



1ST NATIONAL CEO CONFERENCE

THEME: CONNECTING AND CREATING FOR NATIONAL DEVELOPMENT

July 23-25, 2019

Labranda Coral Beach Resort & Spa

In
Collaboration
With



GIEPA

Gambia Investment and Export Promotion Agency



Gambia Chamber of
Commerce and Industry



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THE CALL...

What is the state of business in The Gambia? Is business thriving or lacking? Where is the FDI? Where are jobs? Who are the entrepreneurs? Who are the corporate leaders? How good is the private sector engine for economic growth? Who are the old guards in Gambian business? Who are the rising stars? Where are the finances? Who are the innovators? How well is the invisible hand working in The Gambia market? What policy is working?...

All these and more get their answers at the first NATIONAL CEO CONFERENCE in The Gambia...



ABOUT THE EVENT

The first National CEO Conference is a unique gathering of best business minds and leaders in the country. The three-day business development and capacity enhancement event is geared towards providing a platform for experiential knowledge sharing and networking for business leaders, policy makers, financial institutions and entrepreneurs in The Gambia. The event will allow participants to engage in frank, positive and progressive discourses on the challenges facing business development in The Gambia and the way forward. Being the first of its kind, the Conference aims to set the stage for businesses to forge lasting partnership, collaboration and networking to generate and critique problem solving ideas for enhanced socio-economic development of The Gambia.



PARTICIPATION AND VENUE

This Conference targets the very top executives of businesses in The Gambia, public or private, big, medium or small as well as heads of financial institutions, policy makers, investors and advocates of business and entrepreneurship development.

VENUE: LABRANDA CORAL BEACH RESORT & SPA

DATE: JULY 23 - 25, 2019

TIME: 9.00 am to 4.30 pm

THEMATIC SESSIONS SUMMARY



TRAVEL & TOURISM

SESSIONS

SESSION 1

Challenges and Prospects of the Travel and Tourism Industry in The Gambia

SESSION 2

Projecting Gambia as a premier tourism destination

SESSION 3

Domestic, Eco and Cultural Tourism Prospects

DISCUSSION FORUM

Policy and Regulatory Issues



FINANCIAL SERVICES

Challenges and Prospects of the Financial Service Sector in The Gambia

Breaking Barriers to Financial Inclusion

Fintech and Innovation in Financial Services in The Gambia

Policy and Regulatory Issues



ENTREPRENEURSHIP, YOUTH & WOMEN, IT, MEDIA AND TELECOM

Challenges and Prospects of Entrepreneurship Development in The Gambia

The Gambia's Youth, Job and Entrepreneurship Challenges

Local Content Promotion: A way to empower SMEs and Women

Policy and Regulatory Issues



Challenges and Prospects of Media and Telecom Sector in The Gambia

Big Data: Improving Customer Digital Experience

Integrity of Media Content in the Internet Age

Policy and Regulatory Issues



DEVELOPMENT PROJECTS

SESSION 1

Challenges and Prospects of Development Project Management

SESSION 2

Delivering Human-centered Development Projects

SESSION 3

Impact Maximization for Development Projects

DISCUSSION FORUM

Policy and Regulatory Issues



REAL ESTATE

Challenges and Prospects of Real Estate Market in The Gambia

Sustainable Real Estate Financing and Marketing

Affordable and Community-centered Housing Schemes

Policy and Regulatory Issues



EDUCATION

Challenges and Prospects for Gambia's Quest for a Knowledge Economy

Making Education Relevant and Industry-driven

Quality Assurance and Integrity in Education Delivery

Policy and Regulatory Issues



CONSTRUCTION

Challenges and Prospects of Construction Industry in The Gambia

Sustainable Sourcing of Construction Materials

Climate Resilient Settlement Design

Policy and Regulatory Issues



HEALTHCARE

SESSION 1

Challenges and Prospects of The Gambia Healthcare Industry

SESSION 2

Improving Primary Healthcare Services in The Gambia

SESSION 3

Strategic Partnership in Health Sector Procurement

DISCUSSION FORUM

Policy and Regulatory Issues



ENERGY & INDUSTRY

Challenges and Prospects of Energy and Manufacturing Industry in The Gambia

Renewable Energy Alternatives for Gambia's Energy Industry

Value Addition Through Light Manufacturing

Policy and Regulatory Issues



TRADE & LOGISTICS

Challenges and Prospects of Trade and Logistics in The Gambia

Import Substitution and Export Promotion Drives

Re-Export Challenges for The Gambia

Policy and Regulatory Issues



AGRIBUSINESS & FISHERIES

Challenges and Prospects of Agribusiness and Fisheries Sectors in The Gambia

Investing in Food Security Through Commercialization and Value Addition

Improving Local and International Market Linkages for Agro-products

Policy and Regulatory Issues

THEMATIC AREAS



FINANCIAL SERVICES



ENTREPRENEURSHIP, YOUTH & WOMEN



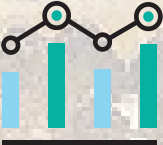
IT, MEDIA AND TELECOM



TRAVEL & TOURISM



REAL ESTATE



DEVELOPMENT PROJECTS



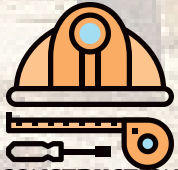
POLICY AND REGULATION



EDUCATION



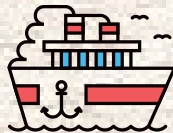
HEALTHCARE



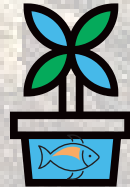
CONSTRUCTION



ENERGY & INDUSTRY



TRADE & LOGISTICS



AGRIBUSINESS & FISHERIES