



MobileRemit
Africa

The Gambia



PRIME
AFRICA



Highlighting the level of preparedness to support the uptake of mobile remittances

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IDFR 2021-2022
Campaign

Observance event

BANJUL | THE GAMBIA

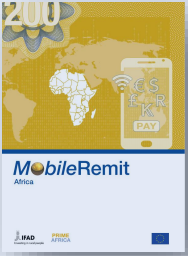
The Sir Dawda Kairaba Jawara International Conference Center

Thursday, 16 June 2022

9:30 AM GMT

www.familyremittances.org

remittances.gambia@ifad.org



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Mobile remittances as a development and business opportunity

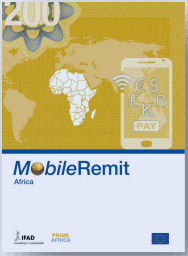
- International mobile remittance costs are aligned with SDG target 10.c of 3%.
- Improved access in rural areas through MoMo agents beyond brick and mortar cash points.
- Bring value and customers to the broader digital financial ecosystem.

● **Mobile remittances represent less than 3% of global flows**

- **Only 40% of mobile money providers are offering international remittances.**

---→ **MobileRemit is a tool for private and public stakeholders to foster mobile remittances**





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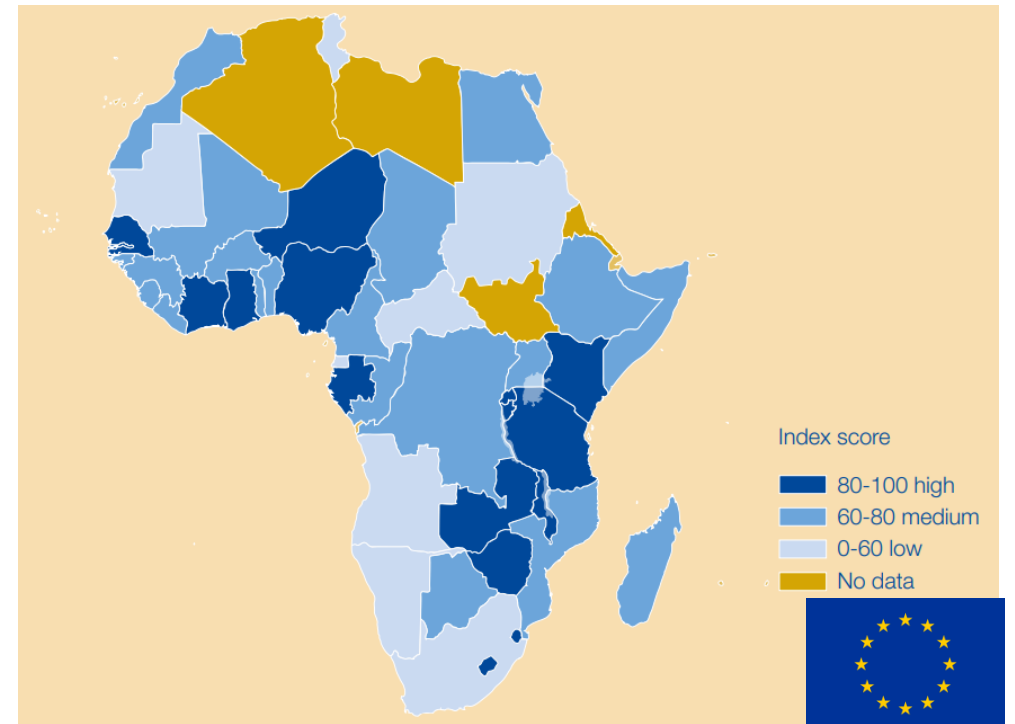
Africa

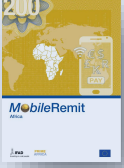
MobileRemit report

- Africa report with 7 focus countries
- Provides an overview of mobile remittances in Africa with regional and country insights.
- Allows for cross-country comparisons through its 45-country index

