

Concept Note: Study Tour of the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) to Senegal on Expanding Roles of Micro-, Small and Medium-sized Enterprises in Achieving Sustainable Development Goals (SDGs) in The Gambia

28 November to 2 December

Dakar, Senegal

1. Background

The Gambia is daily faced with new challenges derived from market transformations, technological advances, changes in food consumption patterns, and the increasing demand for stricter quality and health standards imposed by OECD importing countries. In addition, major developing countries such as China and India provide new market opportunities for The Gambia's agricultural exports but not without non-tariff barriers. To address these challenges, a change of perspective is needed to promote commercial agriculture and the development of rural non-farm activities. Private investment in appropriate technologies and scientific research to support the agricultural sector development in The Gambia requires effective policies and regulations and an enabling policy environment.

Currently, the Government of The Gambia has identified the agro-processing sector as one of the key pillars of the country's economic transformation. Senegal is a showcase of agricultural development in sub-Saharan Africa. The early recognition of the need to tackle the whole agricultural value chain, from inputs to production, processing and marketing, characterizes donors support as well as private investment in the agricultural sector in Senegal. Unlike Senegal, The Gambia is currently facing a decline in traditional export sectors, particularly groundnuts and fisheries, a situation Senegal experienced in the early 2000s but managed to overcome by investing in the agro-processing sector. Due to the investment and relevant policy support, Micro-, Small and Medium-sized Enterprises (MSMEs) in the horticulture and cross-border trade sectors in Senegal are better organized and more empowered than in The Gambia, who have succeeded in increasing production and export volume, while satisfying the stringent sanitary requirements of the OECD markets.

The private sector in Senegal generally features cash crops and links farmers to markets in a better and more organized environment. Private sector firms, especially MSMEs, provide critical support to sustainable development in Senegal, in areas of input supply and the provision of market information and technical advice to farmers. The export-oriented agro-processing sector specializes in groundnut oils and canned fish. The sector also serves the domestic market featuring tomato concentrates, sugar refining, flour milling, milk powder, soda water and other beverages. These agro-industrial firms are located in the Dakar area and benefit from proximity to the port of Dakar. Local MSMEs engaged in processing domestic agricultural products, such as local cereals, fruit and vegetables, fish and milk are also present in Senegal. It is for this reason that Senegal was identified by the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE), The Gambia for this proposed study tour to learn the good practices of Senegal as well as to find ways that will address the challenges that The Gambia and Senegal are facing together regarding the ECOWAS Trade Liberalization Scheme (ETLS), Inter State Road Transit Scheme (ISRT) and how best to leverage opportunities presented by the African Continental Free Trade Area Agreement (AfCFTA).

Senegal also established strong institutional structures to support and facilitate the development of MSMEs in the agriculture and agro-industry sectors. The Ministry of Industry and MSMEs, Senegal, has a strong agro-processing research center in Dakar promoting research in agro-processing and agro-processing equipment. These are experiences that could help strengthen capacities of policymakers and MSME entrepreneurs in The Gambia and other developing countries on boosting the agriculture and agro-processing industry.

2. Rationale and potential benefits of the study tour

The Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) of The Gambia is committed to enhancing productivity, resilience and competitiveness, as well as strengthening capacities of Micro-, Small and Medium-sized Enterprises (MSMEs) in The Gambia. MSMEs are multi-sectoral in The Gambia, operating in broad economic sectors of the country. They are found in both rural and urban settings. When well coordinated and integrated policies are effectively implemented, MSMEs can serve as a catalyst for advancing progress towards

Sustainable Development Goals (SDGs) in The Gambia, in particular, in areas of poverty alleviation, decent employment, income creation and inclusive wealth distribution. However, to successfully design and implement MSME supporting policies, it is imperative to understand certain prerequisites, acquire relevant knowledge on the cutting-edge and strengthen capacities of policymakers and MSME entrepreneurs alike on how MSMEs can be capacitated to stay resilient to economic shocks and uncertainties, and at the same time capture high-value market opportunities emerging from the integration of global and regional markets, such as the African Continental Free Trade Area (AfCFTA). Knowledge exchange across countries and among key stakeholder groups are necessary to share good practices and strengthen capacities. The exchange can be achieved through study tours in countries with good track records and experience in implementing effective MSME supporting policies.

