREWORD

As the interim representative of the International Trade Centre (ITC) in The Gambia, I'm thrilled to present an overview of our collaborative achievements throughout 2023. I present this not just representing myself but also echoing the collective voice of every member of the ITC Gambia country office, the incredible force behind all the work you see out there.

Our concerted efforts, aligning with donors, governmental bodies, the UN Country Team, civil society organizations, the private sector, the media, and project beneficiaries, have been pivotal in steering impactful change across various sectors.

In our pursuit of progress, the "Jobs, Skills and Finance (JSF) for Women and Youth" initiative has been a catalyst. This collaboration between the United Nations Capital Development Fund (UNCDF) and ITC, funded by the 11th European Development Fund, actively champions a green economy, emphasizing renewable energy, sustainable construction, and eco-tourism.

Our initiatives in 2023 comprised key projects aiming to foster socio-economic change.

We witnessed the closure of the "Tekki-Fii program including the Youth Empowerment Project (YEP)," supported by the European Union, significantly addressed the root economic causes of irregular migration. Concurrently, our "ITC SheTrades Initiative" is persistently empowering women entrepreneurs and producers, ensuring they access crucial resources, markets, and trade knowledge.

Our endeavors in The Gambia have resulted in impressive statistics and inspiring success stories. For instance, our youth empowerment efforts led to the creation of direct jobs and sustainable employment. Meanwhile, diverse training programs in digital literacy, entrepreneurship, and agro-food processing positively impacted local communities and vulnerable groups.

Our collaborations expanded beyond the conventional, strengthening institutional capacities, fostering market linkages, and enhancing access to finance, particularly for women-led businesses.

Noteworthy events like The Trade Fair Gambia International, organized by The Gambia Chamber of Commerce and Industries, and the National Youth and Women's Agribusiness and Tourism Trade Fair facilitated the participation of youth, women traders (with support from the Migration Multi-Partner Trust Fund), and SheTrades members, enabling significant networking opportunities and market access.

Furthermore, our commitment to peacebuilding and social cohesion was reflected in projects empowering youth with peace and conflict resolution skills, coupled with providing livelihood opportunities for communities affected. This is only possible because of the support from Resident Coordinators Office, sister UN Agencies and the United Nations Peacebuilding Fund.

In essence, our collaborative efforts in The Gambia in 2023 illustrated the transformative strength of partnerships and inclusive practices. The stories of change, achievements realized, and lives touched stand as testament to our shared dedication to advancing economic growth, fostering gender equality, and promoting peace and prosperity in The Gambia.

Gratitude goes to all our partners, stakeholders, and beneficiaries for their unwavering support, commitment, and shared vision that made these achievements possible. We eagerly look forward to continuing this journey of positive transformation and empowerment in 2024 and beyond.



Baboucarr Sallah

International Trade Centre Gambia
Country Representative (a.i)

INTRODUCTION

In line with its objective, International Trade Centre in partnership with different stakeholders across sectors in The Gambia, implemented a series of activities throughout 2023. This summary highlights our projects and activities implemented during the year.

PROJECTS OVERVIEW

Youth Empowerment Project (YEP)

YEP, funded by the European Union, addresses the economic root causes of irregular migration by supporting youth employment and entrepreneurship. The project takes a market-led approach to improve the skills and employability of potential and returning migrants according to the demands of the job market and simultaneously creating employment opportunities along Gambian value chains.

United Nations Migration Multi-Partner Trust Fund Joint Programme

The joint programme aims to mitigate migration challenges and improve the cross-border environment along the Senegambia bridge (in Jarra West and Upper Baddibou districts) by enhancing border posts to pre-empt situations of vulnerability, strengthening the capacity of border authorities, increasing awareness among women and youth of their rights, and strengthening skills and livelihood opportunities for women and youth

Jobs, Skills and Finance (JSF) for Women and Youth

The “Jobs, Skills and Finance (JSF) for Women and Youth in The Gambia” Programme funded by the 11th European Development Fund is implemented by the United Nations Capital Development Fund (UNCDF) in collaboration with the International Trade Centre (ITC). The project has an overarching focus on promoting a green economy such as renewable energy, sustainable construction and eco-tourism.

COVID-19 recovery through digitalisation and market access for women horticulture producers

The project aims to sustainably increase the income of women horticulture producers and processors in The Gambia, who were disproportionately affected by the socio-economic crisis triggered by COVID-19.

PROJECTS OVERVIEW

The Gambia: Localizing SDGs - Improving the livelihoods of vulnerable women and youth around the Senegambia Bridge

The project aims to strengthen the economic and social rights of vulnerable groups whose livelihoods have been affected by the Senegambia Bridge. The newly constructed bridge not only has the potential to transform trade in West Africa and contribute to integrating the region by connecting Mauritania with Senegal and Nigeria but has a much wider social and economic impact on the trans-Gambia road corridor. While there are clear benefits for the macro economy of reducing the transit time of overland traffic, the bridge also has an important socio-economic impact on the communities along the transport corridor.

