

# IOA | 2019 | ACBR

AFRICA COUNTRY BENCHMARK REPORT



The Gambia Profile



The historical migration of primarily Indian populations to Southern Africa and Mauritius has resulted in this top-performing island nation being the only country in Africa that is considered predominantly Hindu.



Image courtesy of Göran Höglund (Kartläsarn)



# THE GAMBIA

#20

# THE GAMBIA

## OVERVIEW ANALYSIS

Stable, democratic and the African leader on economic and governance indicators, Mauritius is considered one of Africa's great success stories. The nation of idyllic tropical islands off Africa's east coast has achieved prosperity through population control, dedication to democratic institutions and progressive economic policies. An open economy is buttressed by a competent, business-friendly bureaucracy and regulations and good government. A longtime continental leader in economic diversification, avoiding economic shock of global price drops for single key commodities – sugar in Mauritius's case – the country has successfully broadened its economy by creating and growing tourism, information and communications technology (ICT) services and its financial sector. Considerable foreign investment has been directed toward resorts that

### KEY OPPORTUNITIES

- New technologies continue economic diversification, like renewable energy, ICT and deep water exploration
- Growing tourism is attracted by tropical island environment, particularly high-end tourism

### KEY CONCERNS

- Some remoteness from the African mainland and trade routes
- An island nation susceptible to rising sea levels from global warming
- All electricity must be locally generated, 97% of which is from polluting fossil fuel generation

## COUNTRY HIGHLIGHTS

PREDOMINANT  
RELIGION



Islam

PREDOMINANT  
LANGUAGE



English

POPULATION  
WITHOUT  
ELECTRICITY



52.2%  
(#25) ▼<sup>3</sup>

LITERACY  
RATE



55.5%  
(#40) ▼<sup>1</sup>

PRIMARY  
ELECTRICITY  
SOURCE



Oil

IMPORT/  
EXPORT



Cotton/Wood

EXTERNAL  
DEBT



US\$ 6.197  
billion  
(#50) ▼<sup>1</sup>

ACTIVE  
CONFLICT



No

LAND  
SIZE



11,300 km<sup>2</sup>  
(#49)