In view of the above, Senegal is identified by MOTIE, relevant government departments and MSME Associations in The Gambia as a country to visit, learn and exchange good practices. Considering the successful collaboration between MOTIE and the Division for Sustainable Development Goals of the United Nations Department of Economic and Social Affairs (DSDG/DESA) in the past years, MOTIE would like to request the support of DSDG/DESA to organize this study tour.

The study tour will contribute to the following potential benefits for participating Gambian policymakers and private sector representatives, including:

- Strengthened capacity of policymakers to design and deliver effective MSME supporting policies in The Gambia in a demand-driven approach through exchanging good practices with Senegalese counterparts;
- Strengthened capacities of MSME entrepreneurs in areas of financial planning, marketing, book-keeping, supply chain and cost-management;
- Harnessing knowledge learnt from the study tour, create a more structured and coordinated MSME supporting policy system in The Gambia that will provide effective and demand-driven Business Development Services (BDS);

- Create linkages between Gambian MSMEs and regional and international enterprises as well as facilitate their active participation in regional and global market integration processes to capture high-value opportunities while boosting their resilience to market uncertainties and economic shocks;
- Exchange good practices to facilitate the strengthening of the MSME sector in The Gambia with contributions to poverty reduction and advancing progress towards Sustainable Development Goals in The Gambia.

3. Objective of the study tour

The specific objectives of this study tour include:

- To learn the strategic policy interventions launched by Senegal that led to the growth of the national economy with expanded MSME contributions
- To understand the roles and contributions of Government, parastatals and private sector in contributing to the effective planning and implementation of MSME supporting policies in Senegal
- To build contacts with Senegalese counterparts and expand cross-border trade opportunities between the Gambian and Senegalese MSMEs
- To explore with Senegalese counterparts how their experience could be replicated in developing countries such as The Gambia.

Overall, the study tour will help participants to learn about Senegal's experience promoting the contributions of MSMEs to inclusive growth, MSME entrepreneurship, building MSME clusters, as well as putting in place institutional arrangements to support the effective design and implementation of MSME supporting policies. MOTIE will send a study tour report to DSDG/DESA with detailed records on key takeaway messages from the study tour and follow-up measures.

4. Duration of the study tour

From 28 November to 2 December 2022 in Dakar, Senegal

5. Initial Programme

Date	Time	Activity	Place	Remarks
Sunday, 27 November 2022	09:00	Departure from Banjul, The Gambia	Banjul	Travel by Coach (Bus)
	15:00	Arrival in Dakar, Senegal	Dakar	Travel by Coach (Bus)
	15:30	Check in at hotel (TBC)	Dakar	Hotel in Dakar (TBC)
Monday, 28 November 2022	09:00 – 12:00	Meeting with the Department of Small and Medium Industries (DSMI), Ministry of Industrial Development and MSMEs	Dakar	To learn from Senegal and the experience it offers to countries like The Gambia to expand MSME contributions to economic growth and the achievement of the Sustainable Development Goals (SDGs)
	13:00 – 16:00	Visit to Institute of Food Technology	Dakar	To understand the institutional setup and research methodology
Tuesday, 29 November 2022	09:00 – 11:30	Meeting with the Agency for the Promotion of Industrial Sites (APROSI)	Dakar	To identify areas of intervention pursued by Senegal that had contributed to the growth of the economy and MSMEs in particular
	12:00 – 16:00	Site Visits to the Diamniadio Agropole-Centre and the Agro-Industrial Processing Zone	Diamniadio	To learn from the development strategies of Senegal, especially on establishing industrial zones for agricultural development
Wednesday, 30 November 2022	09:30 – 12:30	Meeting with the Department of Strategies and Industrial Development (DSID), Ministry of Industrial Development and MSMEs	Dakar	To understand the effective design and delivery of MSME supporting policies and their contributions to MSME development
	13:30 – 16:00	Meeting with the Department of Small and Medium Enterprises (DSME), Ministry of Industrial Development and MSMEs	Dakar	To understand the institutional structure, including Government, parastatals setup that contributes to MSME Development
Thursday, 1 December 2022	09:00 – 12:00	Meeting with the Department of Foreign Trade (DCE), Ministry of Industrial Development and	Dakar	To discuss issues on cross-border trade under the ECOWAS Trade Liberalization Scheme (ETLS) and Inter State Road Transit Scheme

