

# Event Report on Non-Oil Exporters Dialogue

**Location:** Lagos, Nigeria  
**Date:** November 27 & 28, 2018

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## Event Overview

Micro, Small and Medium-Scale Enterprises (MSMEs) are significantly represented among businesses involved in formal and informal cross border trade and non-oil export, yet to date, they have been absent in trade debates (WTO, 2016). MSMEs account for majority of firms in most countries and for majority of jobs, yet most MSMEs (amongst which there are many potential exporters) are unable to participate competitively in the global trade value chain due to stifling challenges in the business environment. Currently the path to export from Nigeria is onerous and the challenges must be addressed.

To effectively position Nigeria's MSMEs for the global market, debates must address some 'before the border' and 'beyond the border' issues. However, the political economy of trade policy remains challenging with certain groups dominating the policy discourse and many other local voices unrepresented. Rather than traditional institutional support, the balance of PDF II's efforts is focused on the building blocks of long-term trade policy by strengthening alternative (or under-represented) voices that can feed into the policy process.

Given this background, Project Development Facility II (PDF II) has organised a series of forums aimed at improving access to finance for non-oil exporters and developing non-oil exports in Nigeria. The first and second forums, which held in August 2017 and February 2018 respectively, examined challenges and opportunities that avail in financing exports and determined the actions required of different stakeholders to develop non-oil exports in Nigeria. The third was a two-day forum held in July 2018 in Lagos themed: Maximizing Trade Across Nigeria's Borders. The aim of the third forum was to enlighten non-oil exporters on the Africa Continental Free Trade Area (AfCFTA) Agreement and discuss trending issues in trade policy negotiations as it relates to exportation in Nigeria. The fourth forum held in Lagos focused on Export Financing. Representatives of commercial banks, development finance institutions and other stakeholders were in attendance to deliberate on accessing export funding and preparing a bankable export credit request. At the fourth forum, the Non-oil Export Cooperative Society was launched and stakeholders/participants pledged their full individual commitment to the Cooperative. This is the fifth forum in the series, held in Lagos and focuses on how exporters can gain access to foreign markets and conform to both local and international standards.

The forum commenced with a presentation on PDF II and proceeded with another presentation on standards, conformity assessment and market access for non-oil export. This was followed by a panel discussion on regulations, compliance to standards and quality infrastructure in Nigeria and an interactive session with the audience. The afternoon session began with a presentation on the roles and responsibilities of stakeholders in the certification process. Subsequently, a panel discussion examined how far Nigeria has fared as regards standards and certification for international markets. Day one ended with an interactive session with participants. Day two of the forum featured several presentations on understanding export trade documentation, branding and packaging for non-oil exports, export contracts and market entry strategies and the SheTrades in the Commonwealth project.

From the discussions, the challenge of Nigerian products conforming to both local and international standards was identified as a major factor limiting market access for non-oil exporters. Participants were of the view that regulatory agencies need to improve particularly in areas of process simplification and monitoring & enforcing standards, both for local and exportable produce. Participants further acknowledged the challenge of multiplicity and duplication of roles of regulatory agencies, which results in high cost of operation and eventually the dearth of small-scale export businesses in Nigeria. They emphasised that the Nigerian government, working with stakeholders should consider and fast track the implementation of a One-Stop-Shop System of Certification for exports to simplify export procedures.

Also, participants were of the common view that the Federal Government-approved pre-shipment companies operating in Nigeria are making Nigerian exports uncompetitive, due to their unnecessary financial charges on exporters. To address this challenge, participants noted that the Federal Government should revisit the mandate of these companies to ensure they become competitors with shipment firms like SGS, Veritas, etc. and reduce regulatory hurdles on exporters.

Furthermore, the high rate of rejection of Nigerian produce in the destination countries was a major concern for stakeholders. To address this challenge in the formal export sector, it was agreed that Nigerian exporters must constantly work towards conforming to the standards and product specification of the importing country. Where such standards are different from local markets requirements, exporters were encouraged to engage private certifying companies, and check to ensure these companies are accredited within the scope of the test of the export product. In the informal export sector, players in this segment are unregulated and in some cases do not conform to relevant standards or obtain relevant certification for their produce. Participants urged the Nigerian Export Promotion Council to make efforts to integrate these businesses into the formal export sector and ensure their produce are accounted for and meet relevant standards.

The need for the Nigerian government to incentivise exporters was greatly emphasised at the forum. Participants called on the Federal Government to fast track the clearing of backlogs of the re-introduced Export Expansion Grant (EEG) scheme and work to ensure the scheme is fully operational. In addition, participants urged the Nigerian government and other stakeholders to establish an institute that trains the next generation of export managers in the country. To address the challenges of poor market access and price fluctuations of agricultural products, participants called on the Federal Government to intensify efforts in re-introducing the Agricultural Commodity Board, which is critical in maintaining and expanding markets and uses for Agricultural commodities.

Participants recognised the proliferation of locally made goods in the Nigerian market that do not conform to relevant standards. Some farmers and producers apply unhealthy chemicals and pesticides to their products, endangering the lives and safety of consumers. It was agreed that immediate action is required to address the unique challenge of the absence of local standards in Nigeria. Participants urged NAFDAC to provide accreditation to third party organisations to develop local standards and provide certification for local goods in the country. In addition, there was a consensus on the need for self-regulation of businesses to ensure conformity to agreed standards in their respective sectors. Businesses and

stakeholder groups were urged to establish structures that promote self-regulation, which is necessary to ensure credibility and improve quality of produce. Citizens and other stakeholders must also have a sense of collective responsibility in ensuring the appropriate standards are adhered to.

# Day one: Tuesday, November 27, 2018

## Opening Remarks

### Mrs Titi Ojo, PDF II

The forum commenced at 9:26am. Mrs Ojo welcomed participants and noted that this is the fourth Non-oil Export dialogue of the Trade Policy Work Stream of UKAID. The first dialogue held in August 2017. She stated that the dialogues have been beneficial to both the government and the private sector, as it provides the platform for policy makers to receive feedback on their services and redesign these services for greater impact. The dialogues have also served as a channel for information sharing, which has been valuable to exporters.

This edition will focus on certifications, conformity assessments, standards and market access as they relate to driving exports in Nigeria. Relevant stakeholders were invited to provide their perspectives and proffer solutions to challenges identified. Participants were urged to provide their views in a constructive manner and ensure they are solutions-driven.

## Overview of PDF II TRD Project and Non-oil Export

### Mrs Titi Ojo, PDF II

The Policy Development Facility Phase II (PDF II) is a flexible, rapid-response facility set up to support ‘champions of change’, to implement economic and social policies. Its goal is to provide “champions of change” with improved capacity and evidence to enable them pursue vital economic and social reforms. Much of PDF II’s support is aimed at addressing constraints to economic growth and building blocks for evidence-based advocacy to support work in this area. PDF II directly influences policy through its Trade Policy work stream which focuses on two main areas:

- Enabling Underrepresented Export Oriented Voices in Economic Policy
- Strengthening Exporter Groups’ Participation in Trade sustainably

The anticipated outcomes are:

- **Outcome 1:** Underrepresented export-oriented voices beginning to be incorporated into mainstream discourse by 2020.
- **Outcome 2:** Stronger, more influential and sustainable exporters and their representative groups emerge and participate more in non-oil trade.

Areas where PDF II provides support include:

- Research: commissioning of studies that would provide evidence for advocacy
- Events: Trade policy dialogues and capacity building programs
- Facilitating participation in trade policy discourse

Mrs Ojo informed participants that the PDF II project will come to an end in 15 months. Given this, it becomes crucial to plan for sustainability of the initiatives and ensure the voices of exporters are heard even after the project. Sustainability champions are therefore required to sustain the conversation.

Relevant social media handles for the Non-Oil Export Community of Practice (CoP) include:

- Twitter: **@NonOilExportrNG**
- Facebook: **Nigeria Non-Oil Export Community of Practice**
- Website: **www.pdfnigeria.org**

## **Presentation 1: Standards, Conformity Assessment and Market Access for Non-Oil Export**

**Presented by Olu Alaba, Ph.D., Trade Policy Expert, PDF II Trade Policy Work Stream**

### **Introduction**

Technical regulations, standards and procedures for determining conformity have increasingly become important drivers of market access for non-oil exports. They are mandatory requirements to ensure consumer safety, increase transparency of product information and compatibility of products, among other goals. Although it has been argued severally at the World Trade Organisation (WTO) negotiations that these measures constitute additional costs and barriers to trade, the thin line between definitions of ‘measures’ and ‘barriers’ continues to make it difficult to ‘credibly’ advance such argument. The only option is for countries aspiring to be globally competitive to key into the simple goal of “one product, one test, acceptable everywhere”.

### **Conformity Assessment: Regulatory Framework and Certification – International Organization for Standardization (ISO)**

The term conformity assessment includes testing and certification, plus any other systematic examination to the extent that a product fulfils requirements specified by law or by the market. Conformity Assessment is closely linked to the regulations and standards against which the conformity is to be assessed. “ISO’s goal was to provide a set of voluntary standards representing best practice in conformity assessment, reducing the need for regulation and ensuring that, where regulation was unavoidable, a uniform basis could be used internationally”.

The Doha Round (WTO Doha Development Agenda –DDA) of 2001 recognizes the possibility of non-tariff barriers (NTBs) through measures to ensure quality, technical standards and sanitary & phytosanitary standards (SPS). However, no proposal in the WTO has been able to invalidate the necessity of these measures.

The two key proposals to mitigate the potential negative impacts were not to invalidate conformity assessment procedures but to strengthen them:

- One, governments imposing new procedures/requirements should allow time for producers, particularly in developing countries, to adapt/adjust products or methods of production.
- Two, technical assistance be given to developing countries to develop the quality infrastructure necessary for efficient technical regulation.

### **Institutional Arrangements, Standards and Non-Oil Export Competitiveness**

Cross-border acceptance of local conformity assessment reports requires improved accreditation structures with international acceptance. This requires close collaboration between relevant public and private sector actors. In many parts of the world complementarity

in term of roles in certification process is the key to ‘unhindered’ access to market. It is important to put in place eco-systems for standards where public and private institutions collaborate to take Nigeria’s non-oil exports to the next level.

The following actors will be germane in this process:

- **Public Institutions:** Nigeria Agricultural Quarantine Service (NAQS), Standards Organisation of Nigeria (SON), National Agency for Food and Drugs Administration and Control (NAFDAC)
- **Private Institutions:** Private Laboratories
- **Private Certification Organisations:** Private certifications institutions complement the activities of the public institutions through further stringent processes of quality assurance. Their activities are private and voluntary in nature. They include SGS, NICERT and Control Union.

The Nigerian Non-Oil Export Community of Practice (CoP) is also a crucial actor in this process. Since its birth, the CoP has worked effectively to provide feedback to government institutions that has led to meaningful reforms in export processes and procedures. The CoP is now considered a qualified reform champion because of its strategic position in providing critical inputs into business environment reform in Nigeria. It has also provided awareness and capacity building for Micro, Small and Medium Enterprises (MSMEs) on market access requirements and provided market access opportunities to them. It is a platform for advocacy for various non-oil export concerns in Nigeria. The CoP contributes in the areas of Access to Markets, Access to Finance and Trade Policy.

### Conclusion

- Conformity to standard is key to enhance competitiveness and market access
- The Nigerian standard conformity environment has improved significantly overtime but so much is still desired
- Collaboration between the public sector and reputable private institutions is inevitable as the easiest route to overcoming international market access constraints
- There are complementarity of roles in public sector mandates and private certification agencies activities
- Collaboration not competition is key to ensuring credibility of Nigerian products in the international market
- MSMEs can lean on credibility of voluntary certification institutions to exploit expanded market entry opportunities.