INTERNET  
PENETRATION



18.5%  
(#28) ▼<sup>1</sup>

20.4%



AGRICULTURE

14.2%



INDUSTRY

65.4%



SERVICES

37.4%



0-14

20.5%



15-24

34.4%



22-54

7.7%



55+



**Term:**  
19/01/2017 - present  
5 years (no term limits)



**Political Party:**  
Coalition 2016



**Recent Electoral Information:**  
01/12/2016  
227 708 Votes  
43.3%  
Voter turnout: 59.3%



**President**  
Adama Barrow

CONTRIBUTIONS TO GDP BY SECTOR

POPULATION AGE BREAKDOWN

NATIONAL GOVERNANCE

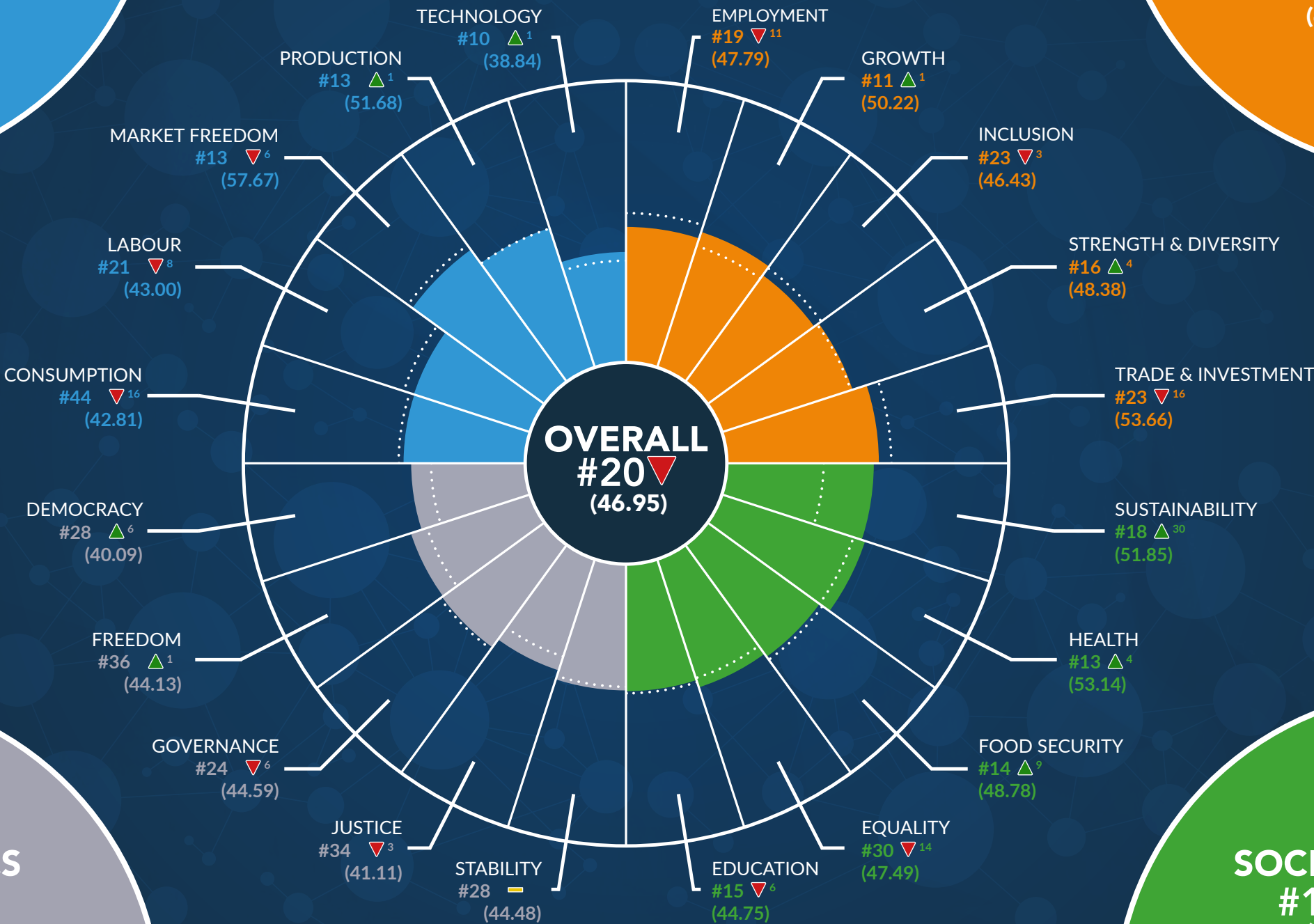
BUSINESS

#16  
(46.8)

THE GAMBIA PERFORMANCE OVERVIEW

ECONOMICS

#17  
(48.21)



POLITICS

#32  
(42.88)

SOCIETY

#16  
(49.93)

