



**3T IMPEX**  
**TRADE ACADEMY**

*...Promoting International Trade Education*

# ICT AS A TOOL FOR INTERNATIONAL MARKET ACCESS

# WHO WE ARE



**3T Impex Trade Academy** (an arm of 3T Impex Consulting Limited) is a globally recognized international trade consulting firm of African origin.

**Vision:** To be the foremost trade consulting company in Africa who have contributed significantly to the growth of Trade Knowledge, Trade Funding and Trade Volume in at least 25% of the countries on the continent.

**Core Purpose:** To Promote International Trade and significantly contribute to the growth of African GDP (Gross Domestic Products) through Trade Education, Trade Enhancement & Trade Execution



# WHO WE ARE

*Connect with*  
*Bamidele Ayemibo*

*on*  
**facebook** **LIVE**

**WEEK DAYS: 8am & 6pm**

**PROGRAMME THEME:**  
**Import-Export Platform**

**Powered by:**



**3T IMPEX**  
**TRADE ACADEMY**

*...Promoting International Trade Education*

**CONTACT:**

**tradeacademy@3timpex.com**  
**08091244449**



# OUTLINES



**1. THE POTENTIALS**

**2. THE PRODUCTS**

**3. THE PLATFORMS**

**4. THE PROMOTION**

**5. THE PROBLEMS**

**6. THE POSSIBILITIES**







# THE POTENTIALS



# THE POTENTIAL

- Bill Gate said that “Business and ICT are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without talking about the other”
- Any business existing today without any input of Internet, Computer and Telecommunications is dead on arrival. Such a business will soon loose its relevance no matter how grand its product or service.
- Market access in international trade is a major challenge for exporters who are looking buyers for their products all over the world. However, this problem can be largely surmounted through the deployment of the power of information & communications technology.



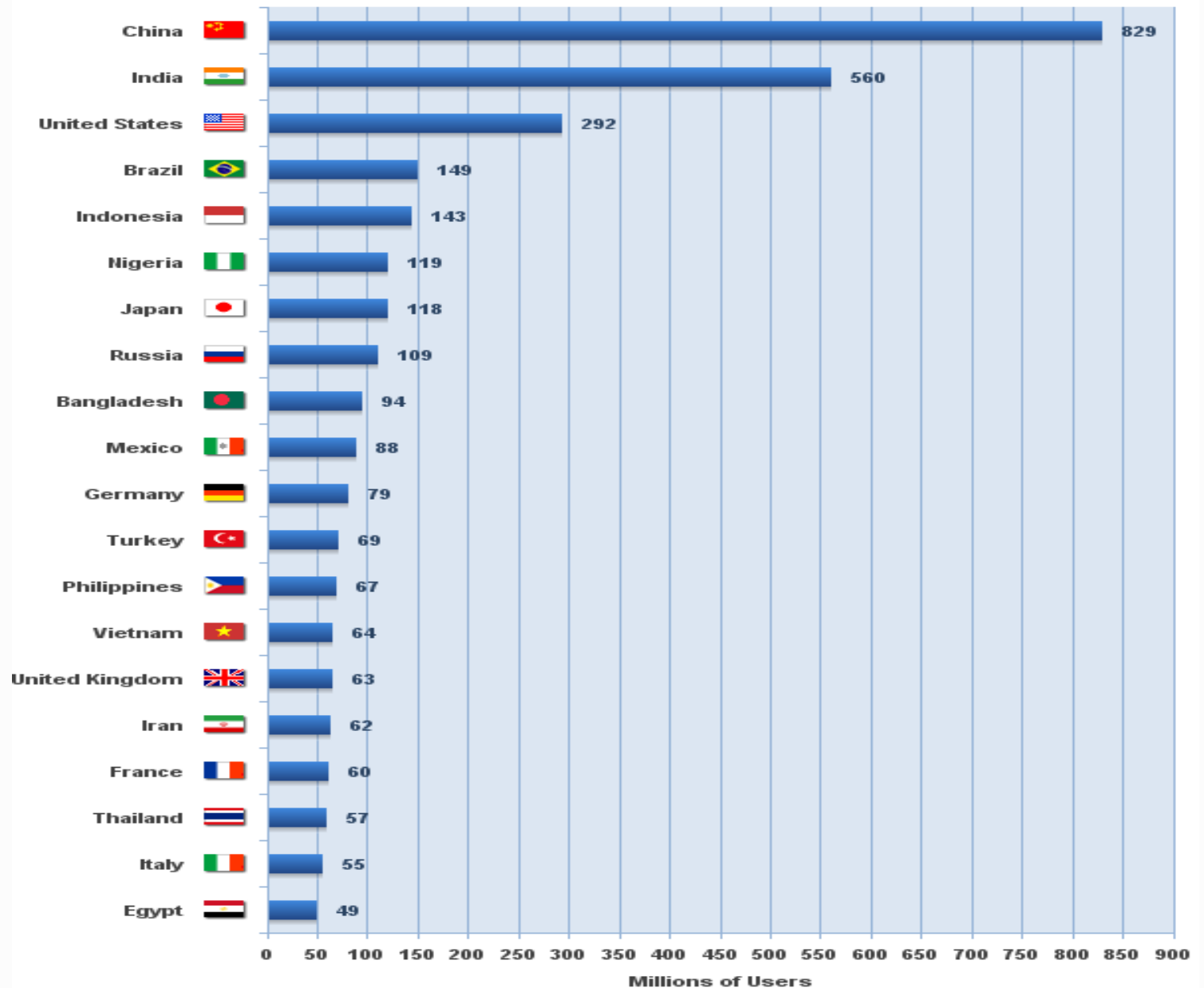
# THE POTENTIAL

- Since technology has elicited privatisation (ability of the human spirit to experience his highest bliss or misery without human contact) in the world through the invention of social media, it has become easier to target market your products all over the world.
- Human Being are now spending more and more time online on different platforms. This has made it easy to reach many people and thereby making it possible to market and consequently sell your products to different buyers around the world.
- In order to grow the volume of exportation being done from Nigeria, there two things that must inevitably do and if this is not done, we will remain very small.
- First is leveraging on the power of information technology in order to overcome most of the barriers of market access in international trade. Second is the unwavering commitment to move away from commodity export (which is modern slavery) and concentrating on value added products



## TOP 20 INTERNET COUNTRIES - 2019

### With the Highest Number of Internet Users



Source: Internet World Stats - [www.internetworldstats.com/top20.htm](http://www.internetworldstats.com/top20.htm)

3,131,087,014 Internet users in the Top 20 countries in June 30, 2019

Copyright © 2019, Miniwatts Marketing Group

# POTENTIAL

JAN  
2018

## DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



**7.593**  
BILLION

URBANISATION:  
**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:  
**53%**

ACTIVE SOCIAL  
MEDIA USERS



**3.196**  
BILLION

PENETRATION:  
**42%**

UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:  
**68%**

ACTIVE MOBILE  
SOCIAL USERS



**2.958**  
BILLION

PENETRATION:  
**39%**



# POTENTIAL

JAN  
2019

## DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.676**

**BILLION**

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.112**

**BILLION**

PENETRATION:

**67%**

INTERNET  
USERS



**4.388**

**BILLION**

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



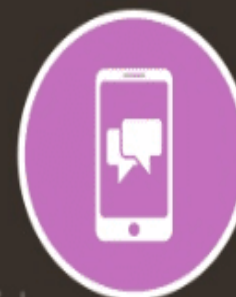
**3.484**

**BILLION**

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.256**

**BILLION**

PENETRATION:

**42%**



# POTENTIAL

**JAN  
2019**

## DIGITAL IN AFRICA IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**1.304**

**BILLION**

URBANISATION:

**43%**

MOBILE  
SUBSCRIPTIONS



**1.049**

**BILLION**

vs. POPULATION:

**80%**

INTERNET  
USERS



**473.0**

**MILLION**

PENETRATION:

**36%**

ACTIVE SOCIAL  
MEDIA USERS



**216.0**

**MILLION**

PENETRATION:

**17%**

ACTIVE MOBILE  
SOCIAL USERS



**202.4**

**MILLION**

PENETRATION:

**16%**

12

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EURO STAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019].



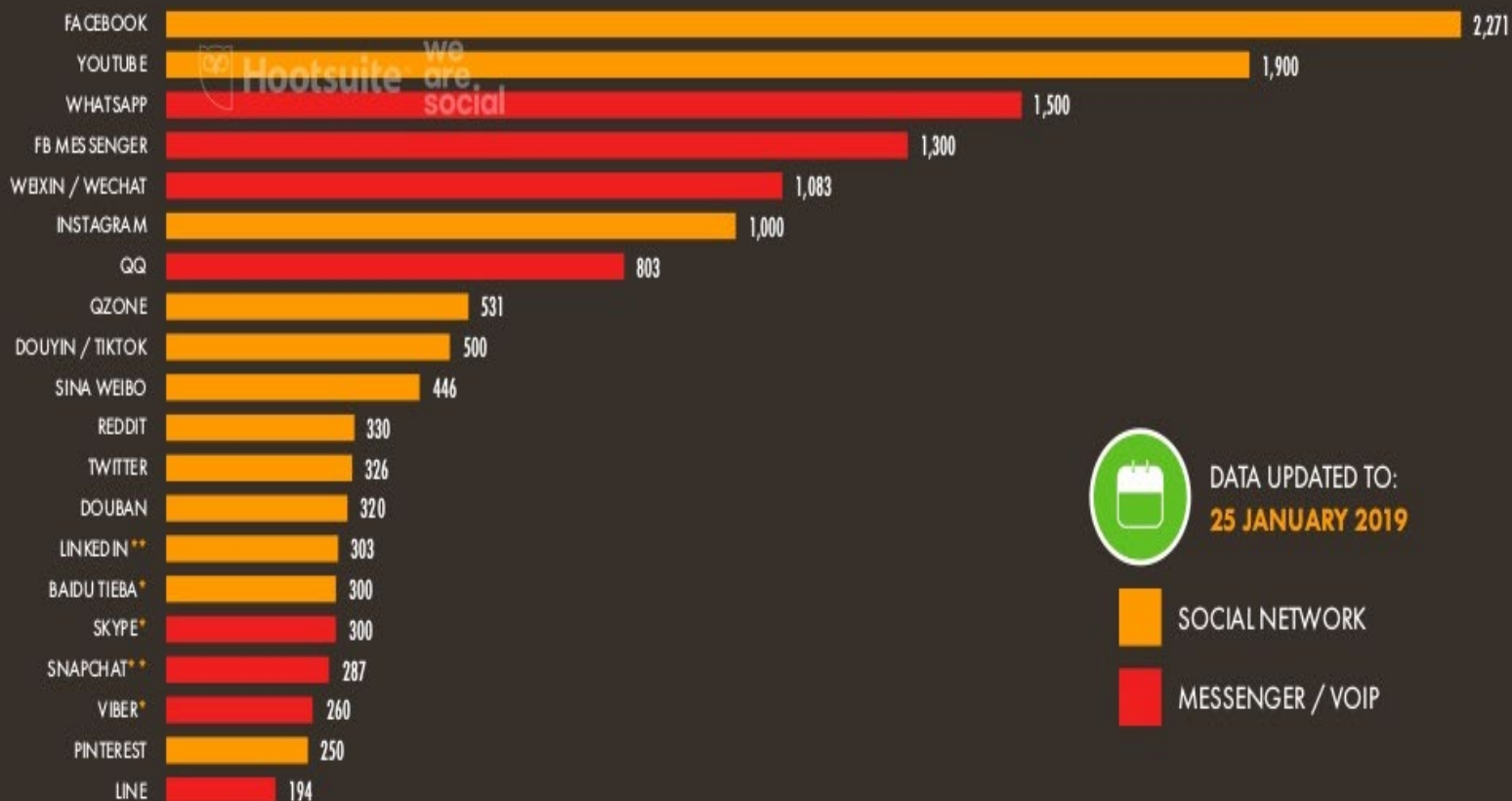
**Hootsuite™** **we are social**

# POTENTIAL

JAN  
2019

## SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



# POTENTIAL

## 2019 *This Is What Happens In An Internet Minute*



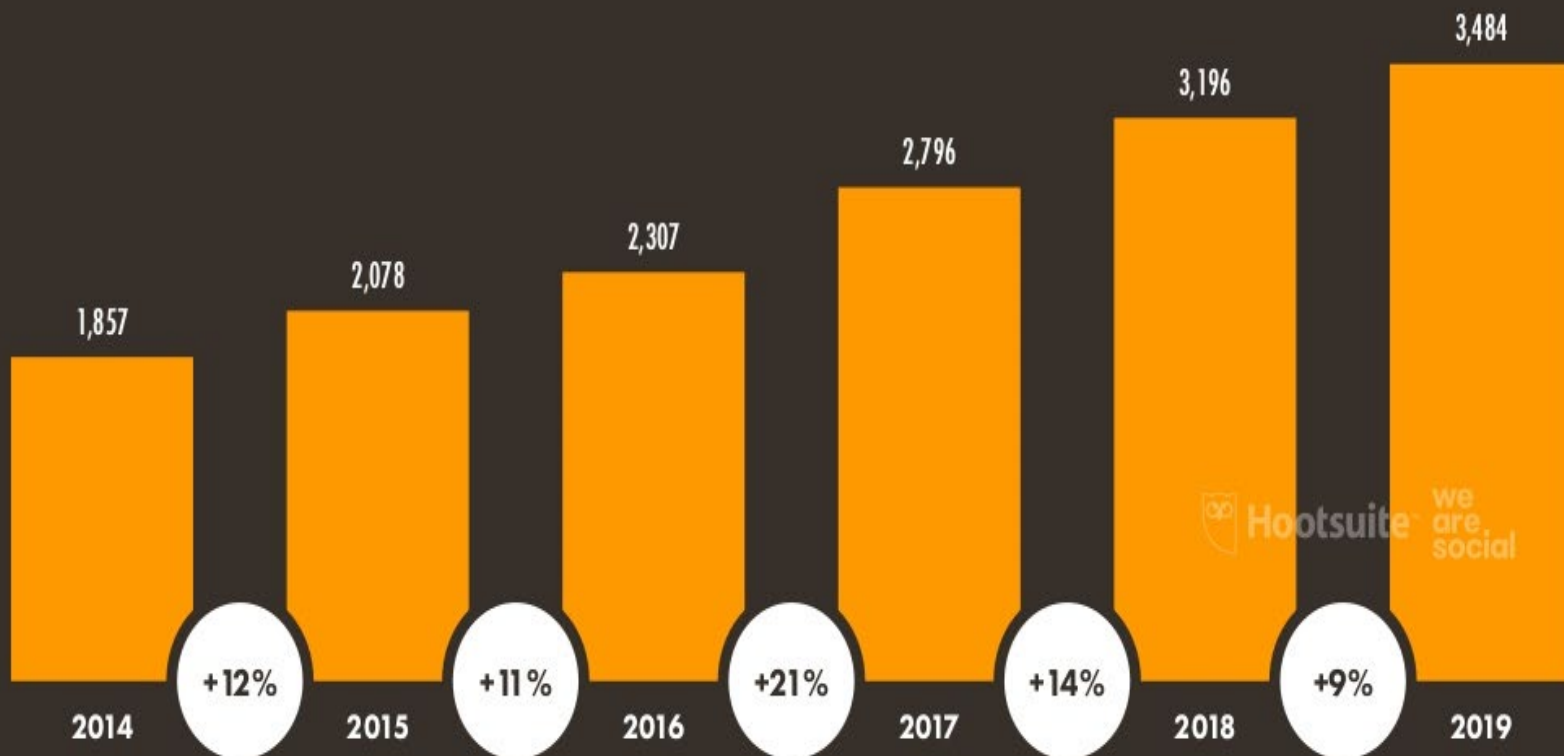


# POTENTIAL

JAN  
2019

## SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

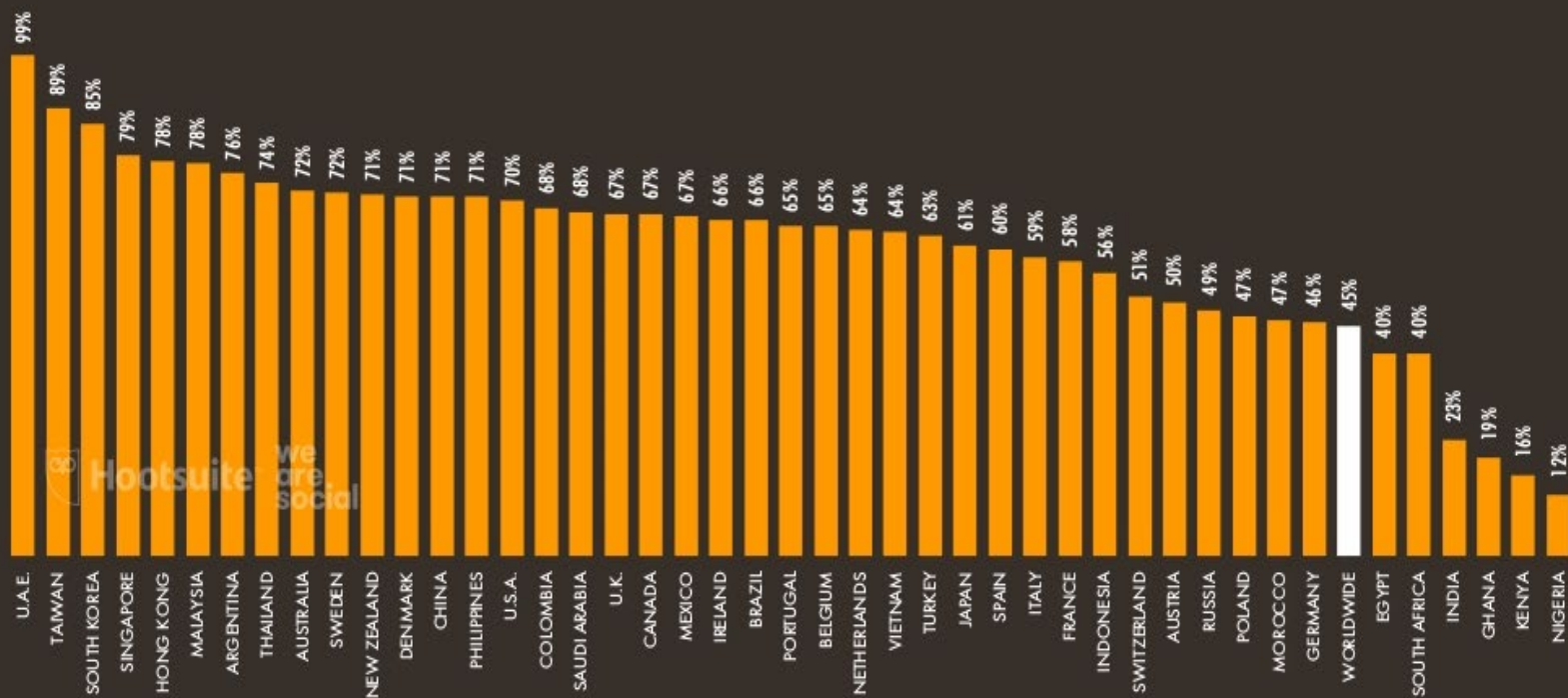


# POTENTIAL

JAN  
2019

## SOCIAL MEDIA PENETRATION IN 2019

BASED ON ACTIVE USERS OF THE TOP SOCIAL NETWORKS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

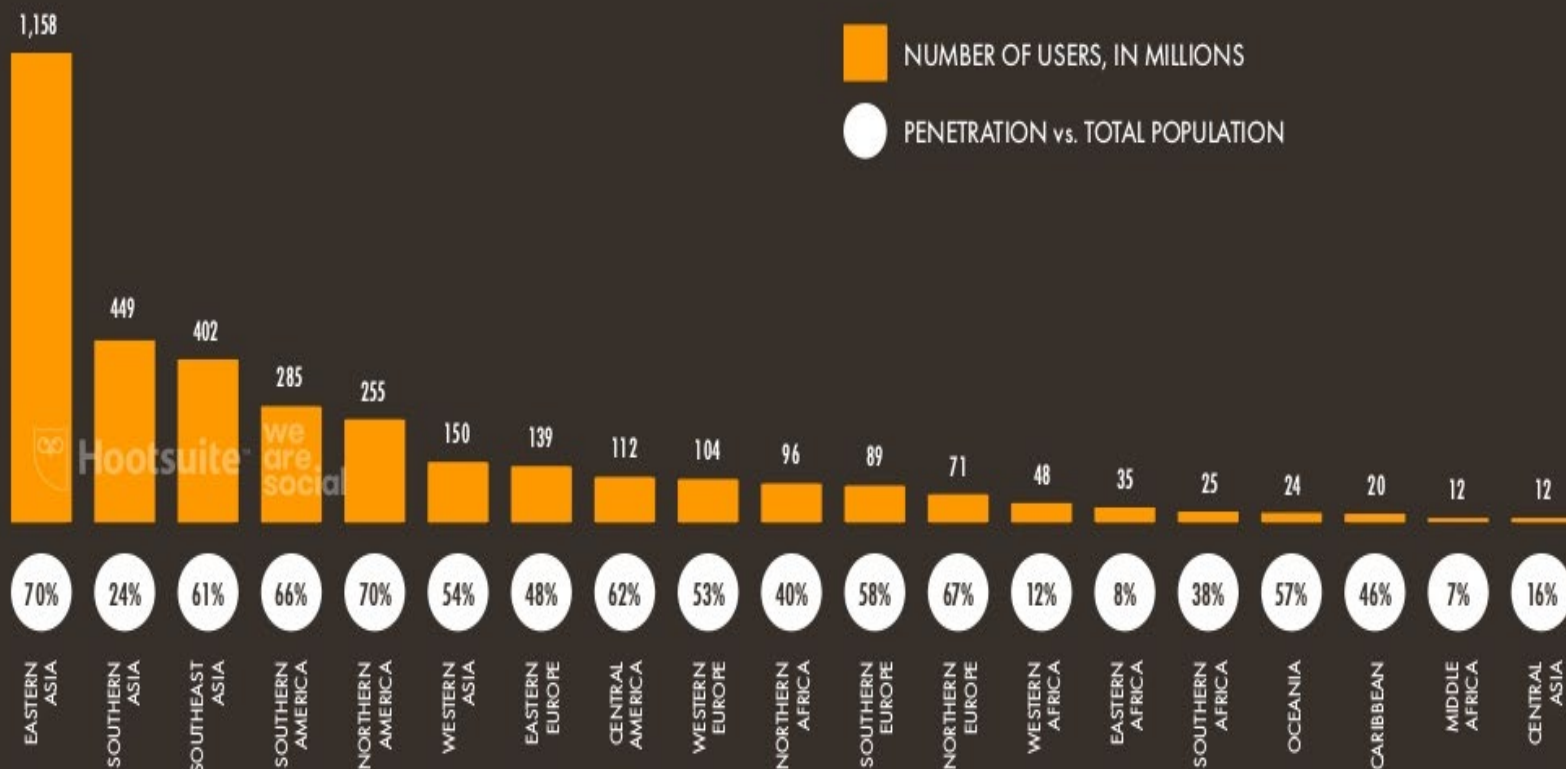


# POTENTIAL

JAN  
2019

## SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION



65

**SOURCES:** LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHIRASA; NIKI AGHAEI; ROSE RU; KEYOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.



# POTENTIAL

JAN  
2019

## TIME PER DAY SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]

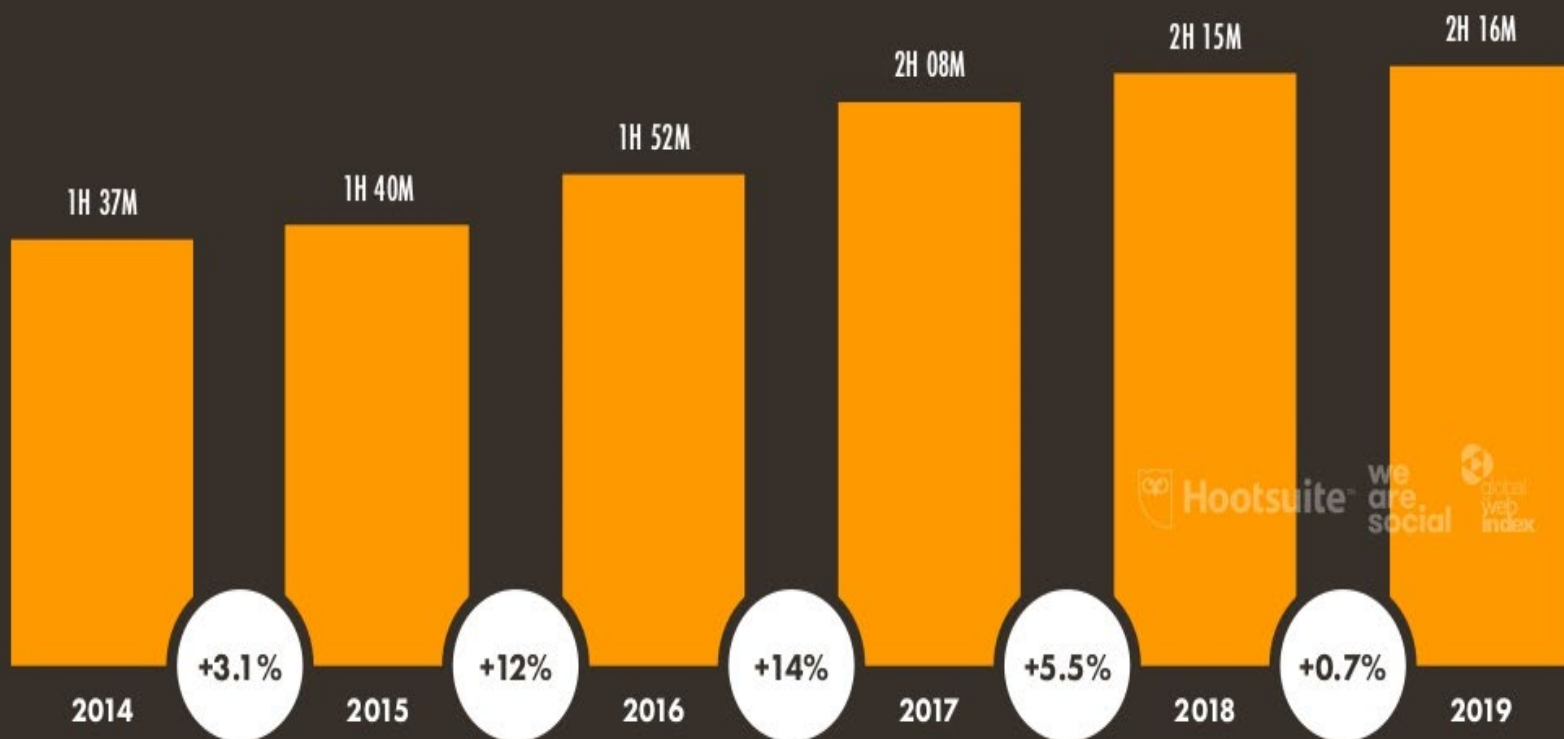


# POTENTIAL

JAN  
2019

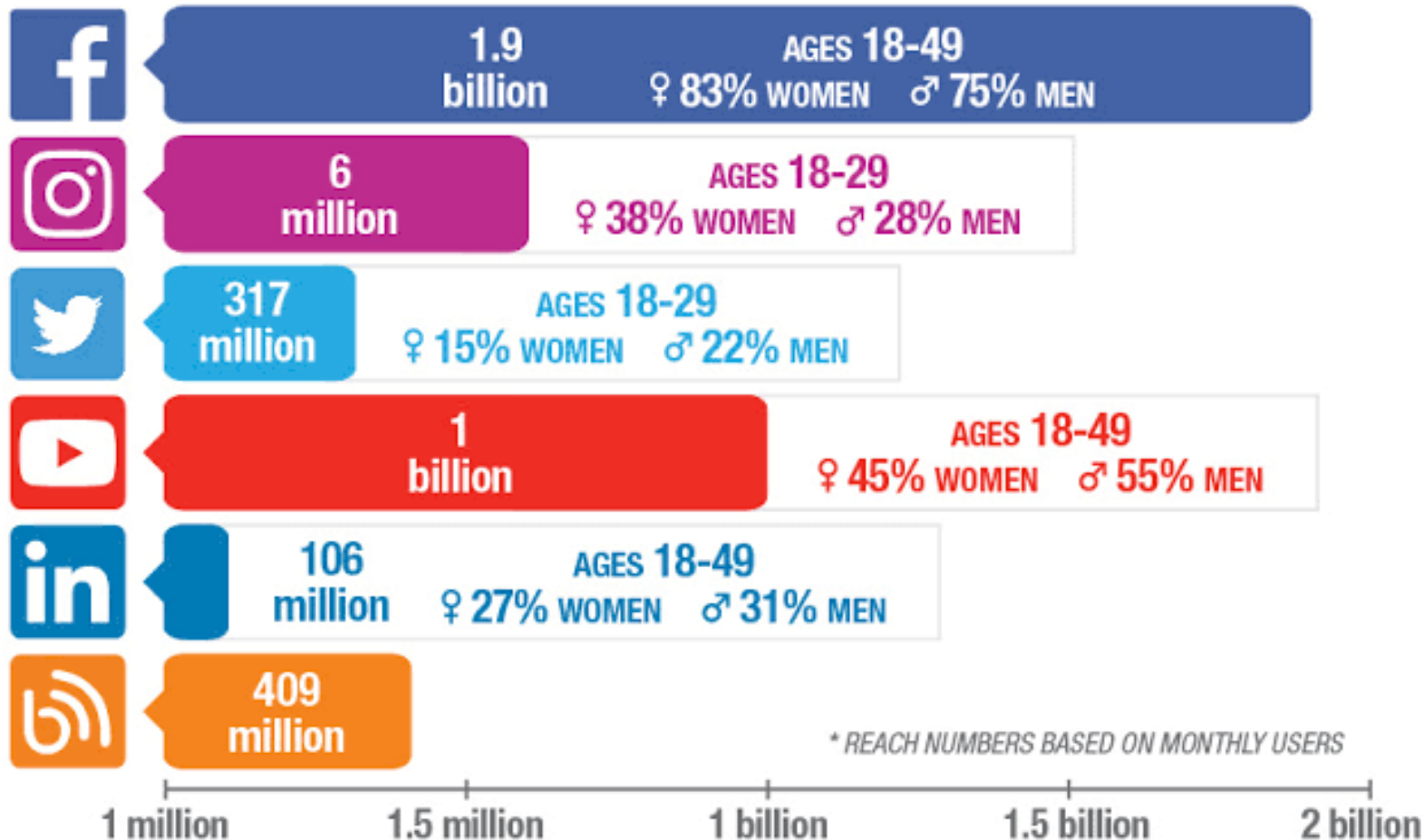
## EVOLUTION OF TIME PER DAY SPENT USING SOCIAL

