



RANK

19

1 - 54

STRENGTH

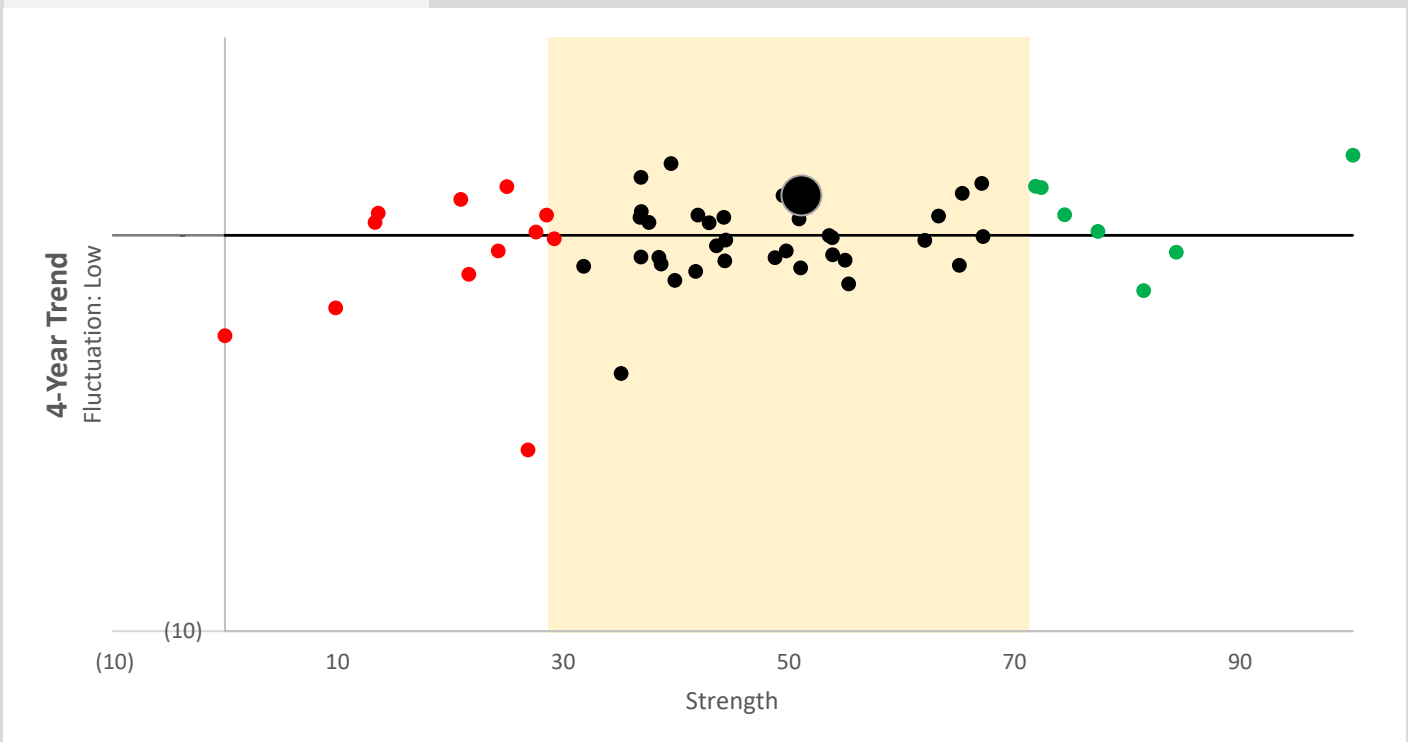
51

0 - 100

Gambia

POPULATION (million): 2.2
GDP (billion): \$5.40

**OVERALL
PERFORMANCE IN AFRICA**



POINT OF CONTACT

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**ENDSIGHT
CONSULTING**

COUNTRY PERFORMANCE INDEX

CATEGORIES

Gambia

BUSINESS CONDITIONS

RANK STRENGTH

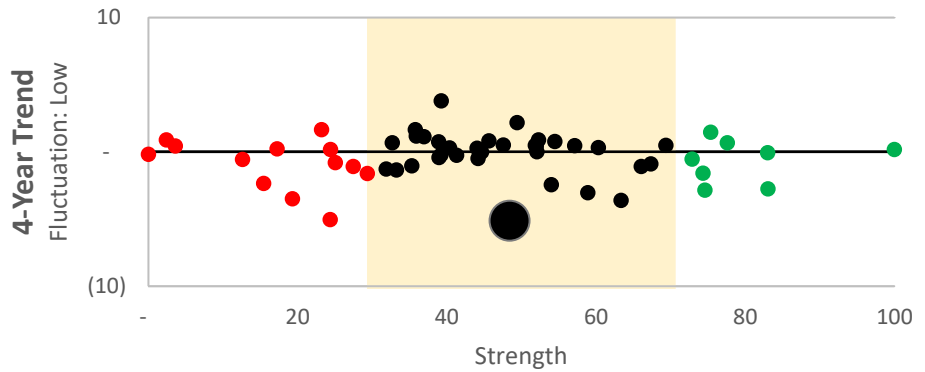