## THE GAMBIA BUSINESS ANALYSIS

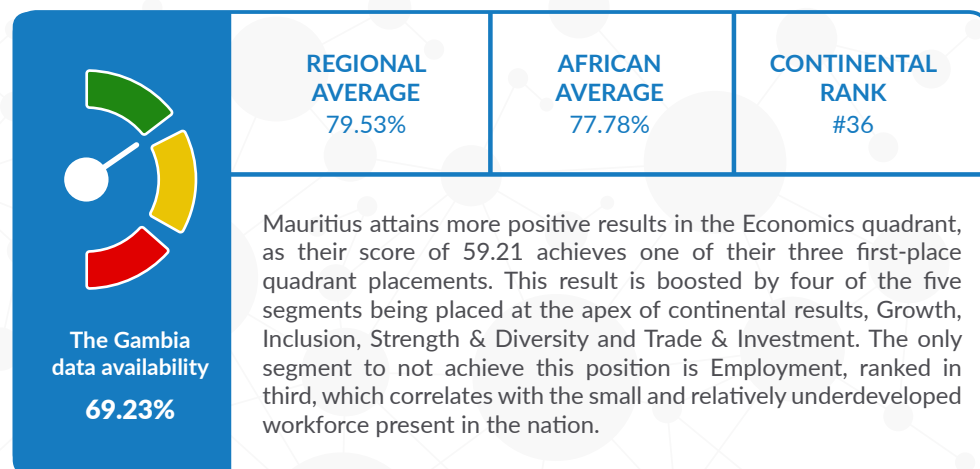
# #16

### BUSINESS OVERVIEW

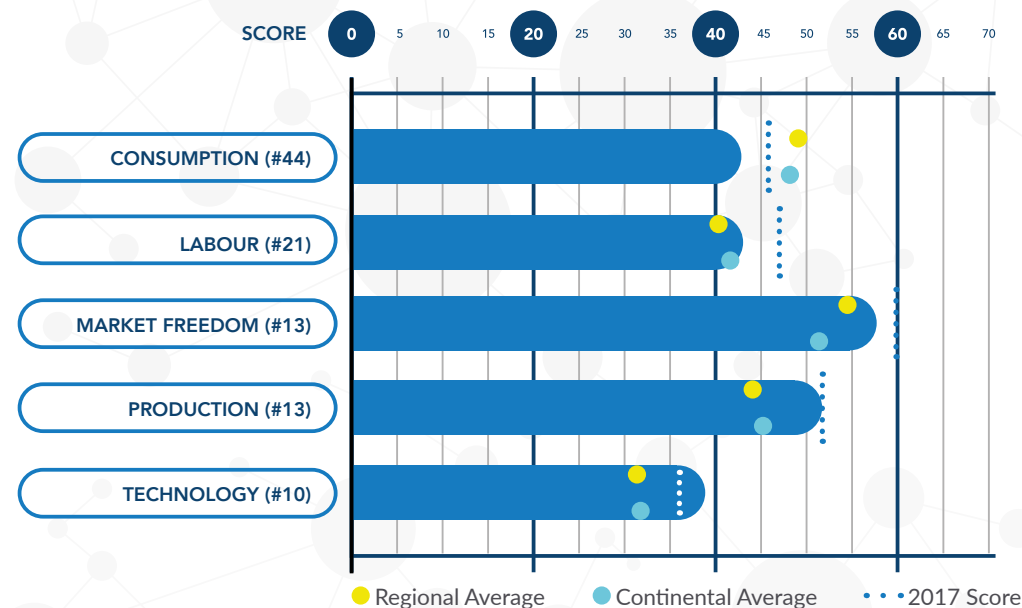
The financial sector is an important part of the economy and an expanding one to service the tourism sector. With local financial institutions well-regulated and trustworthy, government has positioned the country as a financial hub, servicing Chinese, Indian and South African investors in particular. Investment in the banking sector has surpassed US\$ 1 billion. Economic stability and government's sound fiscal policies provide the foundation of confidence that has drawn such investment. The consistency of GDP growth reflects government's steady economic management, running at 3.6% in 2014 and then at 3.5% in both 2015 and 2016. The financial institutions will have more domestic customers as wealthy individuals drawn to the islands' charms build second

homes in Mauritius. Construction is one of the country's thriving sectors and employs 30% of the workforce, compared to just 4% of Mauritians who work in agriculture. Led by the financial sector, services constitute an overwhelming 74% of GDP, affirming the wisdom of government's strategy to make Mauritius an offshore financial centre that is enabled by today's instantaneous electronic communications. A larger percentage of Mauritians use the internet (50.2%) than most other populations in Africa. Mauritius telephone system is described as good, which is a rarity for Africa, and landline ownership is also high for Africa, with 28 out of 100 people possessing landline phones. Mobile phone use finds 132 subscriptions per 100 people, meaning many people have

