

Digital Transformation

Factors to Look for in a Digital Transformation Program

At the core of any successful digital transformation endeavor lies a clear understanding of the organization's objectives and goals. It is essential for organizations to define what they seek to achieve through digital transformation, whether it is enhancing customer experiences, streamlining operations, or fostering innovation. This clarity will serve as the guiding star, helping them select a program that aligns seamlessly with their strategic vision. For instance, a retail organization aiming to enhance online customer experiences may prioritize a program focusing on e-commerce solutions and customer relationship management (CRM) integration.

Clear Objective and Goals

Different industries face distinct challenges and opportunities in the realm of digital transformation. Therefore, it is crucial for organizations to choose a program that caters to their specific sector. For example, a healthcare institution may benefit from a program that addresses compliance with healthcare regulations, electronic health record (EHR) integration, and telemedicine solutions. Industry-specific programs are more likely to offer insights and strategies that directly resonate with the organization's unique context, ensuring that transformation efforts are both relevant and impactful.



Expertise and Credibility of Providers

The reputation and expertise of program providers play a pivotal role in the success of a digital transformation initiative. Organizations should seek out established institutions, reputable consulting firms, or renowned technology companies with a demonstrated track record of guiding successful digital transformations. By collaborating with trusted sources, organizations can tap into a wealth of knowledge and experience, gaining valuable insights and strategies to navigate their transformation journey effectively.

Integration with existing System

A seamless integration with existing systems and technologies is crucial for a smooth transition into the digital transformation journey. His chosen program should complement and enhance current operations rather than disrupt them. This consideration is particularly important for organizations with established infrastructure, as it minimizes potential disruptions to day-to-day operations. For example, a logistics company heavily reliant on an enterprise resource planning (ERP) system should select a program that seamlessly integrates with the existing ERP platform, enabling a cohesive and efficient transformation process.

Reference: GetSmartInsights

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How to make your company more eco-friendly

1. Implement cloud-based computing.

The cloud is one of the business world's most significant opportunities to lessen the impact of climate change. The best cloud providers are growing leaders in emissions savings, as their efficient data centers and ongoing innovation reduce their impact on the environment. Undoubtedly, more and more companies will embrace the cloud as technology advances and organizations embrace environmental initiatives.

2. Consider going remote.

Remote work can reduce carbon emissions in various ways and improve employee happiness and team morale. Telework cuts the need for energy-guzzling, expensive office spaces and carbon-costly commutes, and opens up a new world of talent for you to consider. Companies have found varying levels of success in saving energy through remote work. While some do not see a significant benefit, businesses such as Salesforce calculated that remote work cut emissions by 29 percent per employee.



3. Eliminate paper from your workflow.

The elimination of paper is a relatively manageable but transformative action that the business world can collectively take to reduce climate change. Computerized management systems allow offices to scan paper documents, creating a highly navigable and secure library and substantially reducing paper consumption.

4. Recycle your electronic waste.

As workforce teams go remote, technology has been implemented in almost every aspect of the business. Reliance on tech creates excessive electronic waste — a mountain of cell phones, computers, tablets, and flat-screen TVs. Unfortunately, unwanted technology is often not disposed of properly through responsible recycling. Instead, most companies dump the old electronics into landfills or ship them to developing countries to be burned, causing harm to human life and the environment.



Most web-hosting providers have large carbon footprints and do not power their services with renewable energy. Green web hosting is affordable and can help your company be eco-conscious. Companies such as Green Geeks, Dream Host, Solve, and iPage provide green hosting solutions that will not break the bank

Source: Julie Thompson

Upcoming Events

DOHA EXPO (ONGOING)

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

iDAC EXPO - HYDERABAD

7th - 9th December 2023
Venue:
Hyderabad, India

APPPEXPO Shanghai International Printing Exhibition

Date:
28th Feb to 2nd March, 2024
Venue
Shanghai, China

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Meetings & Visits



The GCCCI was pleased to receive a courtesy call from the Pakistani Ambassador to The Gambia. The two sides discussed opportunities for collaboration and trade between the two countries.



The GCCCI had the privilege of welcoming the Ambassador of Poland to The Gambia, accompanied by the CEO of Africell Gambia Ltd, who also serves as the Honorary Consular of Poland.



The GCCCI had the distinct honor of hosting Hon. Melaku Legesse, the Ambassador of Ethiopia to Dakar, in a promising discussion aimed at fostering partnerships and exploring exciting business opportunities. These dialogues lay the foundation for impactful collaborations that will drive prosperity and development.



The GCCCI held its maiden Made in Gambia event at the Sir Dawda Int'l Conference Center in partnership with UNDP The Gambia.

The one-day forum was centered on the theme "Building and Promoting Strong Made In Gambia Brands". It brought together the private sector, government, and relevant development partners to discuss and proffer workable strategies to improve the consumption and patronage of locally-made products and services to drive exports to boost the brand identity of locally-made products.



The GCCCI is pleased to announce the completion of the first Capital Market Introductory training for its members. This Capital Market training is designed to provide participants with a comprehensive understanding of the capital market and its business benefits. The GCCCI is committed to supporting the development of a thriving capital market in The Gambia. By providing training and other resources to the private sector, the GCCCI is helping to create an environment where businesses can access the capital they need to grow and create jobs.

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
Bobo's Home Kitchen	Banjulinding	Ms. Mariama Jallow
Everyone's Got Style (EGS)	Pipeline	Ms. Mariama Secka
Formonix Papers	Abuko	Ms. Isatou Badjie
Halahine Farm Bar & Restaurant	Kartong	Mr. Buba Jaiteh
Kaba Girl	Senegambia Highway	Ms. Mariama Jabang
Kaba Provision Shop	Pirang	Ms. Fanta K. Jabang
Soninkara Investment Group	Jimpex	Mr. Muhamadou Jabbi
Wax Media Studios	Kairaba Aveune	Mr. Pa Abdou Waggeh
Zanzibar Trading	52 Kairaba Avenue	Ms. Jaey Khan

Membership benefits

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