

**Intergovernmental Group of Experts on  
Competition Law and Policy, 23<sup>rd</sup> session  
Room XII, Palais des Nations, Geneva  
8-10 July 2026**

**Contribution**

***Republic of The Gambia (Gambia)***

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The twenty third Intergovernmental Group of Experts on Competition Law and Policy to be held on Wednesday at 3 p.m at the Council Chamber in the Palais des Nations on 8-10 July 2026

Country:



**REPUBLIC OF THE GAMBIA**

Institution:



**GAMBIA COMPETITION & CONSUMER PROTECTION COMMISSION**

**Leveling the Field for Development**

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## 1. Implementation of the Guiding Policies and Procedures under Section F of the United Nations Set of Principles and Rules

### Country Response

The Gambia continues to implement the objectives of the United Nations Set through the enforcement of the Competition Act, 2007 and the Consumer Protection Act, 2014 by the GCCPC.

### Key achievements include:

1. Conducting investigations and enforcement actions against anti-competitive conduct and unfair trade practices. In 2025, following an investigation into the shortage and price escalation of Normal Saline between June and October 2024, the GCCPC found several pharmacies and drug stores liable for price gouging, hoarding, refusal to deal and self-preferencing, which contributed to shortages and excessive prices. The Commission directed the enterprises to cease these practices under Section 50(2) of the Competition Act.
2. The community radios were also found to be engaged in price fixing on airtime and advertisement charges, similarly the Commission directed the enterprises to cease these practices under Section 50(2) of the Competition Act and also trained the network of community radios on the provisions of the Act.
3. Resolving 41 consumer complaints worth **D1,137,970** through the GCCPC's Alternative Dispute Resolution (ADR) mechanism in 2025, while unresolved cases were referred to the Consumer Protection Tribunal.
4. Expanding consumer education and advocacy programmes nationwide.
5. Conducting regular market surveillance in key sectors, including food commodities, and pharmaceuticals.
6. Decentralizing enforcement through the establishment of regional offices in the Upper River and North Bank Regions, inaugurated on 22 and 23 June 2026.
7. Strengthening collaboration with sector regulators through Memoranda of Understanding with the Central Bank of The Gambia, Food Safety and Quality Authority, Public Utilities Regulatory Authority and The Gambia Standards Bureau.
8. Mainstreaming competition and consumer protection issues into national policy discussions.
9. **Legislative Modernization:** Supported by the Commonwealth, The Gambia is amending its Competition and Consumer Protection Act. This amendment will align national frameworks with ECOWAS and AfCFTA competition protocols while introducing new measures to regulate the evolving digital economy.
10. **Merger Oversight:** Supported by the EU Delegation in The Gambia, the country is developing its first-ever Merger Regulation. This framework will establish the legal

mechanisms required to review and regulate mergers that could significantly impact market competition. The Commission continues to promote voluntary compliance through stakeholder engagement while enforcing the law where necessary. Key challenges include limited financial and human resources, inadequate mobility, shortage of specialized investigative in area of digital markets.

11. **Merger Review:** The GCCPC collaborated with the ECOWAS Regional Competition Authority (ERCA) to review cross-border mergers that could potentially impact the Gambian economy.

## 2. Impact Assessment and Dissemination of the Benefits of Competition Law and Policy

### Country Response

Since the enactment of the Competition Act, 2007, competition policy has contributed to economic development by promoting fair markets and protecting consumers.

#### Key outcomes include:

1. Improved business compliance with the Competition Act, 2007 and Consumer Protection Act, 2014.
2. Increased consumer confidence through accessible complaint handling and dispute resolution mechanisms.
3. Greater market transparency through continuous market monitoring and surveillance.
4. Enhanced cooperation between the GCCPC, sector regulators and consumer associations.

Competition advocacy has also informed discussions on market liberalization, impact of competitive public procurement bidding and regulatory reforms.

### Future priorities

1. Strengthen collaboration with sector regulators.
2. Improve research and market intelligence.
3. Enhance capacity in economic analysis and enforcement.

## 3. Round Table on Competition in Food Global Value Chains

### Country Response

Food security remains a national priority under The Gambia's National Development Plan (2023–2027). The GCCPC is undertaking a Consumer Behavioural Study in the Essential Food Commodities Market covering rice, sugar, flour, cooking oil, onions, potatoes and cement

with the aim to examine factors affecting consumer behaviours and with a view to proffer recommendations and interventions where applicable.

The GCCPC conducts bi-weekly surveillance of the essential commodities market to monitor pricing, availability, quality, distribution, and competition. Grounded in this commitment to consumer protection and a competitive market, The Gambia actively advocates for international cooperation regarding food market transparency, technical assistance, and information sharing.

**Key challenges in the Essential Commodities food market include:**

1. Heavy dependence on food imports.
2. High logistics costs.
3. Exchange rate volatility.
4. Limited storage infrastructure.
5. Market concentration among importers and wholesalers.

#### **4. Review of Capacity-Building and Technical Assistance**

**Country Response**

The Gambia has benefited from technical assistance provided by UNCTAD and other partners in competition and consumer protection enforcement and market studies.

The GCCPC has participated in programmes organized by UNCTAD, the African Competition Forum (ACF) and the ECOWAS Regional Competition Authority (ERCA), and the EU Directorate General Competition (DG COMP) strengthening institutional capacity and promoting best practices.

**Future technical assistance priorities include:**

1. Digital market investigations and artificial intelligence.
2. Competition economics and forensic investigations.
3. Cartel detection and market inquiries.
4. Data analysis and competition economic skills
5. Cross-border enforcement.
6. Consumer protection in e-commerce and data analytics.
7. Alternative dispute resolution.
8. Staff exchange programmes with experienced competition authorities.

The Commission welcomes continued support from UNCTAD and development partners.

## 5. Challenges

The Gambia continues to face:

1. Limited institutional resources and specialized expertise in enforcement.
2. Increasing digitalization and limited access to market data.
3. Cross-border consumer complaints and low consumer awareness.

## 6. International Cooperation

The Gambia encourages development partners to support:

1. Long-term institutional capacity building and digital investigation tools.
2. Specialized training and staff exchange programmes.
3. Cross-border enforcement and regional information-sharing.
4. Consumer awareness and education programmes.

## 7. Conclusion

The Gambia remains committed to promoting competitive markets that support inclusive economic growth, consumer welfare and sustainable development. The GCCPC appreciates the continued support of UNCTAD and development partners and looks forward to enhanced regional and international cooperation, particularly in addressing emerging challenges in digital markets and cross-border trade.

These responses reflect the mandate of the GCCPC under the Competition Act, 2007 and the Consumer Protection Act, 2014, and align with The Gambia's current competition and consumer protection priorities in line with the Country's National Development Plan 2023-2027.