## Panel Discussion 1: Regulations, Compliance to Standards and quality Infrastructure in Nigeria

**Session Moderator:** Olu Alaba, Ph.D. Trade Policy Expert, Trade Policy Work Stream, PDF II

### Panellists

- Mrs Mosunmola Samuel, Head, Customer Feedback, Standards Organisation of Nigeria (SON)
- Mrs Simidele Onabanjo, (representative of Director General), National Agency for Food and Drugs Administration and Control (NAFDAC)
- Dr Vincent Isegbe, Director General, Nigeria Agricultural Quarantine Service (NAQS)
- Mr Simeon Umukoro, United Nations Industrial Development Organization (UNIDO)'s National Quality Infrastructure Project (NQIP)
- Dr Lawrena Okoro, Nigerian National Accreditation Service (NINAS)
- Mr Jude Oboh, Enabling Business Environment Secretariat (EBES)

***Panellists were asked to provide an opening statement on the activities/mandates of their organisations in relation to creating market access for Micro, Small and Medium-Scale Entrepreneur (MSME) exporters.***

**Dr Isegbe:** NAQS operates with two main mandates. The first is to prevent the introduction and or spread of exotic pests and diseases for all agricultural products in Nigeria while the second is to facilitate international trade. It is the duty of the agency to ensure products that are exiting or entering Nigeria are safe for people to use or consume. Exporters are expected to pass through the agency's inspection processes. The agency works with other government MDAs such as the Ministry of Agriculture and NAFDAC. The agency also conducts pest risk analysis for plant products imported into Nigeria. This analysis is also done for plant products leaving Nigeria. Nigerian has a National Plant Protection Officer, who is the Director, Plant Quarantine, NAQS.

In terms of market access, several commodities must have Phytosanitary Certificate of Quarantine. Where the Phytosanitary Certificate is not procured or where it is fake, the exporter's goods are likely to be rejected in the importing country. This is one of the major reasons why Nigeria products are often rejected in other countries. NAQS appreciates this forum, which creates a platform for the agency to interact with exporters to improve export regulation in Nigeria.

**Mrs Samuel-** Standardisation is crucial to every business. It is both voluntary and mandatory. In relation to safety, it is mandatory. Standardisation involves developing standards on product, processes and systems. The standards can either be in existence or non-existing. Relating to the former where standards exist, the case therefore might be to adopt or adapt such standards to the peculiarities of the local environment. Where standards do not exist, stakeholders including consumer protection groups, must work together to develop standards.

SON ensures that products conform to relevant standards, hence the need for certification of products and systems. While certification of products is compulsory under the Mandatory Conformity Assessment Program (MANCAP) scheme, certification of system is voluntary.

Before certification, exporters must subject the product to testing to ensure it conforms to the required standards, which reduces the risk of rejection at the point of entry, thereby easing market access. In several cases, SON provides 50% discounts to exporters in the area of testing and recommend MSMEs to the Bank of Industry (BOI) to provide support. SON also provides meteorological services and works with other agencies to ensure Nigerians are protected.

**Dr Okoro** - NINAS was established in 2015 to offer accreditation services. Part of the goal of World Trade Organisation (WTO) is to ensure “*one product, one test, accepted everywhere*”. The difficulty experienced by Nigerian exporters can be linked to the absence of a trusted certification system within the country. NINAS was formed to bridge this gap and build confidence on the certification of products in Nigeria. NINAS offers accreditation services. The organisation established a laboratory accreditation scheme and has accredited nine laboratories so far. This has created confidence in the system given that it ensures results from these accreditation bodies are globally accepted.

The organisation plans to establish other accreditation scheme to cover inspection, management system certification, products and personnel certification, in line with global standards.

**Mrs Onabanjo:** NAFDAC was established in 1993 to regulate and control food, drugs, packaged water, medical devices and detergents. The agency has offices across Nigeria. NAFDAC is involved in conformity assessment i.e. the agency inspects and test products at the laboratory. It also issues certification to products that are tested and found to be satisfactory. For products in the local markets, NAFDAC issues product registration numbers. In cases where the product will be exported, NAFDAC issues a public health certificate if the product is for personal use or a certificate of manufacture and free sale, if the product is registered in Nigeria and is to be sold in foreign markets. This certifies that the facilities in Nigeria have been recognised and the product has been certified locally. Such certificate will only be issued if the standard in the recipient country has been conformed to.

NAFDAC's export process for certification comes at no charge i.e. services can be enjoyed free of charge. The agency has a specialised division for MSMEs- Food Safety and Applied Nutrition. For product registration locally, it only costs N25,000. NAFDAC's processes are also decentralised and there are six zones with regional directors in the country.

**Mr Umukoro:** UNIDO is implementing a 5-year project called the National Quality Infrastructure Project, which was conceptualised in 2013. A research was conducted, and it revealed that Nigeria has comparative advantages in several organic products, which are sought for globally. However, due to structural and systemic factors around conformity, many of these products do not make it out of Nigeria with ease. In several cases, they are rejected in other countries.

To address this challenge, the European Union, Nigerian Government and UNIDO in 2013 designed the Quality Infrastructure Project. The project had a policy aspect and developed a policy document for Nigeria to ensure quality of products and services. The document recommended the creation of specific institutions to enhance trusts in Nigeria's certification

process. One of such institution is Nigerian National Accreditation Service (NINAS), which was established in 2015.

The next step of the project was to establish a metrological institute to provide metrology services which includes weights and measures. To ensure the realisation of this goal, the agency brought together the Legal Metrology Department of the Federal Ministry of Industry, Trade and Investment and the SON Industrial Metrology Unit to form the Nigerian Metrology Institute in Enugu. UNIDO has also procured equipment and are working to build capacity for the Institute.

**Mr Oboh:** EBES is the secretariat arm of the Presidential Enabling Business Environment Council (PEBEC) that champions ease of doing business reforms in Nigeria. PEBEC was set up in 2016 by the President and is chaired by the Vice President. EBES works on reforms relating to imports and exports and trading across border. The secretariat works to put in place the right policies, processes in dealings with Ministries, Department and Agencies (MDAs), and ensures transparency in the export supply chain. The secretariat implemented a crucial reform to ease the process of starting a business in Nigeria.

As regards market access, EBES has been able to achieve the following:

- Simplification of company registration process, which can be completed in 48 hours once all the relevant document are submitted.
- On-going work on the Company and Allied Matters Act (CAMA) which takes into consideration the requirements and modalities of establishing a business among other things. The Bill has been approved by the Senate and is currently under review in the House of Representatives.
- EBES works with about 40 priority MDAs on their policies and processes that interface with the business climate in Nigeria. NAFDAC, SON and NAQS are key collaborators. NAFDAC for instance has been able to clear backlog of registrations and is working to reduce the length of registration to 90 days or less, depending on the product. EBES is also working with SON to ensure certification can be done online.
- Transparency is key in the work of EBES. All MDAs have information on services rendered, processes and fees on their websites.

**Moderator-** Too many Nigerian products are rejected in other countries. What are the possible reasons for this? What is your agency doing to address this challenge and how are your agencies collaborating with private sector certification agencies to address this challenge?

**Mrs Onabanjo:** There is the lack of awareness of the activities in NAFDAC. Many businesses in Nigeria are driven with the desire to make “quick profits” and therefore do not focus on obtaining or adhering to adequate standards for their products. Businesses need to ensure that they carry along all relevant agencies (whether government or private agencies) from the production stage down to the export stage. A lot of banned chemicals are being applied to products at different stages of the value chain. The essence of testing is to ensure relevant standards are met. The required regulations and guidelines for different products can be found on NAFDAC’s website.

**Mrs Samuel:** There are standards for every product. Where there are no standards, officials of SON will work to ensure standards are set. All standards in Nigeria conform to international standards. As long as exporters' products conform to the Nigeria Industrial Standards, they have automatically met the international standard. SON liaises with stakeholders while designing standards.

In addition to standards, there are codes of practices for various products in Nigeria. In the area of product testing, SON has obtained accreditation from the American National Standards Testing Association to ensure businesses meet the required standards under the African Growth and Opportunities Act (AGOA) scheme.

**Dr Isegbe:** NAQS deals with raw and semi processed products. Some reasons for rejection include:

- Absence of Phytosanitary Certificate
- Lack of additional declaration: Some exporters do not possess or declare additional information such as date of harvest of the products, shipment details etc.
- If the commodity contains quarantine pest and disease. Pest could be found in one export container but this could result in the rejection of other similar containers arriving from the exporting country.
- Absence of labelling or proper labelling. Nigerian exporters need to obtain the proper botanical name of the commodity instead of using local names unknown to international buyers.
- Concealment of other products in a particular consignment. Exporters need to ensure products in the consignment appear as declared.
- Physical look of the product. Products must appear fresh when delivered
- Lack of understanding of products that are accepted by other countries. Not all products can be accepted into some countries.
- Bad track record of Nigerian produce. Nigeria is on the high priority list due to existing bad reputation of scams. To address this, Nigeria needs to obtain global gap registration and certification.
- Lack of awareness on the toxic implications of some pesticides applied on products.

Nigerian farmers need to ensure self-regulation and regulatory agencies need to complement these with appropriate regulations.

**Dr Okoro:** NINAS is a support agency that complements the work of other regulatory agencies. It aims to make self-regulation affordable, easier and popular among industry players. There needs to be a consciousness for stakeholders or industry players to adopt certification services. There are safety and health concerns that need to be considered and certification bodies also need to go through accreditation to add value to their customers. NINAS also engages stakeholders. The accreditation system is structured such that the assessors are in active service and the rationale for this is to ensure the indirect capacity building on how to implement the national and international standards.

NINAS also engages policy makers at different levels. EBES needs to engage in the accreditation space to build confidence on Nigerian products and services.

**Mr Umukoro:** International trade relies strongly on trust. Where trust is absent, businesses fail and products will not penetrate foreign markets. Exporters must, at all cost, ensure they work towards meeting the requirements of the importing country, which, in some cases, can be different from local markets requirements. In such cases, exporters need to engage private certifying companies, and check to ensure these companies are accredited within the scope of the test that the export product is expected to meet.

**Mr Oboh:** There are various roles of stakeholders and regulators should not be expected to address all the challenges. Every sector needs to self-regulate, while government agencies should play a complementary role. EBES is working to improve processes of agencies and the private sector also needs to play its role efficiently.

### **Comments/Questions from Audience**

***There is the challenge of multiplicity of agencies. Can Nigeria get to the point of having a one-stop shop for obtaining certification?***

- **Mrs Samuel:** SON has been part of the MSMEs clinics, which brings together government agencies and the Vice President to address specific challenges facing MSMEs. All relevant government agencies are usually encouraged to be present at the clinics.
- **Mr Umukoro:** Nigeria needs to put in place a one-stop shop system for certification. Once a product has been certified by an agency, other government agencies do not need to conduct the same test on the product.
- **Mr Oboh:** EBES is working to enhance collaboration among government agencies. Many of the reforms being implemented by EBES will need time to manifest. More specifically, there are on-going discussions between SON, NAFDAC, NAQS and other agencies to streamline procedures and the services they render. Much progress would have been achieved in the first quarter of 2019. This will also require a legislative process but due to the forthcoming elections, engagement with the National Assembly will likely be less fruitful.