AVERAGE AMOUNT OF TIME SPENT PER DAY USING SOCIAL MEDIA (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



# POTENTIAL

## WHO ARE YOU REACHING?\*



# POTENTIAL

## FREQUENCY OF USAGE

*% of users who use each service on the following basis*



# POTENTIAL

JAN  
2019

## SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS IN EACH COUNTRY / TERRITORY

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**3.484**  
BILLION

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**3.256**  
BILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**42%**



# POTENTIAL

JAN  
2019

## SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE\* OF SELECTED SOCIAL MEDIA PLATFORMS

TOTAL ADVERTISING  
AUDIENCE ON FACEBOOK  
(MONTHLY ACTIVE USERS)



**2,121**  
MILLION

FEMALE: **43%**  
MALE: **57%**

TOTAL ADVERTISING  
AUDIENCE ON INSTAGRAM  
(MONTHLY ACTIVE USERS)



**895**  
MILLION

FEMALE: **50%**  
MALE: **50%**

TOTAL ADVERTISING  
AUDIENCE ON TWITTER  
(MONTHLY ACTIVE USERS)



**251**  
MILLION

FEMALE: **34%**  
MALE: **66%**

TOTAL ADVERTISING  
AUDIENCE ON SNAPCHAT  
(MONTHLY ACTIVE USERS)



**307**  
MILLION

FEMALE: **60%**  
MALE: **38%**

TOTAL ADVERTISING  
AUDIENCE ON LINKEDIN  
(REGISTERED MEMBERS)



**604**  
MILLION

FEMALE: **44%**  
MALE: **56%**

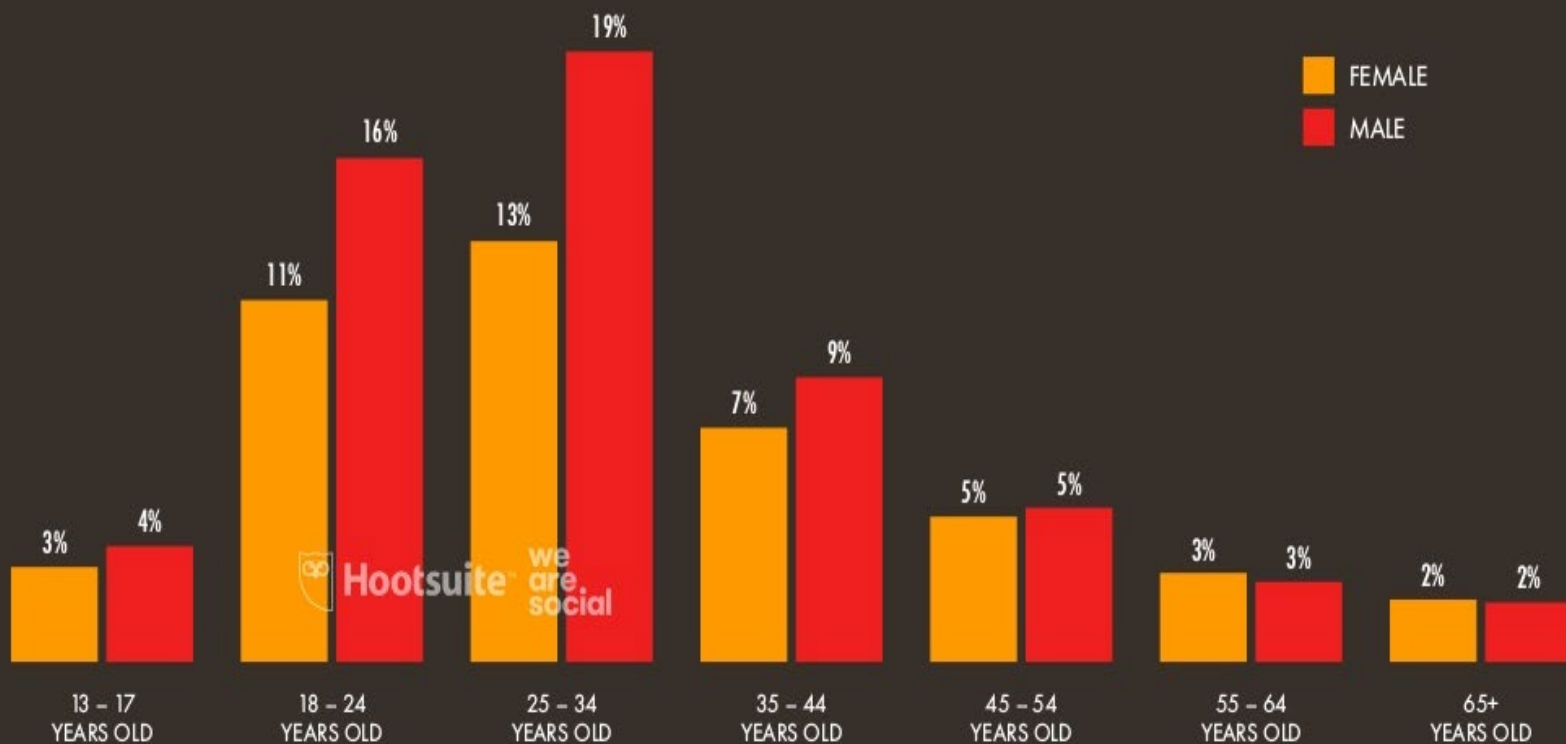


# POTENTIAL

JAN  
2019

## SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



74

**SOURCE:** EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. **NOTE:** FACEBOOK DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING

# POTENTIAL

JAN  
2019

## SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH



98%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



83%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 16M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER\*



8.9

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



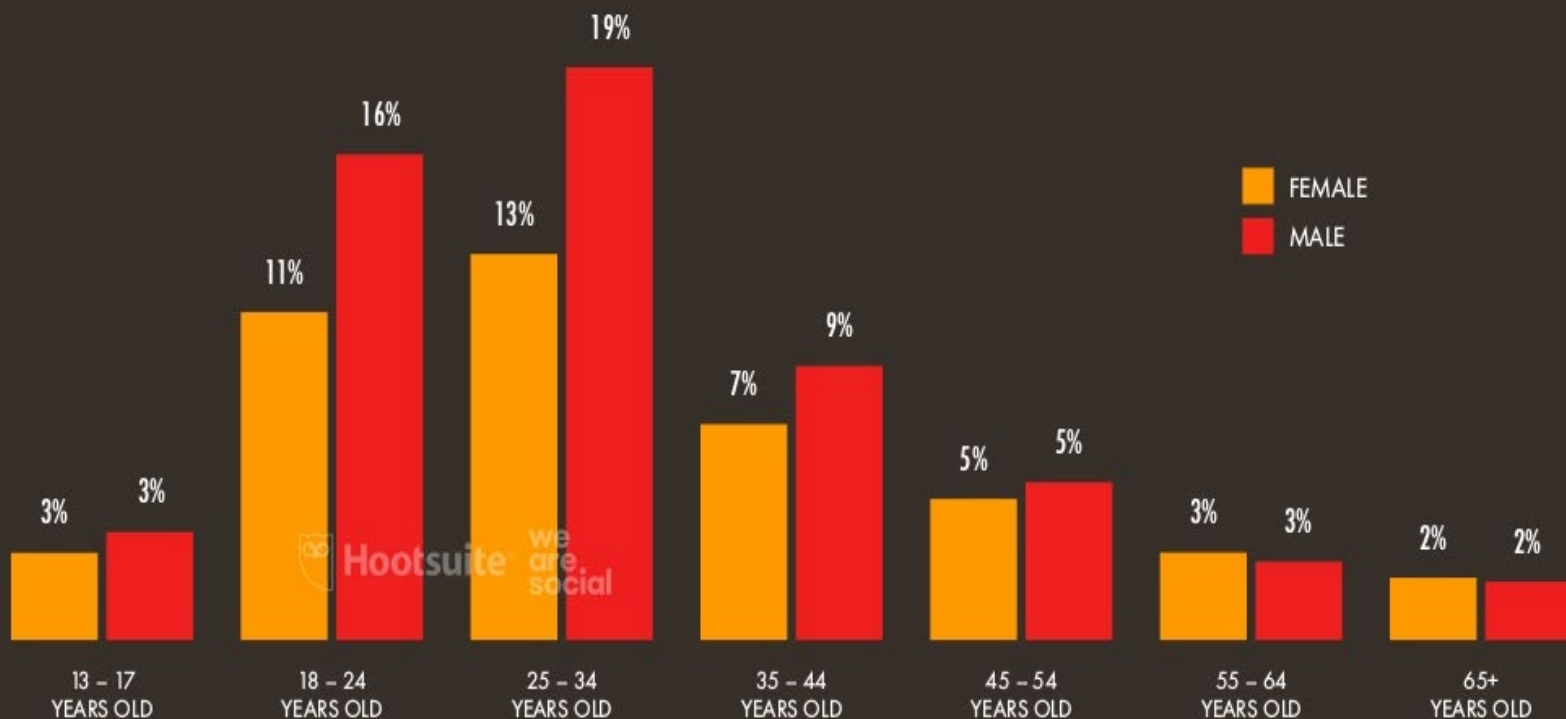
24%

# POTENTIAL

JAN  
2019

## FACEBOOK AUDIENCE PROFILE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



87

**SOURCE:** FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FACEBOOK DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE FACEBOOK PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE FACEBOOK USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

# POTENTIAL

JAN  
2019

## GLOBAL E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN U.S. DOLLARS

FASHION  
& BEAUTY



**\$524.9**  
BILLION

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



**\$392.6**  
BILLION

statista

FOOD &  
PERSONAL CARE



**\$209.5**  
BILLION



FURNITURE &  
APPLIANCES



**\$272.5**  
BILLION

TOYS, DIY  
& HOBBIES



**\$386.2**  
BILLION

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



**\$750.7**  
BILLION



DIGITAL  
MUSIC



**\$12.05**  
BILLION

we  
are  
social

VIDEO  
GAMES



**\$70.56**  
BILLION



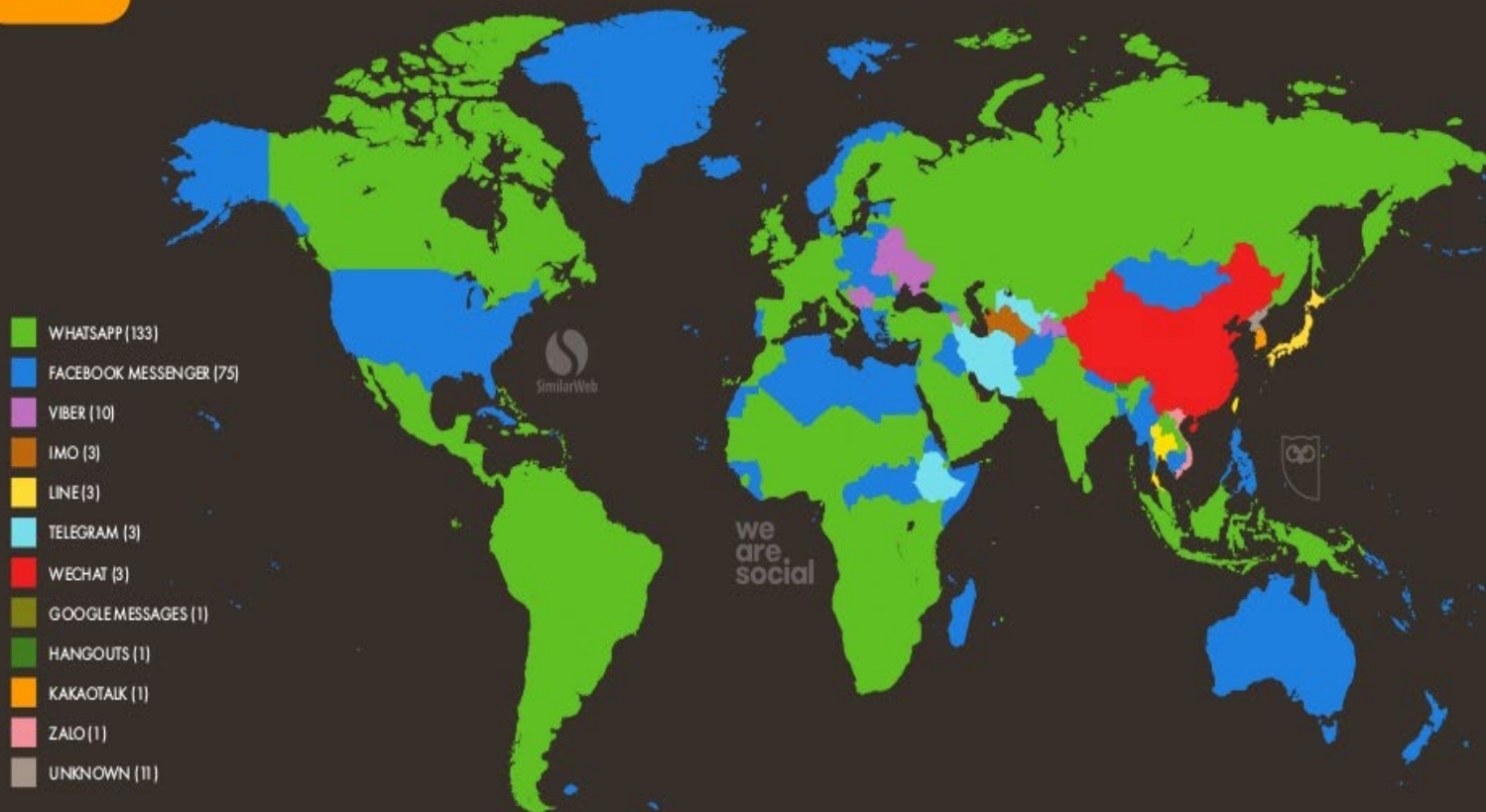


# POTENTIAL

JAN  
2019

## TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



83

**SOURCE:** BASED ON SIMILARWEB'S ALGORITHM INTEGRATING CURRENT INSTALLS FROM THE GOOGLE PLAY STORE WITH ACTIVE APP USERS (DECEMBER 2018).  
**NOTE:** FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

# POTENTIAL

JAN  
2019

## E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

84%

VISITED AN ONLINE  
RETAIL STORE ON THE  
WEB (ANY DEVICE)



global  
web  
index

91%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



we  
are  
social

75%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



global  
web  
index

42%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



55%





# THE PRODUCTS



# PRODUCTS

It is very important that the product meet the standards that will make it competitive in the international market.

A product that will be sustainably successful in the international market must have the following characteristics:

- **Processed-** not raw materials
- **Packaged-** to prevent damage and proper presentation
- **Promotion-** to be known to the intending buyers
- **Potentials-** buyers must be interested
- **Pictures-** take a very beautiful pictures and use it for the advert
- **Pronunciation-** name should be easy to pronounce
- **People-** excellent customer service
- **Partners-** contacts abroad for after sales service



# PRODUCTS

## Labelling-for food items

Packaging is also designed to be visually stimulating and provide information about the product to help the customer. The information supplied must cover:

1. The name of the food;
2. The weight/volume (metric) (unless under 5g);
3. The list of ingredients in descending order of weight;
4. How the food should be stored, where appropriate;
5. The date when the food should be eaten;
6. Genetically modified ingredients and allergens;
7. Traceability (Lot or Batch No)
8. The name and address of manufacturer or distributor;
9. Nutrition information on the back of pack.
10. Transparent to make the content visible
11. The source- country of raw material & production
12. Bar code
13. Preparation Instruction.

