Market Access of Nigerian Products and the Impact of COVID-19

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Before COVID 19, some growth in the non-oil sector

- Some strategic sectors grew e.g. cocoa, sesame, cashew, fertiliser and leather.

![Strategic sector growth in exports](image)

- In particular, the value of sesame exports rose by $153 million from 2016 to 2018, an increase of over 100%.
Significant growth also in the export of services

Nigerian exports of services

- Estimates from the IMF had put Nigerian export of services to more than US$5 billion from 2014 - 2017.
As a follow up to the gains of 2014-2017 in the services sector, the Council embarked on the following activities:-

- Zero to Export training for New & Existing Exporters
- Mainstreaming Services Sector into National Economic Policy of Nigeria
- Women in Export (WEP) Development Programme
- Export Training Programmes for MSMEs & Youths/Start-ups
Then the world was hit by a pandemic…

The crash in oil prices following the COVID-19 pandemic reinforced the fact that – Nigeria’s mono-product economy is no longer sustainable.

The country can no longer rely on crude oil exports alone as the major source of government revenue and foreign exchange generation

Hence, Nigeria must diversify its export base!
NEPC immediately carried out an impact assessment on agricultural exports, analysing commodity prices and market trends.

Nigeria’s top non-oil export of cocoa beans is estimated to incur a fall in exports of over $100 million in 2020. Cashew exports likely to fall by close to $90 million. Sesame exports should prove more resilient with any fall in exports in 2020 likely to be significantly smaller.

![Nigerian cocoa bean prices](chart1.png)

First confirmed covid-19 case in Nigeria

![Nigerian sesame seed prices](chart2.png)
NEPC response to the COVID-19 pandemic…
NEPC support to women entrepreneurs during and after the pandemic

• NEPC has been in the forefront in promoting Women Owned Businesses (WOB) with the full engagement of SheTrades Initiative of the ITC & among other global platforms for enhancement of WOB in Cooperation with the FMITI, Federal Ministry of Women Affairs, NCWS, WIMBIZ, etc.

• Partnership with UPS to support Nigerian SMEs with competitive rates for logistics/air freighting for trade fairs, and with warehousing needs. MoU signed in 2019.

• Partnerships with financial institutions and commercial banks to facilitate financial support for WOB with easier access to loans, lower interest rates and extended payback periods to help alleviate loss of income given the current economic climate.

• Continuous effort at facilitating certification trainings as well as conducting these remotely where possible to adhere to social distancing guidelines.
NEPC response to the COVID-19 pandemic…
Export Expansion Facility Programme

- Launch of the Export Expansion Facility Programme (EEFP) to ameliorate the impact of Covid 19 pandemic on exporting businesses, creating jobs and accelerating the growth of the non-oil sector to effectively diversify the Nigerian economy.

- The EEFP is also aimed at increasing access of MSMEs in selected sectors to international business opportunities in targeted markets, improved use of Export infrastructure including trading information for export related decisions by MSMEs.

- The EEFP is being implemented by the Nigerian Export Promotion Council under the supervision of the Federal Ministry of Industry, Trade and Investment with the Bank of Industry as the custodian.
The Strategic Goal is to provide key support mechanism and incentives to enhance the competitiveness, quality and quantity of exportable products in the international market with emphasis on Women Owned Businesses and Youth Start-ups.

The EEFP commenced with an Export Development Fund (EDF).

Grants were disbursed as palliatives to companies to enable them recover from the pandemic and build back their businesses.
The establishment of Nigerian Export Trading Houses (ETH) is one of the key components of the Export Expansion Facility Programme (EEFP).

ETH is to be established in selected markets around the world to drive Nigerian exports.

ETH will be established in the following regions:

i. Central Africa
ii. East Africa
iii. North Africa
iv. Southern Africa
v. Far East/China
vi. Middle East
vii. North America
NEPC response to the COVID-19 pandemic...

PARTNERSHIP FOR IMPROVED LOGISTICS AND EXPORT SERVICES

• Market access of Nigerian products into importing markets will be key
  • Harmonized product testing
  • Recognition of product testing for equivalent markets
  • Harmonized and digitalized certification process
  • Involvement of export market in product recalling

• Existing tools that can be put into practice:
  • WP.6 Recommendations M & N
  • UN/CEFACT e-business standards and recommendations
NEPC in collaboration with the Nigerian Aviation Handling Company (NAHCO) and FOB Logistics held meetings aimed at cooperating and providing Nigerian Exporters with improved logistics and export services.

This partnership provided:

i. Availability of Warehousing facilities for exporting companies
ii. Customs Clearance procedures were streamlined at the ports
iii. Distribution networks were made available at the disposal of each partners to the tune of 100 tons of cargo per day
Domestic Export Warehouse (DEW)/Aggregation Centres were established as a one-stop facility/terminal for storage of products, packaging and labeling, pre-shipment inspection and fumigation of export designated goods in preparation for transportation to the ports.

This was aimed at enabling the companies to continue their export business so as not to loose their global market share, and SMEs also took advantage of this facility to penetrate the foreign market.

It was also to attract investors and investment to the non-oil sector.
• Many Nigerian exporters were introduced to e-commerce and are now among top sellers on social media platforms

• Following the pandemic, e-commerce increased in importance as online sales increasingly replaced store visits just as around the world

• The Council collaborated with UPS, one of the world’s leading e-commerce logistics providers, to handle the logistics aspects from the DEW/Aggregation centres to some export destinations

• Companies were introduced to ITC free online vocational courses to enable them acquire necessary skills and build their capacity. Our exporters took greater advantage of the ITC SME Academy during this Covid-19 period
Thank you for listening