23

1 - 54

48

1 - 100

Weight 40%



FINANCIAL FACTORS

RANK STRENGTH

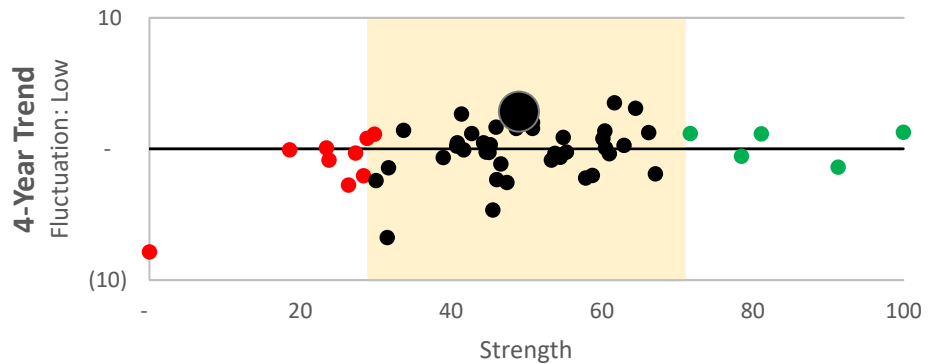
24

1 - 54

49

1 - 100

Weight 30%



GOVERNANCE

RANK STRENGTH

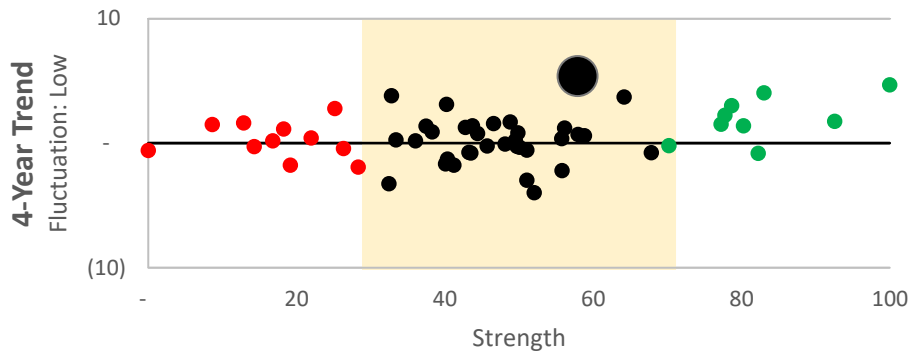
14

1 - 54

58

1 - 100

Weight 30%





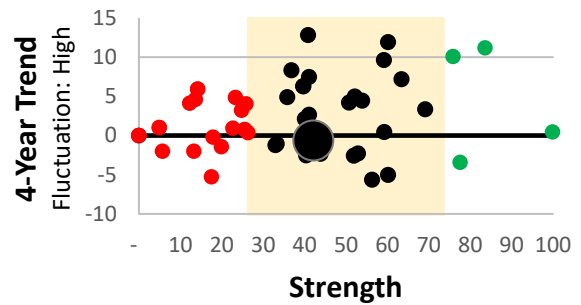
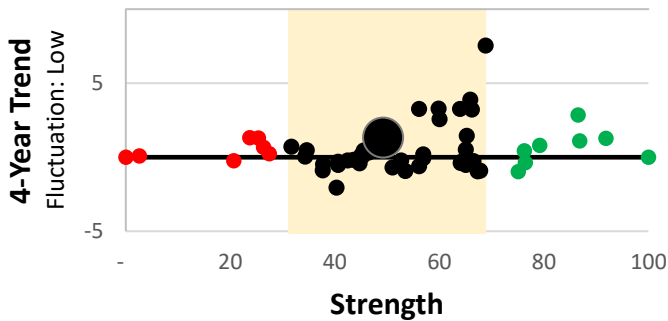
COUNTRY PERFORMANCE INDEX