***There is the argument that high quality cassava flour should be included in wheat. What does the book of standards provide on this?***

- **Mrs Samuel:** There is the Nigerian Industrial Standard for wheat flour (NIS 121 2015); wheat semolina (NIS 396 2015) and wheat bread (NIS 470 2004). SON promotes self-regulation and has engaged the relevant wheat associations in Nigeria. SON cannot forcefully ask these associations to purchase cassava flour from specific producers.

***Nigeria previously had commodity boards and preservative hubs, which in the past, eased exportation. More recently, Ghana's export products have increasingly gained international acceptance due to the existence of commodity boards, among other things. How can Nigeria revert back to having such boards?***

- The Minister of Agriculture has reiterated the need for Nigeria to have commodity boards to work closely with farmers in ensuring compliance and conformity. There are processes that need to be followed and the Ministry is working to ensure the actualisation of this agenda.

**How many countries accept Mandatory Conformity Assessment Program (MANCAP)?**  
**Is SON accredited by the government of importing countries to certify products?**

- **Mrs Onabanjo:** MANCAP was designed for local manufacturers and stipulates that these businesses must conform to the minimum local requirement on quality and safety before the products are sold. The program was created in 2005 through a stakeholder engagement process.
- **Mrs Samuel:** The agency is working to ease processes for businesses and continues to empower its laboratories. SON labs are available for exporters at a highly discounted rate. SON also works with sister agencies such as NAFDAC.

**Where are the NINAS laboratories located and how accessible are they?**

- **Dr Okoro:** Information on this is available on the agency's website.

**With respect to the Cottage Industry, NAFDAC has too many unrealistic procedures. There is also the challenge of multiplicity of agencies and high cost of certification. NAFDAC in particular charges different cost for different pack sizes of the same product. Many of these regulatory agencies should support local businesses as done in other countries, but in Nigeria, these agencies make the environment tougher for local businesses.**

- **Mrs Onabanjo:** Information about the cottage industry can be viewed on the websites of NAFDAC. On multiplicity, all government agencies are working within their stipulated mandate, however NAFDAC and SON have recently streamlined their activities and addressed overlapping functions to avoid duplication. In terms of different charges for varying package sizes, this is being looked into by the agency.
- **Mr Oboh:** As a self-producer in the cottage industry, businesses can leverage on existing local hubs or clusters. However, government needs to improve in communicating some of its policies and procedures to business owners.

**Enlightenment and information about best practices need to be taken to farmers in rural areas. Government agencies must ensure effective communication to local farmers to avoid the use of harmful chemicals on food products.**

- **Mrs Samuel:** The government is working to educate farmers across the country. The SON in particular have certified about 350 companies for free with the requirements of ISO 9001 2015. The agency executes stakeholder forums to engage farmers on code of practice. These forums have been held in different states across Nigeria.

**What measures are in place to ensure sustainability of the NQIP?**

- **Mr Umukoro:** The National Quality Infrastructure Project (NQIP) involved preparing a policy document, which can be found on nqi.nigeria.org. At the moment, the government's adoption of this document is not clear. Specifically on sustainability, the project has established training centres, accredited labs and conformity assessment bodies among other things. As a project, it is expected to come to an end and the Nigerian government is expected to continue to drive the implementation.

**Other Comments**

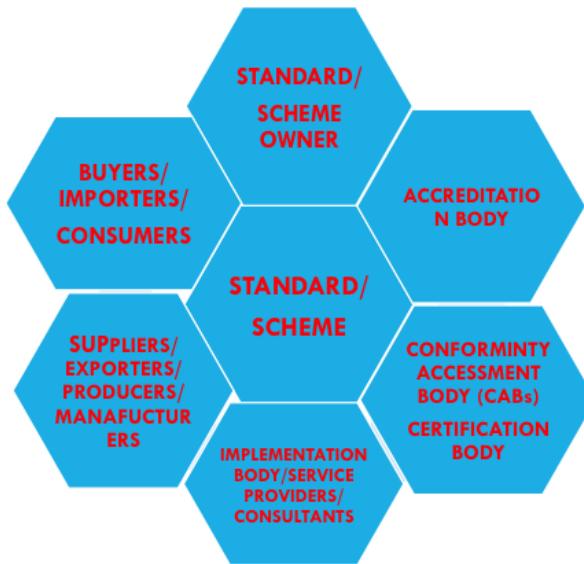
- The complex regulatory hurdles facing MSMEs in Nigeria also result in higher operating costs and stifle the growth of these businesses. This needs to be addressed.
- Exports should be driven by the private sector, while the public sector should provide guidance. Self-regulation of businesses is important to ensure conformity to agreed standards in their respective sectors. Businesses and stakeholder groups need to establish structures that promote self-regulation, which is necessary to ensure credibility and improve quality of produce. Consumer groups and other stakeholders must also have a sense of collective responsibility in ensuring the appropriate standards are adhered to.
- **Mr Oboh:** Exporters need to take advantage of the mobile application and website (PEBEC.REPORT) created by Enabling Business Environment Secretariat (EBES) to lodge complaints and give feedback about the performance of MDAs they encounter along the export value chain.
- **Mr Umukoro:** Government agencies such as the Ministry of Agriculture, the Legal Meteorology Department of the Federal Ministry of Industry, Trade and Investment and the Nigeria Customs Service are critical stakeholders that should be invited to join the conversation.

Mrs Titi Ojo updated participant on the Community of Practice and she stated that new members would be added to the platform. The CoP also uses Slack, which is a repository of information, materials, and documents relating to activities of the CoP. She also mentioned that the non-oil exporter dialogue aired a program on radio and urged participants to take part in interviews after the forum.

## **Presentation 2: The roles and responsibilities of stakeholders in the certification process**

**Mr Olalekan Akinwekomi, Country Representative, Control Union**

The figure below depicts stakeholders involved in the export certification process and their roles.



- **Standard/Scheme Owner:** An example of this stakeholder is the ISO that develops the ISO standards; global gap standard, organic standard, etc. These are sometimes community of interest group
- **Accreditation Body:** In Nigeria, Nigerian National Accreditation Service (NINAS) is the first and only accreditation body. The agency accredits certification bodies to ensure they meet criteria set by the standard owner
- **Conformity Assessment Body (CAB)/Certification Body:** These include agencies such as Control Union and ECOCERT. They certify the standard that the customer or client has implemented. They inspect, audit and issue certificate
- **Implementation Body/Service Providers/Consultant:** These agencies implement the standard. Companies can get their staff trained to implement the standard or get the services of the implementation body
- **Supplier/Exporter/Producer/Manufacturer:** These are exporters or producers that want to implement the standard in their organisation
- **Buyer/Importer/Consumer:** They demand for the standard.

## Panel Discussion 2: Standards & Certification for International Markets- How have we fared?

**Session Moderator:** Mrs Titi Ojo, PDFII

### Panellists

- Prince Ajibola Oluyede, Chairman, NICERT
- Mr Olalekan Akinwekomi, Nigeria Country Representative, Control Union
- Mr Odimegwu Obih, Cobalt Inspection Service
- Mr Macpherson Fred-Ilogben, Nigerian Export Promotion Council (NEPC)

**Prince Oluyede:** NICERT is a Nigerian company that is in partnership with ECOCERT, which is a global private certification body. NICERT currently operates as ECOCERT in Nigeria. The company operates two teams that are independent of each other. In the first team,

NICERT is a service provider. This team implements standards and/or provides trainings for staff of firms. The team implements 96 different standards, which vary by products and depend on the markets. As an example, the team can set up organic system plants for firms and then engage the services of an inspector. When satisfied, the client will get certified. The second team focuses on certification.

With regard to local standard, many of NICERT's programs adapt to local standards and the ISO. Some of the program's standards are higher than the ISO.

**Mr Akinwekomi:** Control Union is a certification and inspection company with the headquarters located in the Netherlands. The company has been in existence for over 100 years and has presence in over 70 countries including 9 African countries. Control Union is accredited by many accreditation companies and it certifies over 150 standards. The company has a sizeable number of ISO, global gap certifications etc. The company concentrates on certification and works with a network of service providers that will implement standards. Control Union also works in the area of commodity inspection. Buyers in foreign countries engage the company to conduct inspection at seaports before the product is exported.

**Mr Obih:** Cobalt is a government-appointed pre-shipment inspection agent that inspects the quality, quantity and true value of products before they are exported. Cobalt also determines the true value of the products to be exported. This implies that exporters will have to tender the negotiation with the buyer.

As regards the process, an exporter obtains the Nigerian Export Proceed (NXP) form from a commercial bank, fills the forms and hands them over to the bank. The bank therefore sends five copies of the NXP to Cobalt. Cobalt is then invited for inspection which can be done at production site, warehouse, terminal or point of exit. After the inspection, Cobalt takes a sample of the product to the lab, conducts an analysis and issues a Clean Certificate of Inspection (CCI). Copies of the CCI are given to the Nigerian Customs Service and the exporter. At this stage, the goods can then be exported.

**Moderator: What have your organisation done in the area of market access?**

**Mr Fred-Ilogben:** The NEPC is driven with the mandate to develop, promote, assist and incentivise export. In the area of assisting exporters, the NEPC engages in advocacy and works with exporters, linking them to appropriate regulatory or government-approved agencies. The agency also carries out sensitisation and awareness programs for exporters. The NEPC provides advice to exporters to ensure their products are competitive.

As a way of information sharing, Mr Fred-Ilogben informed participants that the Cocoa Port located in Delta State is fully operational. They were urged to utilize the services of this Port for exports in order to reduce pressure and congestion at the Lagos Ports.

**Moderator: How accessible are these services/certifications?**

**Prince Oluyede:** There is a huge gap in the market for certification in Nigeria. In 2002, Agriculture employed over 52% of Nigeria's labour force. This fell to 22% in 2015 and rose to about 27% in 2017. The sharp decline in 2015 suggests that many businesses suffered

severe challenges and losses in the sector, particularly in the export of agricultural products. Certification therefore is the key to increasing employment in agriculture.

NICERT conducts advocacy trainings and consultancy at no cost. To reduce training costs, NICERT aggregates MSMEs to provide these training services to them as a group.

The goal of NICERT is to ensure the MSME exporter has easy and direct access to markets. Farmers with certified products are more likely to access many foreign markets and reap the benefits of exports. Despite the fact that Nigeria produces 50% of cashew in the world, many local cashew farmers still live below the poverty line. Many of these farmers cannot export their produce directly to the United States and United Kingdom, largely as a result of lack of the required certifications. Countries that have embraced certification such as Vietnam, export directly to developed countries.

Consumers, particularly in Europe, are concerned about whether products imported into their country conform to ethical, chemical and biological standards. Products that are therefore certified are more likely to be purchased. Nigerian Beans are subject to Global Gap certification in Europe. Global Gap provides that the pesticide residue in Beans must not be higher than 0.02% but Nigerian exporters sold Beans with 40% residue to Europe, hence the rejection of Nigerian Beans. This emphasizes the importance of certification.

#### **What has been your greatest challenge?**

**Mr Akinwekomi:** One major challenge is the lack of proper understanding of what certification is about. Exporters must check the ratings of the certification company and also ensure they provide certification within the scope of the test of the export product.

Control Union works with licensed consultants to implement standards. To address issues of cost, the company engages local auditors. Certifications of the company are globally recognised.