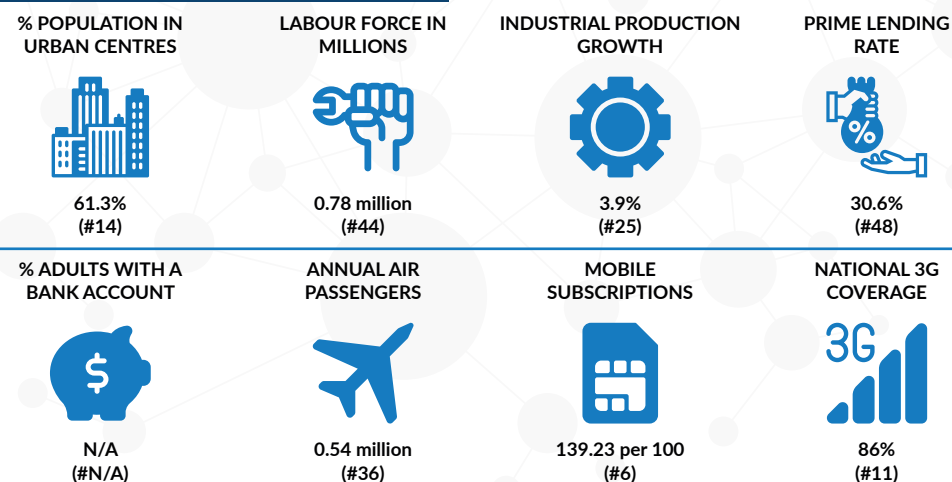
### BUSINESS DATA COMMENTARY



### BUSINESS SCORES & RANKINGS



### BUSINESS STATISTICS



## THE GAMBIA ECONOMIC ANALYSIS

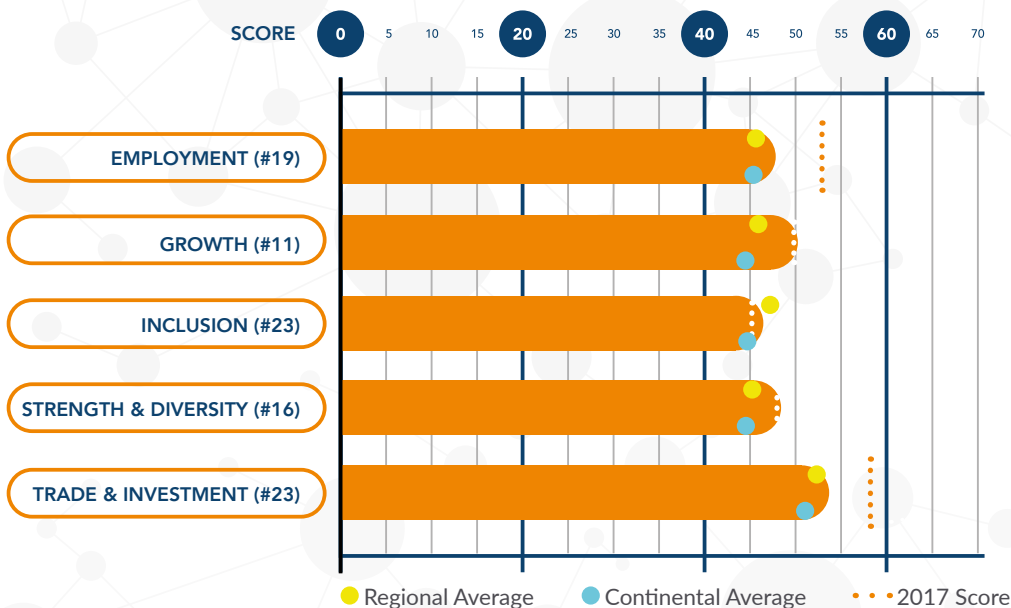
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### ECONOMICS OVERVIEW