Gambia

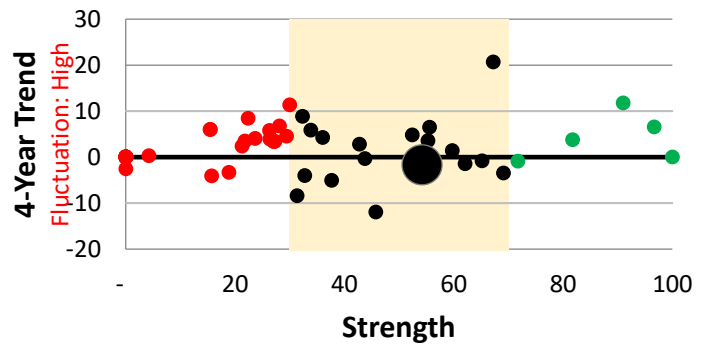
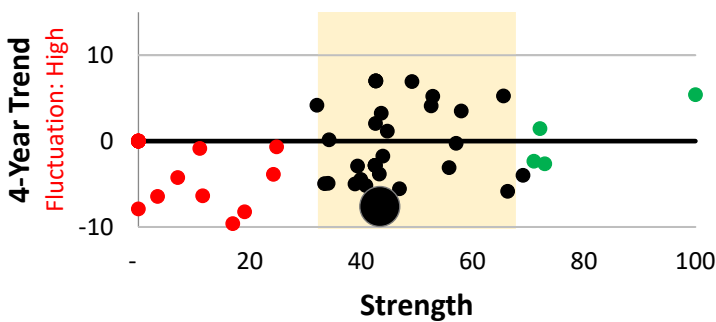
BUSINESS CONDITIONS

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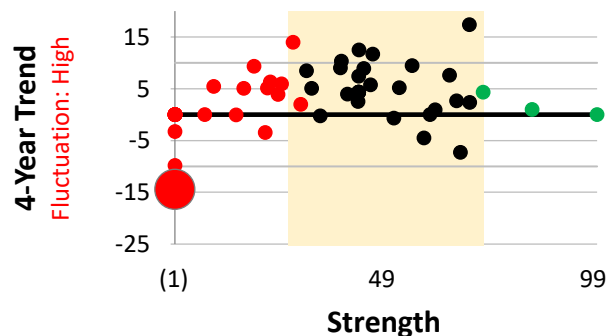
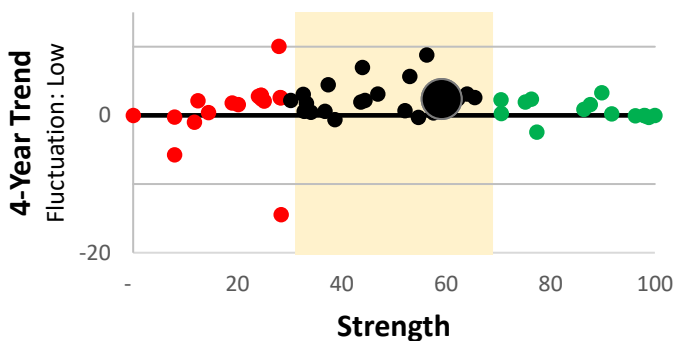
DOING BUSINESS		RANK	STRENGTH	e-Commerce		RANK	STRENGTH
Weight	1.0	31.0	49.3	Weight	0.9	18.0	43.4



QUALITY OF LABOR		RANK	STRENGTH	TRANSPORTATION		RANK	STRENGTH
Weight	0.9	20.0	43.4	Weight	0.8	13.0	54.2



POWER & WATER		RANK	STRENGTH	ICT		RANK	STRENGTH
Weight	0.8	19.0	59.1	Weight	0.8	44.0	0.0