#### **Comments/Questions from Audience**

***The Nigerian government must demonstrate clear commitment to develop the non-oil export sector. Given the strategic importance of exports, the government must simplify export procedures through the creation of a single export window. It is also crucial for the Nigerian government to provide incentives to exporters, as done in other countries. The Federal Government needs to fast track the clearing of backlogs of the re-introduced Export Expansion Grant (EEG) scheme and work to ensure the scheme is fully operational. In addition, the Nigerian government and other stakeholders need to establish an institute that trains the next generation of export managers in the country.***

***Federal Government-approved pre-shipment companies operating in Nigeria are making Nigerian exports uncompetitive, due to their unnecessary financial charges on exporters. These companies should not be given the right to revalue the exporter's products. Furthermore, they do not engage in actual inspection, but rather, are driven with the motive to generate revenue for the government. To address this challenge, the Federal Government should revisit the mandate of these companies to ensure they***

*become competitors with shipment firms like SGS, Veritas, etc. and reduce regulatory hurdles on exporters.*

*It is crucial for the government to name and shame Nigerian exporters that engage in illegal practices, particularly those whose products were rejected from entering foreign countries due to non-compliance with relevant standards.*

*The approach of this forum needs to be modified. Government agencies must listen to the challenges facing non-oil exporters and propose practical solutions to address these challenges, as opposed to informing the audience of the “fanciful” mandates of the agencies they represent, which is often different from realities. As an example, NAFDAC claims export approval are done free of charge. However, exporters make payment to obtain this service. In addition, if companies such as Cobalt and other government-approved pre-shipment companies are effective, there will be next-to-zero rejection of Nigerian produce abroad.*

- **Mrs Onabanjo:** In the “Guidelines for Issuance of Export Certificate for NAFDAC Regulated Products”, section 6 and 7 read as follows:
  - **“6. Issuance of Export Approval**
  - 6.1. Upon satisfactory review of the documents, warehouse inspection and laboratory analysis, the relevant export document is issued:
  - 6.1.1. Drugs - Certificate of Pharmaceutical Products (COPP)
  - 6.1.2. Other regulated products - Combined Certificate of Manufacture and Free Sale (CCMFS),
  - 6.1.3. Products not manufactured in Nigeria - Certificate of Free Sale (CFS)
  - **7. Tariff**
  - 7.1. NAFDAC Export Processing is FREE!”

*NAFDAC and other regulatory agencies must reposition themselves as trade support institutions, especially in areas where they interface with exporters. These agencies need to facilitate, fast track and simplify the exports procedures, while they work to ensure exporters’ produce meet the appropriate standards. The NEPC in particular needs to be empowered to protect and support exporters where necessary.*

*How does aggregate certification work? Do you work with Nigerian Association of Small and Medium Enterprises (NASME)? Most MSMEs do not have financial capacity to obtain these certifications*

- **Prince Oluyede:** NICERT supports local and small holder farmers in clusters in order to ensure reduced logistics costs, since the goal of the organisation is also to make profit for its shareholders. The company treats every case on its own merit.
- **Mr Akinwekomi:** Control Union provides group certification for clusters. However the company emphasises the need for members of the group to understand and implement the standards. Control Union works with a network of consultants.

*How can Nigeria have certification and standards for local food?*

- **Prince Oluyede:** While NAFDAC has made tremendous progress in providing standards and regulating medicine, there still exist a huge gap in the aspect of food. NAFDAC, NAQS & SON needs to provide accreditation to third party organisations to develop local standards and provide certification for local goods in the country. Standards must begin from the production stage down to other stages. **Dr Isegbe, the Director General of NAQS** promised to look into this request and make a decision before the end of 2018.
- **Mrs Onabanjo:** NAFDAC focuses on regulating semi-processed and processed foods. There is a gap in the area of grains and raw food products. In response, **Dr Isegbe** noted that the agency is mandated to focus on raw agricultural produce.

***There is the huge challenge of multiplicity and duplication of roles of regulatory agencies, which results in high cost of operation and eventually the dearth of small-scale export businesses in Nigeria. The Nigerian government, working with stakeholders should consider and fast track the implementation of a One-Stop-Shop System of certification for exports to simplify export procedures.***

***There is an unprecedented growth of informal exports in Nigeria. Players in this segment are unregulated and in some cases do not conform to relevant standards or obtain relevant certification for their produce. It is important for the Nigerian Export Promotion Council to make efforts to integrate these businesses into the formal export sector and ensure their produce are accounted for and meet relevant standards.***

***Many exporters suffered severe losses due to exchange rate fluctuation in 2016. Exporters need to utilise the Investor and Exporters (I&E) window, which provides transparency and clarity in relation to exchange rate for exporters in Nigeria. The window was introduced by the Central Bank of Nigeria (CBN) in 2016 and became operational in 2017. Exporters should visit fmdqotc.com to view the exchange rate on the I&E window.***

- Dr Isegbe: Government agencies represented at this forum have received feedback from exporters and will work to ensure the listed challenges are addressed. The Community of Practice needs to engage government agencies prior to the next forum to distil highlighted challenges and work together to improve the situation of exporters.
- The issues of Infrastructure, process and regulation for exporters are crucial and needs to be examined in detail. While NINAS is playing a key role in addressing some infrastructure challenges, a lot of work still needs to be done to improve regulation.
- The challenges in the sector require each stakeholder to play its unique role in designing solutions. The private sector, for instance, can make investments in warehousing, transportation, storage, and training of farmers among others. The private sector needs to look inwards and find innovative solutions.

***MSME exporters can collaborate and jointly utilise a common shipping line to reduce costs. Nigerian Shippers Council has a lot to do in facilitating trade within Africa. The agency.***

**What is being done to address the Apapa gridlock, especially given its implication on exports?**

- **Mr Fred-Ilogben:** Fixing Apapa gridlock is not within the mandate of the NEPC. The Federal Ministry of Power, Works and Housing and other relevant MDAs are working to address the situation. On the other hand, exporters are advised to utilise the Cocoa Port in Delta State, which is fully functional.

**Exporters need to ensure they go through the necessary export procedures and obtain relevant documentation. Export could be classified as informal if an exporter fails to raise an NXP form, go through the pre-shipment process, or pay the Nigerian Export Supervision Scheme (NESS). This could have negative implication for the exporter.**

- **Mrs Onabanjo:** NAFDAC is recognised by the rapid alert system for food and feed. When Nigerian products are rejected abroad, NAFDAC is often alerted. The agency has received alerts for the following products:
  - Soft Drinks
  - Beans
  - Smoked fish
  - Hibiscus
  - Honey

## Closing Remarks

Mrs Titi Ojo noted that PDF II would organise a follow-up forum on market access for exporters in the first quarter of 2019. At the forum, government agencies will be expected to provide feedback on their progress in resolving the issues raised. The forum ended at 16:51.

# Day Two: Wednesday, November 28, 2018

## Opening Remarks

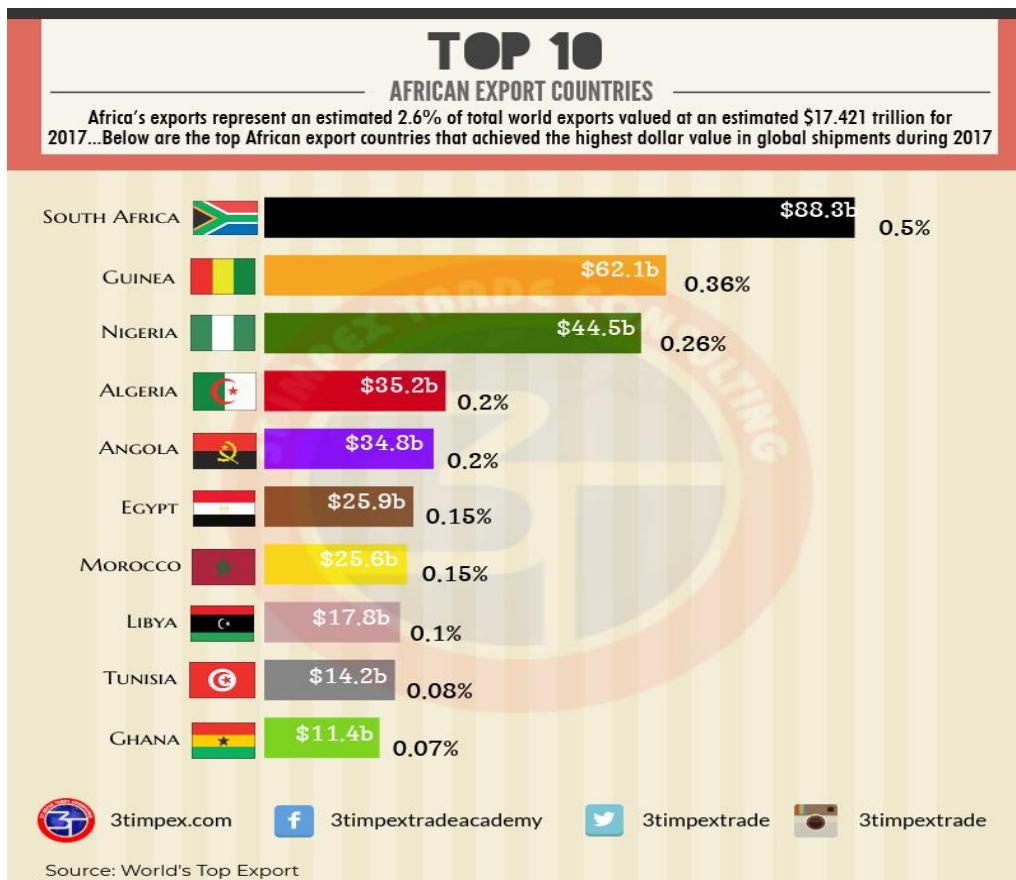
The forum commenced at 09:35am with an opening remark by Mrs Titi Ojo. Mrs Ojo thanked participants for their presence and urged them to contribute to the discussions.

## Workshop 1: Understanding Export Trade Documentation

**Presentation by Mr Bamidele Aiyemibo, Lead Consultant, 3T Impex Trade Academy**

The presentation began with a display of data on global trade and the need for Africa to focus on exportation of processed and manufactured products as opposed to raw produce. Total world exports stood at US\$18.5 trillion in 2014, while manufactures accounted for 67% of total exports. This suggests that countries, particularly developed and fast developing countries are increasingly reaping the benefits of international trade. In addition, Mr Aiyemibo noted that some of these countries are satisfied that Africa deals primarily on exportation of raw materials, especially because the continent is a major destination for their finished goods. He stressed therefore, that Africa must deliberately shift its focus to processed product and their exportation.

In Nigeria, export of goods in 2017 was valued at US\$40.7 billion with crude oil accounting for 96% of this figure. The top 10 African exporting countries in 2017 include:



In terms of global exports by products, cars, integrated circuits, processed petroleum products ranked next to crude oil as the top export products in 2017. This buttresses the point that many developed and fast developing countries are increasingly exporting manufactured and processed goods, due to its value-addition. Looking at exports by countries, China topped the list in 2017 earning US\$ 2.27 trillion from exports. This was followed by United States (US\$1.55 trillion), Germany (US\$1.45 trillion) and Japan (US\$698.1 billion). The list of top 10 exporting countries is closely linked with the list of top 10 countries with the highest Gross Domestic Product (GDP) in the World.

### Exports Documentations

International trade is largely a business of documentations. This is due to the fact that the goods can be in transit for more than two months but the documents gives evidence of the shipment and details of the goods. This in turn gives comfort to the buyer, broker, bank, insurance and any other party involved in the transaction.

