

Public Announcement

The Gambia Cellular Telecommunications Company Limited (GAMCEL), the national mobile telecommunications operator, is seeking qualified and experienced strategic partners for a **Network Modernization and Business Transformation** project. This is a call for proposals for a partnership that may be based on a concession period with a profit-sharing arrangement, in which 50% of net profits will be allocated to GAMCEL.

GAMCEL, established in 2001, currently operates legacy 2G/3G networks. This project aims to modernize GAMCEL's network and transform its business operations to remain competitive in the telecommunications market.

Key objectives of this project include:

Modernizing network infrastructure to **LTE/4G/5G** technology

- Expanding network coverage nationwide

Implementing a convergent billing system

Increasing market share to at least **25%** within 5 years

Achieving a minimum revenue growth from **D148M to D403M** by 2029

Ensuring a **50%** net profit share for GAMCEL

Restoring GAMCEL as the national carrier

Interested partners are required to submit technical and financial proposals, including details on their methodology, project timeline, team, training, risk management plan, investment amount, and revenue sharing⁴. Additionally, partners should provide corporate profiles, experience, financial statements for the last 3 years, and references.

The due diligence and evaluation will consider financial capacity, technical approach, business experience, revenue sharing, and local impact.

The deadline for submissions is **February 7th, 2025**.

For more information or to submit your proposal, contact:

The Permanent Secretary

Ministry of Communications and Digital Economy

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