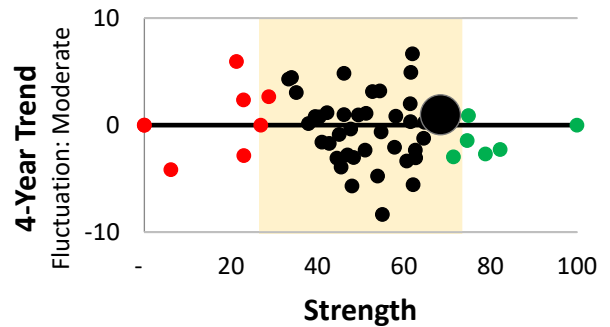
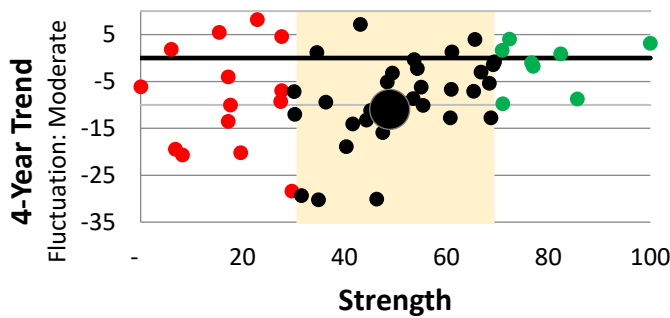
COUNTRY PERFORMANCE INDEX

Gambia

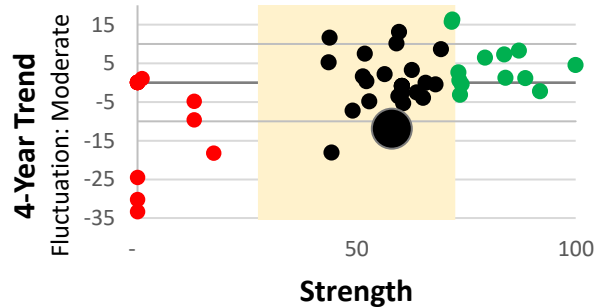
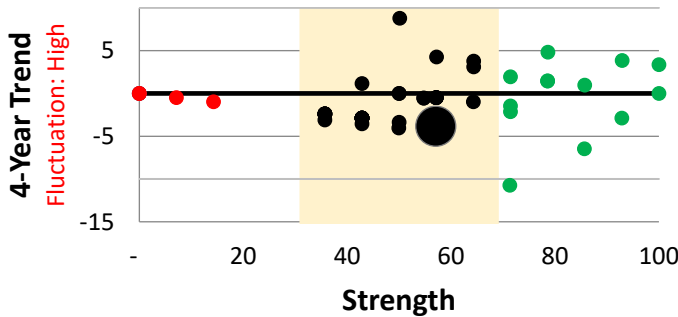
BUSINESS CONDITIONS

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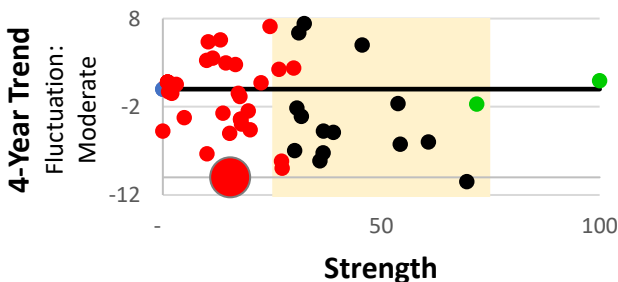
CUSTOMS & BORDER TRADE	RANK	STRENGTH	INVESTMENT CLIMATE	RANK	STRENGTH
Weight 0.7	26.0	48.8	Weight 0.7	8.0	68.5



