

## Why is Productivity Important in Business

In today's business world, productivity is key to success. As a modern business leader, it is your responsibility to make sure that you and your team are able to maximize output and efficiency in order to achieve the best possible results.

Productivity is an essential part of running a successful business. It is important for businesses to maximize their efficiency and output in order to remain competitive and profitable. Productivity can be improved through the implementation of effective processes, systems, and technologies that streamline operations, reduce costs, and improve quality. Additionally, productivity can increase employee morale by creating a more efficient work environment that rewards hard work and encourages collaboration. By increasing productivity through the use of technology, businesses can remain competitive in the market while also providing better services to customers.

### Flexible Workspaces

One of the primary features is flexible workspaces that you can book for company use when and where you need them. With these workspaces, you can choose from a variety of options depending on your needs—from traditional office spaces to virtual offices and meeting rooms—allowing you to find the perfect workspace for any situation. This flexibility makes it easy for businesses to maximize their productivity since they can quickly adjust their workspace based on their changing needs.

### Advanced Technology

In addition to providing flexible workspaces, also offer advanced technology tools that can further increase efficiency and output. These tools include cloud-based software solutions as well as high-speed internet access for quick and reliable data transfer between locations and employees. With this technology at your fingertips, you will be able to take advantage of the latest advancements in digital communication without having to invest in costly hardware or software solutions yourself.

### Comprehensive Support Services

Lastly, provide comprehensive support services for all of your products and services. This includes everything from technical assistance with setup and installation issues to customer service representatives who are available 24/7 should any problems arise during use. With this support system in place, you know that any issues or concerns will be addressed quickly so that they do not interfere with important tasks or projects your team may be working on at the time.



This array of features designed specifically with business leaders in mind who need a reliable way to optimize their company's productivity levels while saving time and money along the way. From flexible workspaces tailored around each individual need through advanced technology options like cloud-based software solutions right down to comprehensive support services, and everything necessary for increased efficiency.

Reference: Staff Writer, Business & Finance

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## Upcoming Events

**Afri Trade Expo  
10th to 11th May 2023  
Kigali - Rwanda**

**FIDAK  
Date: 18th May to 23rd  
May 2023  
Venue:  
DAKAR, Senegal**

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## How African Governments Can Enable Startups to Thrive

The future of work – and even life – lives in the realm of development and the creative ideas that burgeoning startups from every industry are coming up with. From HealthTech to FinTech, EduTech, CleanTech and insurance technologies, new digital solutions are springing up daily, providing solutions to some of the world's most pressing issues.

A major component that leads to these failures is the absence of enabling structures. Anecdotal research and conversations with entrepreneurs lead me to believe governments are responsible for killing innovators with unfriendly policies, multiple levels of taxation and an absence of tax breaks

**In a bid to proffer solutions, here are some ways African governments can encourage startups:**

**Invest in infrastructure:** One major reason Governments exist in the first place is to provide basic public infrastructure that will enhance the quality of life of their citizens. African Governments must, as a matter of necessity, invest in critical infrastructure, such as internet connectivity and transportation, to create a supportive environment for startups.



**Provision of tax breaks:** Other major provision Governments can enable startups to thrive is tax breaks. Entrepreneurs must be given tax breaks for creating employment and have loans converted to grants. This will further spur these startups and accelerate their growth process.

**Promote innovation:** Governments can encourage innovation by investing in research and development, providing grants and funding for startups, and supporting incubator and accelerator programs.



**Foster collaboration:** By facilitating collaboration between startups, established businesses and research institutions, governments can create more supportive ecosystems for innovation

**Streamline regulations:** To encourage growth, Governments should consider removing unnecessary barriers and streamlining regulations to make it easier for startups to start and grow their businesses. This could include simplifying registering a business, obtaining licenses and permits and accessing capital.

**Promote entrepreneurship:** By promoting entrepreneurship as a viable career path and encouraging more people to start their own businesses, Governments can stimulate innovation and grow startups. This could include initiatives such as entrepreneurship competitions, business plan development programs and networking events.



It is high time that African Governments take proactive steps to grow and develop the continent's fledgling tech economy by being deliberate about its growth. By creating an enabling environment for startups, Governments in Africa can help foster innovation, support the growth of small businesses and drive economic development in their countries. This, in turn, will have a reciprocal effect on not just the individual economies but also that of the continent as a whole.

## Upcoming Events

### LES INDUSTRIALES

**Date:**

**07th - 09th June, 2023**

**Venue:**

**Abidjan, Ivory Coast**

### FOIRE Internationale D' Alger

**Date: 14th-20th June  
2023**

**Venue:**

**Algiers, Algeria**

**IATF**

**Date:**

**14th-20th September, 2023**

**Venue:**

**Ivory Coast**

**DOHA EXPO**

**Date:**

**2nd Oct. 2023 to 28th March,  
2024**

**Venue:**

**Qatar**

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## Meetings & Visits



Vocational Training organized by Aminat Aderayo Vocational Limited from Nigeria, in partnership with Prospect for Girls Gambia



The Prestigious Award Winner Fatou Saine Gaye of Gaye Njorro Skills Center presented her Award to the Chamber



The Gambian-Turkish Business Council paid a courtesy call to Ministry of Trade (MOTIE)



Meeting with Shapoorji Pallonji Construction for the initial scoping of the Jula City Project.



The World Bank Business Ready Project mission in The Gambia meets the GCCI President



Celebration of Intellectual Property Day in collaboration with the Ministry of Justice

Personalised business advisory services

Access to business plan review services

Linkage to funding opportunities

Access to Capacity building and trainings

Promotion on GCCI media platform

Priority access to trade mission opportunities

Free membership in GCCI start up association

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A.J Star Enterprise	Kaw Junction	Mr. Joseph Ike Anidebe
Gambia's Got Talent	Brusubi Phase 2	Mr. Modou Jallow
Global Fashion Enterprise	Pipeline	Sally Hydera
Kalley's Supplier	Kololi	Fatoumatta Kalley
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MWJ Plumbing Services	Sanchaba Touba	Mr. Mamadou Jallow
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Route Master Transport	Tallinding Medina	Mr. Ismaila Jammeh
Sallah VIP Trading	Brikama Market	Mr. Ousman Sallah
Shamades Ventures	Kairaba Avenue	Mr. Ayodeji Desmond Adetula
Show-Boy Fashion and Designer	No. 2 Street, Bakoteh Estate	Mr. Emmanuel Ayo Ojo
Yunusa's Shop	Kololi	Mr. Yunusa Jallow

## Membership benefits

Personalised business advisory services

Access to business plan review services

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