

Changes in the global economy and value chain dynamics

Global value chains can help to diversify by tapping into new activities where a country can create a new comparative advantage. For instance, Viet Nam was successful in diversifying through the integration into global and regional value chains and actively participated in regional electronic networks (Brenton et al., 2022). Yet, in global value chains where low value added activities have been outsourced to low-wage countries, the generally most profitable activities – research and development, marketing and branding – are still performed at headquarters, creating rents and increasing stock market valuation of a few leading firms (UNCTAD, 2017a). The fourth industrial revolution diminishes the advantage of low-skilled labour and could lead to a reduction of benefits and opportunities for job 40 creation in global value chains. Kaplinsky (2021) emphasizes the transformative power of ICT for “building a more economically, socially and environmentally sustainable future.

Barriers to entry into global value chains due to the dominance of global buyers have been identified in the literature (for example, Gereffi and Korzeniewicz, 1994; Gereffi et al., 2005), yet little research exists on the role of domestic market structures and broader institutional relations such as the nation State (Davis et al., 2018). To facilitate the diversification of production and exports, it is important to break down barriers to sustainable entry. Barriers to entry and survival can stem from the following factors:

- (a) the process of establishing a business (property rights regulation and access to productive resources, including financial capital and land) (Aghion et al., 2005; Djankov et al., 2002);
- (b) market entry barriers such as import-export regulation, trade-related infrastructure or the proximity to markets; and
- (c) value chain entry barriers created by specific requirements or preferences of value chain actors (for example, of food retailers).



Many African countries face structural challenges to meet increasing standards in global value chains and lack the capacity to adapt production processes to international standards or finance to adopt modern equipment (Kaplinsky and Kraemer-Mbula, 2022). Innovation creates barriers to entry because of very specific knowledge and technology. The larger the technology or innovation, the greater the benefit. Owing to network externalities and economies of scale, new competitors are often not able to enter certain markets (UNCTAD, 2021e). Where access to market is facilitated, firms can face the challenge of survival. The exporter dynamics database reveals that survival rates of African firms are lower than the world average (UNCTAD, 2021d). Information and market knowledge, as well as access to intermediate inputs and finance, play an important role in increasing the survival of new market entrants. Further, the information in the exporter dynamics database on market structure and dynamics suggests that the larger the number of firms in a given market, the lower the survival rate of firms, as competition is high to begin with. There seems to be a stronger incentive to enter a market where knowledge and spillovers already exist, as diversification into new markets in products is costly, and there is weak institutional incentive for experimenting.

Reference: UNCTAD

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Upcoming Events

**FOIRE Internationale
D' Alger**

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

**Venue:
Algiers, Algeria**

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The Green Technology Patent Boom

What is driving it and how can businesses benefit from it?

On the journey to net zero, companies are seeking to invest in a future that is not only profitable but also sustainable and climate resilient too. From the rollout of huge wind turbines and sleek electric vehicles, to the growing popularity of business practices focused on the environment and net zero, it is clear that the planet is in the midst of a sustainability driven transition.

Today, the market for green technologies is estimated to be at \$61bn (£49bn) and is expected to increase to \$417bn (£337bn) by 2030. However, this incredible growth would be in jeopardy if companies, inventors, researchers and designers were not confident that their time and money was spent well. Protecting and promoting this creative surge is the (almost) intangible ecosystem of intellectual property (IP).

Companies under the microscope:

Governments and investors are keeping an eye on how businesses are navigating this uncharted but vibrant world of green innovation, with product launches and corporate decisions viewed through the prism of ESG (environment, social and governance) standards. As well as turning a healthy profit and keeping ahead of the competition, companies these days are expected to comply with an ever-expanding set of rules and regulations. Take the European Union's [Corporate Sustainability Reporting Directive](#), for instance, which came into force earlier this year. At its heart, it requires large businesses – including those that are publicly listed – to report on their environmental and social risks, as well as how their activities impact people and the natural world.

Transparency is clearly a good thing, but it also presents corporations with challenges, forcing them to make tough decisions on everything from the products they manufacture to pricing, workplace culture and investment.