BUSINESS RED TAPE	RANK	STRENGTH	SAFETY & SECURITY	RANK	STRENGTH
Weight 0.7	23.0	57.1	Weight 0.6	30.0	58.1



HOTEL & AIR TRAVEL	RANK	STRENGTH
Weight 0.6	33.0	15.5

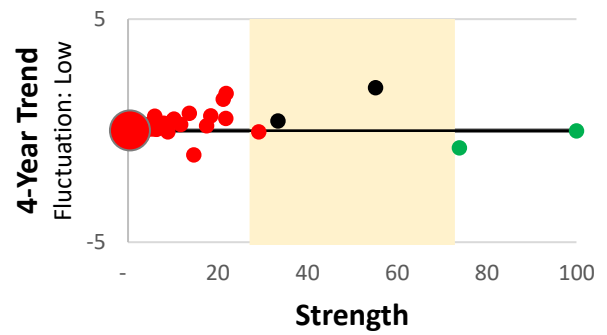
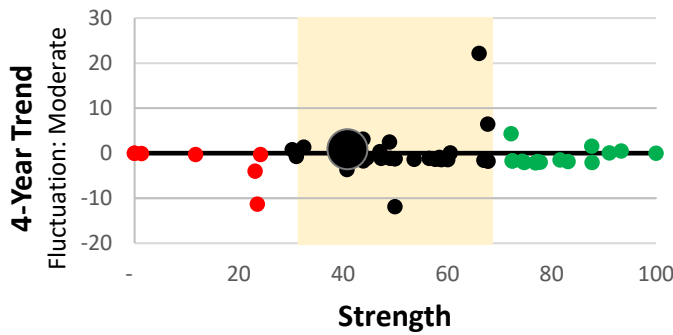


Gambia

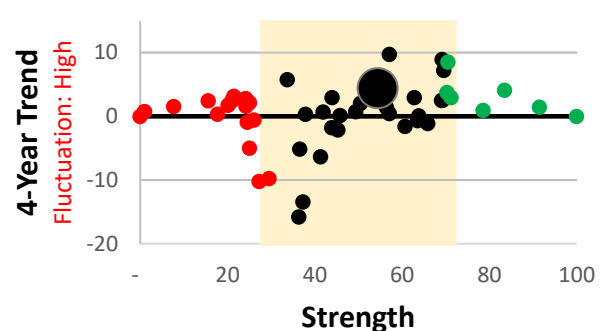
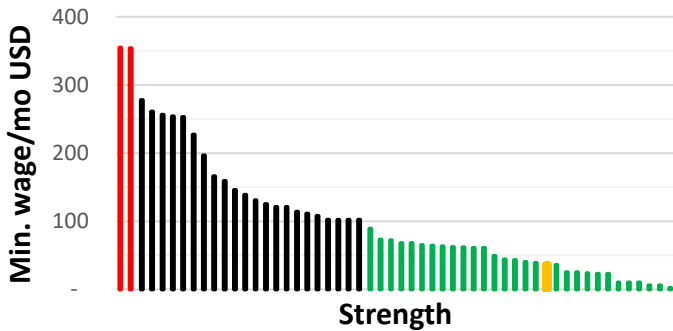
FINANCIAL FACTORS

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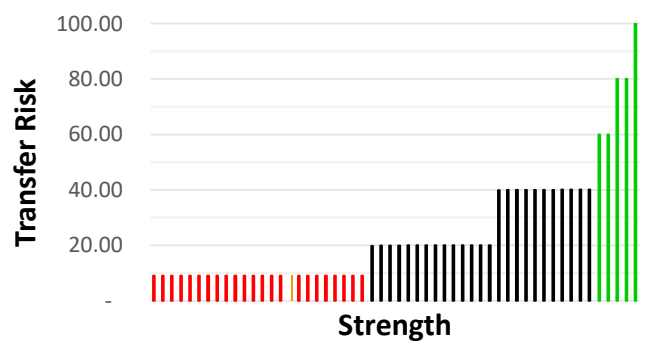
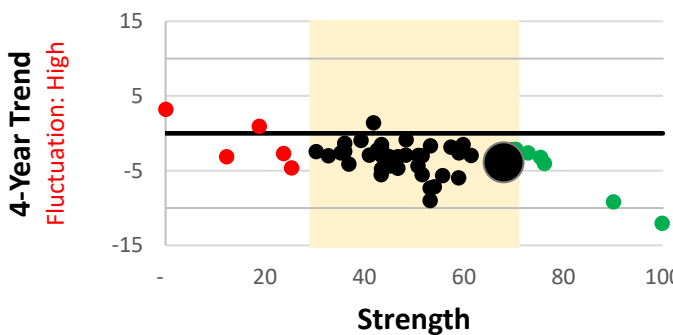
TAX BURDEN			MARKET SIZE		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
1.0	42.0	40.9	0.9	48.0	0.5