# PRODUCTS

## Product Categories





# PRODUCTS

## Product Categories





# PRODUCTS

## Product Categories



# PRODUCTS

## Product Categories





# PRODUCTS

## Product Categories





# PRODUCTS

## Product Categories



# PRODUCTS

## Product Categories





# PRODUCTS

## Product Categories



# PRODUCTS

## Product Categories





# PRODUCTS

## Product Categories



# PRODUCTS

## Product Categories







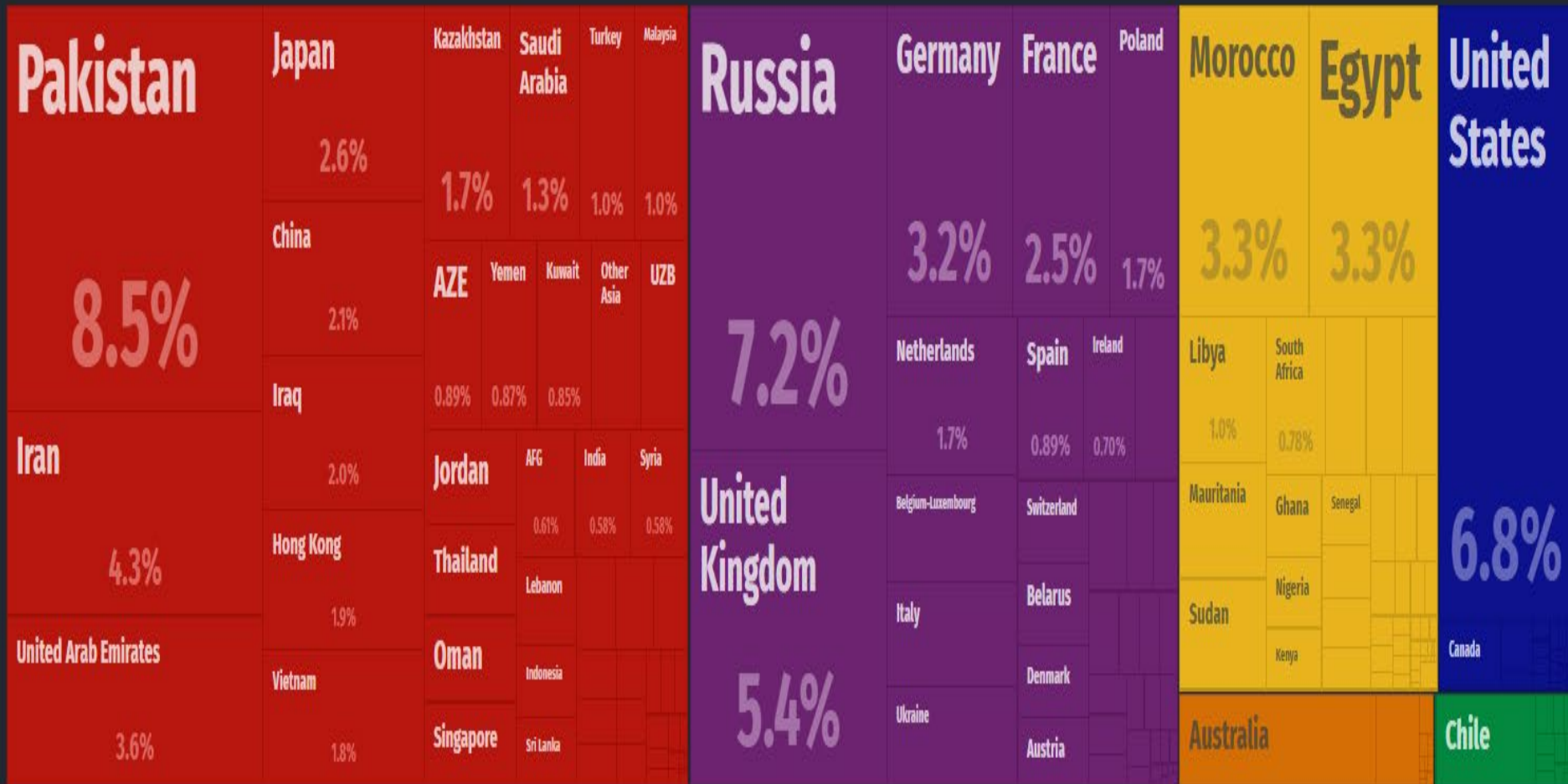
# THE PLATFORMS





# IMPORTERS OF TEA

TOTAL: \$7.12B

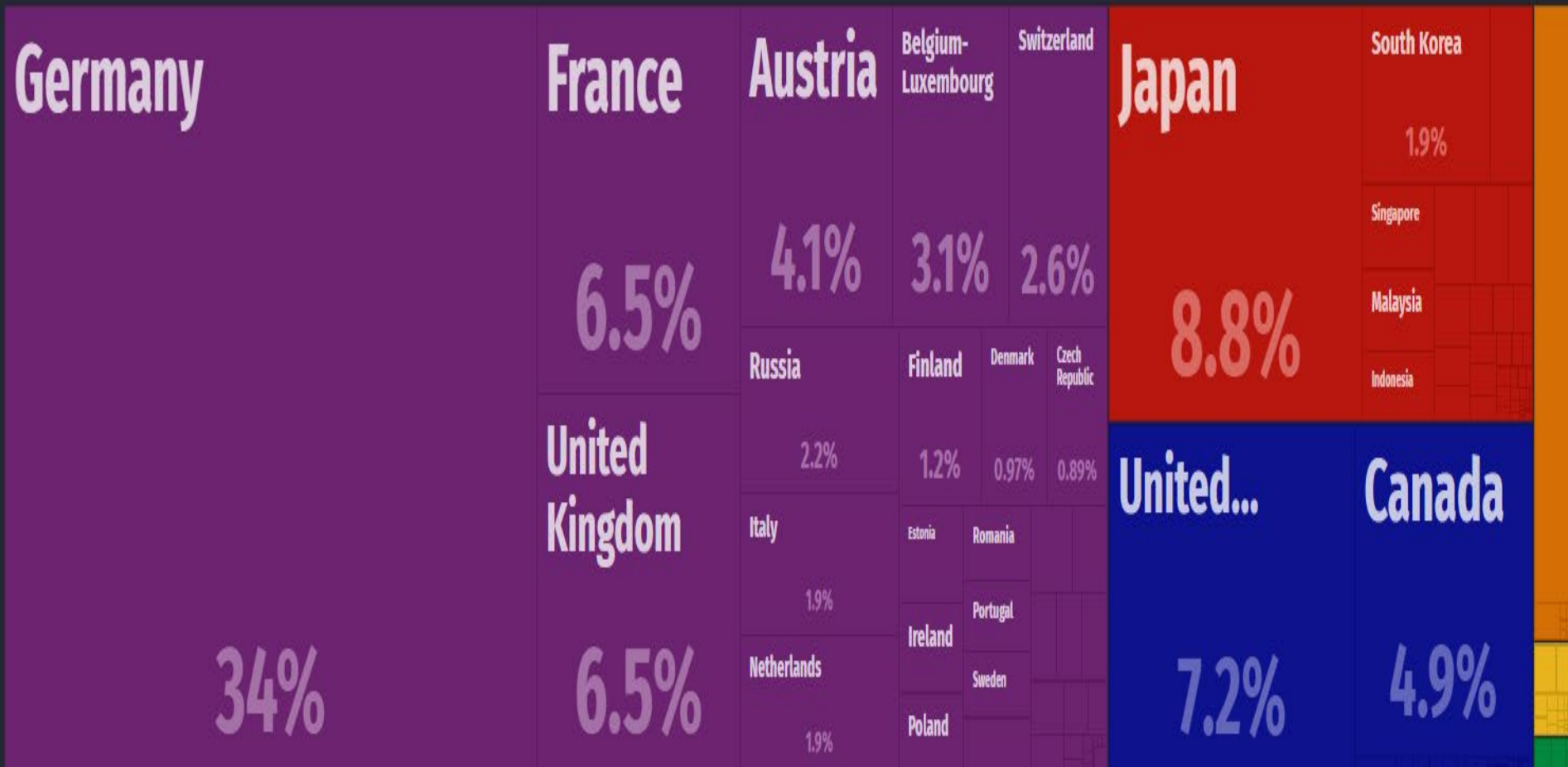






# IMPORTERS OF SMOKED FISH

TOTAL: \$538M





# IMPORTERS OF DRY FRUITS

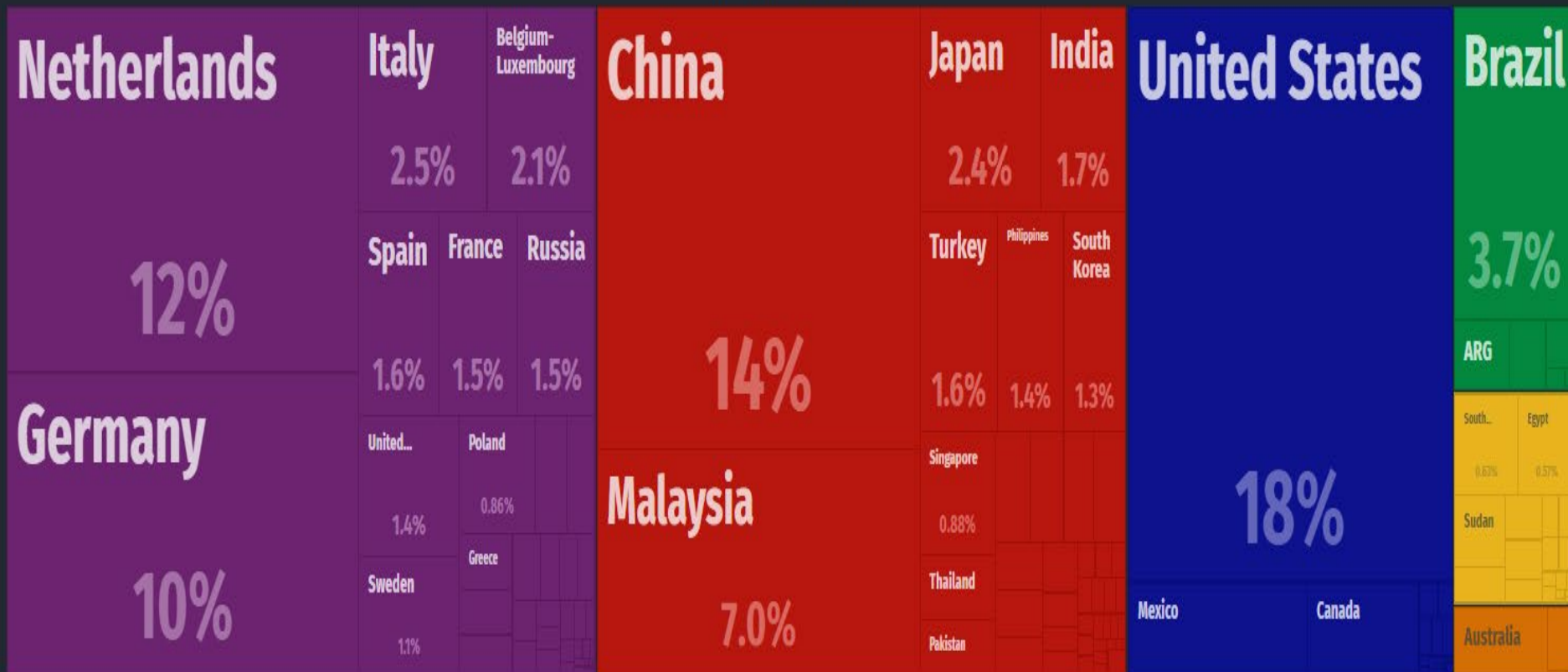
TOTAL: \$2.17B





# IMPORTERS OF COCONUT OIL

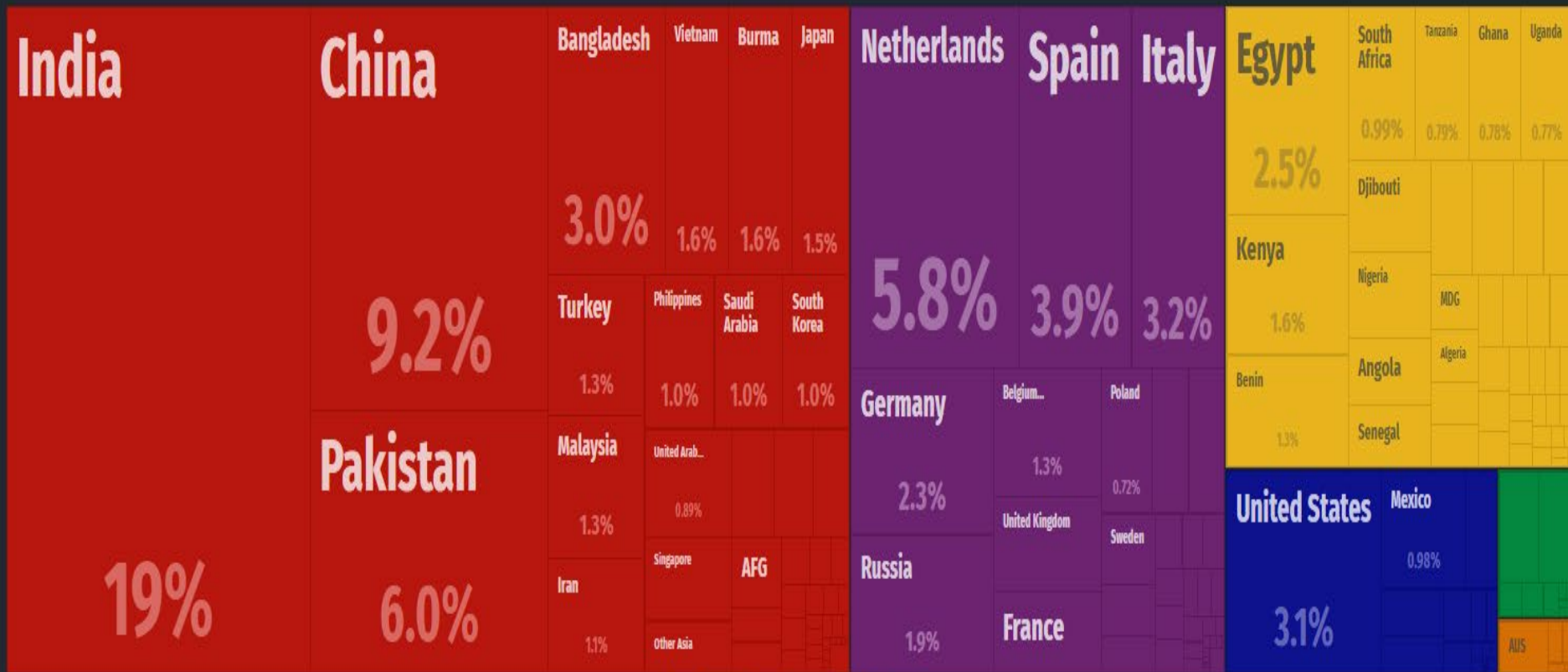
TOTAL: \$7.39B





# IMPORTERS OF PALM OIL

TOTAL: \$33.2B

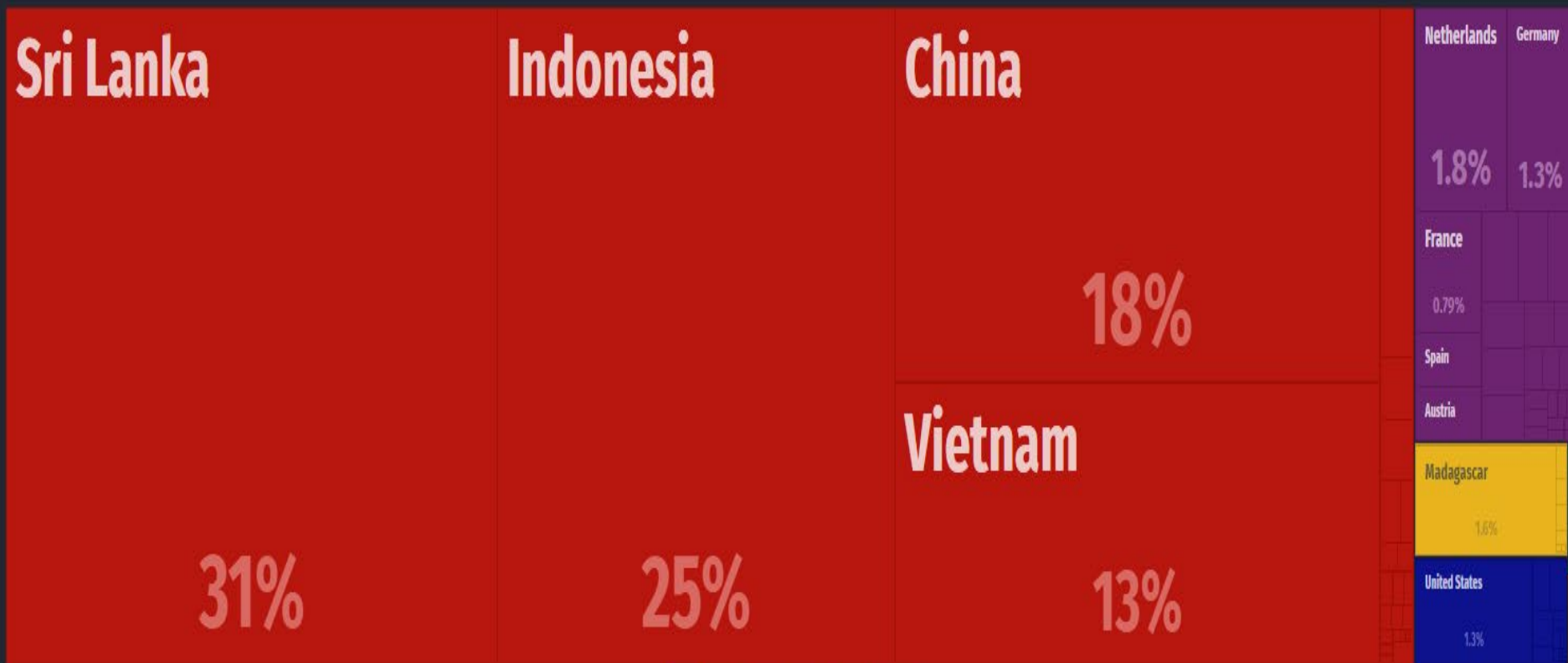






# IMPORTERS OF CINNAMON

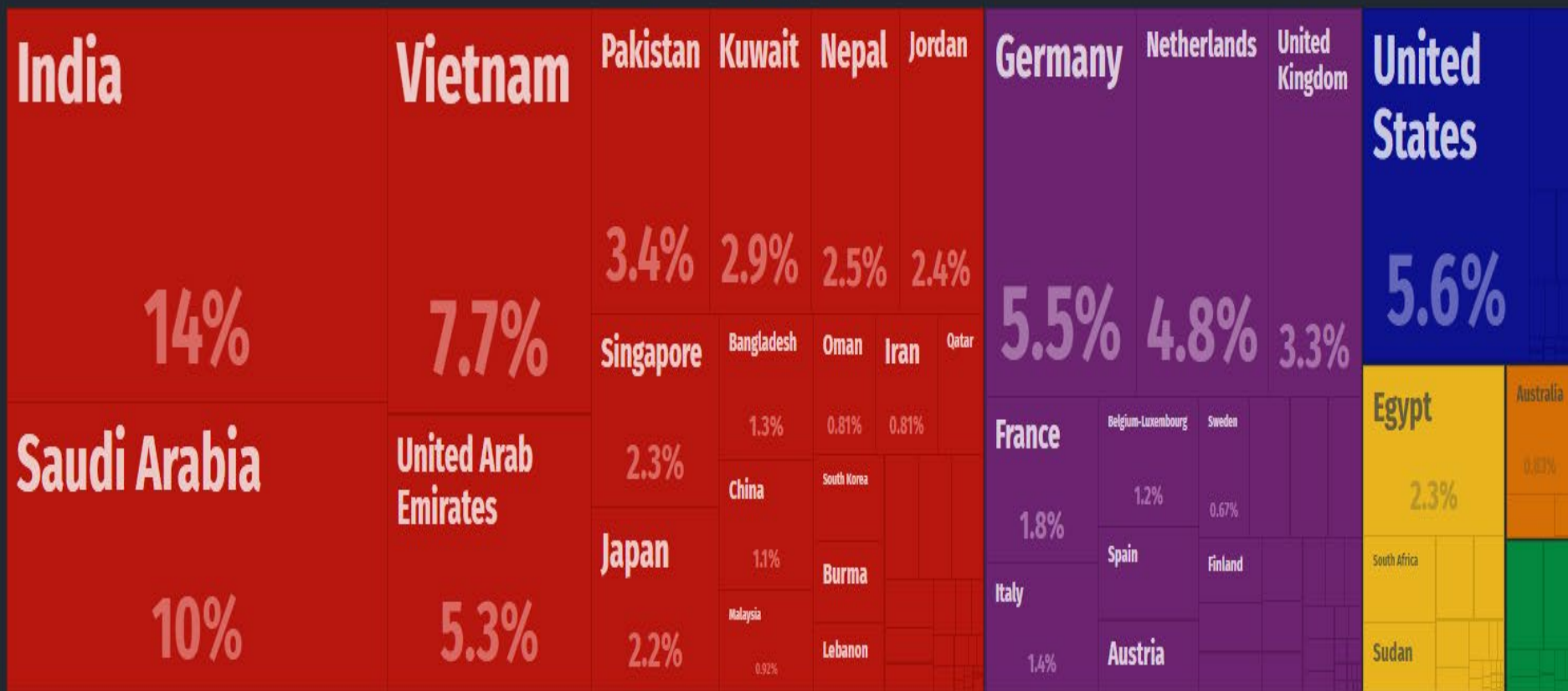
TOTAL: \$608M





# IMPORTERS OF NUTMEG

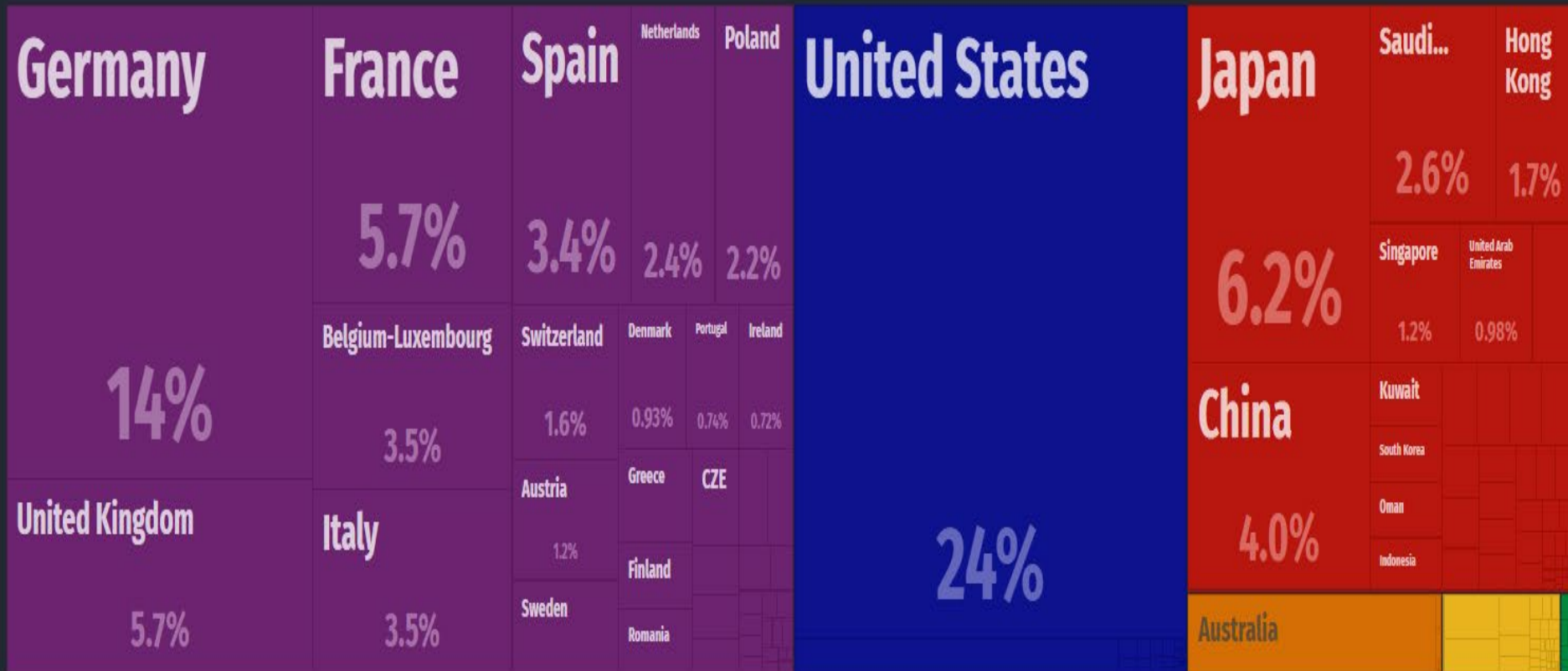
TOTAL: \$568M





# IMPORTERS OF NATURAL HONEY

TOTAL: \$2.3B



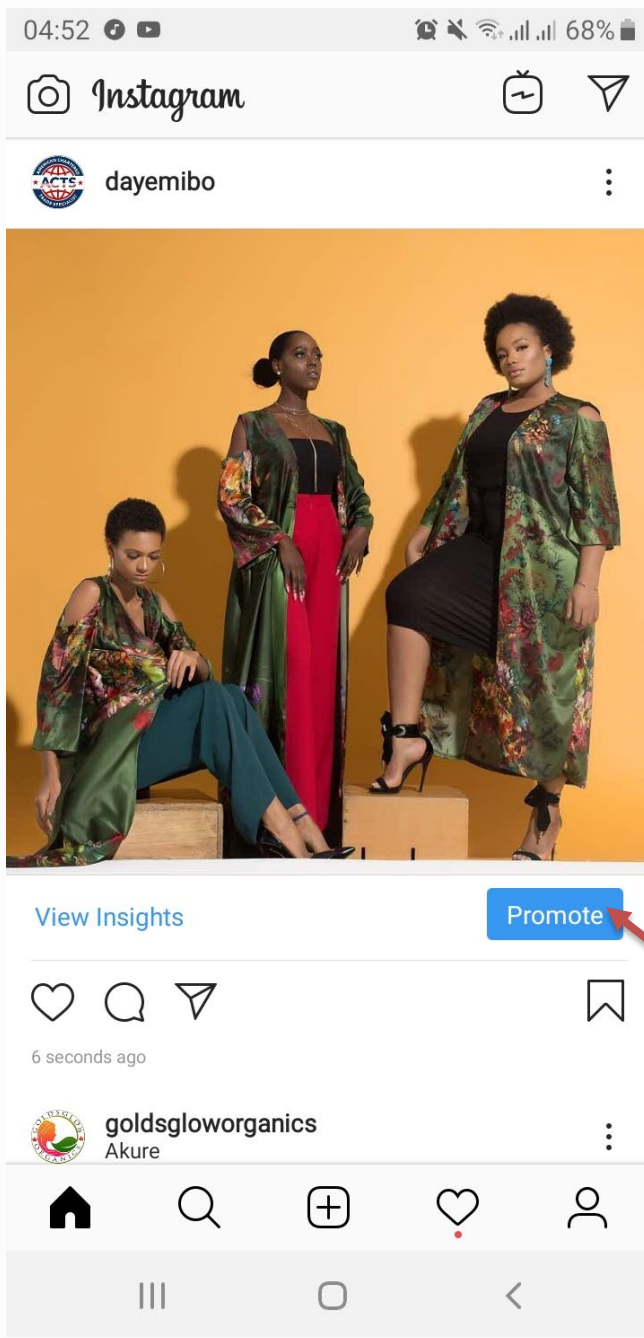




# DEMONSTRATION ON INSTAGRAMS



# PLATFORMS- ADVERTS PROCESS



# PLATFORMS- ADVERTS PROCESS

06:45 06:45 4G 86%

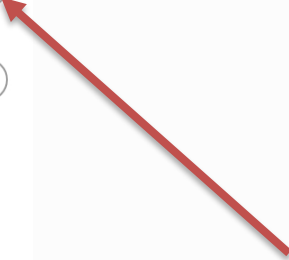
× Destination →



Select where to send people

Your profile ☐

Your website ☐

Your Direct messages ☐



 Learn about destinations 

III O <



# PLATFORMS- ADVERTS PROCESS

06:46 4G 86%

Website ✓

Add URL and action button

<http://www.globaltradecollege.com/> ✓

Action button

Learn More ☐

Shop Now ☐

Watch More ☐

Contact Us ☐

Book Now ☒

Sign Up ☐

III O <

# PLATFORMS- ADVERTS PROCESS

06:46 4G 86%

← Audience →

☒ NEED Ecowas Mine

☐ North Region

☐ Lagos

☐ Benue

☐ Nasarawa

☐ MINE

☐ Deltos

☐ Diploma - 2

☐ Diploma





☐ Import Export Products

☐ Create your own  
Manually enter your targeting options

? Learn how to reach the right people

III O <


# PLATFORMS- ADVERTS PROCESS

06:48     85%


✕ Locations ✓


3,800,000  
Potential People Reached


Great


🔍 Add locations 

We suggest adding a broad range of locations to cover the largest surrounding area, including countries, counties/regions and towns/cities.

Houston, Texas 

Milton Keynes, United Kingdom 

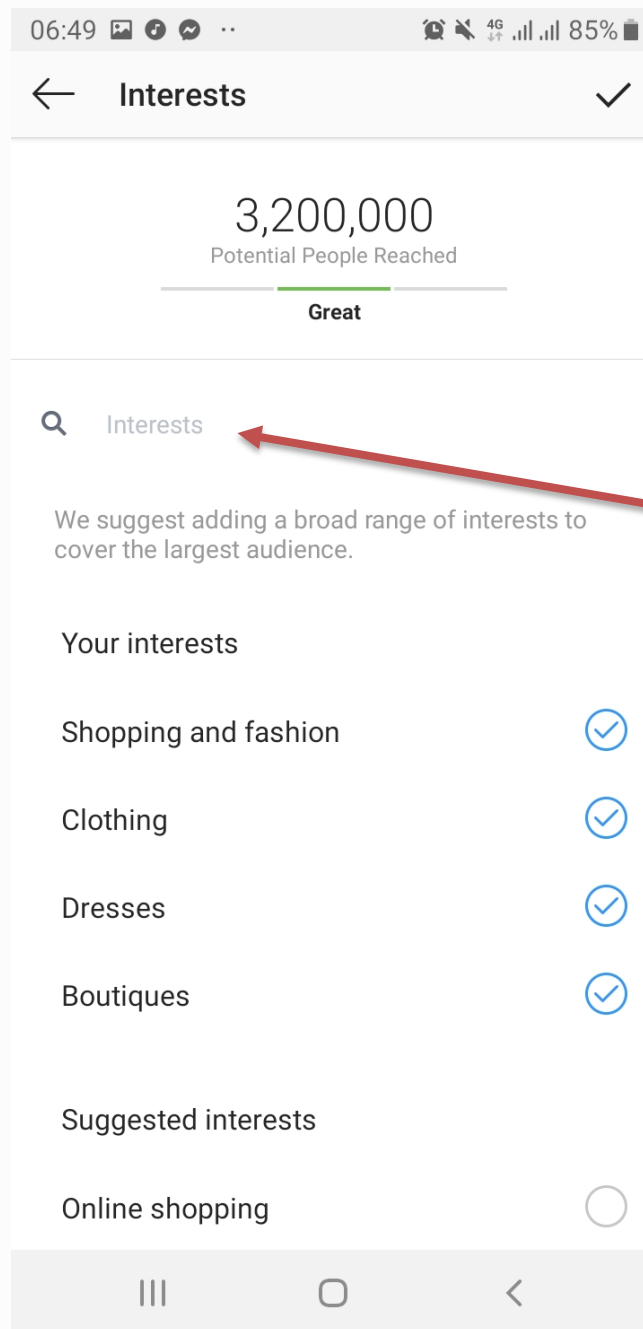
Florence, Italy 

Champagne, France 

III ○ <



# PLATFORMS- ADVERTS PROCESS



# PLATFORMS- ADVERTS PROCESS

06:49 4G 85%

✕ Age and gender ✓

2,400,000  
Potential People Reached

Great

Age and gender

25 60

Male ✓

Female ✓

III ○ <

# PLATFORMS- ADVERTS PROCESS

06:49 4G 85%

← Budget and duration →

Your total spend is  
NGN5,970 over 6 days


270 – 3,100  
Est. reach



**Budget**

NGN995 daily

**Duration**

6 days








 Learn about budget, duration and distribution 

III O <



# PLATFORMS- ADVERTS PROCESS

06:50    ... 4G  85% 


← Review

---

You're all set

Your estimated reach is 270-3,100 people. Once your promotion starts, you can pause spending at any time.

---

 Preview Promotion >


Destination globaltradelcollege.com

Action button Book Now

Audience Texas

Budget and duration NGN5,970/6 days

---

 VISA \*2199  
Expires 08/2021 • From Facebook

---

[Create Promotion](#)

By creating a promotion, you agree to Instagram's [Terms](#) and [Advertising guidelines](#)

III O <

# PLATFORMS

Trade platforms are online marketplace where sellers can list their products and buyer place their demands. It could also be a place to get the details of buyers and sellers around the world.