Strengthening the National Infrastructure for Peace to Promote Social Cohesion

The I4P project is a joint peacebuilding initiative being implemented by the International Trade Centre (ITC), UNDP and UNESCO with the overall goal of strengthening the national peacebuilding architecture of The Gambia to promote social cohesion. The 3-year project is funded by the United Nations Peacebuilding Fund.

ITC SheTrades Initiative

The SheTrades initiative is ITC's flagship women and trade programme. ITC SheTrades targets all stakeholders across the trade and business ecosystem to create the right conditions and capacities for every woman, everywhere, to realize their full economic potential. ITC SheTrades provides women entrepreneurs and producers with access to key knowledge, resources, and networks, support policymakers on inclusive policy reforms, and leverage public and private partnerships to amplify the impact of our work.



2023

IN SUMMARY

YOUTH EMPOWERMENT PROJECT AT A GLANCE

JOBS CREATED

4,290 Direct jobs created

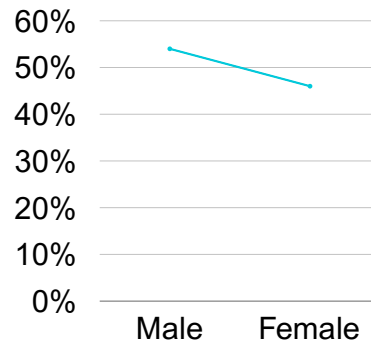
3,735 Jobs sustained



SKILLS DEVELOPMENT

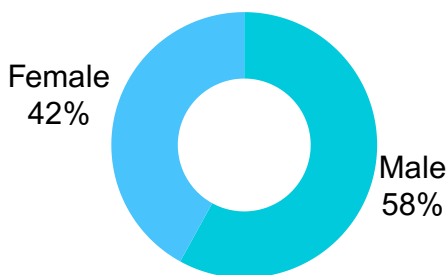
5,888

Young people trained
in **50** different marketable areas



MARKET LINKAGE

Facilitated market linkages for over
2100 businesses



ENTREPRENEURSHIP

Trained **4,710**
young entrepreneurs



ACCESS TO FINANCE

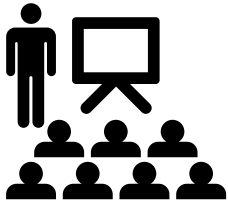
609
grants disbursed totaling
29,010,659 GMD

Over **\$250,000** private capital
unlocked

INSTITUTIONAL SUPPORT

Strengthened the operational and
strategic capacity of GIEPA,
GYCC, GYIN, SIG, GCCI

KEY ACTIVITIES ACROSS PROJECTS



Capacity Building:

- Held a 5-day training for **30** women small-scale and informal cross-border traders from LRR and NBR on cross-border trade rules, procedures and entrepreneurship.
- Held a 2-day digital literacy training for **22** women entrepreneurs.
- Trained radio hosts on the rights and opportunities under ECOWAS and AFCFTA.
- Trained **30** women traders in agro-food processing
- Trained **30** entrepreneurs in digital literacy .
- Held a 3-day capacity-building training for sports administrators from Foni.
- Held a 5-day digital literacy and digitization training for **30** women cross-border traders operating along the TransGambia.
- Held a 3-day training in entrepreneurship, food safety and packaging for **30** small-scale traders from Foni.

Institutional Support:



- Supported Gambia Women`s Chamber of Commerce with office equipment
- Supported Gambia Youth Chamber of Commerce with office equipment
- Launched the Gender Information Management System
- Launched a business coaching framework - a standardized tool designed to guide coaching sessions to support the growth of businesses.
- Supported the Gambia Labour Force Survey.
- Supported the Foni Agency for Rural Development (FARD) to hold a 3-day workshop in Bwiam to develop a constitution and strategic plan for the organization.
- Supported **5** peacebuilding organisations with office equipment to strengthen their operational capacity further helping them to scale up their peace-building initiatives.

KEY ACTIVITIES ACROSS PROJECTS

Market Access



- Supported the participation of **18** women cross-border traders in the National Youth and Women's Agribusiness and Tourism Trade Fair 2023.
- Supported the participation of **20** SheTrades members in trade events.
- Launched the Jokkalante Market Platform to connect farmers, buyers, transporters, and other value chain actors to interact and build partnerships for transactions.
- Held networking event on Public Procurement for women-owned businesses.
- Held a two-day training of SheTrades entrepreneurs on Export Readiness and Canva.