Underpinning it all is IP.

"IP is the beating heart of a thriving business model, whatever the industry," says Robyn Merry, patent attorney at IP law firm Dennemeyer & Associates. "The various types of rights encompassed within IP – such as patents, trademarks, designs, copyrights, and more – each offer unique contributions that serve as the bedrock for sustainable growth and success." Defining what's "sustainable" can be tricky, given how broad the topic is, but the United Nations' 17 Sustainable Development Goals (SDGs) are a good place to start. A key part of the UN's 2030 agenda, these goals cover a huge range of aspirations, including clean and affordable energy, climate action and improved living standards.



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.

Source: The Guardian Labs

Upcoming Events

1st International Food and Agriculture Exhibition

Date:
8th-10th August, 2023
Venue:
Karachi, Pakistan

Halal Expo

Date:
29th-31st August, 2023
Venue:
Lagos, Nigeria

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

Personalised business advisory services

Access to business plan review services

Linkage to funding opportunities

Access to Capacity building and trainings

Promotion on GCCCI media platform

Priority access to trade mission opportunities

Free membership in GCCCI start up association

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Armitage Senior Secondary School visited the Chamber



Collaboration with ROOTS-PROJECT GAMBIA on a rural visit to farmers and market associations



Business Formalization Training in partnership with Int'l Labour Organisation (ILO)



Meeting with MOFEA & MOTIE on the Introduction of the New Charge on the Cargo Tracking Note (CTN)



The GCCCI and its Members offered support to the NEA for the National Cleansing Exercise (Set-Setal).



GCCCI hosted a health week for its staff that offer free health screenings, health education, and healthy food options, and mental health sessions.

Members

Business Name	Business Address	Contact Person
A.J Star Enterprise	Kaw Junction	Mr. Joseph Ike Anidebe
AMJ Import & Export	BCC	Mr. Abdoulie Jallow
Ariana's Delights	Kombo Lamin	Ms. Mariama Jaiteh
Bass and His Family Enterprise	New Yundum	Mr. Basiru Sawaneh
ELTREES	Kotu	Ms. Junior Mary Grace Masarakufa
FMS Food Processing	Kairaba Avenue	Ms. Fatou Manneh
Group Sopanteh Sister	Latrikunda	Ms. Loly Sallah
Jolofen Limited	Latrikunda German	Mr. Muctarr Jallow
Jongoma Tailoring Shop	Brikama Market	Mr. Dawda Camara
Kebe Textile	Albert Market	Mr. Mamadou Kebe
Legacy Apartments	Wullingkama	Ms. Mary Margaret Anthony Ogundare
Lenna Bass Farms (LBF) Company Ltd.	Brikama	Joseph Nelson Mendy
Mamadou Lamarana Diallo Enterprise	10 Nelson Mandella Street	Mr. Mamadou Lamarana Diallo
Mendola's Collection	Serrekunda	Ms. Joanna Mendy
MMJ Trading	Old Jeshwang	Mr. Abdou Jammeh
MJJ & Brother Enterprise	Lamin Sancha Street	Mr. Modou J. Jallow
MST Trading	Old Yundum	Mr. Mustapha Tunkara
MWJ Plumbing Services	Sanchaba Touba	Mr. Mamadou Jallow
Nopal Njobot	18, Glouster	Ms. Amie Manga Bojang
Nyancho Construction	Bakoteh	Mr. Buba Sanneh
O Mini market	Wullingkama	Ms. Mary Margaret Anthony Ogundare
Salam Global	Latrikunda, Sabiji	Mr. Bakalilu K. Jaiteh
Touray Kunda Enterprise	Dippa Kunda	Mr. Burama Touray
Tundefat Enterprise	Coastal Road. 5 Junction	Mr. Oluyemi Tunde Fatade
Water and Energy Solutions	Kanifing	Mr. Sheriff Camara
Xiscoteh Commercial Enterprise	Kotu	Ms. Christina Fatu Eseberuo

Membership benefits

Personalised business advisory services

Access to business plan review services

Promotion on GCCI media platform

Free membership in GCCI start up association

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