Trade platforms online can be of different types and these include:

- Personal e-commerce website- <https://www.femihandbags.com/>
- Websites of e-commerce companies
  - B2B Market place- <https://www.globalbuyersonline.com/>
  - B2C Market place- [www.aliexpress.com](http://www.aliexpress.com)
- Trade fairs from around the world- <http://tofairs.com/>
- Trade group platforms on Facebook
- Trade group platforms on LinkedIn
- Trade group platforms on WhatsApp
- Government trade portals for buyers and sellers
- National Directories
- Trade Group Directories





**DEMONSTRATION ON  
WWW.TOFAIRS.COM**



# PLATFORMS

## FACEBOOK TRADE GROUPS

- Import and Export fruits and vegetables worldwide-  
<https://www.facebook.com/groups/agrosuppliers1/>
- Import-Export Worldwide-  
[https://web.facebook.com/groups/saleworldwide/?ref=br\\_rs](https://web.facebook.com/groups/saleworldwide/?ref=br_rs)
- Import Export Worldwide Business Opportunities!!-  
[https://web.facebook.com/groups/1787387724685994/?ref=br\\_rs](https://web.facebook.com/groups/1787387724685994/?ref=br_rs)
- Business group (export & import)-  
<https://web.facebook.com/groups/207899322672487/>
- FOOD TRADE WORLDWIDE. Export & Import-  
<https://web.facebook.com/groups/AgrarianCenter.AgriculturalTrade/>
- Charcoal Import & Export-  
[https://www.facebook.com/groups/714411412277807/?\\_rdc=1&\\_rdr](https://www.facebook.com/groups/714411412277807/?_rdc=1&_rdr)







**DEMONSTRATION ON  
WWW.FACEBOOK.COM**



# PLATFORMS

## LINKEDIN TRADE GROUPS

([https://www.linkedin.com/search/results/groups/?keywords=IMPORT%20EXPORT&origin=CLUSTER\\_EXPANSION](https://www.linkedin.com/search/results/groups/?keywords=IMPORT%20EXPORT&origin=CLUSTER_EXPANSION))

1. African import export trading-  
<https://www.Linkedin.Com/groups/2401842/>
2. International export import (sales retail apparel fashion sports fmcg agriculture power oil b2b)- <https://www.Linkedin.Com/groups/27040/>
3. World trade canada import/export-  
<https://www.Linkedin.Com/groups/118935/>
4. Companies import & export and trade in egypt-  
<https://www.Linkedin.Com/groups/4182532/>
5. Trading with latin america export & import-  
<https://www.Linkedin.Com/groups/3423206/>
6. Europe - import, export, trading-  
<https://www.Linkedin.Com/groups/4101667/>
7. Tanzania import export trading - east africa-  
<https://www.Linkedin.Com/groups/4948617/>
8. Fruit import and export- <https://www.Linkedin.Com/groups/3797753/>
9. Uganda Import Export Trading - East Africa-  
<https://www.linkedin.com/groups/4713283/>
10. GERMANY - Import, Export, Trading-  
<https://www.linkedin.com/groups/4093126/>



**DEMONSTRATION ON  
WWW.LINKEDIN.COM**



# PLATFORMS

## Websites of e-commerce companies

1. <https://www.globalbuyersonline.com/>
2. <http://www.alibaba.com/>
3. <http://www.tradekey.com/>
4. <http://www.commerce.com.tw/>
5. <http://www.manufacturers.com.tw/>
6. <http://gulfbusiness.tradeholding.com/default.cgi/action/browsebycountry/>
7. <https://www.europages.com/>
8. <https://www.business.com/>
9. <http://www.globalsources.com/>
10. <http://www.BIZBB.com/>





# PLATFORMS

## Websites of e-commerce companies

<https://www.globalbuyersonline.com/>

### Buy Requirements

[View Latest Buy Requirements](#)

[Browse Buy Requirements by categories](#)

[Browse Buy Requirements by countires](#)

[Browse Buy Requirements by keywords](#)

[Post your Buy Requirement](#)

### Members Area





**DEMONSTRATION ON  
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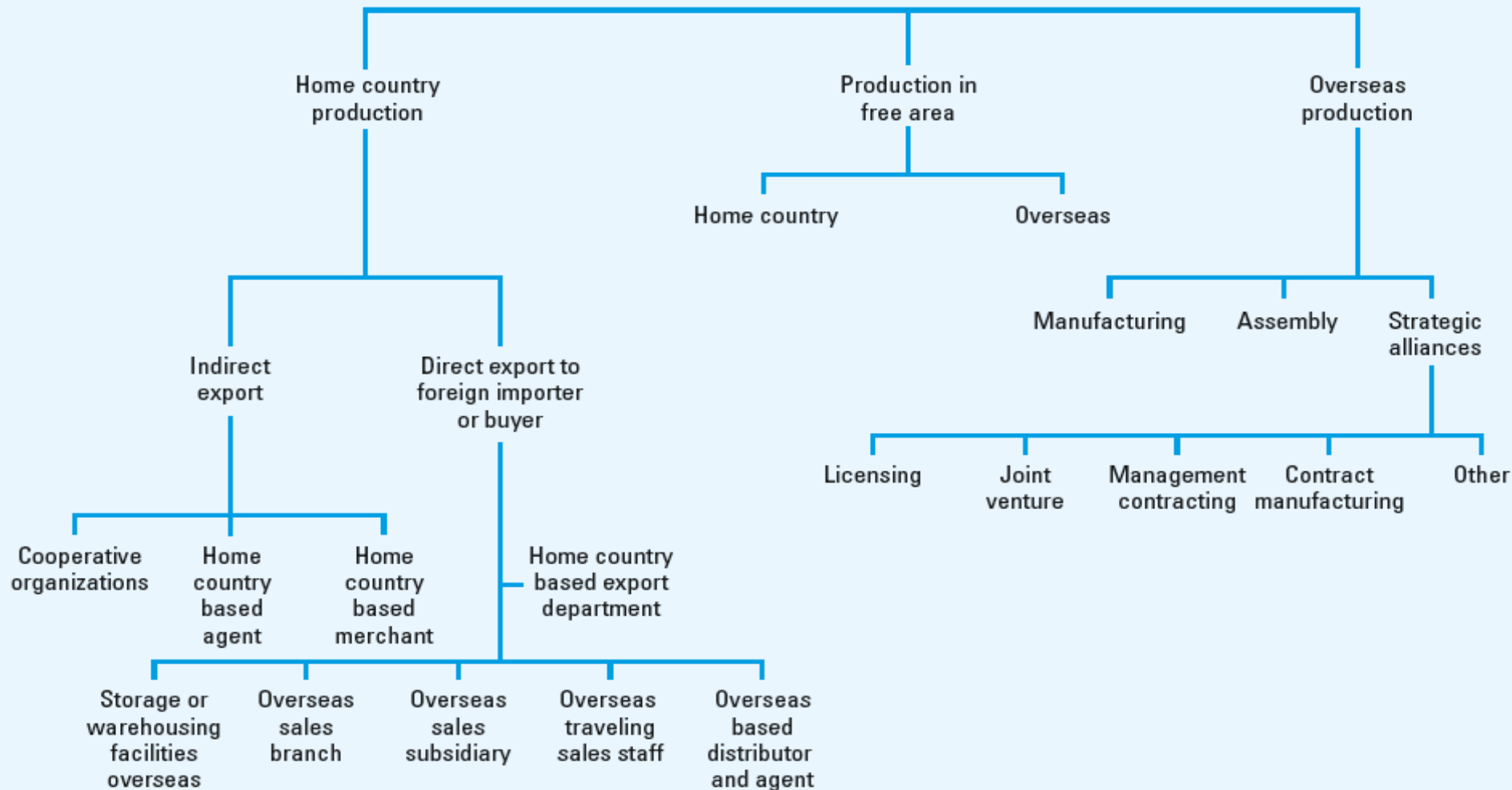


# FROM CONTACTS TO CONTRACT



# EXPORT MARKET ENTRY STRATEGIES

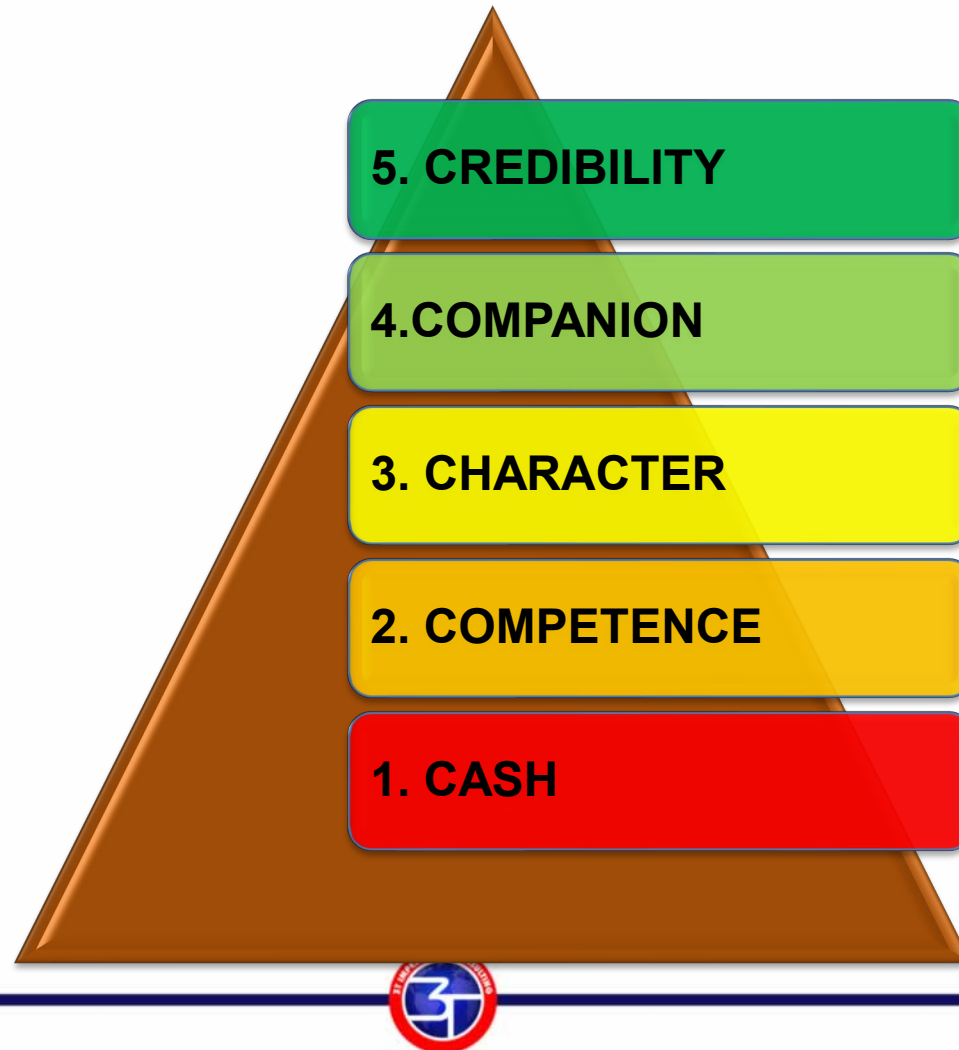
## Outline of alternative basic international marketing channels





# EXPORT MARKETING CHANNELS

## THE HURDLES TO BE CROSSED (NEGOTIATION TOOLS)



# EXPORT MARKETING CHANNELS



## THE HURDLES TO BE CROSSED (NEGOTIATION TOOLS)

### 1. **Credibility**

- Show evidence of membership of Bilateral chamber of commerce, city chamber of commerce

### 2. **Companion**

- Show evidence of your team members, evidence of current customers buying your products.

### 3. **Character**

- Show that you will stand by your words to ship as at when due base orders you have and evidence of when it was shipped either locally and to export market

### 4. **Competence**

- Show evidence that can supply the right quality via a certification of your products or a lab report of your product quality

### 5. **Cash**

- Show evidence that you have the financial muscles to deliver the desired quantity



# EXPORT MARKETING CHANNELS

## EMAIL PROPOSALS

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

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

**NB: It will be great if you can get a friend, relative or allied abroad (preferably in EU, US or UK) to send the first introductory mail to the indenting buyers**



# EXPORT MARKETING CHANNELS



## **Full Corporate Offer** (Include but not limited to the following)

1. Seller's Name
2. Seller's Address
3. Product Description
4. Specifications
5. Minimum Order
6. Maximum Order
7. Payment Method
8. Payment Terms
9. Duration For Shipment
10. Unit price (FOB price only)
11. Incoterms
12. Contract period
13. Inspection Agent
14. Country of Origin







# THE PROBLEMS



# PROBLEMS

Some of the challenges of sourcing for buyers online or running and e-commerce business include the following:

## 1. Handling Fraud issues

- One of the major challenge of deploying technology to source for buyers abroad is the challenges of fraudsters. The fact that you most likely will not know who you are dealing with well enough poses a challenge. For retail product there is the challenge of not getting value for money because of the delivery of low quality goods. For commodities, there is the challenge of not getting paid after shipment especially if you are unable to get a secured means of payment.

## 2. Attracting the perfect customer

- Online shoppers don't shop the same way as they used to back in the day. They use Amazon to search for products (not just Google). They ask for recommendations on Social Media. They use their smartphones to read product reviews while in-store and pay for purchases using all sorts of payment methods. Retailers must figure out where their audience is and how to attract them efficiently without killing their marketing budget.



# PROBLEMS

## 3. Generating targeted traffic

- Digital marketing channels are evolving. Retailers can no longer rely on one type of channel to drive traffic to their online store. They must effectively leverage SEO, PPC, email, social, display ads, retargeting, mobile, shopping engines and affiliates to help drive qualified traffic to their online store. They must be visible where their audience is paying attention.

## 4. Capturing quality leads

- Online retailers are spending a significant amount of money driving traffic to their online store. With conversion rates ranging between 1% to 3%, they must put a lot of effort in generating leads in order to get the most out of their marketing efforts. The money is in the list. Building an email subscribers list is key for long term success. Not only will help you communicate your message, but it will also allow you to prospect better using tools such as Facebook Custom Audiences. Not all leads are created equally. Retailers must craft the right message for the right audience in order to convert them into leads with hopes of turning them into customers.

# PROBLEMS

## 5. Nurturing the ideal prospects

- Having a large email list is worthless if you're not actively engaging with subscribers. A small percentage of your email list will actually convert into paying customers. Nonetheless, retailers must always deliver value with their email marketing efforts. Online retailers put a lot of focus on communicating product offering as well as promotions, but prospects need more than that.

## 6. Converting shoppers into paying customers

- Driving quality traffic and nurturing leads is key if you want to close the sale. At a certain point, you need to convert those leads in order to pay for your marketing campaigns. Retailers must constantly optimize their efforts in converting both email leads as well as website visitors into customers. Conversion optimization is a continuous process.





# PROBLEMS

## 7. Retaining customers

- Attracting new customers is more expensive than retaining the current ones you already have. Retailers must implement tactics to help them get the most out of their customer base in increase customer lifetime value.

## 8. Achieving profitable long-term growth

- Increasing sales is one way to grow the business but in the end, what matters most is profitability. Online retailers must always find ways to cut inventory costs, improve marketing efficiency, reduce overhead, reduce shipping costs and control order returns.

## 9. Choosing the right technology & partners

- Some online retailers may face growth challenges because their technology is limiting them or they've hired the wrong partners/agencies to help them manage their projects. Retailers wanting to achieve growth must be built on a good technology foundation. They must choose the right shopping cart solution, inventory management software, email software, CRM systems, analytics and so much more. In addition, hiring the wrong partners or agencies to help you implement projects or oversee marketing campaigns may also limit your growth.



# PROBLEMS

## 10. Finding the right products to sell

- Anyone can launch an online store within days and start selling all sorts of products. Amazon is taking over the eCommerce world with their massive online product catalogue and services that have enabled sellers to easily reach paying customers. Aliexpress have also simplified product sourcing by giving access to Chinese manufacturers within a couple of clicks. All of this has made it very difficult for retailers to source unique products unless you they decide to manufacture your own.





# THE POSSIBILITIES



# POSSIBILITIES

To experience the possibilities of the non-oil Export Business, you need to follow these principles

**PURPOSE-** Passion to go global not profit



**PRODUCTS-** Competitive is the key



**PLANNING-** Necessary to avoid failure



**PARTNERS-** Local and foreign network



**PERSISTENCE-** Patience for success



# POSSIBILITIES

Export Business leads to great possibilities beyond your Imagination.

It create a great platform:

- 1) Repeat business from the same buyer
- 2) Referral to other buyers
- 3) Replicating the business model in another country
- 4) Redeeming your country's image abroad
- 5) Recruit multiple partners and distributors abroad
- 6) Rebuilding broken bridges between nations
- 7) Raking in more income than your projections



6

## Executive Diploma Programme

PROGRAMME TITLE:

### Diploma in Export Business Management (EBM)



#### TARGETS

Experienced Professionals like:

Trade Product Managers, and  
Relationship Managers,  
Risk Managers,  
Logistics Personnel,  
Trade Desk Officers,  
and Treasurers in FMCG

#### COURSE CONTENT

The EBM programme covers:  
export documentation, export pricing,  
export market entry strategy, export value chain,  
export supply chain management, etc.

**Course Fee:** \$1050

**Period:** 6 months

**Lecture Days:** Every Saturday

**Lecture Duration:** 2-3 hours

**Contact:** 08091244449

**Email:** tradeacademy@3timpex.com

5

## Executive Diploma Programme

PROGRAMME TITLE:

### Diploma in Export Trade Finance (ETF)



#### TARGETS

Experienced Professionals like:

Trade Product Managers, and  
Relationship Managers,  
Risk Managers,  
Logistics Personnel,  
Trade Desk Officers,  
and Treasurers in FMCG

#### COURSE CONTENT

The ETF programme covers: export finance  
options, export trade finance instruments, export  
credit insurance, mitigating export trading risks  
and fraud, export documentation, etc.

**Course Fee:** \$1050

**Period:** 6 months

**Lecture Days:** Every Saturday

**Lecture Duration:** 2-3 hours

**Contact:** 08091244449

**Email:** tradeacademy@3timpex.com

# CONCLUSION

As I conclude this presentation, I will like to say to everyone that:

- If we want to diversify our economy,
- If we want grow our GDP,
- If we want to create employment,
- If we want to boost our foreign reserve,
- If we want to increase the value of Naira vis-à-vis other currencies of the world,

**Aggressive Drive For Non-Oil Export Business driven by information technology is the Way To Go!!!**



# THANK YOU



**3T IMPEX**  
TRADE ACADEMY

*...Promoting International Trade Education*



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*...Promoting International Trade Education*

# MANAGING EXPORT CONTRACTS AND DOCUMENTATIONS



# WHO WE ARE



**3T Impex Trade Academy** (an arm of 3T Impex Consulting Limited) is a globally recognized international trade consulting firm of African origin.

**Vision:** To be the foremost trade consulting company in Africa who have contributed significantly to the growth of Trade Knowledge, Trade Funding and Trade Volume in at least 25% of the countries on the continent.

**Core Purpose:** To Promote International Trade and significantly contribute to the growth of African GDP (Gross Domestic Products) through Trade Education, Trade Enhancement & Trade Execution



# WHO WE ARE

*Connect with*  
*Bamidele Ayemibo*

*on*  
**facebook** **LIVE**

**WEEK DAYS: 8am & 6pm**

**PROGRAMME THEME:**  
**Import-Export Platform**

**Powered by:**



**3T IMPEX**  
**TRADE ACADEMY**

*...Promoting International Trade Education*

**CONTACT:**

**tradeacademy@3timpex.com**  
**08091244449**



# TRAINING OBJECTIVES

The objectives of this session is to:

1. Identify various export documentation
2. Create a foundation for further research
3. Share practical experience on document handling by banks
4. Understand export guidelines & regulations in Nigeria
5. Know who, where and how to get the necessary documents
6. Manage export contract
7. Understanding typical export contract







# Introduction



# EXPORT DOCUMENTATIONS

## THE PREAMBLE

International trade is largely a business of documentations. This is due to the fact that the goods can be in transit for more than 2 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 involve in the transaction.

Documentations are so vital in international trade and therefore could jeopardise the success of an export project if not properly done. For example, it can hinder the clearance of the goods at either the port of loading or the port of discharge. Under a letter of credit transaction, it can delay the payment if the documents have some discrepancies.



# EXPORT DOCUMENTATIONS

## THE PREAMBLE

The following are some of the questions that need to be answered by an exporter at the beginning of an export transaction in order to reduce the problems associated with export documentations:

1. What are the documents required in the export process?
2. Where can the documents be obtained?
3. When are the documents supposed to be processed?
4. Who are the people that need the documents?
5. Why are the documents necessary for the buyer to clear the goods?
6. Which documents are required for different categories of products?
7. How does the exporter prepare the documents to be issued by his company?



# EXPORT DOCUMENTATIONS

## THE PREAMBLE

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





# EXPORT DOCUMENTATIONS

## THE PREPARATIONS

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.

The document to be considered at the commencement of the transactions include:

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



# EXPORT DOCUMENTATIONS

## THE PREPARATIONS

1. **Importer's Country Regulations-** The importer needs to know the documents needed to clear the goods and sell or use them in his country and this need to be incorporated in the sales contract as parts of the documents to be presented by the exporter. Example include Certificate of origin, EUR1, FDA
2. **Exporter's Country Regulations-** The exporter needs to know the documents needed to apply for exportation and to clear the goods for export (Pre-export documentation- NXP, PFI, CAC etc). In addition to this, he also needs to know the documents needed to be presented to the Bank after shipment (Exchange control documents- CCI, NESS, SGD, Endorsed NXP) as evidence of legal exportation.
3. **Documents Related to Trade Instruments-** These are the documents that are to be issued in favour of the seller in order to provide the needed comfort and assurance of payment. Sometimes it is issued in favour of the buyer to give an assurance of shipment of the right quality and quantity on time. Examples include Letter of Credit, Standby LC and Guarantees



# EXPORT DOCUMENTATIONS

## THE PREPARATION

4. **Pre and Post Export Documentations-** This categorisation is based on the time of issuance of documents. The pre-export documentations are documents issued before shipment. In Nigeria, these include NXP, PFI, CAC, Export License/Certificate. On the other hand, the post export documentations are documents that are often issued after the shipment of goods. Examples include Bill of Lading, Inspection certificate, Draft etc
5. **Financial and Non-Financial (Commercial) Documents-** This categorisation is based on the functions of the documents. The financial documents are the documents to demand for payment. Examples include Draft or Bill of Exchange, Promissory notes. On the other hand, commercial documents are the ones required by the buyer for the clearing of the goods. Examples include Bill of Lading, Invoice, packing list etc
6. **Export Contract-** This is the focal point of this business relationship. It is a very pivotal and central document that states the roles and obligations of the importer and the exporter.



# EXPORT DOCUMENTATIONS

## THE PAPERWORK

### Regulatory Documents

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



# EXPORT DOCUMENTATIONS

## THE PEOPLE

There are different stakeholders involved in export business in Nigeria and they issue different documents needed in the course of exportation in Nigeria.

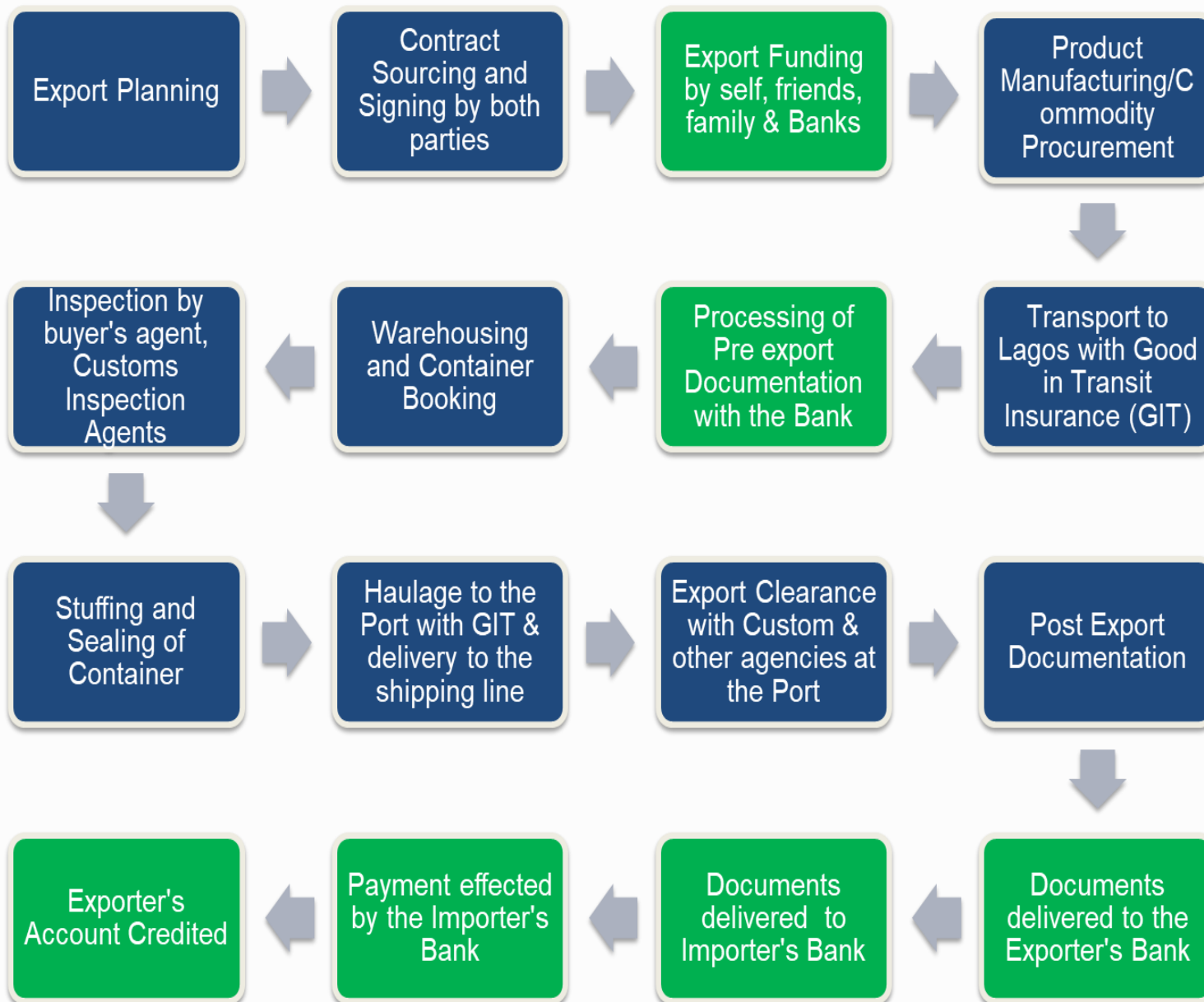
- Importer & Exporter
- Banks
- Central Bank of Nigeria
- Nigeria Export Promotion Council
- Carrier- Shipping Line, Airline
- Importer's Bank- LC, Guarantee
- Insurance company
- NACCIMA
- Nigeria Customs Service
- NAQS
- NAFDAC
- Federal Produce
- SON





# EXPORT DOCUMENTATIONS

## THE PROCESSES



# EXPORT DOCUMENTATIONS

## THE PROCESSES



# EXPORT DOCUMENTATIONS

## THE PROBLEMS

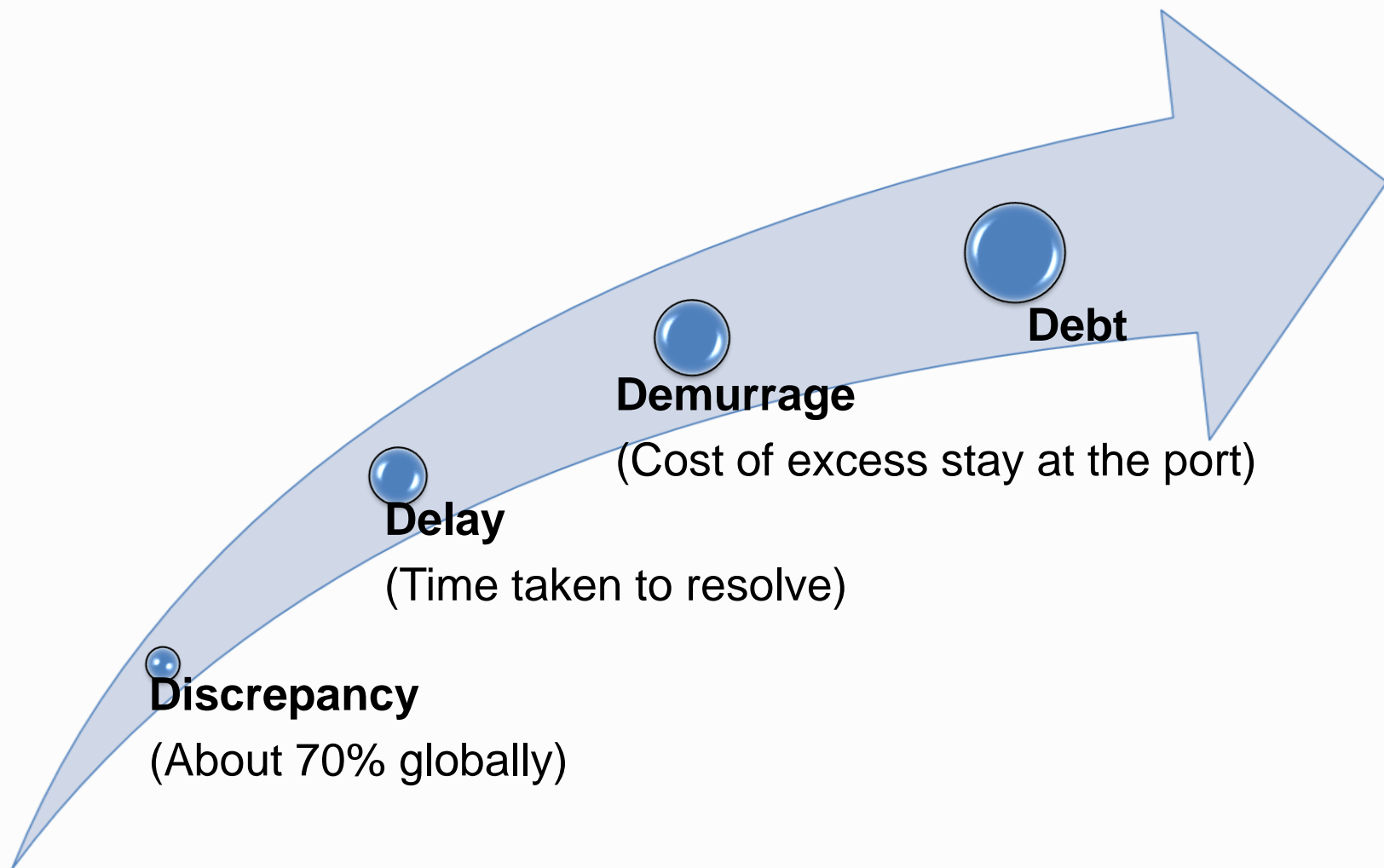
The challenges of export documentations in international trade include the following:

1. Discrepancies- (inconsistencies between LC terms and shipping documents)
2. Delayed issuance- (due to bureaucracy in some institutions)
3. Defective goods- (despite quality inspection report)
4. Damaged goods- (Inadequate insurance coverage)
5. Debt – (due excess cost)



# EXPORT DOCUMENTATIONS

## THE PROBLEMS



# EXPORT DOCUMENTATIONS

## THE PROFITS

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

1. Quality Assurance
2. Title to the goods
3. Evidence of receipt of goods
4. Assurance of payment
5. Evidence of insurance coverage
6. Evidence of shipment of goods
7. Evidence of adherence to regulations
8. Evidence of previous history







# Export Guidelines



# EXPORT DOCUMENTATIONS

## EXPORT GUIDELINES IN NIGERIA

- 1. 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.
- 2. All exports exempt from inspection by the Inspection Agent(s) are listed in SCHEDULE "A" appended.
- 3. 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.
- 4. 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.