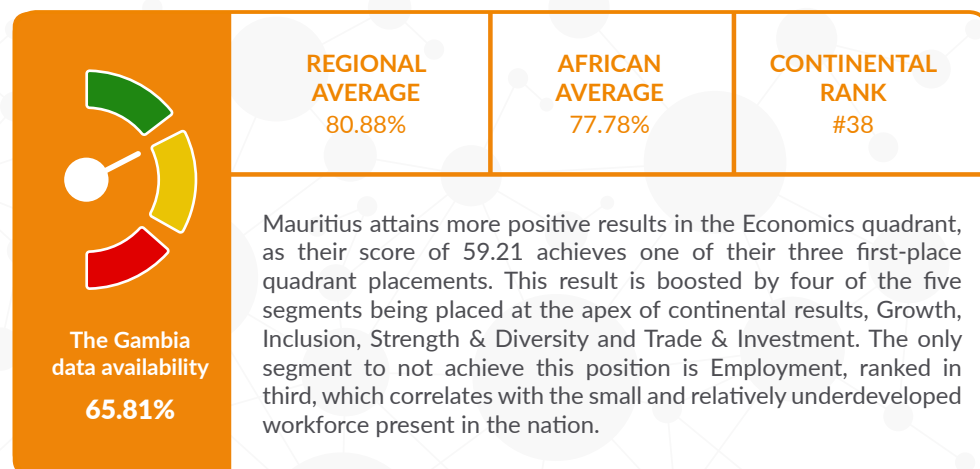
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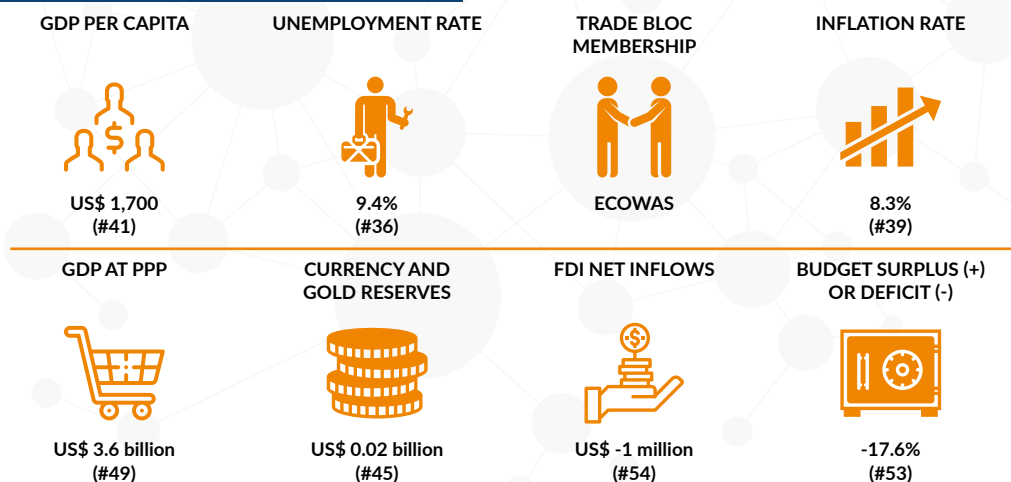
### ECONOMIC SCORES & RANKINGS