		MSMEs		(ISRT).
	11:00 – 12:00	Meeting with the Association for Export Promotion (ASEPEX).	Dakar	To build contacts and facilitate cross-border trade between The Gambia and Senegal
Friday, 2 December 2022	09:00 – 10:30	Meeting with Chamber of Commerce, Industry and Agriculture (CCIAD)	Dakar	To understand private sector's contributions to MSME Development
	11:00 – 14:00	Meeting with Agency for Development of Small and Medium-sized Enterprises (ADPME)	Dakar	To understand the contribution of Government, parastatals and private sector to the growth of MSMEs in the horticulture sector
Saturday, 3 December 2022	09:00	Departure from Dakar	Dakar	Travel by Coach (Bus)
	15:00	Arrival in Banjul, The Gambia	Banjul	Travel by Coach (Bus)
	15:30	Arrive home	Banjul	

6. Participants

A total of 16 participants will embark on the study tour, drawn from different key stakeholder groups, including staff from different departments of the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE), Gambia Impact and Export Promotion Agency (GIEPA) and MSME umbrella organizations, including the Gambia National Chamber of Commerce and Industry (GNCCI), Gambia Women Chamber of Commerce (GWCC) and Gambia Youth Chamber of Commerce (GYCC). The gender parity is achieved among participants. Eight participants are women and eight are men.

Annex: Confirmation letter from the Ministry of Industrial Development and MSMEs, Senegal to host the Study Tour of the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE), The Gambia from 28 November to 2 December 2022 in Dakar, Senegal



Ministère du Développement Industriel
et des Petites et Moyennes Industries

Direction du Redéploiement Industriel

Le Directeur,

000330

Dakar,

21 OCT. 2022

Objet : Voyage d'étude sur le Développement de l'Industrie et des PME

Réf : IND 51/470/01 Part III (50) du 26 September 2022

Monsieur le Secrétaire Permanent,

J'accuse réception de votre courrier cité en référence, et vous remercie de l'intérêt que vous portez sur notre pays, afin de vous inspirer de notre expérience et de nos interventions en matière de développement industriel et de promotion des Petites et Moyennes Entreprises.

En retour, je vous informe que je suis disponible pour vous recevoir sur la période **du 28 novembre au 02 décembre 2022**, et vous accompagner dans les différentes structures que nous allons identifier ensemble, selon les termes de référence de ce voyage d'étude.

Je rappelle que lors du Conseil Présidentiel entre nos deux pays, tenu sous la présidence de nos deux Chefs d'Etat, le 13 mars 2018, en Gambie, les axes de coopération suivants avaient été retenus : l'identification des domaines prioritaires d'harmonisation des normes dans le cadre de l'Infrastructure Qualité-CEDEAO et leur reconnaissance mutuelle, la facilitation de la circulation et de l'enregistrement des entreprises et produits industriels agréés au Schéma de Libéralisation des Echanges de la CEDEAO.

Pour les besoins de ce voyage d'études, j'ai désigné **Mme Bintou Dia Manga**, comme point focal, pour élaborer et valider, avec vos équipes, un programme de travail.

Mme Manga est joignable aux coordonnées suivantes : **Tel +221 775484900 /Email : dia384@yahoo.fr**

Je vous prie de croire, **Monsieur le Secrétaire Permanent**, à l'assurance de ma parfaite considération.

A

Monsieur Lamin DAMPHA

Secrétaire Permanent

Ministère du Commerce, de l'Industrie, de l'Intégration Régionale et de l'Emploi
GAMBIE