# EXPORT DOCUMENTATIONS

## EXPORT GUIDELINES IN NIGERIA

- 5. In the event of uncovering discrepancies that cannot be corrected immediately, the exporter shall be issued with a "Non-Negotiable Certificate of Inspection" (NNCI). It is however in the interest and integrity of the exporter to correct the discrepancies to enable the Inspection Agent(s) issue the appropriate certificate and endorse the commercial (final) invoice accordingly.
- 6. Exporters shall open a domiciliary account with any bank in Nigeria and this same bank shall issue the Exporter with a Nigerian Export Proceeds Form (NXP Form) in sextuplicate for completion in respect of each export transaction, The Exporter shall ensure that the export proceeds are credited to this account.
- 7. Having collected a set of NXP Form from his/her bank, the Exporter completes the Form in sextuplicate, and returns same to the bank with a contract of sale or proforma invoice. The bank shall register and endorse same and retain the original copy. The remaining five copies shall be forwarded to the Inspection Agent(s).



# EXPORT DOCUMENTATIONS

## EXPORT GUIDELINES IN NIGERIA

- 8. The Exporter shall retain a photocopy of the NXP Form and use the NXP number as reference in all dealings with his bank, Central Bank of Nigeria, Inspection Agents and Nigeria Customs Service.
- 9. The NXP Form shall be utilized within six months from the date of registration, subject to renewal for 3 months by the dealing bank. Subsequent requests for renewal are to be approved by the Director, Trade and Exchange Department, Central Bank of Nigeria, Abuja otherwise it must be returned to the exporter's bankers for cancellation.
- 10. The exporter shall be required to pay to a designated bank, the Nigerian Export Supervision Scheme (NESS) Administrative charge of 0.5% of FOB value. The designated bank shall remit this to the NESS fee account in the Central Bank of Nigeria (CBN), If after inspection, the FOB value is found to be higher than that declared, then additional NESS fee shall be paid by the exporter accordingly.



# EXPORT DOCUMENTATIONS

## EXPORT GUIDELINES IN NIGERIA

### 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







# EXPORT CONTRACT



# EXPORT CONTRACT



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 (ie an event beyond the control of either party, for example, riot, war, or natural disaster).

Typical breaches would include delivery of sub-standard goods, late shipment, or failure to carry out what was promised. A breach of contract by one party usually entitles the other party to make a legal claim for any losses suffered and, in some cases, to void the contract, ie walk away from their obligations.

However, in most commercial arrangements the parties will attempt to resolve their differences themselves and, if they cannot do so, will take the dispute to arbitration or some alternative dispute resolution or mediation. Only in the last resort will the party facing an actual and significant loss go to the court for redress, which is potentially expensive, time-consuming and uncertain of outcome.



# EXPORT CONTRACT



## 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. Buyer & Seller's Contact details
3. Buyer & Seller's Account Details
4. Description of goods
5. Quality Specification
6. Quantity
7. Packaging
8. Latest date of shipment
9. Pricing
10. Incoterms 2010
11. Origin
12. Port of loading and port of discharge
13. Payment terms and Payment methods
14. Shipping Documents



# EXPORT CONTRACT



## Contents Of An Export Contract

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

15. Dispute resolution
16. Inspection
17. Insurance
18. Force Majeure
19. Termination
20. Special Conditions
21. Governing law
22. Jurisdiction
23. Signature of Buyer & Seller



# EXPORT CONTRACT



## Contents Of An Export Contract

- 1. Buyer & Seller's Name-** This contains the company names of the buyer and seller. This should be the name registered with the government authorities and used to do transactions with the banks.
- 2. Buyer & Seller's Contact details-** This includes office address, email, phone numbers and other details that can be used to reach the relevant staff that handles import and export transactions in each of the organization.
- 3. Buyer & Seller's Account Details-** This includes account details that the seller wants to use to receive the payment. It can also be used by both parties when doing their due diligence with banks.
- 4. Description of goods-** This describes the goods being shipped in general terms.
- 5. Quality Specification-** This states the individual quality specifications expected to enable the buyer derive the maximum benefit from the products.
- 6. Quantity-** This states the units of measurement and quantity to be shipped.
- 7. Packaging-** This states the mode of packaging, the type of materials to be used, the weight and labelling of the packaging materials.





# EXPORT CONTRACT



## Contents Of An Export Contract

8. **Latest date of shipment-** This is the date on or before which shipment must be made. Shipment after this date could make the buyer to reject the goods.
9. **Pricing-** This has to do with the unit price and the total value of shipment.
10. **Incoterms 2010-** This is the commercial terms that states where the risks and costs of the seller ends and where that of the buyer starts.
11. **Origin-** This simply states the place of production of the goods.
12. **Port of loading and port of discharge-** This consist of the port where the goods will be picked up and where it is going to be unloaded and released to the buyer.
13. **Payment terms and Payment methods-** Payment terms states the time of payment and the percentage to be paid while payment methods states how the goods and documents moves relative to the movement of money for payment.
14. **Shipping Documents-** These are the documents to be provided by the seller to enable the buyer clear the goods at the port of discharge.



# EXPORT CONTRACT



## Contents Of An Export Contract

- 15. Termination-** This states the terms and conditions for the expiration of the contract.
- 16. Inspection-** This highlights the name of the inspection agent that will check the products for conformity to quality specifications, the location of inspection and who is to pay the charges.
- 17. Insurance-** This states the parties that will be responsible for the cost of insurance and the coverage.
- 18. Force Majeure-** This addresses the degree extension of the latest day of shipment if there is an incidence like act of God (fire, earthquake etc) that prevented production and shipment as at when due.
- 19. Dispute resolution-** This states how any dispute arising from the shipment will be resolved between the buyer and the seller.
- 20. Special Conditions-** This states other terms and condition that are not yet captured like the shipping line to be used, sending of scanned copies of shipping document for vetting before printing the original etc.



# EXPORT CONTRACT



## Contents Of An Export Contract

- 21. Governing law-** This contains the law of the country that should be used to judge any court case that might come up based on this contract.
- 22. Jurisdiction-** This has to do with the location for the hearing of any court case that might come up based on this contract.
- 23. Signature of Buyer & Seller-** This involves authentication of the terms of the contract as agreed by both parties in order to make it binding on them.



# EXPORT CONTRACT

## 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.





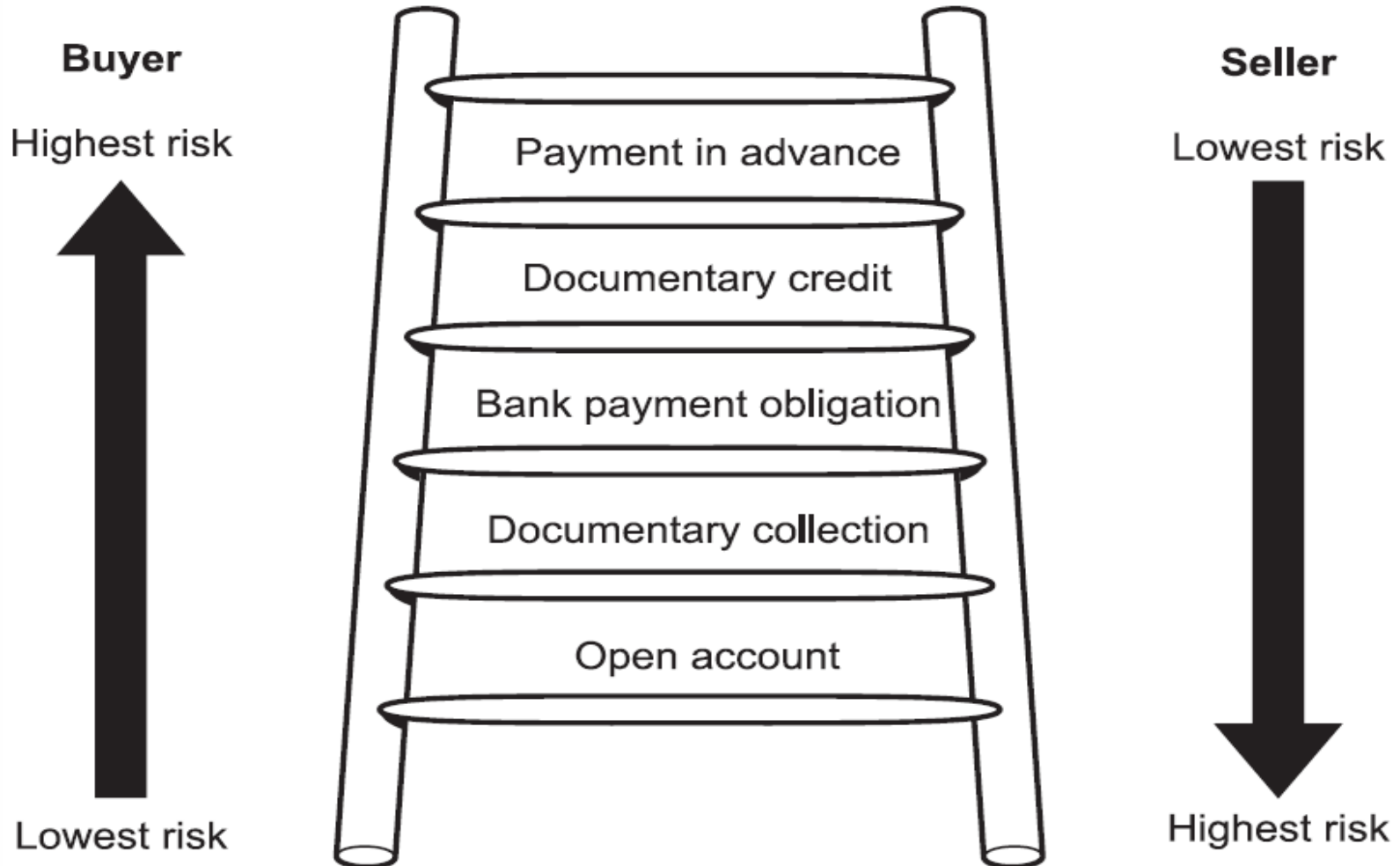
# Payment Methods In International Trade





# PAYMENT METHODS IN INTERNATIONAL TRADE

## INTRODUCTION

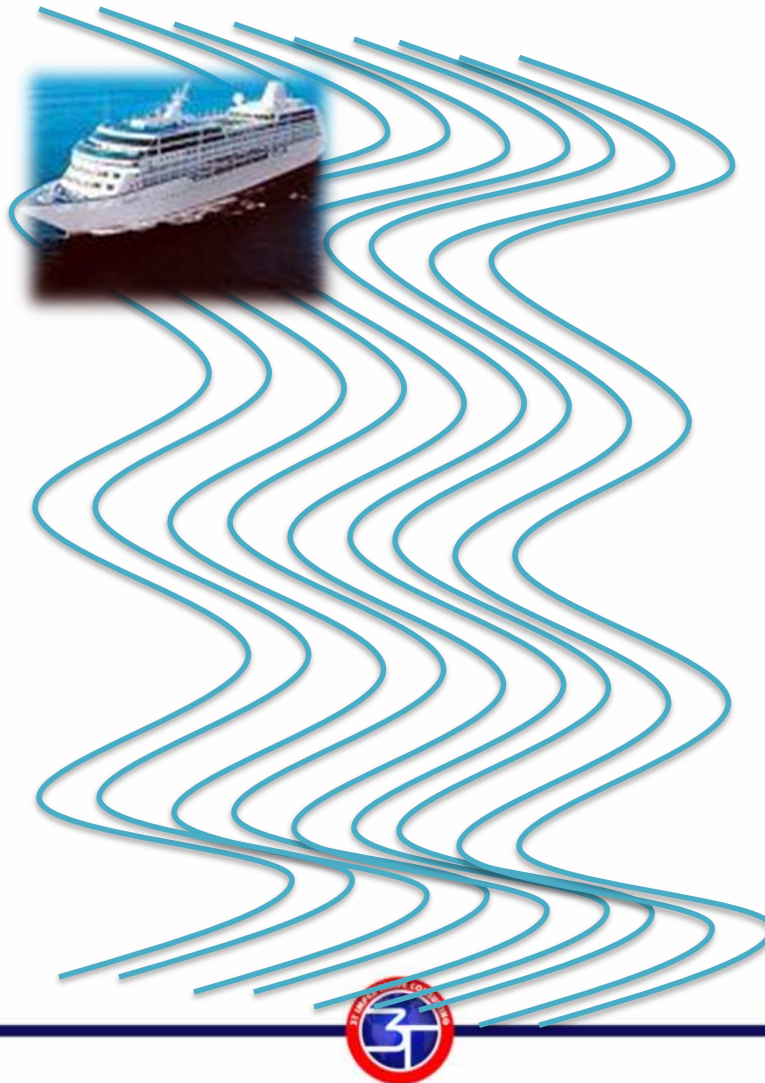


# PAYMENT METHODS IN INTERNATIONAL TRADE

**Importer**



**OPEN ACCOUNT**



**Exporter**



# PAYMENT METHODS IN INTERNATIONAL TRADE

## ADVANCE PAYMENT

Importer



Exporter



# PAYMENT METHODS IN INTERNATIONAL TRADE

## DOCUMENTARY COLLECTION

Documentary Collection (D/C) 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 nonpayment.



# PAYMENT METHODS IN INTERNATIONAL TRADE

## DOCUMENTARY COLLECTION (SIGHT D/P)

**Importer**



**Exporter**



**Importer's Bank**



**Exporter's Bank**





# PAYMENT METHODS IN INTERNATIONAL TRADE

## DOCUMENTARY COLLECTION (TENORED D/A)

**Importer**



**Exporter**



**Importer's Bank**



**Exporter's Bank**



# PAYMENT METHODS IN INTERNATIONAL TRADE

## LETTER OF CREDIT

A letter of credit is an undertaken 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. It has been used for the last several hundred years and is considered a highly effective way for banks to transact and finance export and import trade.

It is an instrument through which a bank furnishes its credit in place of its customer's credit. The bank plays an intermediary role to help complete the trade transaction.

The bank deals only in documents and does not inspect the goods themselves. Therefore, a letter of credit can not prevent an importer from being taken in by an unscrupulous exporter.



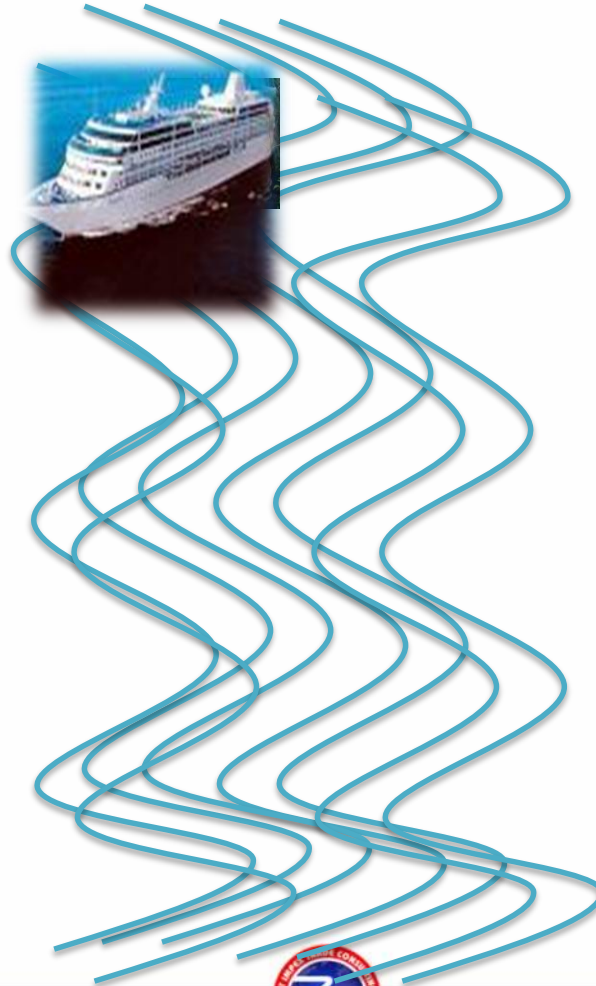
# PAYMENT METHODS IN INTERNATIONAL TRADE

## LETTER OF CREDIT- UNCONFIRMED

**Importer**



**Exporter**



**Importer's Bank**



**Exporter's Bank**



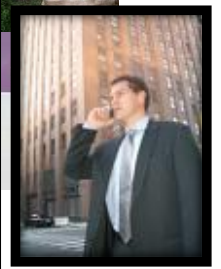
# PAYMENT METHODS IN INTERNATIONAL TRADE

## LETTER OF CREDIT- CONFIRMED

**Importer**



**Exporter**



**Exporter's Bank**



**Importer's Bank**



**Confirming Bank**



# UNDERSTANDING LETTER OF CREDIT

## TYPES OF LETTER OF CREDIT

- **Confirm & Unconfirmed LC**
- **Irrevocable & Revocable LC**
- **Usance & Sight LC**
- **Red Clause & Green Clause**
- **Back to back & Transferable LC**
- **Revolving LC**





# UNDERSTANDING LETTER OF CREDIT



## KEY LETTER OF CREDIT DATES

- 1. LC Opening Date:** Shipping documents generally may predate the opening date of the letter of credit unless specifically prohibited in the letter of credit. In Nigeria, the local regulation demands that e-Form M MUST be approved and LC opened before shipment of the goods.
- 2. Latest Shipment Date:** Shipping documents must be dated on or before this date. It specifies the latest date by which a seller must ship the goods. If the goods are not shipped before the specified date then a discrepancy will occur and the seller may not get paid from the letter of credit.
- 3. Latest Date of Presentation:** Shipping documents must arrive at the bank before this date, if stated. If not specifically stated, the documents must arrive at the negotiating bank at most 21 days after the latest shipment date but before the expiration date of the letter of credit.
- 4. Expiration Date:** Usually the last day to present documents in strict compliance with the terms of the letter of credit. The letter of credit essentially ceases to exist on this date.
- 5. Maturity Date:** This is the due date of payment on the Letter of Credit





# ROLE OF DOCUMENTS IN EXPORT FINANCE



# ROLE OF DOCUMENTS IN EXPORT FINANCE



**Loan Application**

**Documentation**

**Equity Contribution**

**History**

**Purchase Order**

**Quality Control**

**Yardstick**

# ROLE OF DOCUMENTS IN EXPORT FINANCE

**LOAN APPLICATION**

**Personal Information**

Name (Last)	PUBLIC	(First)	JOHN	(Middle Initial)		Home Telephone	(11)11 - 1111
Address (Mailing Address)	12345 MAIN STREET	(City)	NEW YORK	(State)	NY	Other Telephone	22 22 2222
E-Mail Address	JQPJQPJQP@JQPJQP	(Zip)	999999				

**Services needed**

UNDER REVIEW	APPLICANT IS UNDER REVIEW	
	SUBJECT	REVIEW

**Current Income**

High School Graduate Or General Education (GED) Test Passed?	Yes	No	Major or Subject
highest grade completed			
Military (Most recent first)	Credits Earned	Graduate	
	Quarterly or	Other (Specify)	



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Application for Export Financing

- The exporter's application or proposal to the bank for export financing is the basis for lending. Therefore, it should be very comprehensive enough for the banker to take an informed financing decision. It is very important for an exporter to be very detailed in his proposal to the bank in order to ensure that the bank is not the one reminding him of some areas of the operations that are not covered.
- The proposal must provide all the required information about the transaction and parties involved and therefore should not leave the bank in doubt regarding the credibility, companion, character and competence of the exporter.
- Generally, financing any local project or transaction involves some level of due diligence. Export financing adds a layer of complexity in financing that makes it require some additional time to consummate. This therefore means that an exporter should apply for the financing well ahead of time. This is to prevent the delays caused by bank's policies and processes from affecting the transaction.





# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Application for Export Financing

- In order to ensure that the bank takes your request seriously and treats it as a credible and genuine request, you need to make a loan request that makes sense. A loan request makes no sense if the amount requested is more than the amount needed for the project. Also, it makes no sense if the tenor requested is too short for the completion of the project etc. Some of the examples of such request include the following:
  - - Asking for an export finance facility of N50 million when the total cost of the project is just about N30 million does not make sense.
  - - Asking for an export financing facility of N30 million without an equity contribution of N20 million when the minimum amount required to do the shipment is N50 million does not make sense.
  - - Asking for an export finance facility tenor of 60 days when the documents presented (sales contract, bill of lading, account statement) to the bank on your previous shipment of the same item, show a cash conversion cycle that is more than 80 days does not make sense.



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Application for Export Financing

- - Asking for a pre export finance facility and expecting the bank to bear 100% of the cost of procurement, logistics and shipment does not make sense.
- - Asking for an export finance facility from the bank to fund the shipment to a new buyer without any history of payment to you and without any trade finance instruments to secure the payment does make sense.
- - Asking for a post export financing facility when the payment method is open account does not make sense.
- - Asking for an export finance facility as a first timer in export business, a start up in doing business without a secure payment method and equity contribution does not make sense.



# ROLE OF DOCUMENTS IN EXPORT FINANCE



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Document Is Key To Credibility

- 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:



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Document Is Key To Credibility

- **a. Purchase Order-** This is a document that shows that the exporter has a firm commitment of a buyer willing to purchase an item from him from abroad. It is a very pivotal document that conveys very essential information about the export transaction. It shows the bank that the exporter has a buyer and it could also serve as the basis for rejection or acceptance of your proposal to the bank.
- **b. Bill of Lading-** This is the transport document for sea shipment. If the shipment is by air, it is called Airwaybill. This is a document that shows the bank that the exporter has exported before and it gives title or ownership right to the goods. The shipper's name on this document should be the exporter's company name if it is going to be considered by the bank
- **c. Commercial Invoice-** This is the document that itemises the details of the items that were shipped and the total value of the shipment. It shows the bank the capacity and turnover of the exporter.





# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Document Is Key To Credibility

- **d. Quality Inspection Report-** This is the document that shows that the exporter has the competence to deliver the right quality and quantity within the specified period.
- **e. Account Statement-** This is a domiciliary account statements and it is the documents that shows that payments were received on the previous export projects done by the exporter.
- **f. Custom Endorsed NXP-** NXP is a document that is peculiar to Nigeria. It means Nigeria Export Proceeds form. It is the application form for exportation in Nigeria. The custom endorsed NXP is an evidence that the exporter's previous transaction was legally done in line with the government regulations.
- **g. Letter of Credit Draft-** If the payment of the export transaction is letter of credit, it is very necessary for the exporter to attach a copy of the letter of credit draft to the loan request. This will enable the bank to review it and make the request for necessary amendments. This thus aids the speedy processing of the facility.



# ROLE OF DOCUMENTS IN EXPORT FINANCE



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Equity Contribution Shows Commitments

- One of the reason many exporters find it very difficult to get facility from banks is because they failed to provide an equity contribution. This is also known as having a "skin in the game". It is very important for any exporter seeking for funding from banks to know that providing an equity contribution shows borrower's commitment to the export project, reduces the bank's exposure in the export transaction and also gives the bank the confidence that the exporter will not likely abandon the project midway since his money is involved.
- This is particularly important for pre-export financing, where the bank is expected to fund the procurement of goods or raw materials to be used in the production of items to be exported. It is also important for the exporter to know that the equity contribution does not have to be in cash. It can be the goods that the exporter has procured or manufactured and currently under his custody at his warehouse.



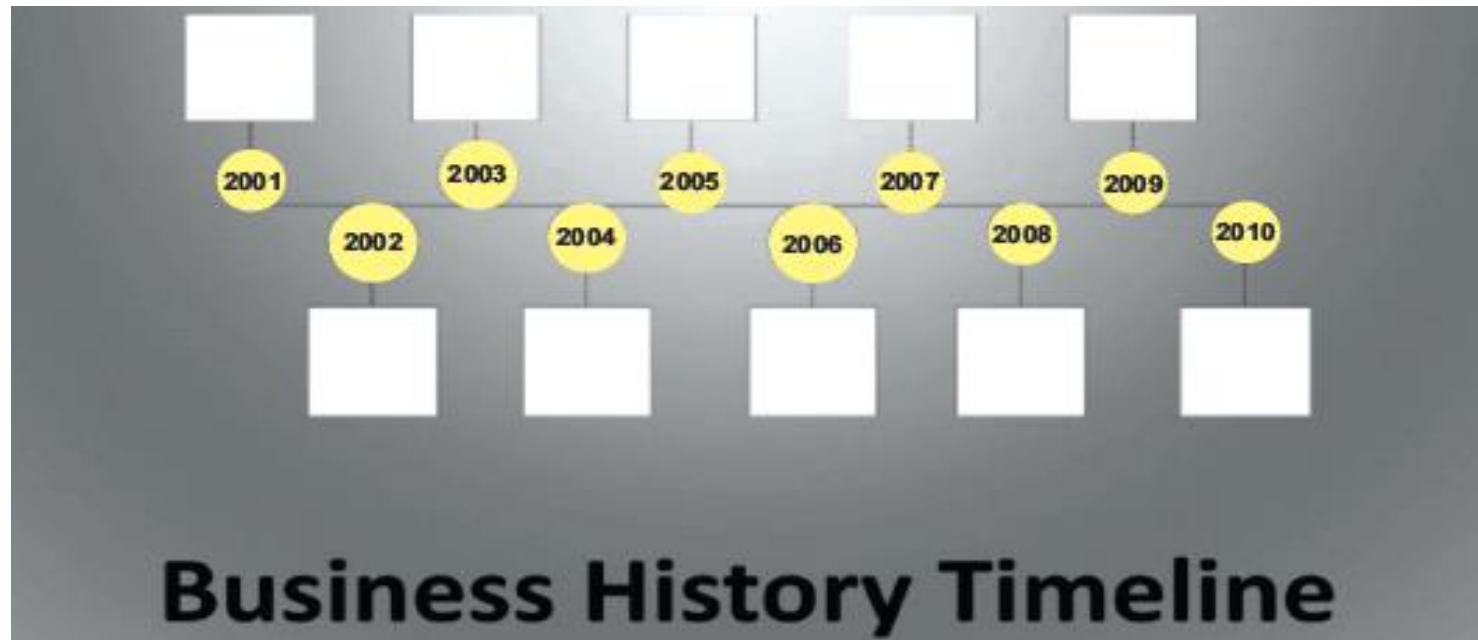
# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Equity Contribution Shows Commitments

- Depending on the nature of the transaction and the perceived risks, a bank can request for an equity contribution that is as low as 20% and some times it could be as high as 40%. This is however subject to negotiation and the bank's policy.
- Lastly on this point, I will recommend that a financial institution should request for the equity contribution of the exporter in form of product because, this shows the credibility of the exporter in the business, the competence to deliver good quality and the availability of the product.