COST OF LABOR			DOMESTIC BANKING		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
0.6	12.0	90.4	0.8	21.0	54.4



GDP GROWTH			CURRENCY STRENGTH		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
0.9	9.0	68.0	0.8	31.0	0.0



CONTACT

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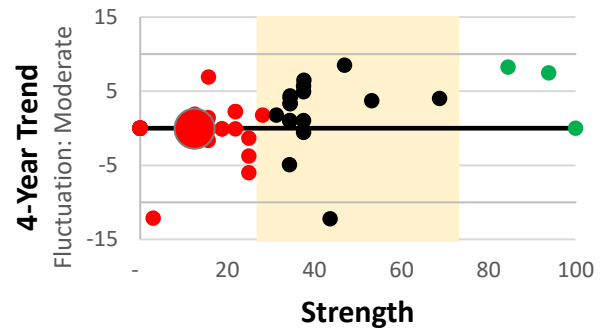
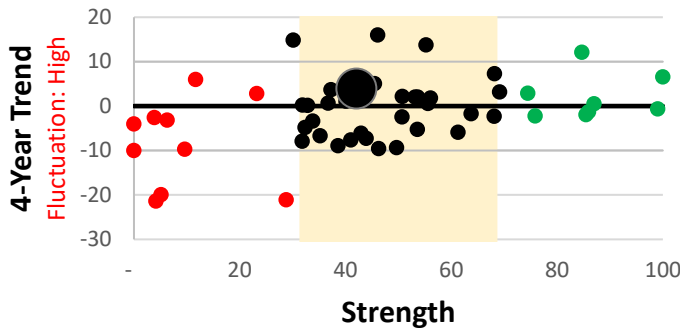


Gambia

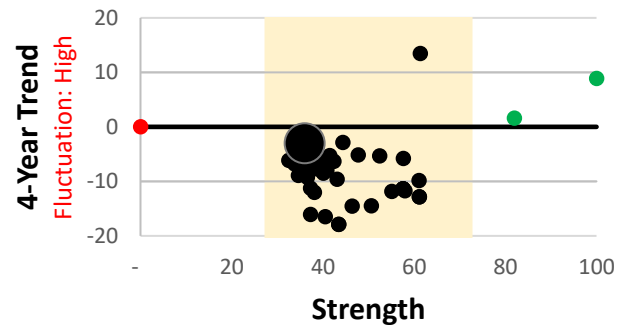
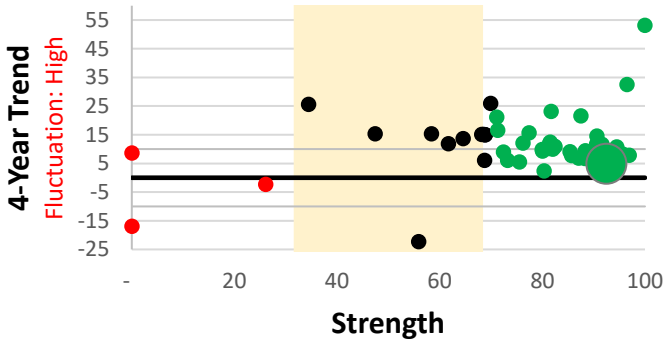
FINANCIAL FACTORS

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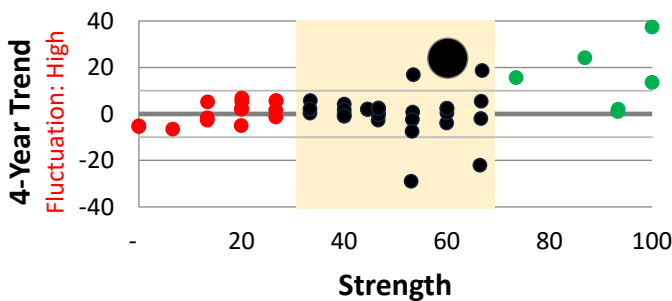
TRADE POLICY			CREDIT RATING		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
0.8	28.0	42.1	0.7	34.0	12.5