### ECONOMIC DATA COMMENTARY



### ECONOMICS STATISTICS



## THE GAMBIA POLITICAL ANALYSIS

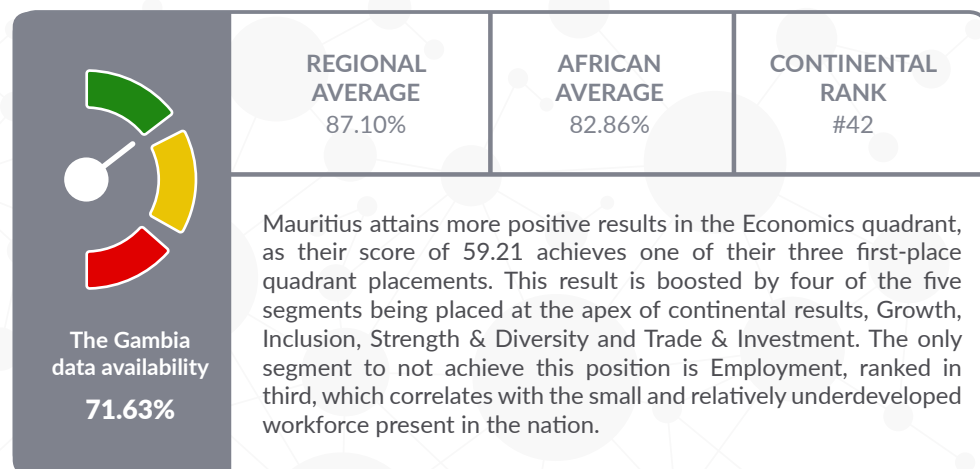


### POLITICAL OVERVIEW

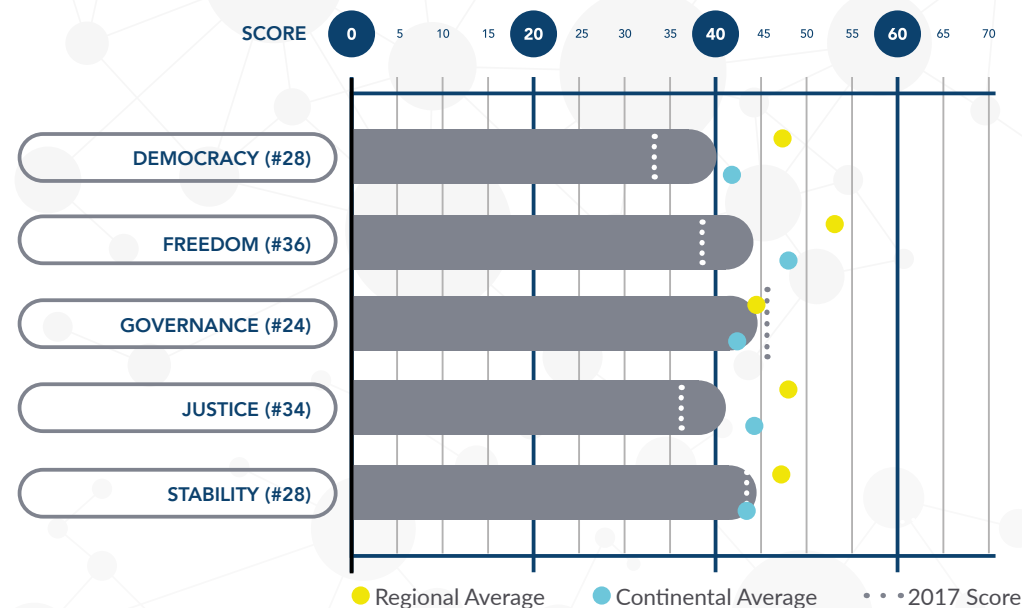
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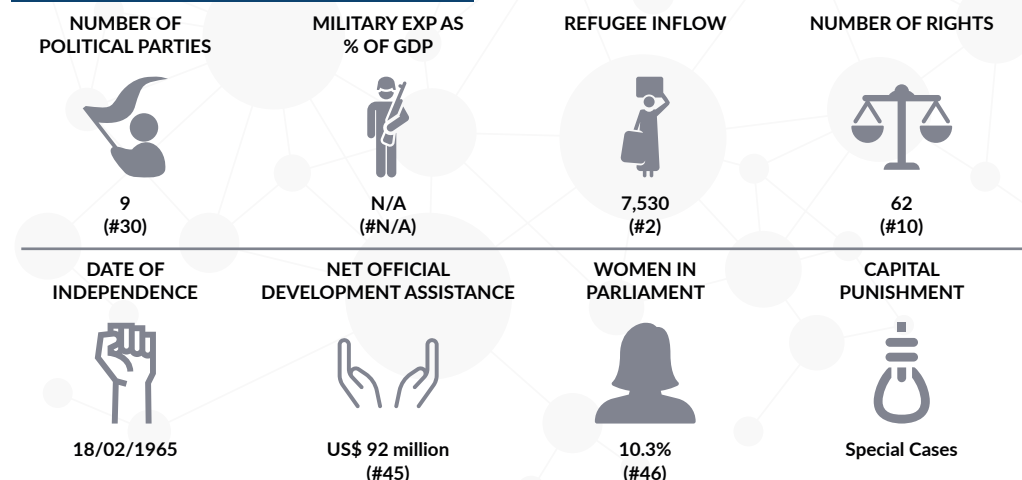
### POLITICAL DATA COMMENTARY