### Uses of Export Documentations

Some of the uses of Export Documentations include:

1. Duty payment
2. Insurance coverage
3. Evidence of shipment

4. Quality of goods
5. Quantity of goods
6. Origin of goods
7. Destination port
8. Clearing process
9. Evidence of contract of carriage
10. Customs Examination

At the commencement of the export transaction, the importer and exporter sign a sales contract which should have incorporated all the documents needed by the importer from the exporter in order to be able to clear and use or sell the goods in his country. Several documents need to be considered at the commencement of the transactions. They include:

- Importer's country regulations
- Exporter's country regulations
- Documents related to trade Instruments
- Pre and Post export documents
- Financial documents
- Export contract

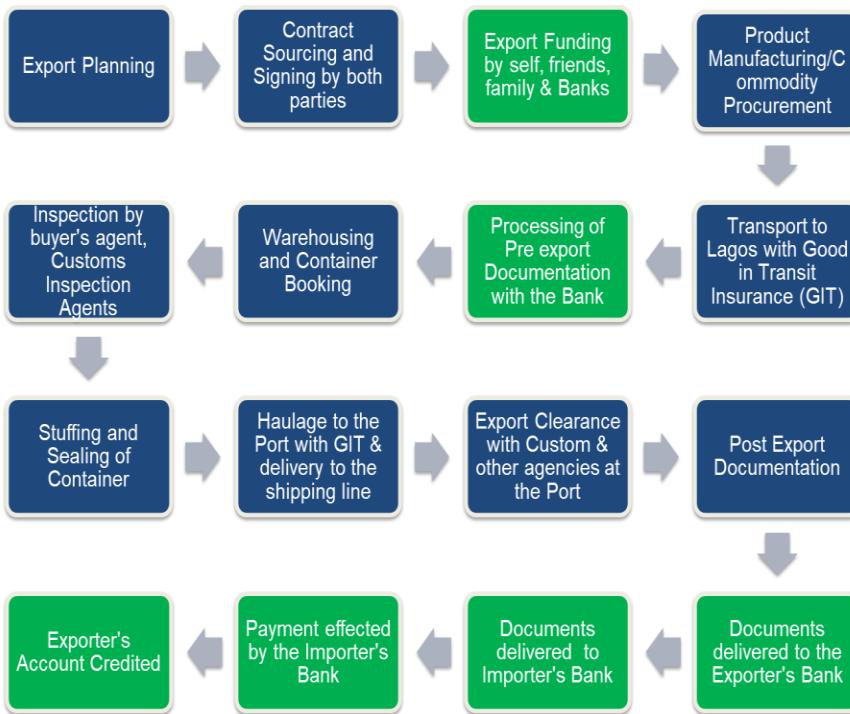
In Nigeria, the basic required regulatory documents include the following:

- NXP & NESS
- CAC & NEPC
- NAFDAC Certificate
- MANCAP Certificate – Mandatory Conformity Assessment Programme
- Health Certificate
- Phytosanitary
- Fumigation
- FDA Certificate
- GSP Form A

There are also different stakeholders involved in export business in Nigeria that issue different documents needed in the course of exportation in Nigeria. The agencies are:

- Importer & Exporter
- Banks
- Central Bank of Nigeria
- Nigeria Export Promotion Council
- Carrier- Shipping Line, Airline
- Importer's Bank- LC, Guarantee
- Insurance company
- NACCIMA
- Nigeria Customs Service
- NAQS
- NAFDAC
- Federal Produce
- SON

The export process includes the following:



Some challenges of export documentations in international trade include the following:

- Discrepancies- (inconsistencies between Letter of Credit (LC) terms and shipping documents)
- Delayed issuance- (due to bureaucracy in some institutions)
- Defective goods- (despite quality inspection report)
- Damaged goods- (Inadequate insurance coverage)
- Debt – (due excess cost)

The importance of export documentations cannot be over emphasized. The benefits of these documents include but not limited to:

- Quality Assurance
- Title to the goods
- Evidence of receipt of goods
- Assurance of payment
- Evidence of insurance coverage
- Evidence of shipment of goods
- Evidence of adherence to regulations
- Evidence of previous history

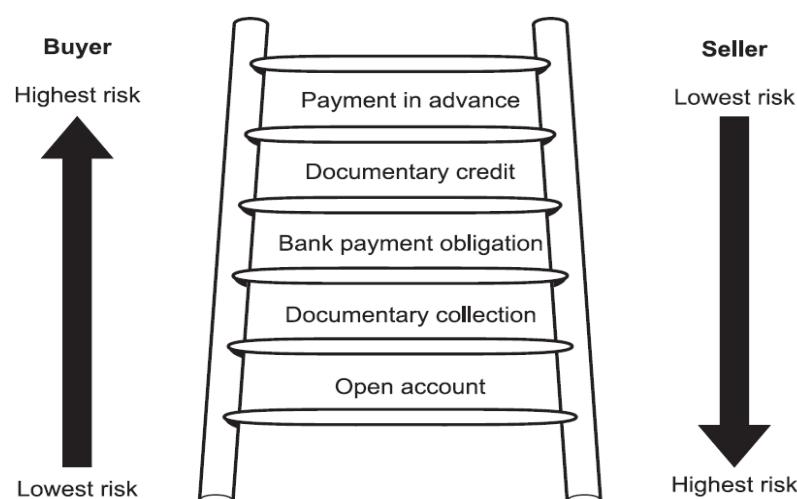
### **Export Guidelines in Nigeria**

There are several guidelines for exports in Nigeria, which exporters are expected to be aware of. Some of these guidelines are listed below:

- All goods (including oil/its derivatives and non-oil goods) exported from Nigeria shall be subject to inspection by Inspection Agent(s) appointed for that purpose by Government
- All exports exempt from inspection by the Inspection Agent(s) are listed in SCHEDULE "A" appended
- For the avoidance of doubt, goods prohibited for exportation from Nigeria as contained in the annual Fiscal Policy guidelines shall not be processed by the Inspection Agents
- The Inspection Agent(s) shall inspect the quality and quantity of all exports as well as the true value of goods to the consignee and shall issue a Clean Certificate of Inspection (CCI) in respect of such goods within 72 hours after the inspection of the goods. However, where a written complaint or protest has been lodged by the consignee or his agent on oil and gas exports, the relevant CCI shall be issued within a maximum period of 30 days.
- Schedule 'A' Export Goods Exempted From Inspection:
  - Personal effects
  - Used motor vehicles
  - Perishables i.e. day old chicks, human eyes, human remains, vaccines.
  - Periodicals / magazines
  - Object of art
  - Explosives & Pyrotechnic products (fireworks)
  - Arms & Ammunition, Weapons & Implements of war
  - Live animals
  - Transhipments
  - Supplies to Diplomatic/Consular Missions and supplies to UNO for their use
  - Household and other non-commercial products: Gifts and personal effects, trade samples/printed business matter, machineries and equipment for repairs abroad, machinery for the execution of specific contract, re-exports, Return of empty containers

### **Payment Methods in International Trade**

Exporters must be knowledgeable on the different payment methods for international trade. Some of the payment methods and the level of their associated risks to both the buyer and seller are shown below.



**Open Account:** An open account transaction means that the goods are shipped and delivered before payment is due, usually in 30 to 90 days. Obviously, this is the most advantageous option to the importer in cash flow and cost terms, but it is consequently the highest risk option for an exporter. Because of the intense competition for export markets, foreign buyers often press exporters for open account terms. In addition, the extension of credit by the seller to the buyer is more common abroad. Therefore, exporters who are reluctant to extend credit may face the possibility of the loss of the sale to their competitors.

**Advance Payment:** With the cash-in-advance payment method, the exporter can avoid credit risk or the risk of non-payment, since payment is received prior to the transfer of ownership of the goods. Wire transfers and credit cards are the most commonly used cash-in-advance options available to exporters.

**Documentary Collection (D/C):** This is a transaction whereby the exporter entrusts the collection of payment to the remitting bank (exporter's bank), which sends documents to a collecting bank (importer's bank), along with instructions for payment. Funds are received from the importer and remitted to the exporter through the banks involved in the collection in exchange for those documents. Although banks do act as facilitators for their clients under collections, D/C offer no verification process and limited recourse in the event of non-payment.

**Letter of Credit (LC):** A letter of credit is an undertaking of the buyer's bank, written to the seller to give an assurance of payment when shipment is made and certain conditions stated on the LC are fulfilled. It is the most widely used trade finance instrument in the world. LCs can be issued as Confirmed or Unconfirmed LC. (**See full PowerPoint presentation for details.**)

Other export documentations include:

- **Financial documents-** Bill of Exchange: A bill of exchange is an unconditional order in writing, addressed by one person to another signed by the person giving it, requiring the person to whom it is addressed to pay on demand or at a fixed or determinable future time a sum certain in money to or to the order of a specified person or to bearer.
- **Transport documents-** Bill of Lading: These are documents issued by a carrier, a master or their respective agent and usually have quasi-negotiable status. As well as evidencing the terms of the contract of carriage and acting as a receipt for the goods, a bill of lading can also provide entitlement to receive the goods. Other transport documents include: Railway bill, Road waybill, Courier Receipt, Air waybills and non-negotiable sea waybills.
- **Commercial invoice-** A commercial invoice must be produced in accordance with the contract, purchase order or pro forma invoice, incorporating any agreed changes.
- **The packing / weight list-** A packing list give details relating to the packing of the goods in brief. If requested, it also lists the weights of individual items, together with a total weight. For some countries or types of goods there will be specific requirements for the packaging.

- **The certificate of origin-** The certificate of origin certifies that the goods were produced in the country or countries named therein. Frequently, these are issued by a chamber of commerce in the exporter's country.
- **Pre-shipment inspection certificates-** Pre-shipment inspection certificates may be required by the rules of the importing country to ensure that goods conform to local regulations and / or to minimise fraud.
- **Phytosanitary inspection certificates:** This is issued to satisfy the import regulations of some countries. They indicate that a shipment has been inspected and is free from pests and plant diseases.
- **Insurance documents:** Cargo insurance is vital to protect buyers, sellers and banks who finance trade transactions against risk of loss, eg due to weather, theft, strikes, civil commotion, war and piracy.
- **Export licenses:** Export licenses may be required because a country wishes to impose a general control over exports, or to control export of certain goods or to control all exports to some countries.
- **Import licenses:** Countries also wish to control what comes in. In most cases, the buyer will be responsible for complying with local regulations regarding import licenses and payment of tariffs.

The application for export finance facility should be submitted along with documents that confirm that the claims asserted in the application are verifiable. These documentations enhance the credibility of the request and thereby increase the chance of getting the much needed financing from the bank. However, all the documents must be made out in the exporter's company name to show credibility.

Some of the documents to be attached with the application to the bank for export finance facility should include but not limited to the following:

- a. Purchase Order
- b. Bill of Lading
- c. Commercial Invoice
- d. Quality Inspection Report
- e. Account Statement
- f. Custom Endorsed NXP
- g. Letter of Credit Draft

## **Conclusion**

It is important for exporting companies to invest regularly in trade education (especially paperwork) in order to have:

- Hitch-free export documentation process
- Hassle-free export clearance process
- Hiccup-free export payment process

During the presentation, participants discussed extensively, the need for NAFDAC to simplify the process of obtaining relevant documentations for export. Participants were of the view that businesses that export frequently should not be required to go through the complex process to secure NAFDAC approval at every instance. It was suggested that such exporter should be given a unique badge or an authorised trader status that prevents them from going through the process at every instance.

In response, the representative of NAFDAC informed participants that large-scale exporters obtain the Good Manufacturing Practice (GMP) certificate from NAFDAC which lasts for 3 years. Exporters with this certificate do not need to go through the process of securing approval for every export. She urged participants to apply for the GMP certificate. However, she noted that within the three years, NAFDAC will constantly, and without notice of the exporter, inspect the property of the exporter to ensure the products comply with relevant standard. She further urged participants to send complaints to the agency's emails, which can be found on its website.

