

Formalize Your Business (FYB) Training Program

In a world where entrepreneurship and small businesses play a pivotal role in economic growth and development, providing the right resources and guidance becomes essential. The Gambia Chamber of Commerce and Industry (GCCCI) recognizes the importance of nurturing and supporting local entrepreneurs. To this end, the GCCCI has launched the "Formalize Your Business" Training Programme, aimed at empowering business owners with the knowledge and tools they need to succeed in the competitive market landscape.

The "Formalize Your Business" Training Programme is a transformative initiative by the GCCCI that focuses on equipping entrepreneurs with the necessary skills to formalize and grow their businesses. Recognizing that many small businesses operate in the informal sector, the GCCCI aims to address the challenges faced by these businesses by providing them with comprehensive training and support.

The programme covers a range of topics that are vital for business success, including business registration, legal compliance, financial management, marketing strategies, and customer relationship management. By imparting knowledge in these key areas, the programme empowers participants to transition from the informal sector to the formal economy, where they can access more opportunities and resources.

Equipping Entrepreneurs for Success

The heart of the FYB Training program beats with the rhythm of empowerment and growth. Over the course of three weeks, two cohorts per week, and a vibrant community of twenty participants per cohort, this intensive program has cultivated a wave of transformation. A striking milestone has been etched in the records of business education, as 85% of participants proudly wear the mantle of women entrepreneurs. This remarkable statistic is more than a number; it's a testament to the program's unwavering commitment to gender diversity and the uplifting of women in the entrepreneurial realm.



The Gambia Chamber of Commerce and Industry's "Formalize Your Business" Training Programme is a beacon of hope for entrepreneurs looking to take their businesses to the next level. By providing education, skills, and support, the programme empowers participants to transition from the informal sector to the formal economy, contributing not only to their own success but also to the overall economic development of The Gambia. As the programme continues to make a positive impact, it stands as a testament to the potential of collaboration between private institutions and entrepreneurs in driving growth and prosperity.

Reference: GCCCI

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Upcoming Events

**African Exhibition for
Promoting Countries
that Produce Coffee,
Cocoa, & Cashew**

Date:

**2nd-8th September,
2023**

**Venue: Abidjan, Ivory
Coast**

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Nurturing Longevity: The Art of Business Sustenance

In the dynamic landscape of business, launching a venture is only the first step. The true test of an entrepreneur's prowess lies in their ability to ensure the sustenance and longevity of their business. Business sustenance involves not only weathering the initial challenges but also continuously adapting to changes, identifying growth opportunities, and building a solid foundation for enduring success.

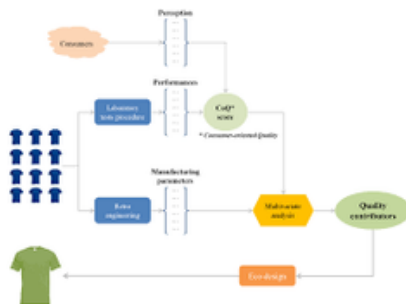
The Evolution of Sustenance

Sustaining a business is not a new concept; however, the modern business environment presents unique challenges that require innovative approaches. In the past, a steady customer base and sound financial management were often sufficient. Today, factors such as rapid technological advancements, shifting consumer preferences, and global market dynamics require businesses to be more agile and forward-thinking.



The Pillars of Business Sustenance

- 1. Adaptation and Innovation:** Businesses must remain adaptable and embrace innovation. The ability to evolve products, services, and strategies to meet changing demands is crucial. Nokia's transition from a paper company to a mobile phone giant exemplifies how adaptation can lead to sustained success.
- 2. Customer-Centric Approach:** A customer-centric approach ensures that businesses not only attract new customers but also retain existing ones. Amazon's emphasis on customer service and personalized experiences has played a pivotal role in its continuous growth.
- 3. Talent and Leadership:** An organization's success depends on its human capital. Nurturing a talented workforce and effective leadership can drive sustained growth. Google's supportive work culture and leadership development initiatives have contributed to its ongoing success.
- 4. Financial Prudence:** Maintaining a strong financial foundation is vital. Effective financial management, investment strategies, and risk assessment are essential for weathering economic downturns. Warren Buffett's Berkshire Hathaway is a prime example of prudent financial decisions.
- 5. Social and Environmental Responsibility:** Incorporating social and environmental sustainability not only benefits the planet but also enhances a company's reputation and resilience. Patagonia's commitment to environmental causes has resonated with consumers and contributed to its long-term success.



