

NEEP Nigeria Expanded
Exports Program



USAID
FROM THE AMERICAN PEOPLE

Nigeria Expanded Exports Program

Program Description and Update

Wednesday May 19, 2010

Presentation Agenda

- Program Characteristics
 - Service Areas and Examples of Services
 - Who is Eligible and How to Apply
 - NEEP Website
 - Collaborations
 - Current Activities
 - Current Collaborations
 - Future Activities
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Program Characteristics

- Program timeframe 2 Years implemented by Nathan Associates
 - Based in Lagos but open to any region
 - Enterprise Level Assistance that is demand driven by firms
 - International and local expert resources
 - Open to promotion in all markets
 - Priority sectors with possibility to others
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NEEP Service Areas

- Four Service Areas:
 - Market Intelligence
 - Technical Assistance
 - Business-to-business Linkages (B2B)
 - Access to Finance
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Market Intelligence

- Market briefs
 - Detailed market reports and entry strategies
 - Trade data and analysis by product
 - Product standards and import requirements
 - First MI training was a part of the formal launch of the project on using market intelligence sources to expand export
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Technical Assistance

- Packaging and Labeling design
 - Marketing materials guidance
 - Trade show preparation
 - Joint Ventures
 - Organic Certification
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Business-to-business linkages

- Buyer Identification
 - Organization of B2B Meetings
 - Assistance with Trade Missions
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Access to finance

- Export Finance Training
 - One-on-one Finance Counseling
 - NEXIM
 - Collaborations with other Donor Agencies working in the Sector
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Who is Eligible

- Companies with existing export or previous export experience
 - Priority to companies operating in agro sector
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How to participate?

- Fill program application
 - Hold interview with NEEP Program Coordinator
 - Selected into the program
 - Sign an MOU with NEEP
 - www.nigeriaexport.org
 - Application and event calendar available on website
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Collaborations

- USAID West Africa Trade Hub (Accra)
 - USAID MARKETS program
 - NEPC
 - NEXIM
 - BOI/AGOA Resource Center
 - Trade associations
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Progress to date (March-May)

- Database of over 350 exporters
 - Over 45 applications received
 - 22 companies formally registered; 16 MOU's
 - Key Milestone: Company identification of priority assistance (handout)
 - Visit to WATH to learn/outline collaboration
 - Referral of firms into WATH program
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TA REQUEST BY COMPANIES

- Market Intelligence: 9 Companies (specific request by NEXPOTRADE for Study)
 - TA 22 Companies (FDA Registration, 9 Organic Certification 12, Labeling and packaging for 6 specialty food companies, Brand Development,
 - B2B: 14 Companies, joint ventures
 - Access to Finance: 17 companies
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Current Activities

- U.S. Market B2B Specialist in country
 - Food labeling seminar and one-to-one
 - Organic certification for Shea
 - Sesame market linkages
 - FDA registration
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Current Collaborations

- NEPC (2)
 - WATH
 - USDA/FAS
 - MARKETS
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Looking forward

- Regional B2B effort
 - Training for WATH-sponsored trade shows
 - Finance training (business plans)
 - Market studies for sesame/ginger
 - One value chain for export and propose how donor interventions will make this VC flourish. Leading candidates are leather, sesame.
 - Filling Gaps for WATH Activities for export expansion
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Thank you