Participants noted that NAFDAC and other regulatory agencies must reposition themselves as trade support institutions, especially in areas where they interface with exporters. These agencies need to facilitate, fast track and simplify exports procedures, while they work to ensure exporters' produce meet the appropriate standards. In addition, participants called for the reactivation of the National Committee on Trade Procedures to review, amend, simplify and update export procedures in Nigeria.

To obtain information on documentation requirements for different products in the destination country, participants were advised to make use of the website-[shetrades.com](http://shetrades.com). Exporters will also find useful information and online courses relating to export.

Exporters were advised to instruct their banks to convert to Naira, the export proceeds in their domiciliary account through the Investors and Exporters (I&E) window. Exchange rate of the I&E window can be accessed daily on [www.fmdqotc.com](http://www.fmdqotc.com)

In order to ensure deep involvement of Nigerians in exports, it was suggested that agencies in the export sector must connect with individuals in the grassroots and in remote areas across Nigeria. The agencies should jointly create export desks, where individuals interested in exports can seek relevant information and support. This is necessitated by the slow rate of ICT adoption of potential exporters in these areas. The representative of NAFDAC noted that the Vice President of Nigeria established a one-stop-shop for MSMEs in Abuja, Bauchi and Kaduna.

Participants noted that the Non-Oil Exporters Multi-Cooperative Society can reach out to potential exporters in rural areas. The Society has a crucial task in ensuring the following:

- Access to trade information
- Visibility on trade portals
- Aggregation and spreading of production to meet export orders
- Uniformity of standards, etc.

PDF II needs to ensure that the objectives and workings strategies of the Society are activated. The Society needs to attract volunteers to drive its activities.

## She Trades in the Commonwealth Project

**Presentation by Tokunbo Fayomi, SheTrades IT/ITES & BPO Sector Specialist, Ghana and Nigeria**

SheTrades works with partners including governments, private sector, international organizations, and others to expand opportunities for women entrepreneurs by acting on 7 pillars to catalyse trade. The pillars are:



ITC SheTrades aims to connect one million women to market by 2020. Women entrepreneurs can find trade partners through facilitated business/investment linkages and on a free-to-use [web and mobile app](#).

SheTrades in the Commonwealth is driven with the outcome to ensure increased participation of women-owned businesses in trade, generating sales and investment worth £28 million. It offers Commonwealth-wide support i.e. providing governments across the Commonwealth with information and resources to implement gender-responsive trade policies and share best practices.

In terms of coverage, it runs country projects in Nigeria, Ghana, Kenya and Bangladesh:

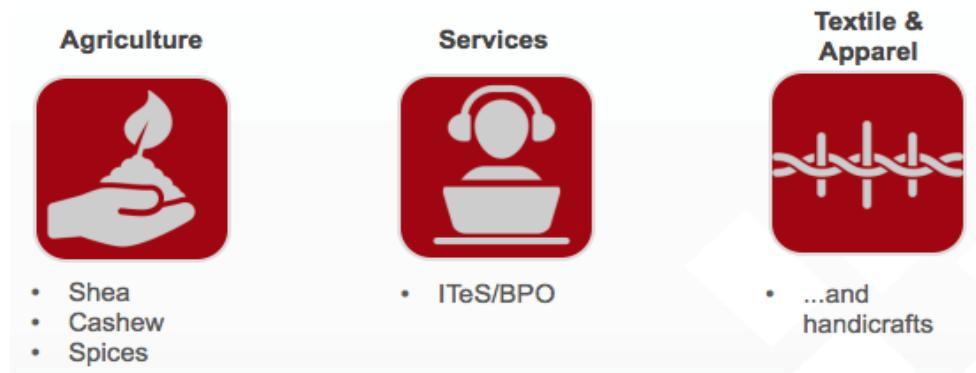
- Working with Business Support Organisations to improve the service offering for women entrepreneurs
- Providing direct support to 3,000 women owned businesses through intensive training, mentoring and coaching
- Engaging market partners to adopt business practices that create economic opportunities for women-owned businesses.

SheTrades has a timeframe of 2 Years (April 2018 – March 2020). The key stakeholders for SheTrades in the Commonwealth include:

- **Women owned SMEs.** Businesses from the relevant sectors with a sufficient level of competitiveness to meet the requirements of international markets within the lifespan of the project.
- **Business Support Organisations.** For example national institutions, women's and sector associations with the ability and genuine commitment to deliver high quality support to women owned enterprises in relevant sectors and skills.

- **Market partners.** In different roles in relation to the project beneficiaries, as buyers, including them in their supply chains; as investors, investing money and know-how in them; and as enablers sharing their expertise and providing affordable or pro-bono services.

In Nigeria, the project will concentrate on three sectors with significant opportunities for delivering economic returns for women entrepreneurs and high export potential:



SheTrades can be reached through the following channels:



## Workshop 2: Branding & Packaging for non-oil exports

Presentation by Mr Paul Ajayi, Packaging Expert, NEPC

Most physical products must be packaged and labelled. A well-packaged product sells more than a high quality product with poor packaging. Packaging must be followed systematically based on consumers' behaviour toward the packaged products. Good packaging for any product add values to the product i.e. changing the perception of the product. The dynamic nature of a well-packaged product enhances the sustainability of the safety and the quality of the product.

### Types of Packaging

- Primary packaging i.e. immediate material in contact with the product
- Secondary packaging i.e. second material in contact with the product
- Tertiary packaging i.e. third material in contact with the product e.g. pallets or containers

Packaging Material is the material that preserves and has contact with the product or carry's the product to the desired destination. The packaging materials vary from product to product depending on the producer or the end users. The producers must understand the component of the material.

### **Properties of packaging materials**

There is the need to understand the properties of the packaging materials:

- Physical properties
- Chemical properties

It is also important to understanding the compatibility of material and product as well as environmental factors on the materials etc. i.e. Biodegradable or non-biodegradable.

The following factors should be noted while packaging for export:

- Product component
- Product sizes/shape
- Dimension/Weight
- Transportation
- Climatic condition

**Market requirement** - Marketing requirement is also a factor that influences packaging materials and handling. Several considerations include:

- Is the packaging material and the colour acceptable by the consumers or buyers?
- Is the graphic design and the information contained on the label sufficient for marketing strategies?
- Language; is it dual or multiple

### **Labelling**

Labelling is display of information about a product on it contained package. It is done to ensure that consumers have access to complete information on the content and composition of products, in order to derive their satisfaction. Good labeling also enhance value addition to packaged products.

#### **Methods of Labelling**

**Principal Display Panel (PDP)** is the portion of the package label that is most likely to be seen by the consumer at the time of purchase - Statement of identity (name of food), Net quantity of contents statement (amount of food in package).

**Information Panel (IP)** is the side immediately to the right of the PDP, as displayed to the consumer - Name and address of manufacturer, packer, or distributor, Ingredient list and “Nutrition Facts” panel (IP).

#### **Importance of Labelling**

- A good labelling should contribute to the “sales appeal” of a product and also enhance value addition
- It should provide detailed information about a product and it uses
- It should provide a platform for producers to display their identities

- It assists in stock control, point of sales, dispensing etc.

The packaging must entail some relevant information as follows; - retail packaging

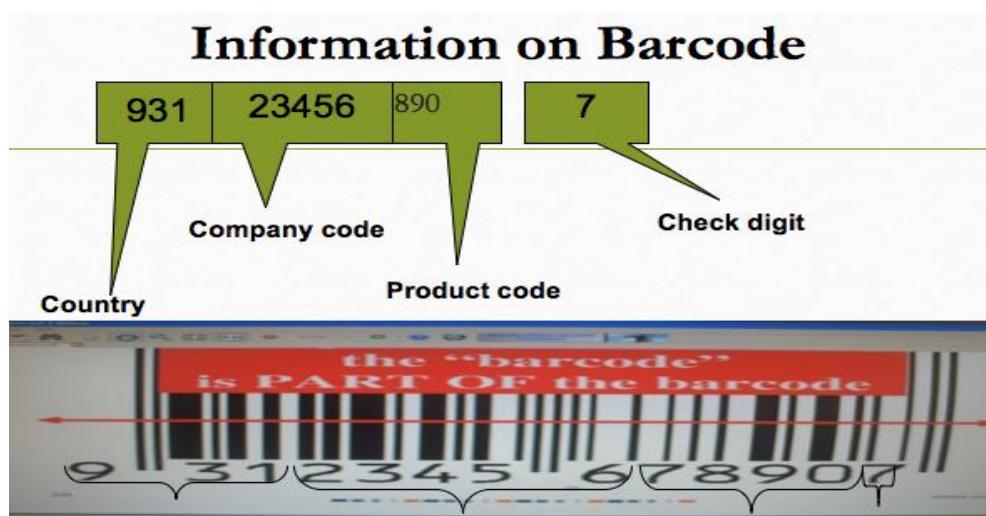
- The product name
- Brand name, producers or company's address
- Net weight, Nutrition value
- Bar code (if any), date of production, date of expiration
- Batch number/location ref. – for traceability

For export market, the producer should be conversant with the following:

- The importing country requirement in terms of product labelling
- Colour of interest
- Language of the importing Country
- Mode of packaging and presentation
- Types/method of packaging
- Quality requirement

### **Barcode**

Barcode is a systematic approach to transfer data into smaller units as symbols of various types that can be analyse with electronic device. Those symbols as barcode represent information such as manufacturer's name, country of origin and name of product.



### **Types of Barcode – Numeric-only barcodes**

- **EAN-13:** European Article Numbering international retail product code



- **EAN-8:** Compressed version of EAN code for use on small products



It is important to note that a product with different sizes must have different barcode. In addition, the barcode for a product should be placed directly on the package of that product. Where several or a number of same products are grouped into a bigger package for export, the barcode for each product should not be placed on the bigger package. The shipping line is expected to assign barcodes to the container.

### **Importance of Barcode**

- The barcode reduces fraud
- Inventory Control
- Pricing
- Speed
- Error Prevention.
- Large Inventory Tracking
- Cost Savings

### **How to secure a Barcode**

- One can secure the barcode by visiting the website: [www.gs1-nigeria.org](http://www.gs1-nigeria.org)
- After going through the website, click the on application to download the application form.
- All other information that will assist in filling the form and the amount to be pay are available on the website.

### **Brand**

- A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.
- Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands.

### **The difference between a Product and a Brand**

|   |  |
|---|--|
| A PRODUCT IS...   | A BRAND IS...  |
| <ul style="list-style-type: none"><li>• Made up in a factory;</li><li>• An object</li><li>• Something you are trying to sell</li><li>• Can be easily copied by a competitor (and sold for a lower price!)</li></ul> | <ul style="list-style-type: none"><li>• Made up of trust and relationships</li><li>• A personality</li><li>• Something a customer loves</li><li>• A unique customer experience that cannot be copied</li></ul> |

### **Four Brand Principles**



#### Four Key Questions to Consider

|          | Internal  | External   |
|----------|---|--|
| Fixed    | Brand Vision<br>What do we want our brand to become?  | Brand Promise<br>What is our commitment to customers?                                      |
| Variable | Brand Delivery<br>How do we intend to fulfill our commitment and what actions will we take? | Brand Positioning<br>How do we want to be perceived and what's our competitive advantages? |

Participants were advised to conduct a trial loading of the product before agreeing on the price with the client.

### Workshop 3: Export Contracts and Market Entry Strategies

**Presentation by Mr Bamidele Aiyelebo, Lead Consultant, 3T Impex Trade Academy**

Export Contract is an international purchase order, which should be signed by both the buyer/importer and the seller/exporter before a legally binding International trade can take place between them. Getting export contract therefore is a very critical step in the export value chain. However, many find it difficult to obtain because of knowledge gap in understanding trade terms, export market information and local product information.

