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PRESS RELEASE

United States Government Launches Program to Expand Nigerian Exports

The United States of America Ambassador to Nigeria, Robin Renée Sanders; Mr. David Adejuwon, Acting Director of Trade of the Federal Ministry of Commerce and Industry, and Mr. David Adulugba, Managing Director of the Nigeria Export Promotion Council (NEPC) today launched the Nigeria Expanded Export Program (NEEP), a technical assistance program funded by the United States of America through the United States Agency for International Development (USAID). NEEP will help Nigerian businesses to expand their exports to the United States, Europe, and other regions by providing technical assistance including marketing, finance, transportation, and product standards improvement directly to Nigerian exporters.

Ambassador Sanders noted that exporters from Sub-Saharan Africa have a distinct advantage in exporting to the United States through programs such as the African Growth and Opportunity Act (AGOA), adding that NEEP will be a tool to “help make that happen.”

NEEP will provide assistance to participating Nigerian entrepreneurs in four areas critical to increasing exports: market intelligence, product development support, business-to-business linkages, and access to finance. International and local experts will provide technical expertise and real-world experience directly to Nigerian exporters of food products, cashew, shea, fisheries, home furnishings, and leather products. NEEP is a two-year program valued at US\$2 million.