# ROLE OF DOCUMENTS IN EXPORT FINANCE





# ROLE OF DOCUMENTS IN EXPORT FINANCE

## History Provides Credibility

History of previous export transactions done by an exporter is very critical in taking financing decisions for banks. This is because it demonstrates the credibility of the exporter's request, it also shows the competence of the exporter to perform. These credibility and competence provide the bank with the needed comfort to take an informed financing decision. Some of the information and documents that need to be provided by the exporter to show a credible history of previous shipment should include but not limited to the following:

- -History of previous shipments - from the Bill of lading record
- -History of previous volume -from the Commercial Invoice and the Bill of lading records
- -Frequency of shipment - from the Bill of lading records
- -History of previous Payment Methods - from the previous sales contract and LC sample if any.



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## History Provides Credibility

- -History of previous Payment Terms - from the previous sales contract
- -History of previous buyers and destinations – from previous sales contract
- -History of previous procurement strategies adopted – from the loan application, proposal or business plan.
- -History of previous transaction cycle- from the date of sales contract to the receipt of export proceeds in the exporter's account
- -History of previous payments from the buyer- from the statement of Account

An exporter applying for a financing facility with documentary evidence showing his previous history as stated above would inevitably stand a greater chance of being considered by the bank if other terms and conditions required by the bank are met.





# FINANCE



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Purchase Order

The purchase order (also called sales contract, export contract) is an international sales agreement 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 transaction.

These documents highlight 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. The purchase order performs the following functions in export financing:

- 1. **Premise** - It forms the basis for the loan request.
- 2. **Preparation** - It helps the banker to know when the preparation for the production or procurement should commence.
- 3. **Planning** - It helps the bank to monitor the planning of the shipment with the shipping line.



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Purchase Order

- 4. **Payment** - it shows the bank what, when, who and how the payment on shipment will be made.
- 5. **Pricing** - the contract shows the agreed price of sales for the goods to the financier.
- 6. **Packaging** - it also helps the banker to know how best to package the loan facility. It also shows how the goods should be packaged for shipment.
- 7. **Protection** - through the contract, the bank is also able to know the liabilities and responsibilities of the exporter and hence the risk on the bank.
- 8. **Paperwork** - the contract itemises the documentations required for payment by the buyer or the buyer's bank.
- 9. **Problem** - it helps the banker to envisage the likely challenges and put in place the measures to combat it.
- 10. **Products** - it helps the bank to know the commodity season and hence the feasibility of the shipment.





# ROLE OF DOCUMENTS IN EXPORT FINANCE



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Quality Control

- One of the key factors that guarantee success of a trade transaction is quality of the items being exported. If the quality of items received are of low grade, then the buyer will halt further shipment and seek for a refund of any payment already made. In order to avoid this scenario from playing out, most buyers will nominate an inspection agent to confirm the quality and quantity of the items before shipment at the port of loading. The documents containing the outcome of this inspection then forms the basis for payment on the shipment especially under a letter of credit transaction.
- An exporter should therefore ensure that the export contract highlights the quality specifications and all the other details relating to the quality inspection before he signs the contract. On the other hand, the banker should ensure that the quality inspection report from the designated inspection agent in the export contract is in line with the expectations of the buyer as also stated in the export contract before payment is made either to the local supplier (in the case of pre export financing) or the exporter (in the case of post export financing).



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Quality Control

- It is also very important to note that, the report of the inspection at the port of loading could be defective sometimes especially for commodities that are not homogeneous in nature. This could be attributed to the type of sampling used and the percentage of the goods that were sampled.
- This has led to the practice of a second leg of quality inspection at destination port. The implication of this is that, if the buyer is effecting payment before arrival of goods at the destination, he will often pay an amount less than the total value of the goods. The balance is then paid upon confirmation of product quality and quantity after arrival of goods at the destination port.



# ROLE OF DOCUMENTS IN EXPORT FINANCE



# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Yardstick For Export Finance Readiness

A number of exporters complain of bankers not funding their export transaction, but very few ask themselves if they are ready for export financing. It is very important for an exporter to first assess himself and confirms if he is fit for financing from a bank using the yardsticks below. In the same vein, a banker should also ascertain how ready an exporter is for financing by using the prescribed yardsticks below.

- **Product-** Does the exporter have a product? How acceptable is the product in the local market (if it is a finished good), what is the global demand and what are the risks of production or procurement?
- **Purchase Order-** Does the exporter have a valid and verifiable purchase order? Who is the buyer and which country does he reside? Has he done business with him before and is there any way to reach the buyer directly?
- **Proposal** – Does the exporter have a proposal? How detailed is the proposal and does it answer all the questions in the mind of the financier or does it leave any gap uncovered?





# ROLE OF DOCUMENTS IN EXPORT FINANCE

## Yardstick For Export Finance Readiness

- **Payment terms** - What are the payment methods and payment terms? How does the exporter intend to mitigate the risk of non-payment if any?
- **Partners** - Who are the key partners that are needed in production or procurement of the product? How reliable and resourceful are they?
- **Previous business** – Is the exporter new to export business? Is he new to doing business generally? Does he have any track record of competence in running a business?
- **Purchasing power**- Does the export have some cash to fund the export project? Is he relying only on the bank to provide all the funding needed for the shipment?





# EXPORT PRICING AND INCOTERMS



# COST ELEMENT IN EXPORT PRICING IN NIG.

The Cost Items in any export process varies 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



# COST ELEMENT IN EXPORT PRICING IN NIG.

1. **Product Cost**- This is the cost of the product or commodity and packaging for shipment.
2. **Transport to the warehouse** - This covers the cost of loading at the local buying point transportation to the warehouse.
3. **Warehousing** - This is cost of storage at the buyer's warehouse within and outside Lagos.
4. **Transport to the port** - This covers the cost of loading at the warehouse and transportation to the port.
5. **Freight forwarder** – This covers the cost of export clearance through customs and other government agencies and the port. This also include the freight forwarder's professional fees.
6. **Shipping Line local charge** – This cost include the cost of storage of containers and stacking them and loading them on board the vessel.
7. **Freight Charge** – This is usually charged in USD (for sea shipments) and it includes the cost of transporting the goods via air, sea or land to the destination port.



# COST ELEMENT IN EXPORT PRICING IN NIG.

8. **NXP charge** – This fee is paid to the bank. The NXP (Nigeria Export Proceed) form is the application form for exportation in Nigeria. It is processed by the bank at a cost of N5,000.
9. **NESS fee** – This fee is paid to the federal government through the bank. It is Nigerian Export Supervision Scheme fee and is based on the 0.5% of FOB value.
10. **Logistics**- This includes miscellaneous expenses during loading at the warehouse and offloading at the terminals





# COST ELEMENT IN EXPORT PRICING IN NIG.

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



# EXPORT PRICING AND INCOTERMS

## Introduction

- 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 reduce 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.



# EXPORT PRICING AND INCOTERMS

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



# COST ELEMENT IN EXPORT PRICING IN NIG.

ZINC 35%				
	Qty	Unit price	Rate	
<b>Export Proceeds</b>	<b>50.00</b>	<b>380.00</b>	<b>350.00</b>	<b>6,650,000.00</b>
Items	Qty	Unit price	Total	
Products and Transport cost	50.00	100,000.00	5,000,000.00	
Inspection	2.00	37,000.00	74,000.00	
Freight Forwarding	2.00	160,000.00	320,000.00	
NXP Form	1.00	5,000.00	5,000.00	
NESS Fee 0.5% FOB	0.01	6,650,000.00	20,000.00	
Port Logistics and Sampling	2.00	40,000.00	80,000.00	
Terminal Handling Charge	2.00	40,000.00	80,000.00	
Project Monitoring	2.00	25,000.00	50,000.00	
<b>Total Cost</b>				<b>5,629,000.00</b>
<b>Gross Profit</b>				<b>1,021,000.00</b>
<b>Bank Charges</b>				<b>66,500.00</b>
<b>Profit</b>				<b>954,500.00</b>
<b>ROI</b>				<b>17%</b>



# COST ELEMENT IN EXPORT PRICING IN NIG.

PAP - 500KG				
	Qty	Price(GBP)	Rate	
<b>Export Proceeds</b>	<b>1,100.00</b>	<b>1.80</b>	<b>450.00</b>	<b>891,000.00</b>
Items	Qty	Unit price	Total	
Products cost	1,100.00	400.00	440,000.00	
Documentation	1.00	50,000.00	50,000.00	
Freight Charge	1.00	280,000.00	280,000.00	
Logistics	1.00	20,000.00	20,000.00	
<b>Total Cost</b>				<b>790,000.00</b>
<b>Gross Profit</b>				<b>101,000.00</b>
<b>Bank Charges</b>				
<b>Transaction Profit</b>				<b>101,000.00</b>
<b>ROI</b>				<b>12.78%</b>





# COST ELEMENT IN EXPORT PRICING IN NIG.

COST AND ROI CALCULATION FOR MULTIPLE PRODUCTS					
FOOD DESCRIPTION	QTY	WEIGHT	PRICE	PROT COST	SELLING
INDOMIE NOODLE	20 CTNS	60	1230/CTN	24,600.00	73,800.00
UKWA	10KG	10	1200/KG	12,000.00	36,000.00
YELLOW GARI	25KG	25	150/KG	3,750.00	11,250.00
WHITE GARI	25KG	25	150/KG	3,750.00	11,250.00
GROUNDPEPPER	10KG	10	1500/KG	15,000.00	45,000.00
YELLOW OGI	10KG	10	500/KG	5,000.00	15,000.00
BROWN OGI	10KG	10	500/KG	5,000.00	15,000.00
ABACHA	10KG	10	700/KG	7,000.00	21,000.00
SNAIL	200 PCS	60	400/PC	80,000.00	240,000.00
DRIED PERIWINKLE	10KG	10	4000/KG	40,000.00	120,000.00
OJI IGBO	5KG	5	4200/KG	21,000.00	63,000.00
KWORO HAUSA	5KG	5	1500/KG	7,500.00	22,500.00
BITTER KOLA	10KG	10	1850/KG	18,500.00	55,500.00
OGIRI IGBO	50PCS	1	40/RAP	2,000.00	6,000.00
AZIZA BROOM	20 PCS	2	350/PCS	7,000.00	21,000.00
ONGA STEW		1	2000/CTN	2,000.00	6,000.00
ONGA CLASSIC		1	2000/CTN	2,000.00	6,000.00
ONGA SHRIMP		1	2000/CTN	2,000.00	6,000.00
PALM OIL		75		21,000.00	63,000.00
GROUNDNUT		25		9,500.00	28,500.00
ALIGATOR PEPPER	40PC	1	100	100.00	300.00
<b>EXPORT PROCEEDS</b>					<b>866,100.00</b>
<b>LOGISTICS, FREIGHT AND DOCUMENTATIONS</b>				<b>292,650.00</b>	
<b>PRODUCT PRICE</b>				<b>288,700.00</b>	
<b>TOTAL COST</b>				<b>581,350.00</b>	
<b>PROFIT</b>					<b>284,750.00</b>
<b>ROI</b>					<b>48.98%</b>





# **EXPORT DRIVEN INCOME GENERATION AND JOB CREATION**



# HOW KANO STATE CAN GENERATE ABOUT ₦194 BILLION BY EXPORTING SESAME SEED

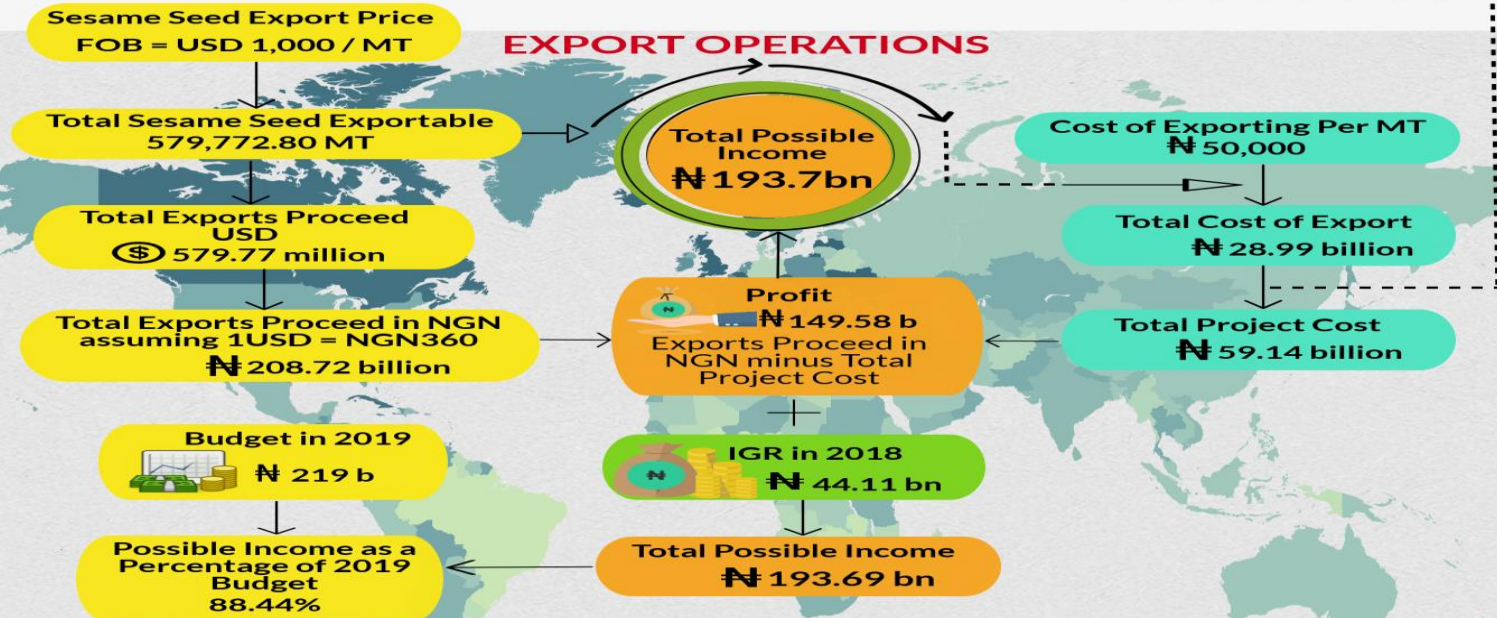
CAPITAL.: KANO

....Centre of Commerce

## LOCAL OPERATIONS



## EXPORT OPERATIONS



## EXPORT BUSINESS MODEL

Government should engage a trading company (through an SPV) to co-ordinate the farmers to produce sesame seed and buy it off the farmers based on a payment guarantee and sell in the export market in order to generate income for their various states



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SOURCE: NBS, PROSHARENG

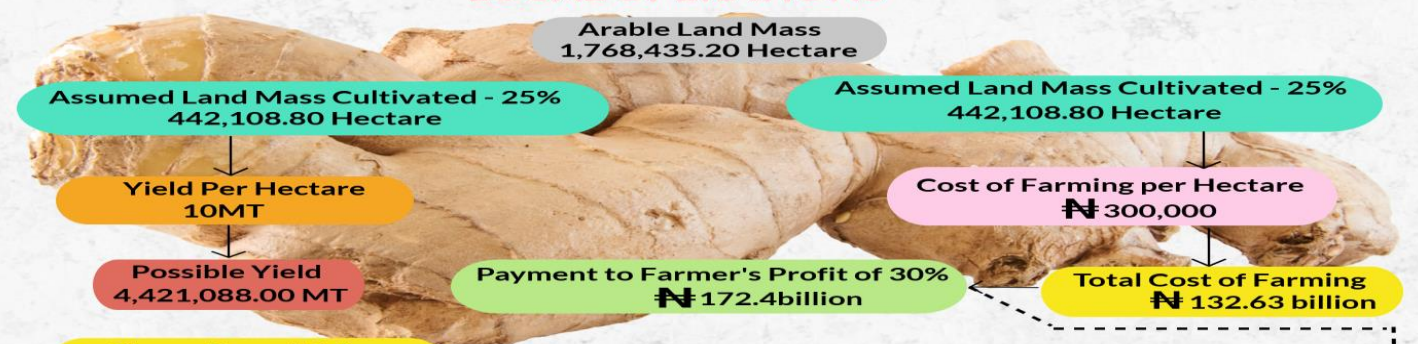


# HOW KADUNA STATE CAN GENERATE ABOUT ₦218 BILLION BY EXPORTING GINGER

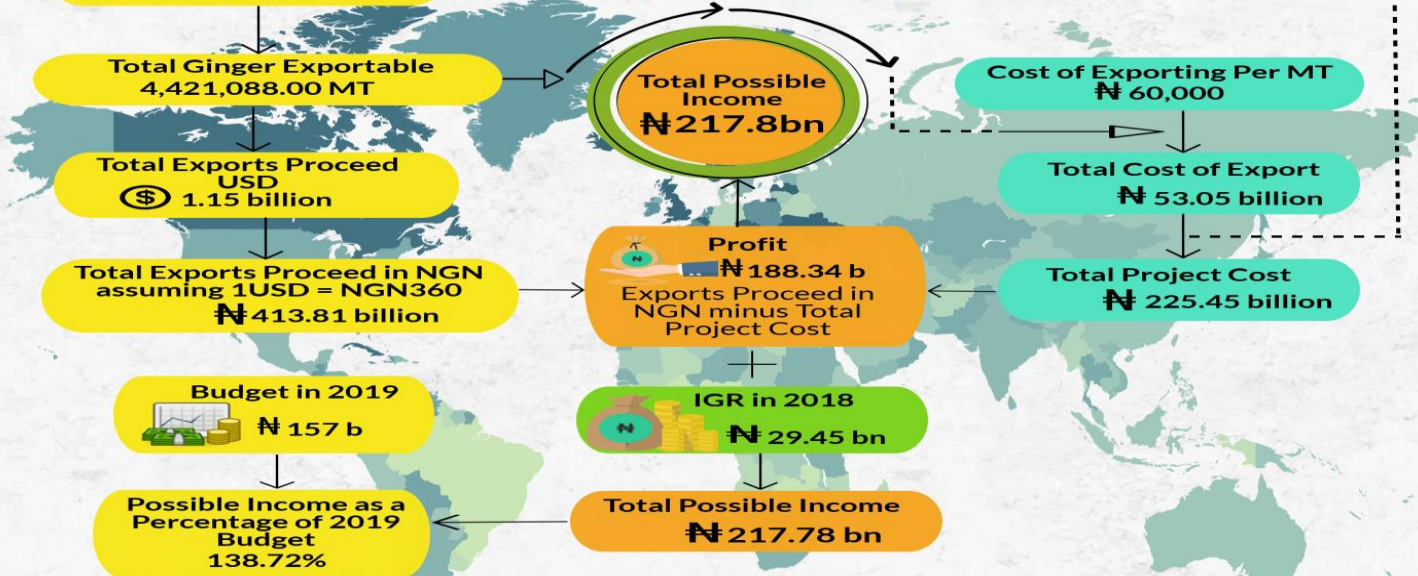
CAPITAL.: KADUNA

....Centre of Learning

## LOCAL OPERATIONS



## EXPORT OPERATIONS



## EXPORT BUSINESS MODEL

Government should engage a trading company (through an SPV) to co-ordinate the farmers to produce ginger and buy it off the farmers based on a payment guarantee and sell in the export market in order to generate income for their various states



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# HOW KATSINA STATE CAN GENERATE ABOUT ₦187 BILLION BY EXPORTING SESAME SEED

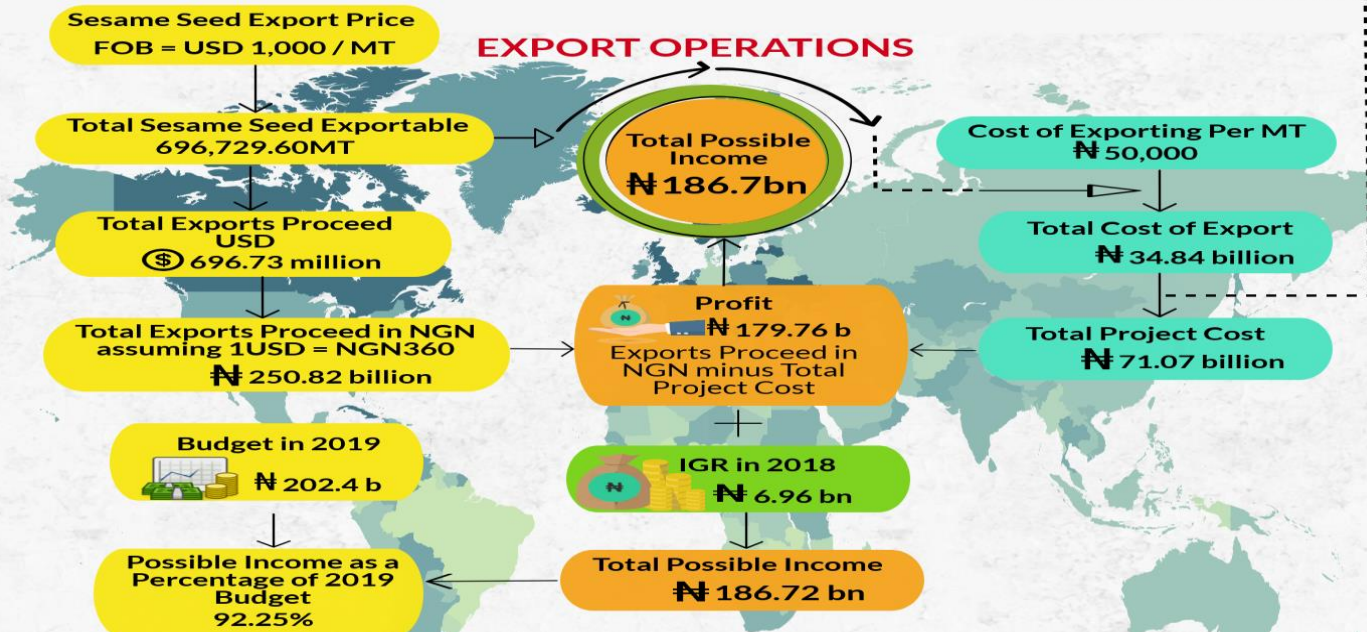
CAPITAL.: KATSINA

....State of Hospitality

## LOCAL OPERATIONS



## EXPORT OPERATIONS



## EXPORT BUSINESS MODEL

Government should engage a trading company (through an SPV) to co-ordinate the farmers to produce sesame seed and buy it off the farmers based on a payment guarantee and sell in the export market in order to generate income for their various states



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# HOW JIGAWA STATE CAN GENERATE ABOUT ₦181 BILLION BY EXPORTING SESAME SEED

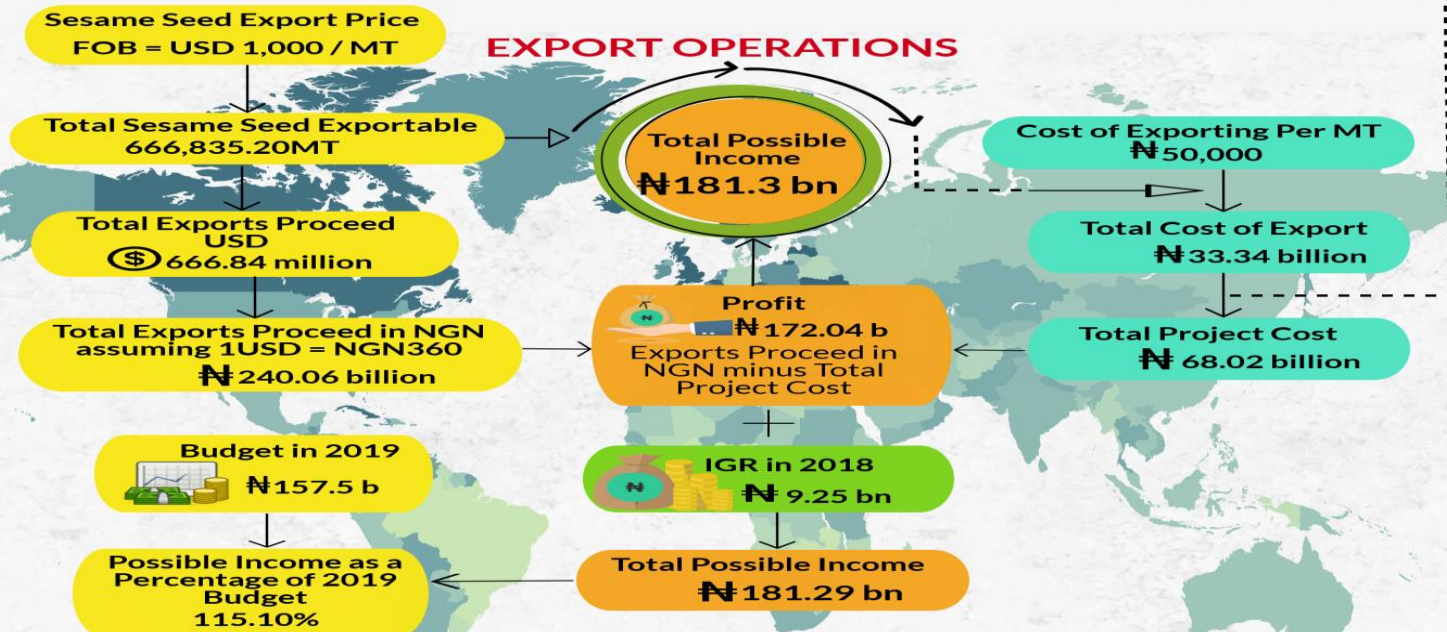
CAPITAL.: DUTSE

....The New World

## LOCAL OPERATIONS



## EXPORT OPERATIONS



## EXPORT BUSINESS MODEL

Government should engage a trading company (through an SPV) to co-ordinate the farmers to produce sesame seed and buy it off the farmers based on a payment guarantee and sell in the export market in order to generate income for their various states



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# HOW SOKOTO STATE CAN GENERATE ABOUT ₦212 BILLION BY EXPORTING SESAME SEED