This document highlights the roles and responsibilities of all the parties involved in a typical export transaction. A banker should not just demand for the contract as requisite document but should also be able to review it and identify the loopholes that can jeopardize the finance of the export transactions.

Once a contract is in place, all terms must be complied with or there is a breach of contract, unless there is some event that under the law of the contract brings it to an end, such as

force majeure (i.e. an event beyond the control of either party, for example, riot, war, or natural disaster).

### **Contents of an Export Contract**

The basic features of an export contract include-but not limited to the following:

|   |                                      |
|---|--------------------------------------|
| 1. Buyer & Seller's Name                  | 2. Payment terms and Payment methods |
| 3. Buyer & Seller's Contact details       | 4. Shipping Documents                |
| 5. Buyer & Seller's Account Details       | 6. Dispute resolution                |
| 7. Description of goods                   | 8. Inspection                        |
| 9. Quality Specification                  | 10. Insurance                        |
| 11. Quantity                              | 12. Force Majeure                    |
| 13. Packaging                             | 14. Termination                      |
| 15. Latest date of shipment               | 16. Special Conditions               |
| 17. Pricing                               | 18. Governing law                    |
| 19. Incoterms 2010                        | 20. Jurisdiction                     |
| 21. Origin                                | 22. Signature of Buyer & Seller      |
| 23. Port of loading and port of discharge |                                      |

### **Roles of Sales Contract in Export Transactions**

1. Premise- It forms the basis for the loan request
2. Preparation- It helps the banker to know when the preparation for the production and sourcing of products for shipment should commence
3. Planning- It helps the bank to monitor the planning of the shipment with the shipping line
4. Payment- it shows the bank what, where, when, who and how the payment on shipment will be made
5. Pricing- the contract showed the agreed price of sales for the goods to the financier.
6. Packaging- it helps the banker to know how best to package the loan facility
7. Protection- through the contract, the bank is also able to know the liabilities and responsibilities of the exporters
8. Paperwork- the contract itemises the documentations required for payment
9. Problem- it helps the banker to envisage the likely challenges of the transaction and put in place the mitigants
10. Products- This helps the bank to know the commodity season and hence the feasibility of the shipment within the period of the contract

### **Contract management**

The process – from potential order to a firm contract and finally to delivery – will often be time-consuming and may involve several departments from the exporting company. At pre-contract stage, the seller will have to liaise with its sales department and the production or supply department to be able to quote potential delivery dates and prices. The accounts or export department will have to become familiar with, and prepare, export documentation.

### **Contract management**

To fulfil the contract, team effort is required and everyone involved must handle their part of the transaction with care, to ensure that the export of goods is made in accordance with the relevant contract.

- Supplies need to be ordered or labour arranged.

- Goods must be manufactured.
- Packaging must be arranged.
- Transport and shipping space must be booked.
- Goods will have to be dispatched to the port, airport or place of destination in time, or services delivered in a timely manner.
- All necessary documentation should be obtained and supplied by the export documentation department.
- The buyer should be advised of shipping details.
- All necessary documents must be submitted for payment directly to the buyer or via the banking system as quickly as possible.

### **Cost Element in Export Pricing in Nigeria**

The Cost Items in any export process vary depending on the nature of the products. However in general, most export cost items will include the following:

1. Product Cost
2. Transport to the warehouse
3. Warehousing
4. Transport to the port
5. Freight forwarder
6. Shipping Line local charges
7. Freight Charges
8. NXP processing fees
9. NESS fee
10. Logistics fee

Other costs which largely depends on the nature of the goods, the destination country's regulations and sources of finance include:

11. Quarantine, SON and NAFDAC fee
12. Marine and GIT Insurance fee
13. Inspection fee
14. Certificate of origin fee
15. Fumigation and Phytosanitary Certificate fee
16. Interest Rate
17. Bank commission on Export Proceeds

### **Export Pricing and Incoterms**

- Incoterms 2010 provide a common set of rules to clarify responsibilities of sellers and buyers for the delivery of goods under sales contracts. They apportion transportation costs and responsibilities associated with the delivery of goods between buyers (importers) and sellers (exporters) and reflect modern-day transportation practices. It significantly reduces misunderstandings among traders and thereby minimize trade disputes and litigation.
- The two main categories of Incoterms 2010 are now organized by modes of transport. Used in international as well as in domestic contracts for the first time, the new groups aim to simplify the drafting of contracts and help avoid misunderstandings by clearly stipulating the obligations of buyers and sellers.

| INCOTERMS                  | CODE | FREIGHT         | MODE  |
|----------------------------|------|-----------------|-------|
| ExWorks                    | EXW  | Freight Collect | Multi |
| Free Carrier               | FCA  | Freight Collect | Multi |
| Free Alongside Ship        | FAS  | Freight Collect | Mono  |
| Free On Board              | FOB  | Freight Collect | Mono  |
| Cost and Freight           | CFR  | Freight Prepaid | Mono  |
| Cost Insurance and Freight | CIF  | Freight Prepaid | Mono  |
| Carriage Paid To           | CPT  | Freight Prepaid | Multi |
| Carriage Insurance Paid to | CIF  | Freight Prepaid | Multi |
| Delivered At Port          | DAP  | Freight Prepaid | Multi |
| Delivered At Terminal      | DAT  | Freight Prepaid | Multi |
| Delivered Duty Paid        | DDP  | Freight Prepaid | Multi |

### Export Marketing And Entry Strategies

International marketing is the marketing of goods, services, and information across political boundaries. Thus it includes the same elements as domestic marketing: planning, promoting, distributing, pricing, and support of the goods, services, and information to be provided to intermediate and ultimate consumers.

### Adjustment in the Export Market

The export marketing manager must be ready to make necessary adjustment in the export market in order to be successful. The business activities that must be carried out in marketing, and adjusted to accommodate differences in the international market, include the following:

- the analysis of markets and potential markets;
- the planning and development of products and services that consumers want, clearly identified in a suitable package;
- the distribution of products through channels that provide the services or conveniences demanded by purchasers;
- the promotion of products and services - including advertising and personnel
- selling - to inform and educate consumers about those products and services, or persuade consumers to try new, improved, or different ways of satisfying their wants and needs;

### Export Marketing Channels

There are numerous channels available to an exporter to market its products and services. The Export market research should be done in such a way that it reveals the best mix of the channels needed to penetrate the export market.

It is very important to note that this mix varies from one export market to the other. If the right sets of export marketing channels are used, it increases the effectiveness of the exporter in its marketing activities. Inadequate knowledge of the right marketing mix makes many exporters gets frustrated at this point.

Some Export Marketing Channels include

- Chambers of Commerce
- Embassies/Multilateral Organisations
- Export Broker / Agent

- Online Portals/blogs/ Website
- International Travels/Trade Shows
- Friends/Relatives/ Associates Abroad
- Electronic/ Print Media

Several hurdles that need to be crossed are:



### Email Proposals

All exporters sending an email proposal to potential buyers abroad should ensure that Full Corporate Offer (FCO) is attached and such message should capture the following information:

- Company profile
- Product Name
- Product specifications
- Email signature showing: designation, phone, website, email address with your domain name, Chat platform (BBM, Skype ID).

### Export Market Entry Strategies

There are a number of strategies for market entry and development available to a company that seeks to internationalize. These include exporting, establishing a sales subsidiary abroad, licensing, and establishing a production subsidiary abroad. Joint ventures may be used in establishing sales subsidiaries and production facilities.

An essential first step in planning and strategy development, for entry into the export market, is the company's need to assess its readiness to enter foreign markets. Any firm, regardless of its size and experience, must determine just how ready it is to make the move.

There are different types of software which are decision making tools that can be used to assist in determining or judge a company readiness for the export markets. Although these pieces of software are not exactly the same, the major areas covered are quite similar and these include:

- Competitive capabilities in the domestic market;
- Motivation for going international;
- Commitment of owners and top management;
- Product readiness for foreign markets;
- Skill, knowledge and resources;

- Experience and training.

## Barriers to Entering the Export Market

| Barrier   | Dimension of export barriers      |                                    |                                    |                                  |
|---|-----------------------------------|------------------------------------|------------------------------------|----------------------------------|
|   | Internal controllable I dimension | Foreign non-controllable dimension | Internal controllable II dimension | Local non-controllable dimension |
| Communication with foreign unit                           | ✓                                 |                                    |                                    |                                  |
| Lack of export training (experiences and language skills) | ✓                                 |                                    |                                    |                                  |
| Lack of market information                                | ✓                                 |                                    |                                    |                                  |
| Controlling international activities                      | ✓                                 |                                    |                                    |                                  |
| Documentation requirements                                | ✓                                 |                                    |                                    |                                  |
| Foreign government attitudes                              |                                   | ✓                                  |                                    |                                  |
| Foreign public attitudes                                  |                                   | ✓                                  |                                    |                                  |
| Trade barriers (tariffs, quotas)                          |                                   | ✓                                  |                                    |                                  |
| Arranging transportation, packaging, etc.                 |                                   |                                    | ✓                                  |                                  |
| Providing services  |                                   |                                    | ✓                                  |                                  |
| Higher than domestic risk                                 |                                   |                                    | ✓                                  |                                  |
| Financing sales   |                                   |                                    |                                    | ✓                                |
| No assistance from home government                        |                                   |                                    |                                    | ✓                                |

## OVERCOMING EXPORT MARKET BARRIERS

There are many things that a small company can do to overcome any barriers, in addition to applying sound business practices. *Businessweek* presents the following global guidelines for small business (Barrett, 1995, p. 97):

- **Look to existing customers.** Many companies can penetrate foreign markets by selling products or services to their domestic customers' units overseas.
- **Make a commitment.** Exporting is not a part-time effort. It requires extensive research. Foreign business should be run by seasoned managers.
- **Seek advice.** Universities often have MBA students who work as consultants on exporting. Some consulting firms, such as Accenture (formerly Arthur Andersen), provide a free first-time consultation.
- **Use trade shows.** Trade promotions sponsored by government agencies abroad draw big crowds. Cost-conscious companies can send a product without attending.
- **Pick markets carefully.** While potentially lucrative, fast-growing markets can tank unexpectedly, consider customer quality, not just nationality.
- **Manage growth.** It takes time to line up financing and expand an organization to handle exports. Many small exporters are overwhelmed by big orders.
- **Use letters of credit.** Some first-time exporters ship a product and hope they get paid. A letter of credit protects against default by a weak or shady buyer.
- **Be patient.** Many foreign customers do business based on relationships. Small companies must spend time cultivating contacts before racking up export orders.
- **Choose partners carefully.** An experienced freight forwarder at home is crucial for handling Customs paperwork. An inept distributor abroad can ruin a company's reputation.

When going for Trade fairs in other countries, it is crucial for Nigerians to conduct research on the country to understand their tastes, lifestyle, preference, culture and other information. Historical relations between both countries also need to be understood and leveraged where necessary. Exporters should consider employing the services of a Nigerian “ambassador” loved by the destination country. The ambassador could be a musician, artist, comedian or even a political figure.

### Internet Sources for Export Market Information

One of the major sources of information for international marketers that ‘took off’ in the 1990s and continues to expand in the 2000s is the Internet. This provides instant access to global data online that are mostly accurate and up to date.

For example, the following Internet sites were available as of mid-2010.