Access to Finance:



- Supported young people and women who have completed a poultry training program with birds, feeds, and drinkers.
- Handed over equipment to **21** women entrepreneurs in horticulture and fashion sectors.
- Handed over equipment to **14** women-led businesses in the fashion and horticulture sectors.
- Handed over equipment to **18** women and young people from NBR and LRR.
- Provided grant support to **20** women-led businesses
- Provided start-up support to **300** young Gambians

SUCCESS STORIES

Gambian businesswoman's journey from migration horror to trade success

Ndey Fatou Ceesay once tried a dangerous journey to Europe. When that didn't go as planned, she voluntarily returned home & started a successful beauty business. We supported her participation at the Gambia Youth Chamber of Commerce and Gambia Women's Chamber of Commerce trade fair to expand her business.



Read more: [here](#)



EMPOWERING YOUNG PEOPLE FOR SUSTAINABLE PEACE

ITC Peacebuilding Fund project supported the training of 75 young people on peace and conflict resolution to empower them with skills to advance peace.

Read more: [here](#)

Isatou Mboge benefited from agro-food processing training funded by our JSF programme. Upon completion, she received coaching services and start-up support thanks to the programme.

Read more: [here](#)

MAKING DREAMS COME TRUE



PASSION FOR HAIRDRESSING TURNS INTO A PROFESSION

Bintou Ndure is the owner of Bintou's Glowbelle. Bintou's Glowbelle offers a wide range of beauty services. Thanks to our Andandorr Programme, Bintou managed to expand her salon providing services to more customers and creating jobs for young people.

Read more: [here](#)



ONIONS FOR A BETTER LIFE

"I was able to sell over 100 bags since last summer," says the 33-year-old. "I have never earned that much money with growing onions. Some of the others have earned even more than me."

Read more: [here](#)

THEIR VOICES - AGENTS OF CHANGE



Ndey Fatou Ceesay

18 of us – all from NBR & LRR are here thanks to ITC. Although we are miles away from Banjul, we do not feel left out. We would like to thank ITC & GWCC for empowering us.



Isatou Njie

With these materials, we will be introducing three new products that are scarce in the market. Furthermore, it will help us increase our production capacity subsequently expanding our customer base and allowing us to generate more income."



Fatou Bah

I received restaurant chairs and tables, big refrigerators, a cooking stove, bowls, a microwave and an electric grilling machine. These materials made my work fast and easy.



Jalima Cham

The training was beneficial because it equipped me with in-demand skills at a time I thought I had lost my main source of living. I was able to learn how to process and preserve food.



Isatou Ceesay

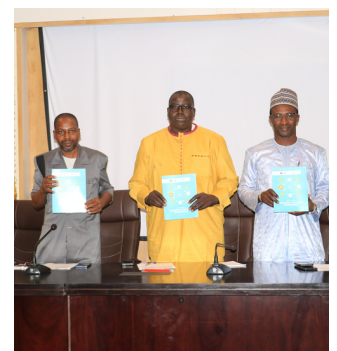
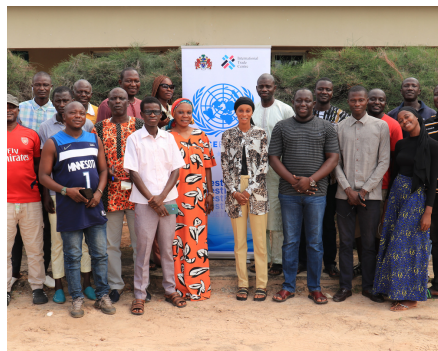
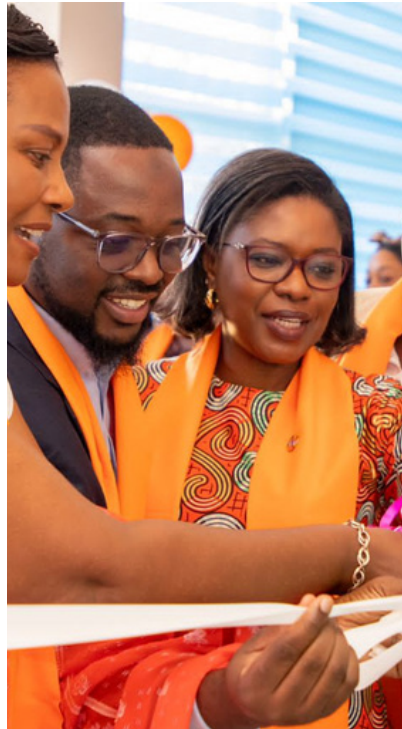
From the 150 chicks that I received, I managed and multiplied them until I reached about 500 hens. That is when I diversified and included layers onto the broilers that I already had. I can sell at least three crates per day at 300 dalasis (\$5) per crate.'



Alagie Faal

Before I started this business, I was a carpenter, but agriculture was always my passion. Without agriculture, we cannot feed the nation, and I had a dream to supply The Gambia with healthy produce.

2023 IN PICTURES



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