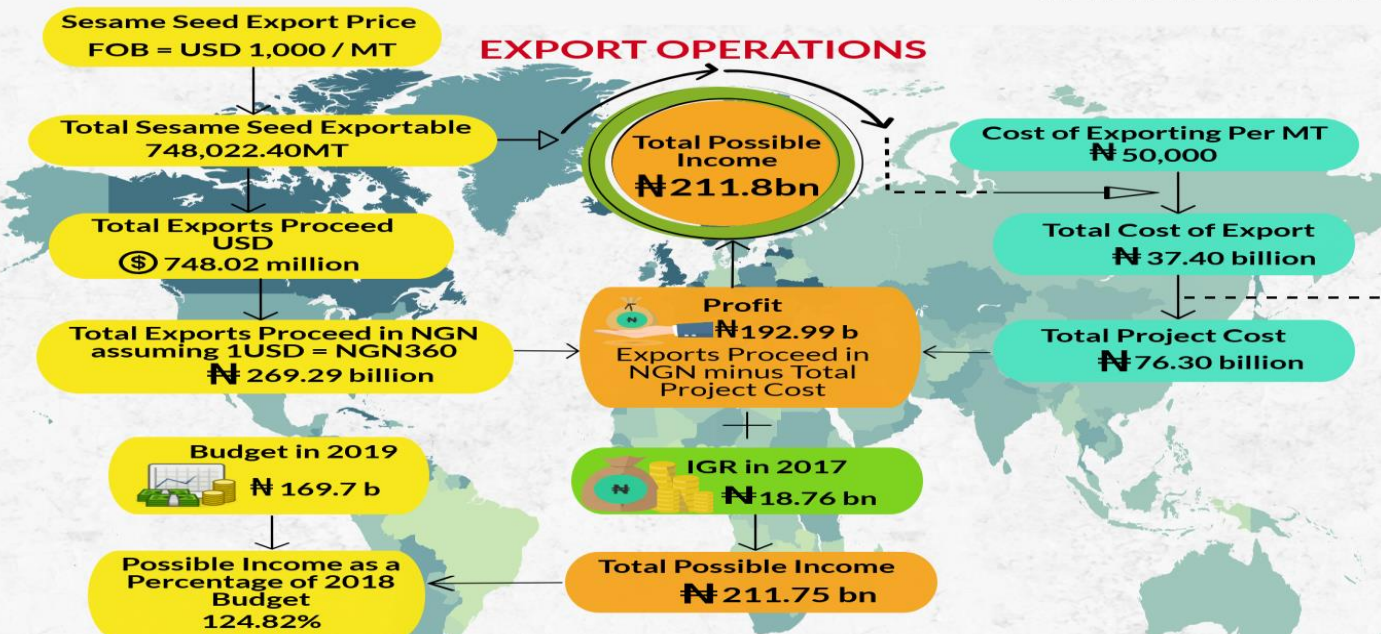
CAPITAL.: SOKOTO

....Seat of the Caliphate

## LOCAL OPERATIONS



## EXPORT OPERATIONS



## EXPORT BUSINESS MODEL

Government should engage a trading company (through an SPV) to co-ordinate the farmers to produce sesame seed and buy it off the farmers based on a payment guarantee and sell in the export market in order to generate income for their various states



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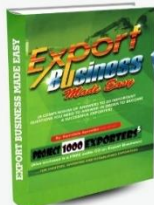
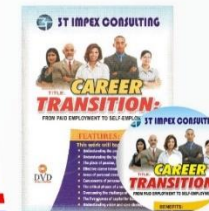
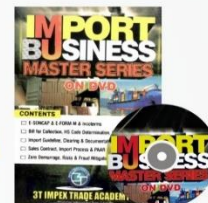
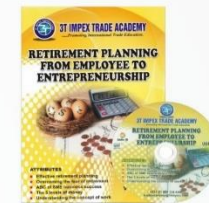
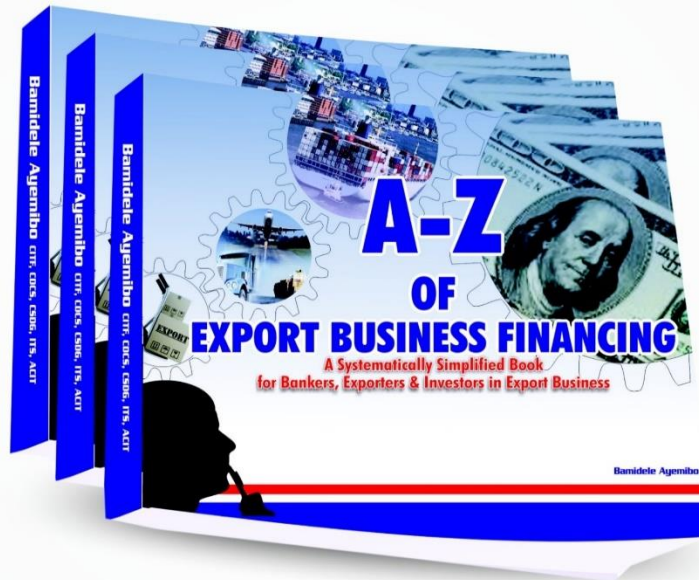
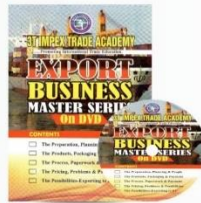
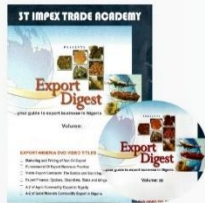
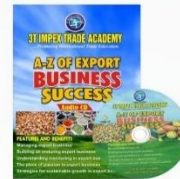
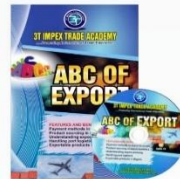
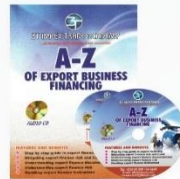


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# DUE TO TIME CONSTRAINT



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# IN CONCLUSION



As I conclude this presentation, I will like to stress the need for reasonable and regular investment in trade education (especially paperwork) by exporting companies in order to have an:

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



# THANK YOU



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# LEVERAGING ON AfCFTA FOR MARKET ENTRY & POVERTY ALLEVIATION



# WHO WE ARE



**3T Impex Trade Academy** (an arm of 3T Impex Consulting Limited) is a globally recognized international trade consulting firm of African origin.

**Vision:** To be the foremost trade consulting company in Africa who have contributed significantly to the growth of Trade Knowledge, Trade Funding and Trade Volume in at least 25% of the countries on the continent.

**Core Purpose:** To Promote International Trade and significantly contribute to the growth of African GDP (Gross Domestic Products) through Trade Education, Trade Enhancement & Trade Execution



# WHO WE ARE

Import-Export Platform  
now on  
**facebook** every THURSDAY 5pm  
**LIVE**

*Join*  
**Bamidele Ayemibo**



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...Promoting International Trade Education

**CONTACT:**

tradeacademy@3timpex.com  
08091244449



# WHO WE ARE

*Connect with*  
*Bamidele Ayemibo*

*on*  
**facebook** **LIVE**

**WEEK DAYS: 8am & 6pm**

**PROGRAMME THEME:**  
**Import-Export Platform**

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**CONTACT:**

**tradeacademy@3timpex.com**  
**08091244449**



# TRAINING OBJECTIVES

The objectives of this session is to:

1. Highlight current state of the AfCFTA
2. Identify various potentials for export in Africa
3. Create a foundation for further research into Africa market
4. Share practical experience on getting buyers abroad
5. Understand export market entry strategies







**Towards One African Market**

# **INTRODUCTION**



# INTRODUCTION

- Africa is the world's second largest continent
- Africa is the second most populous continent in the world
- Land mass of 30.4 million sq km
- A market size of 1.2 billion people and
- An estimated GDP of US\$ 2 trillion in 2017.
- Intra-regional exports stood at 17.7 percent of the total exports of Africa in 2016, increasing from 11.7 percent in 1996.
- This is almost insignificant compared to 55.2 percent of intra-regional exports in case of America, 59.4 percent in Asia, and 68.7 percent in Europe.



# INTRODUCTION

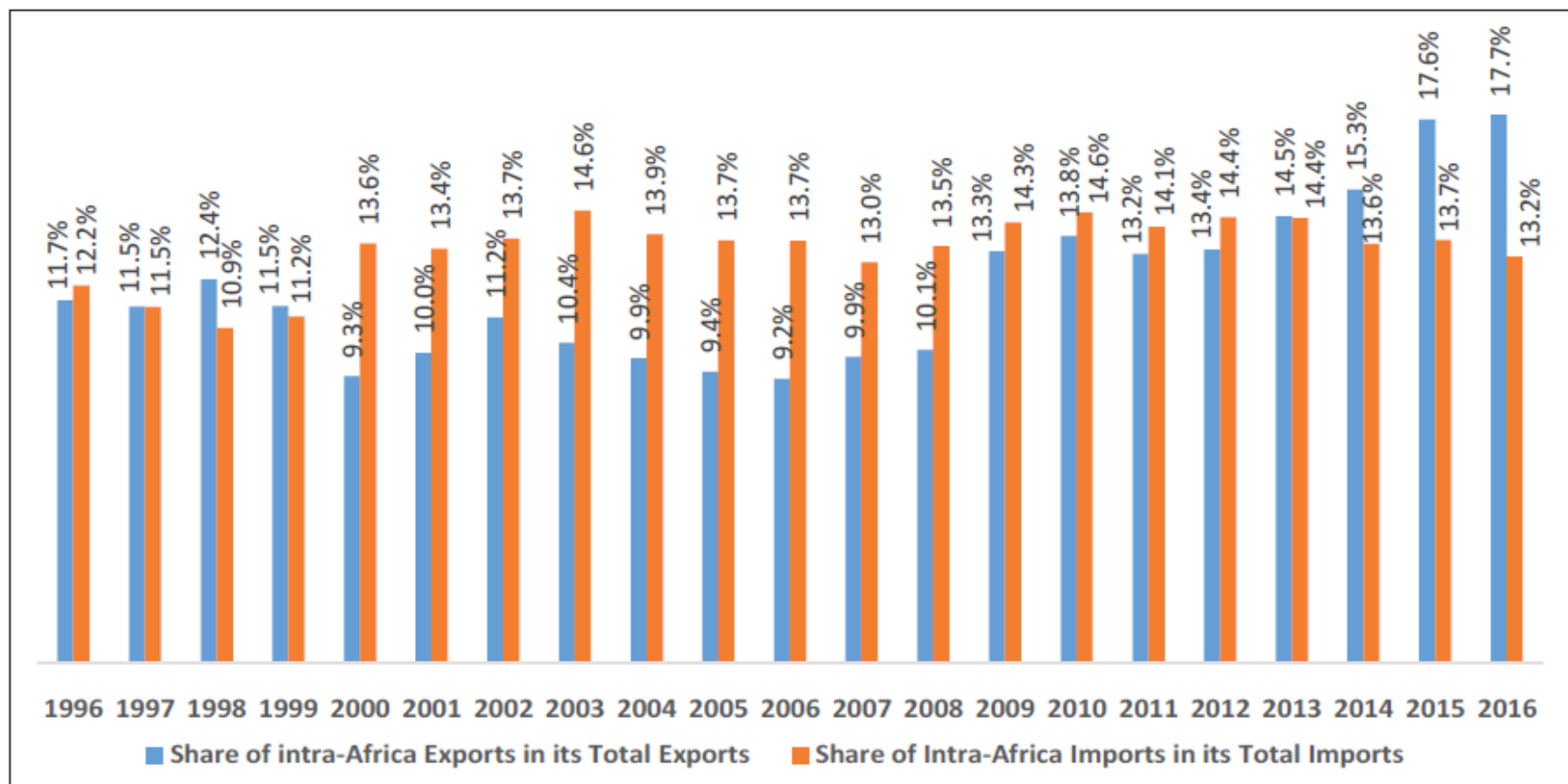
- For a long time, the countries in Africa has not been able to leverage on its population to get generate wealth for its people. This has largely been enjoyed by the other countries in Asia, Europe and America.
- Also, the European Union (EU) with a population of about 500million people is controlling about 33% of world trade with about 70% of this being traded among the EU countries. Africa on the other hand with a population of about 1.2 billion people is only contributing just 2.5% to the world trade with just about 18% of this being traded among the African countries.
- The African Continental Free Trade Agreement (AfCFTA) affords the African countries the opportunity to increase the trading activities among themselves and thereby increasing the African contribution to world trade and consequently creating more jobs and wealth as a result of the demand on the companies to grow their capacity to meet the new market demands.



# INTRODUCTION



## SHARE OF ITRA AFRICAN TRADE IN TOTAL TRADE OF AFRICA



Source: UNCTADStat



# INTRODUCTION

## Tariff Concession Schedule

The AfCFTA free trade regime have three groups on the tariff schedule:

1. The 90% non-sensitive product that are fully liberalized
2. The 7% “sensitive list” (subject to negotiated liberalization)
3. The 3% “exclusion list” (not subject to liberalization)

These tariff concession schedules are to be submitted as follows:

The 90% non-sensitive product will be submitted on 30<sup>th</sup> of September 2019

The 7% sensitive list will be submitted by 30<sup>th</sup> of November 2019.

The 3% exclusion list will be submitted in January 2020.

Trading activities will start by July 2020, which is six months after the submission of the last tariff schedule to enable the customs update their system with the new tariff ahead of free trading on the continent.



# INTRODUCTION

## Tariff Concession Schedule

The schedule for specific commitment for trade in services would be concluded by an indicative date of January 2020. A list of priority sectors for initial negotiation was agreed and adopted. By the 6<sup>th</sup> African Ministers of trade meeting and it include:

- Businesses
- Financial
- Tourism
- Transport
- Communication services

A regulatory cooperation framework shall be developed for each sector.



# INTRODUCTION

## Non-Tariff Barrier Issue

- Monitoring mechanism is part of the Annex signed at Kigali in 2018
- Subsequently, an online tool to implement the provision of the agreement has been developed
- This will ensure that any delay in shipment at the border of any country under any form of excuses can be reported online for everyone to see the country that is creating clogs in the wheel of progress of the AfCFTA



# INTRODUCTION

## AfCFTA Implementation

- AfCFTA National Action Committee has been approved by the President with a chairman coordinating the work of the various MDAs and drive the readiness in project and initiatives
- The ratification process for the AfCFTA has been initiated
- The NOTN shall be strengthened in accordance with the approval of the President enacting the enabling law
- A trade remedy mechanism for rule-based safeguards of the Nigerian economy has been setup at NOTN with trade specialist ready to counteract injurious trade practices against the Nigerian economy



# INTRODUCTION

## Instruments revealed during the Launch

Operation of the AfCFTA was launched in July 2019. The launch was supported by a presentation of the following instruments which will facilitate the implementation of the AfCFTA.

The instruments revealed at the Launch include the following:

- The Agreed AfCFTA Rules of Origin
- Dashboard of the AU Trade Observatory
- AfCFTA Trade in Goods Password Protected Dashboard.
- Pan-African Payment and Settlement System and
- Continental Online Mechanism for Monitoring, Reporting and Elimination of Non-Tariff Barrier





# THE PERFORMANCE

(Performance of product export from Nigeria)





# THE PERFORMANCE

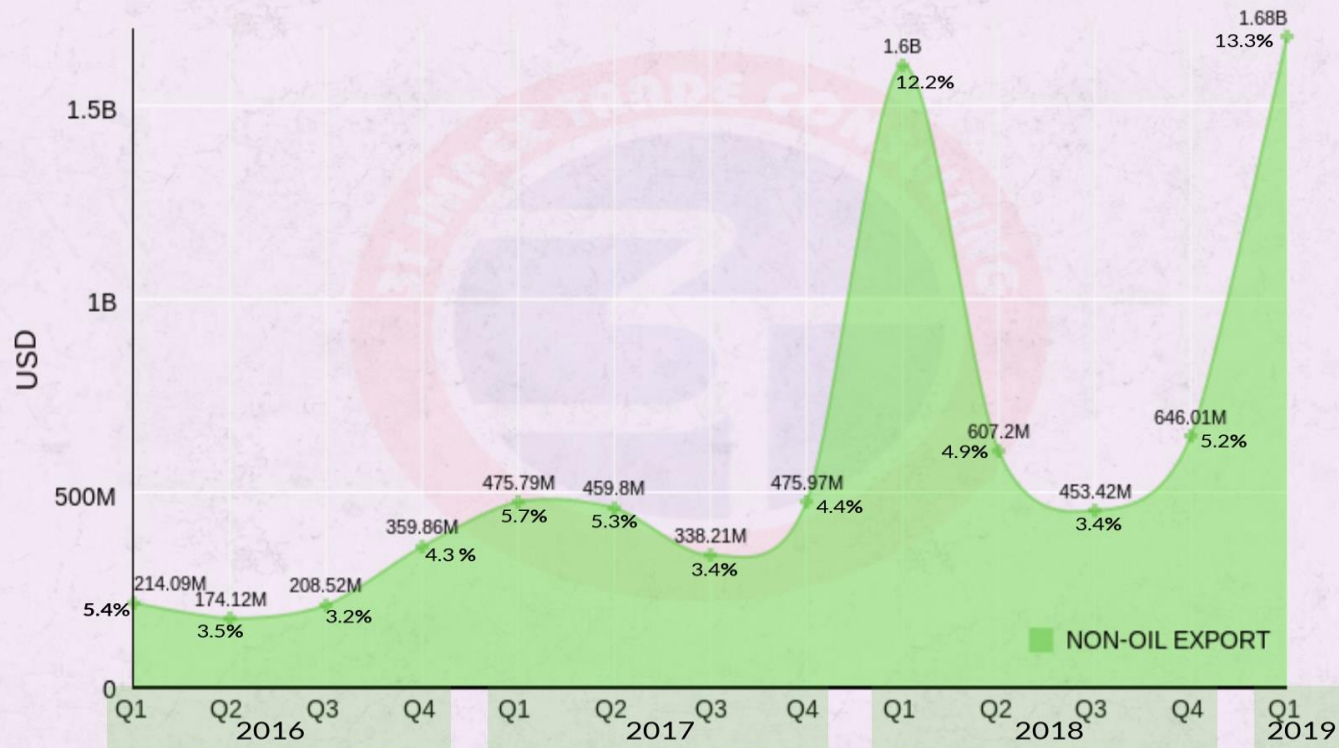
- The performance of manufactured products export as a percentage of non-oil in Nigeria has been growing. The data from the National Bureau of Statistics (NBS) showed a continuous upward trend in the volume manufactured goods exported out of Nigeria from 2016 to 2018.
- According to the NBS, the trade report of the first quarter of 2019 revealed that the manufacturing sector contributed 10.19% to the total export done during this period and this 76.6% of the total non-oil export done during the same period.
- From 2018 till date, there has been a continuous upward trend in the exportation of Nigerian goods to both the ECOWAS countries and also other African countries
- The NBS data also showed that the non-export items of Nigeria to African countries is mainly manufactured goods while Agricultural products are mainly shipped to Europe and Asia
- If there has been an upward trend in the non-export of Nigeria to ECOWAS and other African countries and the major export of Nigerians to Africa is manufactured goods, then we can safely conclude that there has been consistent growth in the export of manufactured goods from Nigeria to ECOWAS and other African countries



# THE PERFORMANCE

## NIGERIAN EXPORT ANALYTICS

QUARTERLY TREND OF NON-OIL EXPORTS AND PERCENTAGE SHARE OF TOTAL EXPORT FROM 2016 TO 2019



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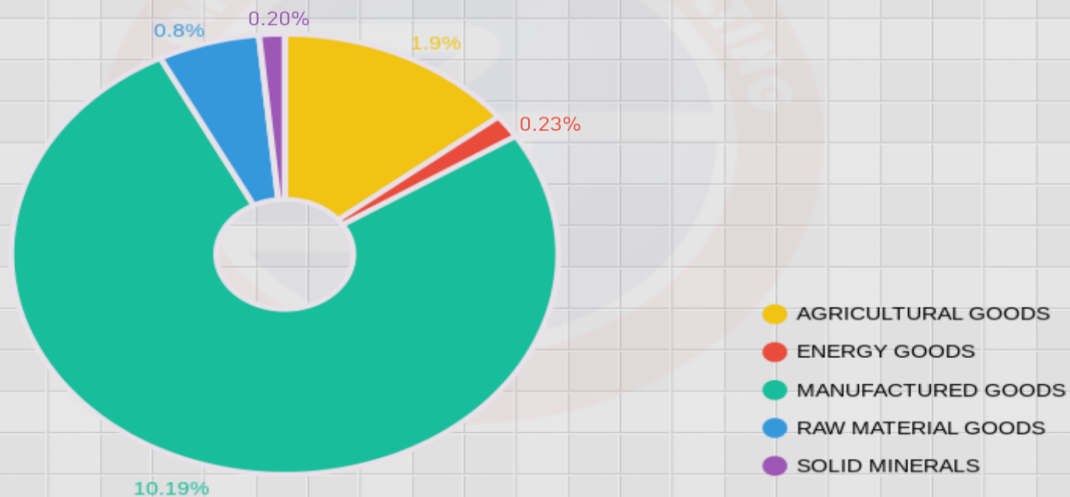
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SOURCE: NBS

# THE PERFORMANCE

## NIGERIA EXPORT ANALYTICS

PERCENTAGE CONTRIBUTION OF NON-OIL EXPORT IN FIRST QUARTER 2019



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Source: CBN

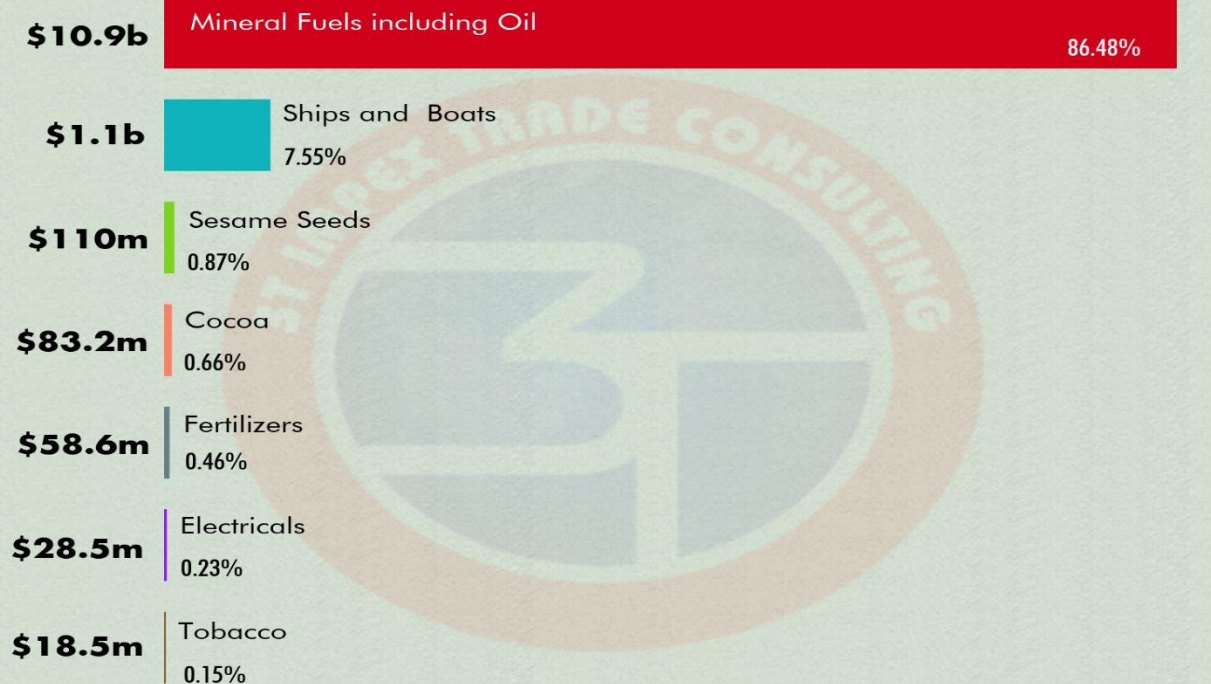


# THE PERFORMANCE

## TOP

### EXPORT ITEMS IN NIGERIA

Below are the most exported items in the first quarter of 2019



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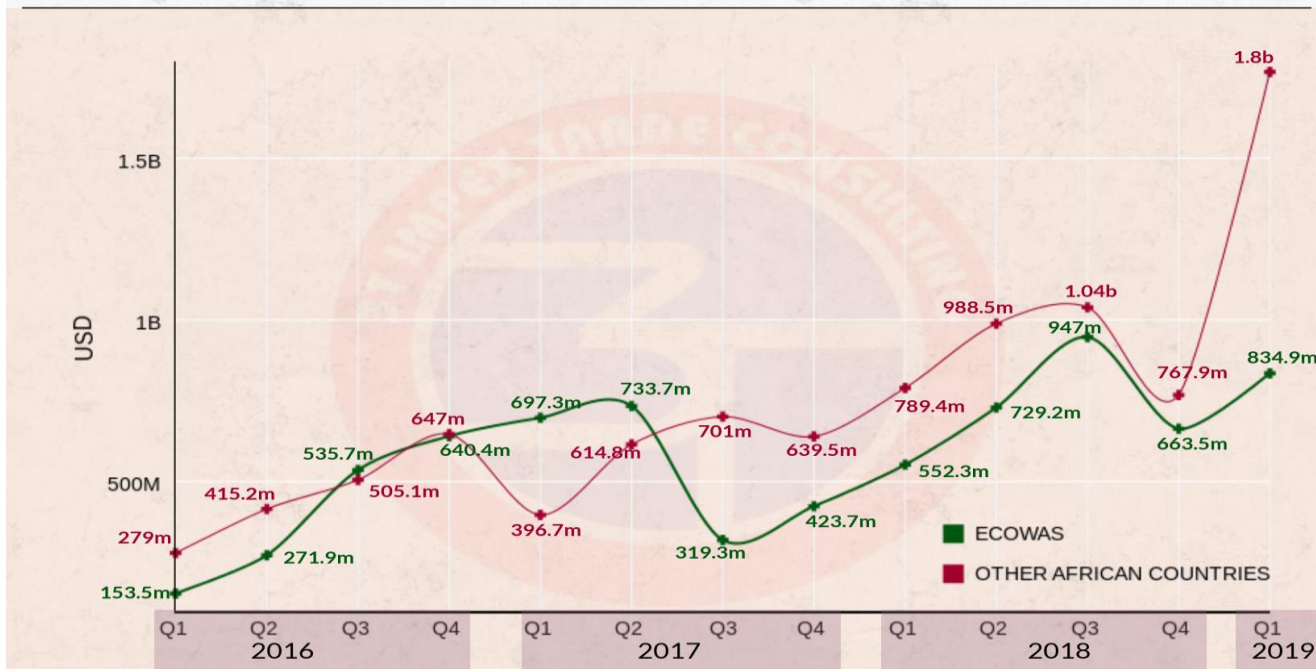
Source: NBS



# THE PERFORMANCE

## NIGERIAN EXPORT ANALYTICS

TREND OF NIGERIAN EXPORTS TO ECOWAS FROM 2016 TO 2019



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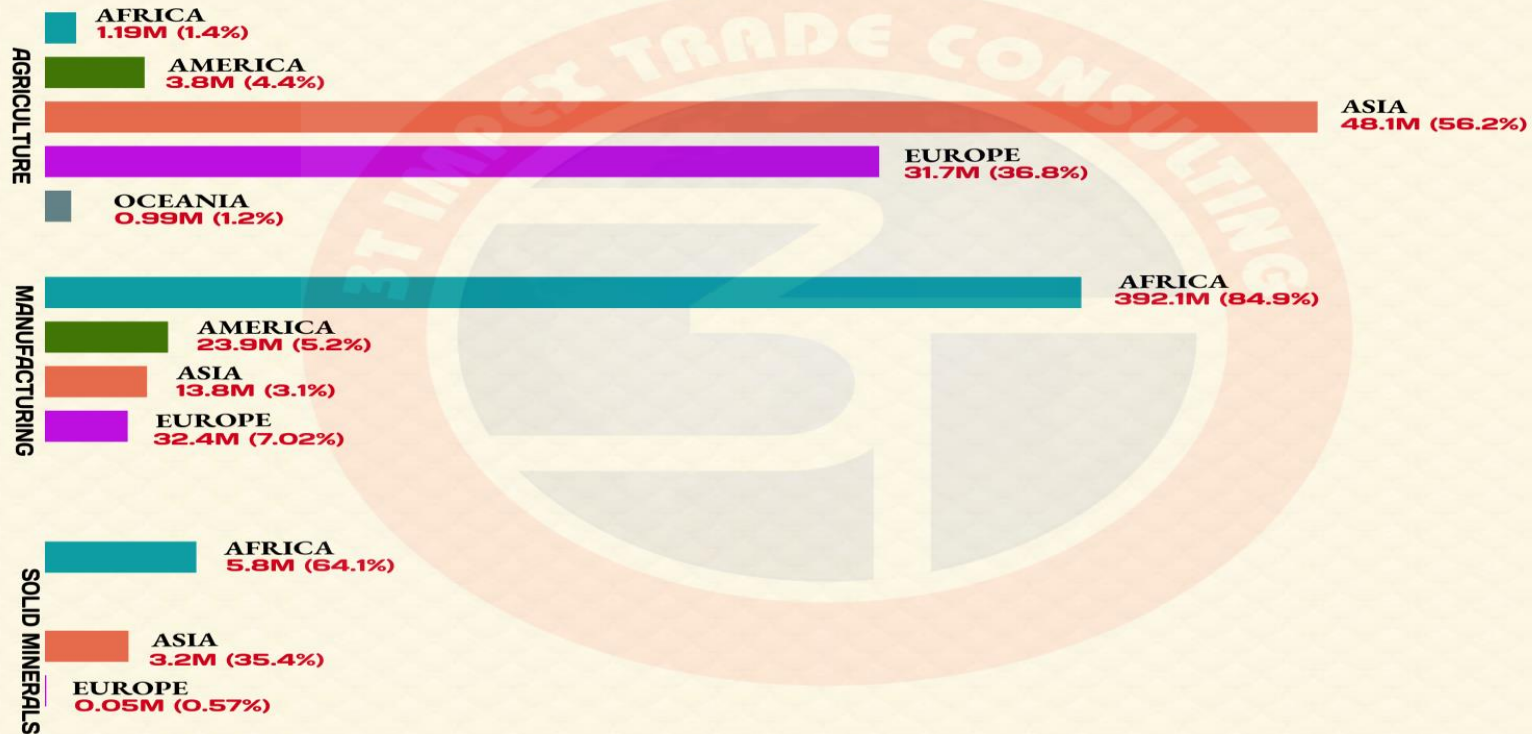
SOURCE: NBS