### POLITICAL SCORES & RANKINGS



### POLITICAL STATISTICS



## THE GAMBIA SOCIETAL ANALYSIS

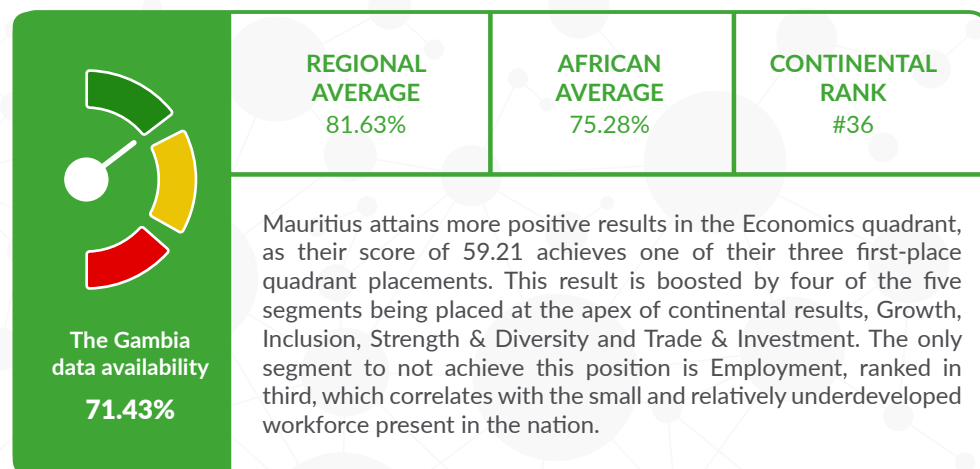


### SOCIETAL OVERVIEW

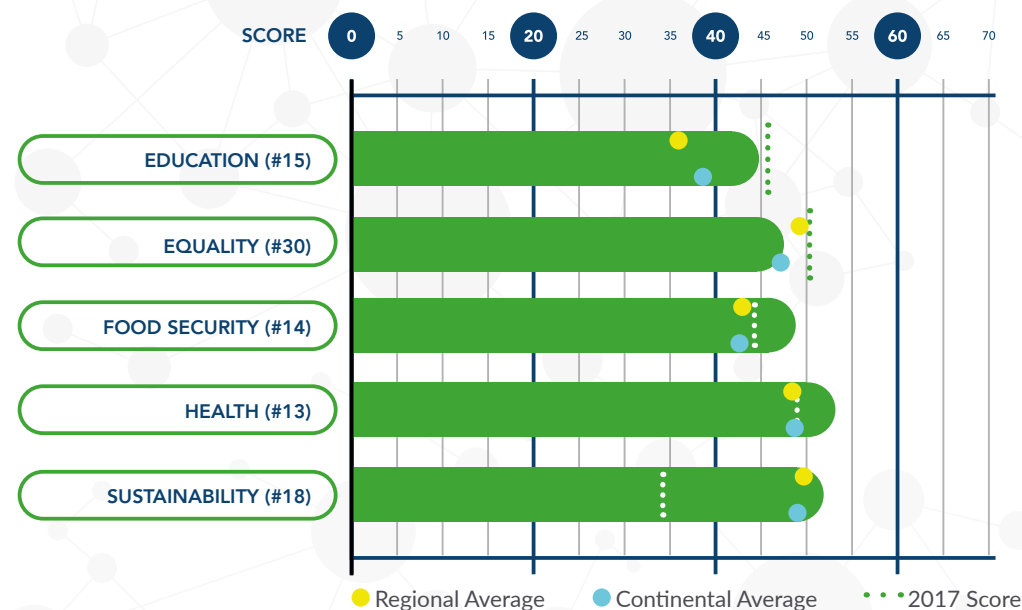
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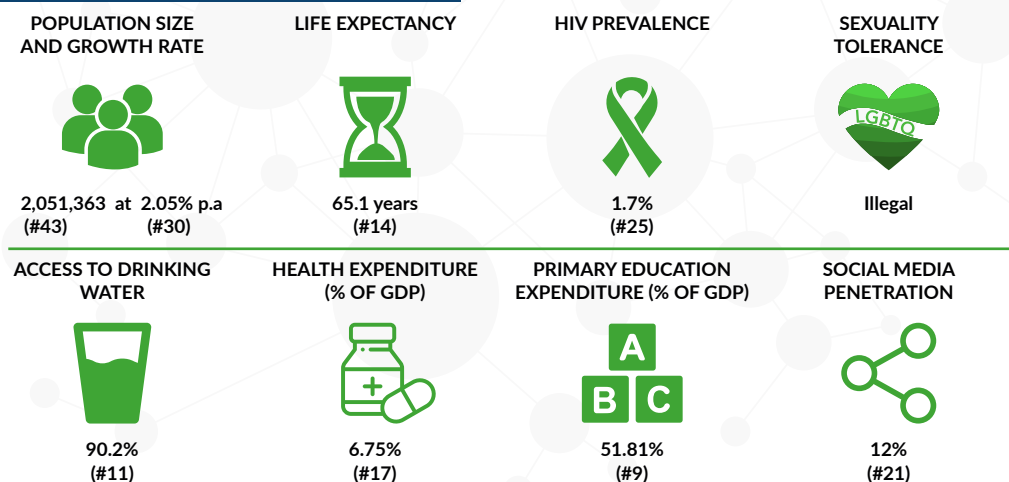
### SOCIETAL DATA COMMENTARY



### SOCIETAL SCORES & RANKINGS



### SOCIETAL STATISTICS



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