MobileRemit index

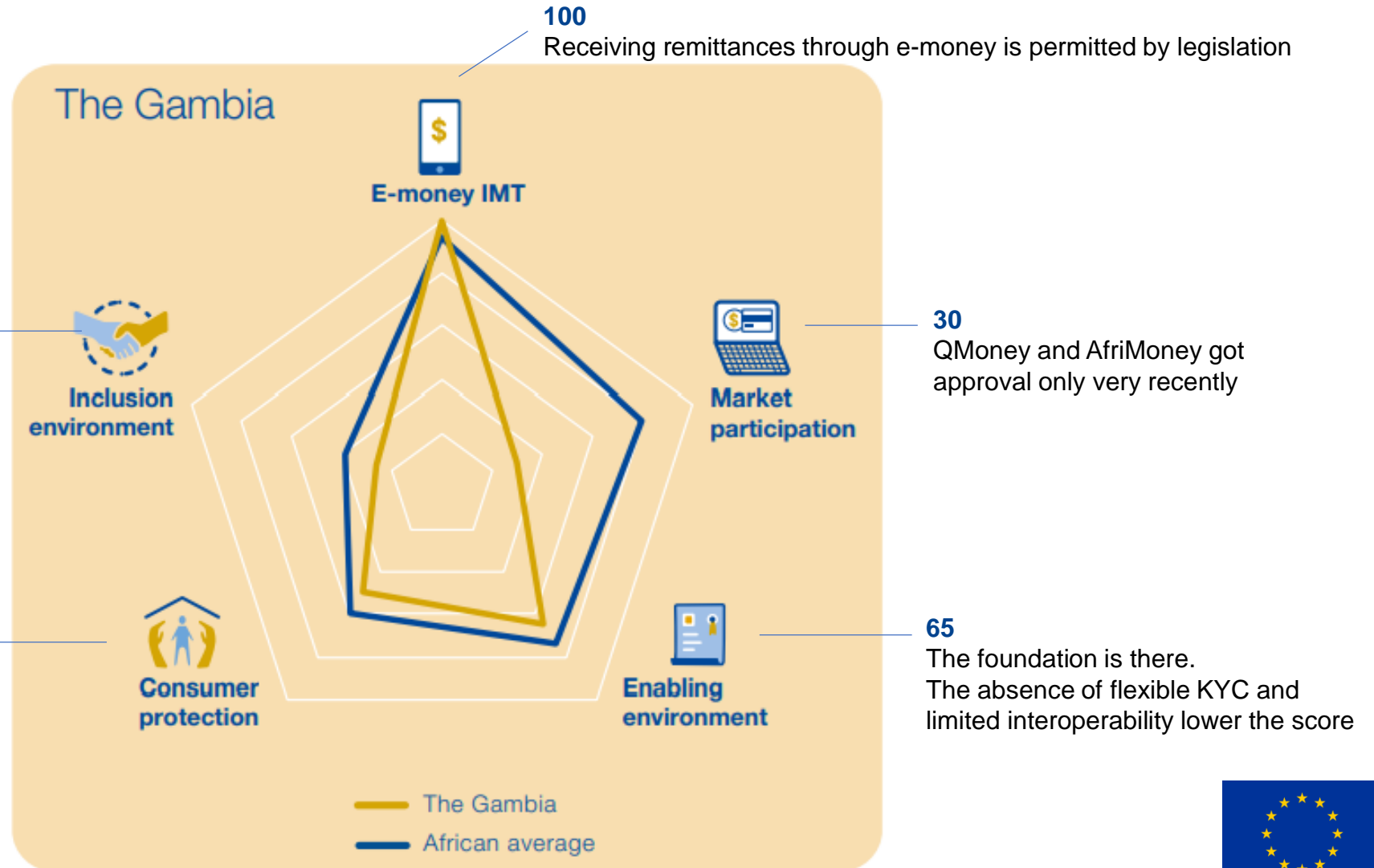
- Measures the level of country preparedness for mobile remittances.
- Combines regulatory, market readiness and inclusiveness variables to attribute a country score.

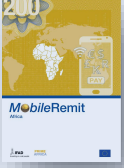




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The Gambia scores lower than Africa average with solid regulatory foundations





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Key take-aways

- The score will increase as recently approved Gambian mobile money providers enter and develop the international mobile remittances market.
- The payment of international remittances into mobile wallets will trigger digital financial inclusion (and so the inclusion environment pillar score).
- PRIME projects in The Gambia will contribute to that uptake providing support to 3 RSPs involved in the payment of international mobile remittances.