NATIONAL DEBT			FDI		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
0.7	7.0	92.5	0.7	44.0	36.0



PUBLIC PROCUREMENT		
Weight	RANK	STRENGTH
0.6	11.0	60.2



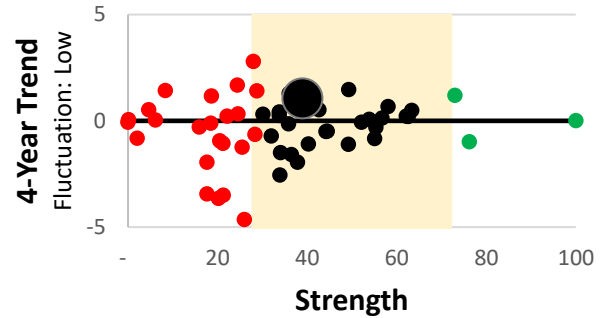
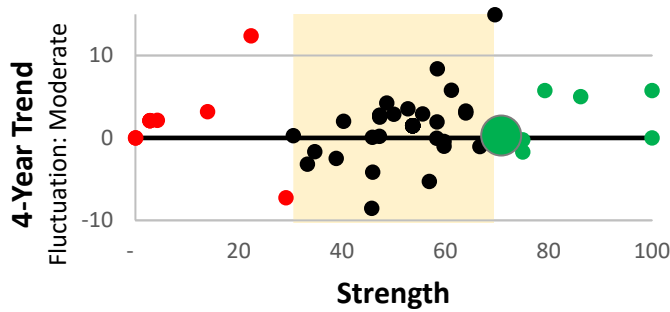


Gambia

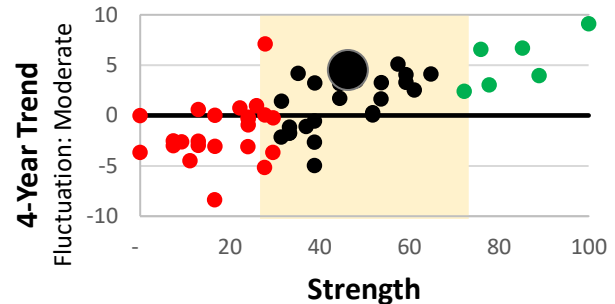
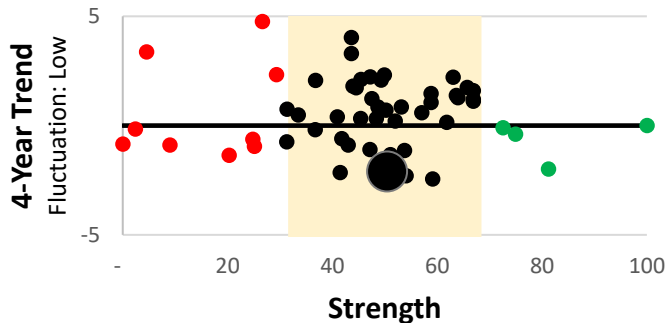
GOVERNANCE

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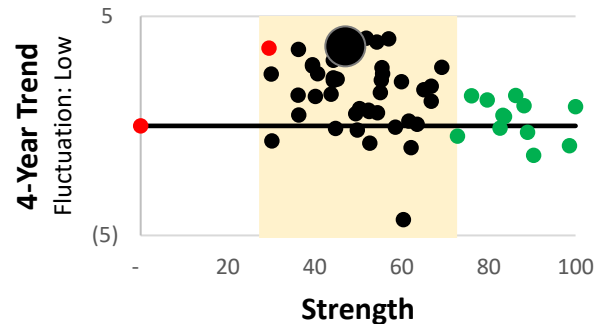
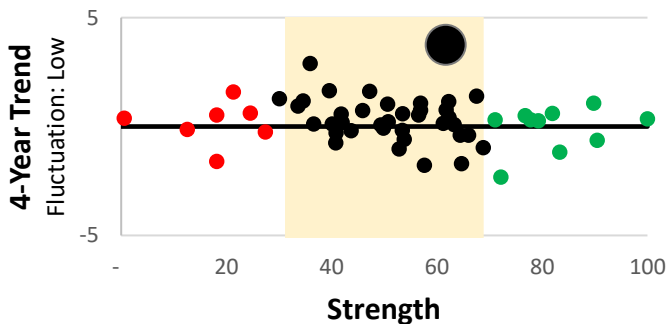
POLITICAL RISK	RANK	STRENGTH	FRAGILE STATES INDEX	RANK	STRENGTH
Weight 1.0	7.0	70.8	Weight 0.9	19.0	39.0