Business sustenance is an art that requires a combination of strategic foresight, adaptability, and ethical considerations. In a rapidly changing world, the ability to navigate challenges, seize opportunities, and cultivate a lasting impact is essential for businesses aiming to stand the test of time. By embracing the pillars of adaptation, customer focus, talent management, financial prudence, and social responsibility, businesses can position themselves for enduring success, leaving behind a legacy that goes beyond mere profit margins.

Source: Amazon - Business Principles

Upcoming Events

BEAUTYISTANBUL

Exhibition

Date:

27-29 September 2023

Venue:

Taksim-Istanbul-Turkey.

IATF

Date:

14th-20th September, 2023

Venue:

Ivory Coast

DOHA EXPO

Date:

2nd Oct. 2023 to 28th
March, 2024

Venue:

Qatar

3rd Edition

Intra-African Trade Fair (IATF) Afreximbank

9 th- 15th November 2023

Cairo, Egypt

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Meetings & Visits



The GCCCI and the Dakar Chamber of Commerce, Industry, and Agriculture CCIAD signed a Memorandum of Understanding MoU on August 1, 2023, at the 3rd Senegalo-Gambia Presidential Council Meeting. The MoU aims to foster trade promotion, investment, industrialization, and ECOWAS Inter-State Road Transit for the business community of Gambia and Senegal.



The MoU was signed by GCCCI President Edrissa Mass Jobe and CCIAD President Abdoulie Sowe in the presence of Gambian President H.E Adama Barrow and Senegalese President Macky Sall.



The GCCCI hosted a remarkable information-sharing seminar, in collaboration with The Gambia Standards Bureau. The seminar aimed to provide GCCCI members with invaluable insights into the functions of TGSB and the significant role that standards play in fostering industrial development in The Gambia.



The GCCCI held a successful Annual General Meeting 2023. We shared Incredible outcomes and strides made during this AGM with members, from illuminating the impactful EU project to championing the ILO Keur Jula Challenge KJC22, and fostering the ROOTS project Gambia . The AGM was a great opportunity for members of the GCCCI to come together and discuss the Chamber's work and its achievements.



The GCCCI in partnership with the Sahel Executive Education (SEE) kicked off a transformative 3-day Public Private Partnership (PPP) Master Class and Conclave on Asset Recycling, with participants from Government Ministries and the Private Sector. This Master Class aims to Evolve appropriate partnerships and working relationships with development partners across the globe and to maximize opportunities for progress.



The primary goal of the master class training is to enhance the government's capabilities in public-private partnerships.

This marks an inaugural training in this field, as there are plans to conduct additional capacity-building initiatives in the future, focusing on both public-private partnerships and asset recycling.

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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Members

Business Name	Business Address	Contact Person
Alamutta Trading Enterprise	WRC	Mr. Ebrima Njie
Alhagie Mot Touray Agric Business Enterprise	Farafenni	Mr. Alhagie Mot Touray
Biba's Fashion	Latrikunda German	Ms. Binta Jammeh
Contehjulla Electrical Enterprise	Serrekunda	Mr. Momodou Lamin Conteh
DAV-TEC	Old Jeshwang	Mr. David Chizoba Chukwurah
Duniya Restaurant & Fast Food	Bijilo	Ms. Surwa Jammeh
Hoja's Fashion Shop	Barra	Ms. Hoja Ndure
Jallow Jerry	Bakoteh	Ms. Oulaye Jallow
KD	Sukuta Highway	Mr. Douglas Kweku Asimeng
M. B Jatta Enterprise	Busumbala	Ms. Mabinta Jatta
Marseh Sa Ker	Dippa Kunda	Ms. Amie Simaha
O.T.T International Africa Limited	Brusubi, A.U. Highway	Mr. Alhagie Bayo
POSH	Kotu, Kanifing	Ms. Aji Marie Samba
Sahel Investment Group	Opposite Pipeline Mosque	Mr. Abdoulie Touray
Sheriff Joof Enterprise	Bijilo	Mr. Sheriff Joof
Solo Dabo Company Limited	No. 2 Kairaba Avenue	Mr. Abdoulaye Solo Dabo
Takaful Gambia Limited	Pipeline Mosque, Junction	Ndenneh Senghore
Tone Tech Engineering	Westfield	Mr. Anthony G. Nwajei
Yassin Keita Fashion Shop	B 85 Serrekunda, Market	Mrs. Yassin Keita

Membership benefits

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Access to business plan review services

Promotion on GCCI media platform

Free membership in GCCI start up association

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