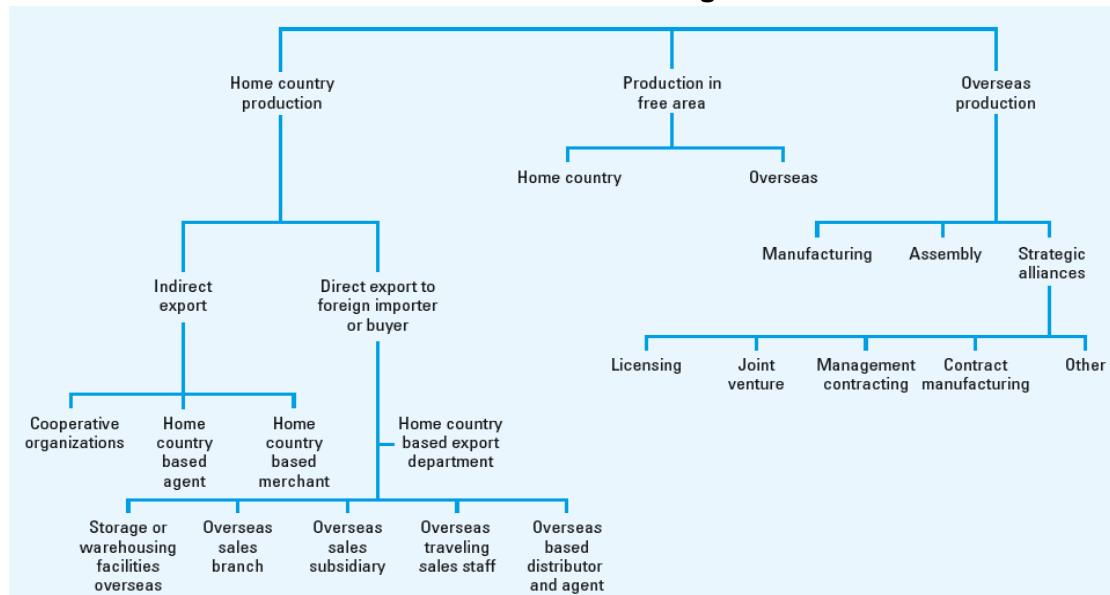
- **Global Trade**- <https://atlas.media.mit.edu/en/>
- **Asia-Pacific.com** <http://www.asia-pacific.com/links.html> A useful site for locating sources for Asia-Pacific business research; there are links to hundreds of sites about business in the Asia-Pacific region. Included are country and company profiles, bank ratings, market research, trade reports, and so on.
- **Asia Source** <http://www.asiasource.org> This site covers various types of information about the countries of Asia. There are economic and other types of statistics, news, business resources, maps, etc., and links to other sites.
- **Japan Cabinet Office** <http://www.cao.go.jp/index-e.html> Gives links to other sites in Japan and covers various aspects of the Japanese government. Includes a link to the Economic and Social Research Institute of the Government of Japan.
- **Malaysia Information Network** <http://www.jaring.my> A computer-based network for access to the Internet in Malaysia, it offers information on research and development, the economy, statistics, and the Malaysian Legal Code.
- **Political and Economic Risk Consulting Ltd (PERC)** <http://www.asiarisk.com> Hong Kong based, this non-government site provides risk reports on the countries of Asia, paying special attention to critical socio-political variables, together with key economic indicators, to subscribers. The site also has a list of business and financial links for Asia.

### Alternative Market Entry Modes

Concerning channels between nations, there are major alternative strategies for entering a foreign market. The first decision that must be made concerns where the production base should be located – in the home country, overseas, or in a free area (free port, trade zone, perimeter).

After this decision has been made, a company must decide whether or not areas are to be served outside of the countries in which production facilities are located, and, if so, what channels between countries are to be used.

## Outline of alternative basic international marketing channels



## Conclusion

Sustainability of an export business depends largely on market entry strategy. This is because the entry strategy determines how easily and promptly the following can be addressed:

- Product quality issues in the export market
- Promotional issues in the export market
- Purchaser issues in the export market
- Policy issues in the export market
- Payment issues in the export market

## Closing Remarks

Mrs Titi Ojo thanked participant for their presence at the forum. She noted that new attendees will be added to the Non-Oil Exporters Community of Practice platform.

The forum ended at 4:30pm.

## Draft Event Communiqué

### NON-OIL EXPORTERS DIALOGUE NOVEMBER 27 & 28, 2018 | IKEJA, LAGOS, NIGERIA

1. Participants acknowledged the challenge of multiplicity and duplication of roles of regulatory agencies, which results in high cost of operation and eventually the dearth of small-scale export businesses in Nigeria. They emphasised that Nigerian government, working with stakeholders should consider and fast track the implementation of a One-Stop-Shop System of Certification for exports to simplify export procedures.
2. Participants noted that NAFDAC and other regulatory agencies must reposition themselves as trade support institutions, especially in areas where they interface with exporters. These agencies need to facilitate, fast track and simplify the exports procedures, while they work to ensure exporters' produce meet the appropriate standards.
3. Participants agreed on the importance of organized private sector self-regulation to ensure conformity to agreed standards in their respective sectors. Businesses and stakeholder groups were urged to establish structures that promote self-regulation, which is necessary to ensure credibility and improve quality of produce. Citizens and other stakeholders must also have a sense of collective responsibility in ensuring the appropriate standards are adhered to.
4. To enhance market access, participants emphasised the need to obtain necessary documentation from the relevant regulatory and government-approved agencies. For exporters engaged in raw agricultural produce, exporters need to obtain the Phytosanitary Certificate of Quarantine from the National Agricultural Quarantine Service (NAQS) and Fumigation Certificate from the Federal Produce Inspection Service. This will reduce the risk of rejection of exporter's produce in the destination country.
5. Participants were concerned about the high rate of rejection of Nigerian produce in the destination countries. To mitigate this risk, it was agreed that Nigerian exporters must constantly work towards conforming to the standards and product specification of the importing country. Where such standards are different from local markets requirements, exporters need to engage private certification companies, and check to ensure such companies are accredited with recognised international accreditation bodies within the appropriate scope of certification for such export produce/product. This private certification will also give them leverage into international niche market.

6. Participants emphasised the need for the Nigerian government to demonstrate clear commitment to develop the non-oil export sector. Given the strategic importance of exports, participants noted that the government must simplify export procedures through the creation of a single export window. Participants also called for the reactivation of the National Committee on Trade Procedures to review, amend, simplify and update export procedures.
7. In addition, participants stressed on the need for the Nigerian government to provide incentives to exporters, as done in other countries. The Federal Government needs to fast track the clearing of backlogs of the re-introduced Export Expansion Grant (EEG) scheme and work to ensure the scheme is fully operational. In addition, participants urged the Nigerian government and other stakeholders to establish an institute that trains the next generation of export managers in the country.
8. Participants noted with concern that the challenges of poor market access and price fluctuations of agricultural products. Participants called on the Federal Government to intensify efforts in re-introducing the Agricultural Commodity Board, led by private sector, which is critical in maintaining and expanding markets and uses for Agricultural commodities.
9. Participants expressed concerns on the sustainability of the UNIDO National Quality Infrastructure Project, after the end of the project circle. They noted that the project has been instrumental in addressing several challenges in the export sector in Nigeria. They highlighted the need for stakeholders to ensure appropriate transfer of technical expertise, technology and other support structures from the project partners (UNIDO) to ensure continuity.
10. Participants recognised that action is required to address the unique challenge of the absence of local standards in Nigeria. They urged NAFDAC to work with accredited third party organisations to develop local standards and provide certification for local goods in the country.
11. Participants were informed that the Koko Port located in Delta State is fully operational. They were urged to utilize the services of this Port for exports in order to avoid congestion at the Lagos Ports. However, there are concerns as to the frequency of vessels calling the port because this could still delay cargo shipment
12. Participants were of the common view that the Federal Government-approved pre-shipment inspection agents operating in Nigeria are making Nigerian exports uncompetitive, due to their unnecessary financial charges on exporters. To address this challenge, participants noted that the Federal Government should revisit the mandate of these companies to reflect the current inspection services rendered by the likes of SGS, Bureau Veritas and others which is market driven

by buyers (importers) who engage them to inspect on their behalf. This will create healthy competition among the inspection companies and reduce regulatory hurdles on exporters.

13. Exporters were urged to take advantage of the mobile application and website (PEBEC.REPORT) created by Enabling Business Environment Secretariat (EBES) to lodge complaints and give feedback about the performance of MDAs they encounter along the export value chain.
14. Participants were concerned about the proliferation and increased usage of harmful chemicals on food products. They urged the Nigerian government to develop standards/implement existing ones in collaboration with private standards service providers. This collaboration should be leveraged to enlighten farmers in rural areas on agricultural best practices through sensitisation workshops and field visits. Local farmers must be made to understand the health and safety implications of wrong application of these chemicals on public health.
15. Exporters expressed satisfaction with the Central Bank of Nigeria (CBN) for the introduction of the Investor and Exporters (I&E) window, which provides transparency in relation to exchange rate for the sales of export proceeds by the exporters in Nigeria.
16. Participants expressed concern on the growth of informal exports in Nigeria. Players in this segment are unregulated and in some cases do not conform to relevant standards or obtain relevant certification for their produce. Participants urged the Nigerian Export Promotion Council to make efforts to integrate these businesses into the formal export sector and ensure their produce are accounted for and meet relevant standards.

## List of Abbreviations

|        |   |   |
|--------|---|---|
| AGOA   | - | African Growth and Opportunities Act                          |
| CAB    | - | Conformity Assessment Body                                    |
| CAMA   | - | Company and Allied Matters Act                                |
| CBN    | - | Central Bank of Nigeria                                       |
| CCI    | - | Clean Certificate of Inspection                               |
| CCMFS  | - | Combined Certificate of Manufacture and Free Sale             |
| CFS    | - | Certificate of Free Sale                                      |
| CoP    | - | Community of Practice   |
| COPP   | - | Certificate of Pharmaceutical Products                        |
| D/C    | - | Documentary Collection  |
| DDA    | - | Doha Development Agenda                                       |
| EBES   | - | Enabling Business Environment Secretariat                     |
| EEG    | - | Export Expansion Grant  |
| FCO    | - | Full Corporate Offer  |
| GDP    | - | Gross Domestic Product  |
| I&E    | - | Investor and Exporters  |
| IP     | - | Information Panel   |
| ISO    | - | International Organization for Standardization                |
| LC     | - | Letter of Credit  |
| MANCAP | - | Mandatory Conformity Assessment Program                       |
| MDAs   | - | Ministries, Department and Agencies                           |
| MSMEs  | - | Micro, Small and Medium Scale Enterprises                     |
| NAFDAC | - | National Agency for Food and Drugs Administration and Control |
| NAQS   | - | Nigeria Agricultural Quarantine Service                       |
| NASME  | - | Nigerian Association of Small and Medium Enterprises          |
| NEPC   | - | Nigerian Export Promotion Council                             |
| NESS   | - | Nigerian Export Supervision Scheme                            |
| NINAS  | - | Nigerian National Accreditation Service                       |
| NQIP   | - | National Quality Infrastructure Project                       |
| NTBs   | - | Non-Tariff barriers   |
| NXP    | - | Nigerian Export Proceed Form                                  |
| PDF II | - | Policy Development Facility Phase II                          |
| PDP    | - | Principal Display Panel                                       |
| PEBEC  | - | Presidential Enabling Business Environment Council            |
| PERC   | - | Political and Economic Risk Consulting Ltd                    |
| SON    | - | Standards Organisation of Nigeria                             |
| SPS    | - | Sanitary and Phytosanitary standards                          |
| UNIDO  | - | United Nations Industrial Development Organization            |
| WTO    | - | World Trade Organisation                                      |

## Participants list

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