REGULATORY QUALITY	RANK	STRENGTH	CORRUPTION	RANK	STRENGTH
Weight 0.9	22.0	50.4	Weight 0.8	18.0	46.3



RULE OF LAW	RANK	STRENGTH	HUMAN DEVELOPMENT	RANK	STRENGTH
Weight 0.8	20.0	61.7	Weight 0.7	20.0	47.1



CONTACT

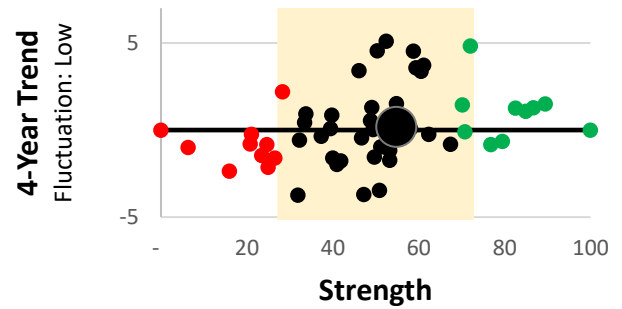
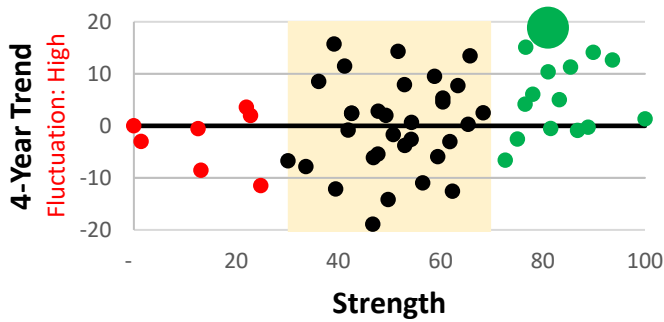
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Gambia

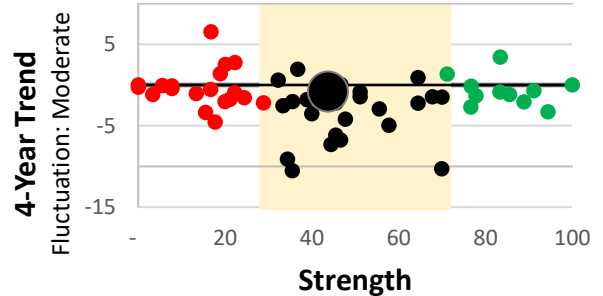
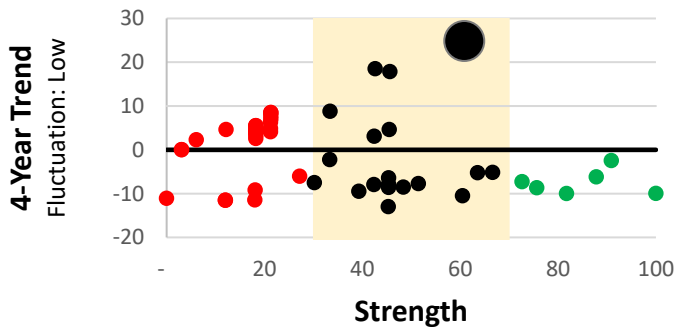
GOVERNANCE

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NATIONAL STAT. QUALITY			GOV. EFFECTIVENESS		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
0.8	9.0	81.1	0.7	21.0	54.8



Openness & Operation			PERSONAL FREEDOMS		
Weight	RANK	STRENGTH	Weight	RANK	STRENGTH
0.7	11.0	60.9	0.6	27.0	43.7



Democracy Index		
Weight	RANK	STRENGTH
0.6	20.0	48.0