# THE PERFORMANCE

## NIGERIA EXPORT TO REGIONS OF THE WORLD



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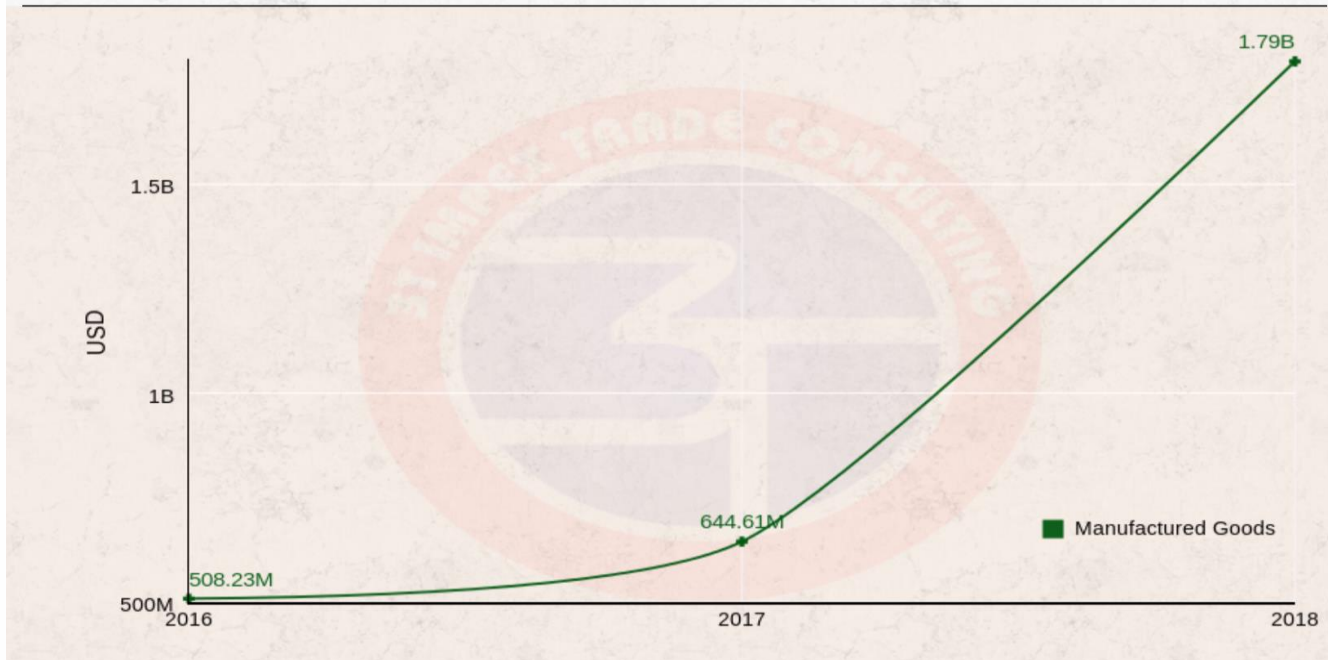
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SOURCE: NBS

# THE PERFORMANCE

## NIGERIAN EXPORT ANALYTICS

TREND OF MANUFACTURED GOODS EXPORTS VOLUME  
FROM 2016 TO 2018



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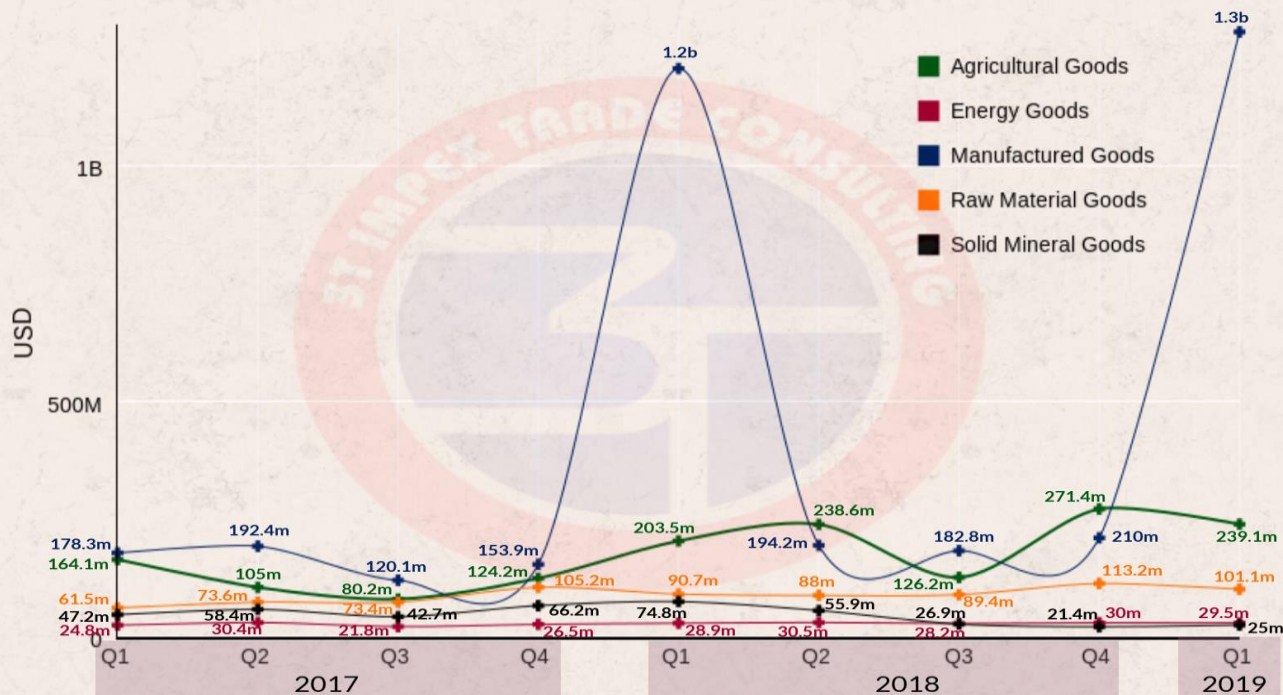
SOURCE: NBS



# THE PERFORMANCE

## NIGERIAN EXPORT ANALYTICS

QUARTERLY TREND OF NON-OIL EXPORTS FROM 2017 TO 2019



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SOURCE: NBS

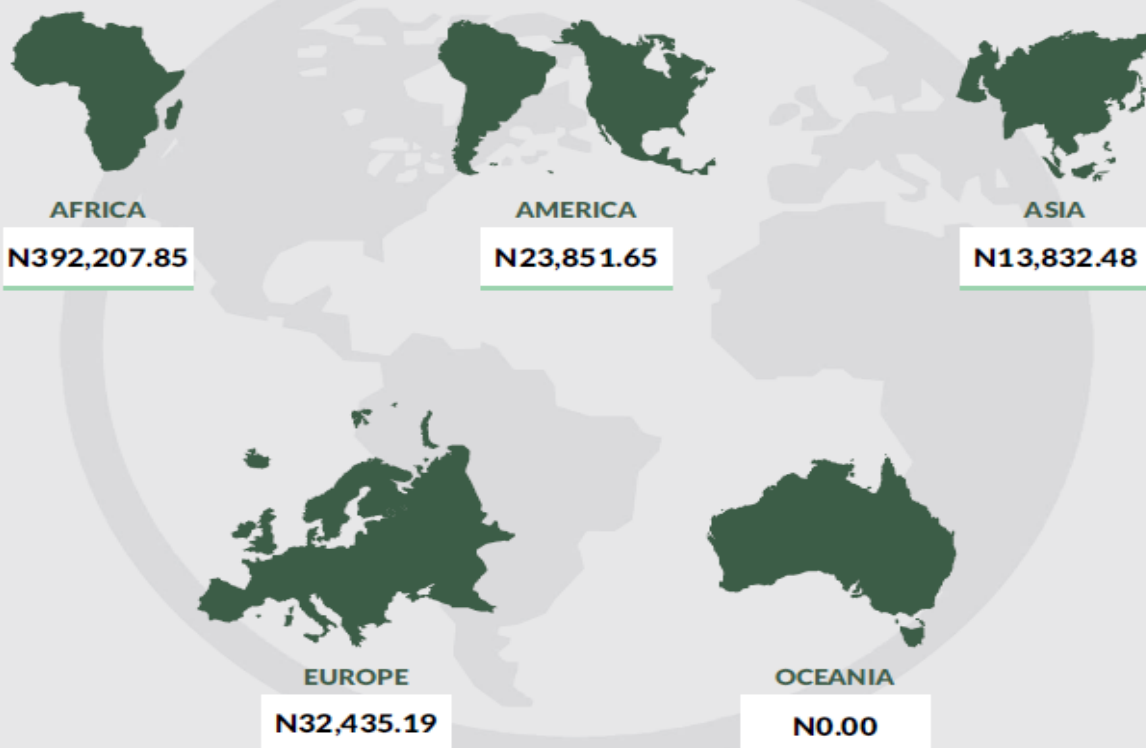


# THE PERFORMANCE

## FOREIGN TRADE STATISTICS – Q1 2019

Sectorial Exports by Economic Regions of the World (N'million)

### Manufactured Goods



**TOTAL**

**N462,327.18**





# THE POTENTIALS

(Opportunities for Agric & manufactured products)





# THE POTENTIALS

- There is a huge potential for Nigerian manufactured products on the African continents. This is because quite a number of the items being procured by other African countries from around the world are either already being manufactured in Nigeria or can be produced in Nigeria.
- In my search for these products, I have been able to identify about 90 products most of which are manufactured, processed Agro and commodities (Agro & Minerals).
- The challenge that Nigerian companies might have had in the past (which might have prevented entry into these markets) is likely going to include pricing and this will most likely be reduced by the implementation of AfCFTA.
- The fact that African countries currently import these products is a sign that they will most likely leave them on the 90% non-sensitive list when submitting their tariff schedule to the AU secretariat
- These products are strategically positioned low hanging fruits that MAN should consider first in its implementation of the AfCFTA



# THE POTENTIALS



< 2016

## What does Nigeria export? (2017)

TOTAL: \$46.8B

Crude Petroleum

76%

Petroleum  
Gas

14%

Refined Petroleum

1.7%

Cocoa Beans

1.4%

Other Oily...

Scrap  
Copper

Rough...

0.69%

Coal Tar Oil

Tin Ores



# THE POTENTIALS



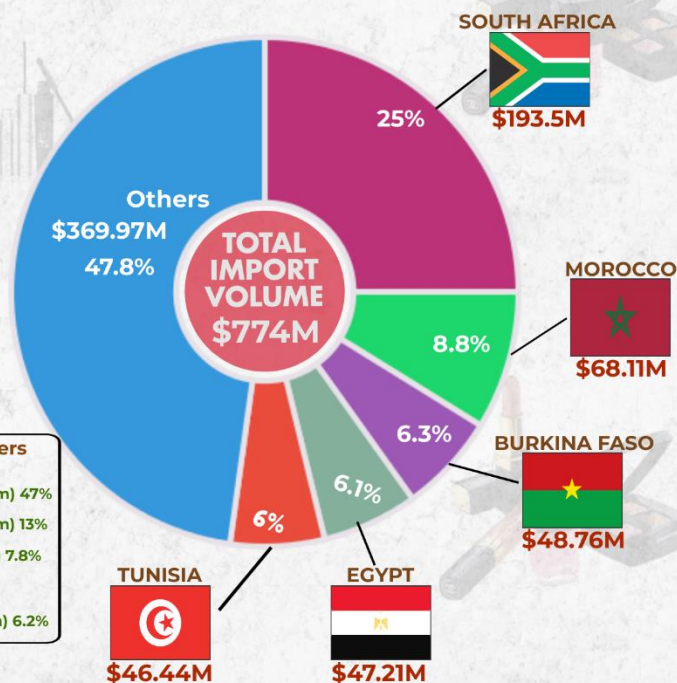
## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



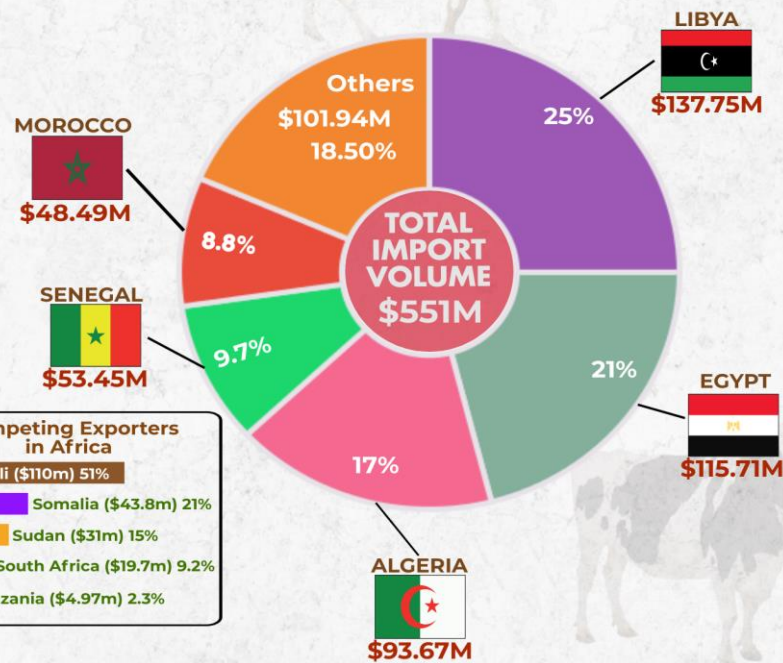
## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF BEAUTY PRODUCTS IN AFRICA IN 2017



### MAJOR IMPORTERS OF BOVINE IN AFRICA IN 2017



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Source: MIT



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Source: MIT





# THE POTENTIALS



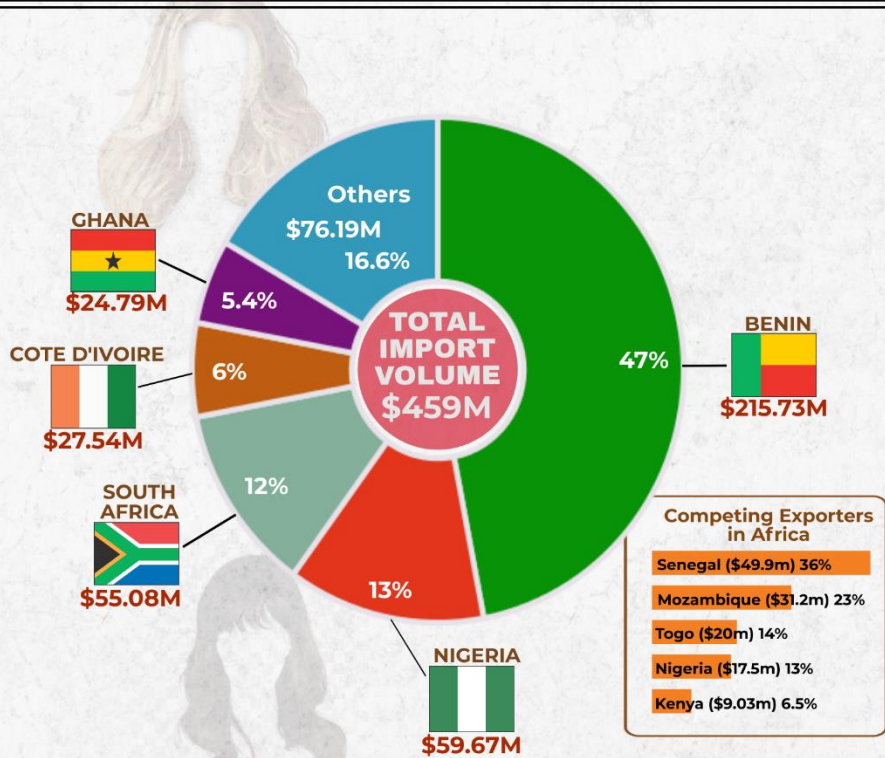
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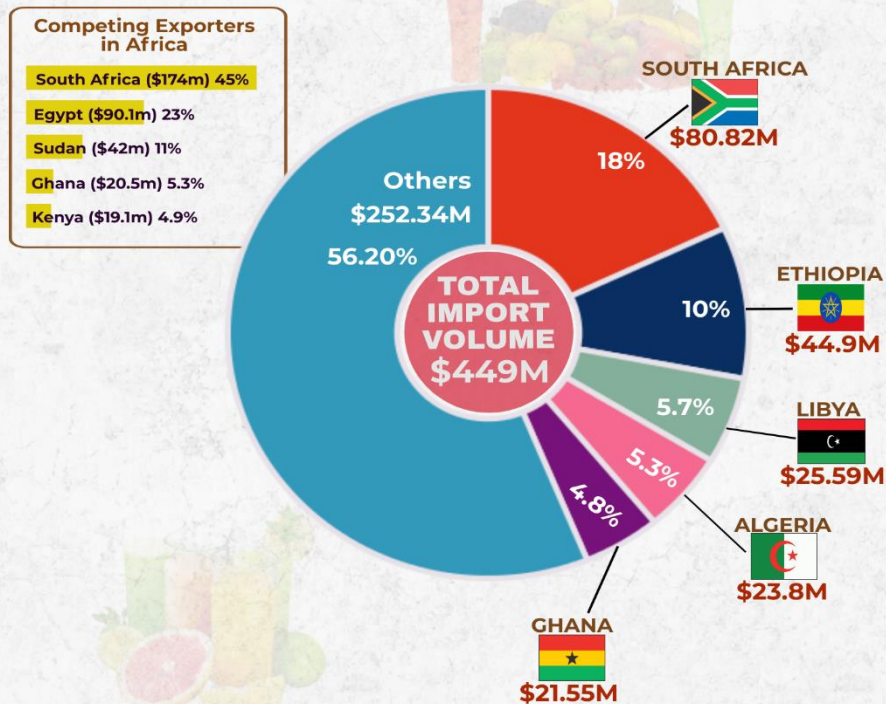
## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF FAKE HAIR IN AFRICA IN 2017



### MAJOR IMPORTERS OF FRUIT JUICE IN AFRICA IN 2017



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Source: MIT



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Source: MIT



# THE POTENTIALS



## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



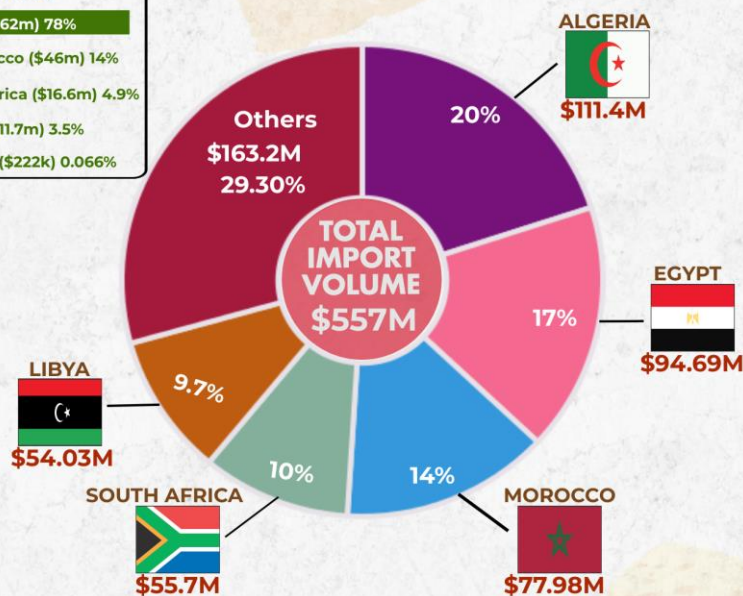
## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF CHEESE IN AFRICA IN 2017

**Competing Exporters in Africa**

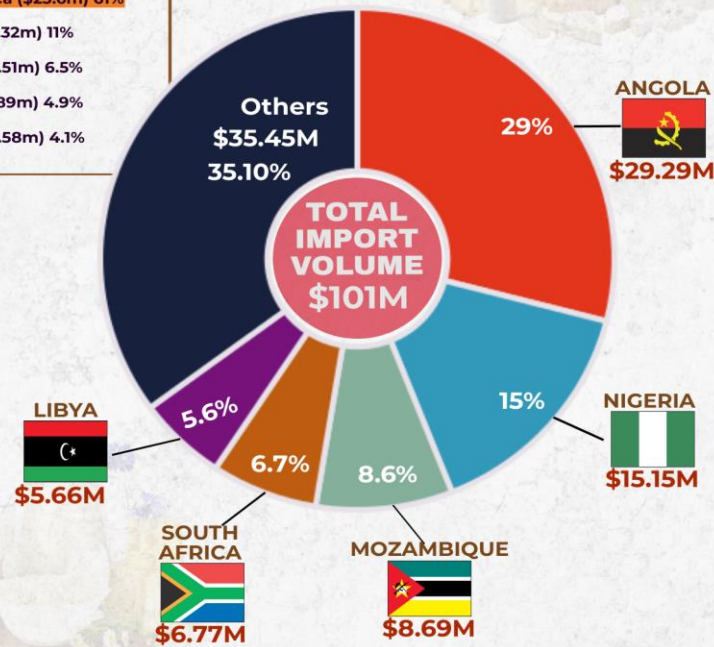
Egypt (\$262m)	78%
Morocco (\$46m)	14%
South Africa (\$16.6m)	4.9%
Tunisia (\$11.7m)	3.5%
Mauritius (\$222k)	0.066%



### MAJOR IMPORTERS OF FERMENTED MILK PRODUCTS IN AFRICA IN 2017

**Competing Exporters in Africa**

South Africa (\$23.6m)	61%
Tunisia (\$4.32m)	11%
Zambia (\$2.51m)	6.5%
Nigeria (\$1.89m)	4.9%
Senegal (\$1.58m)	4.1%



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Source: MIT



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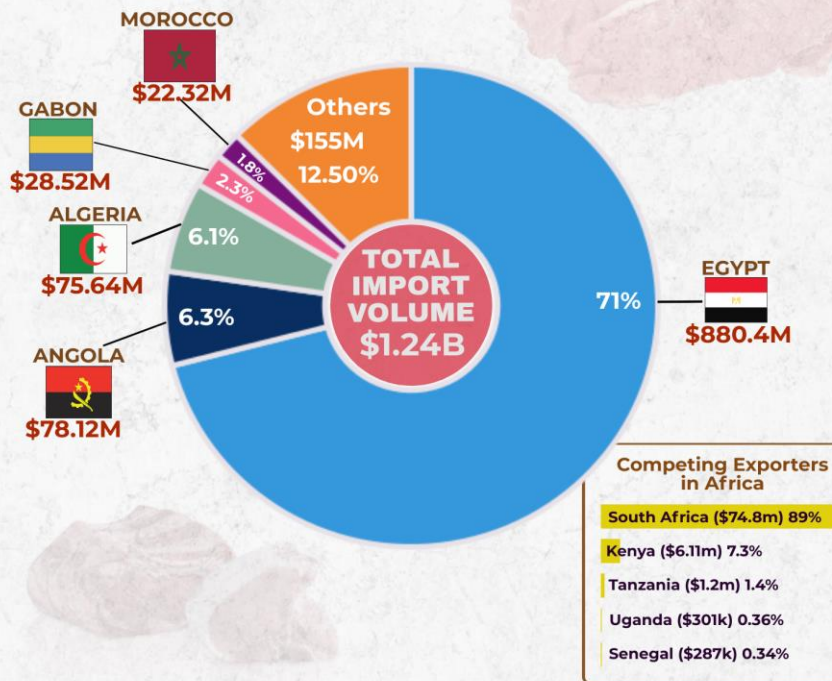
# THE POTENTIALS



## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF FROZEN BOVINE MEAT (COW) IN AFRICA IN 2017



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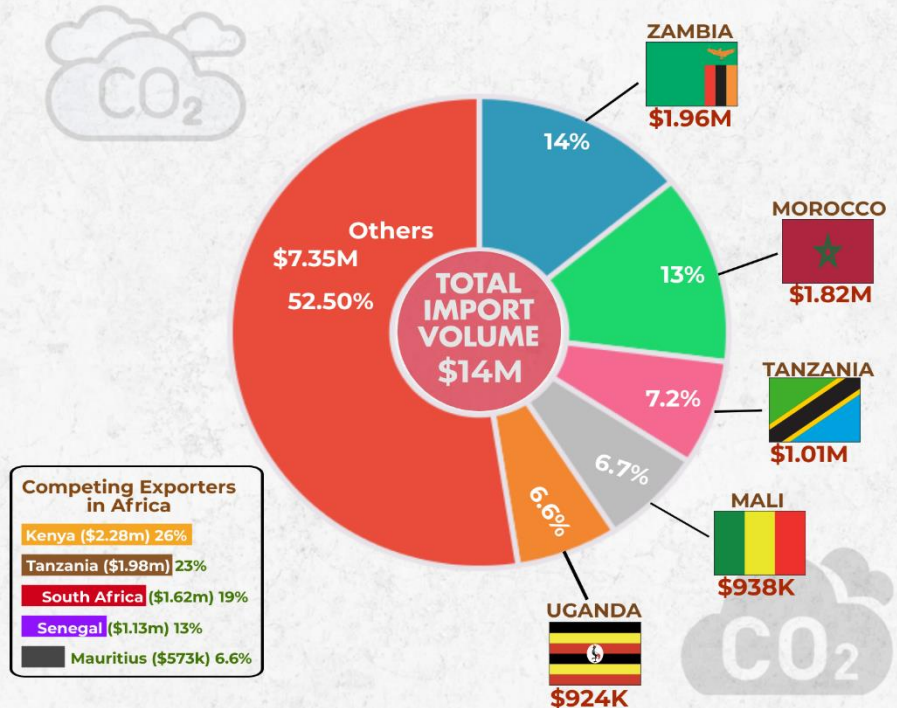
Source: MIT



## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF CARBON DIOXIDE IN AFRICA IN 2017



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Source: MIT



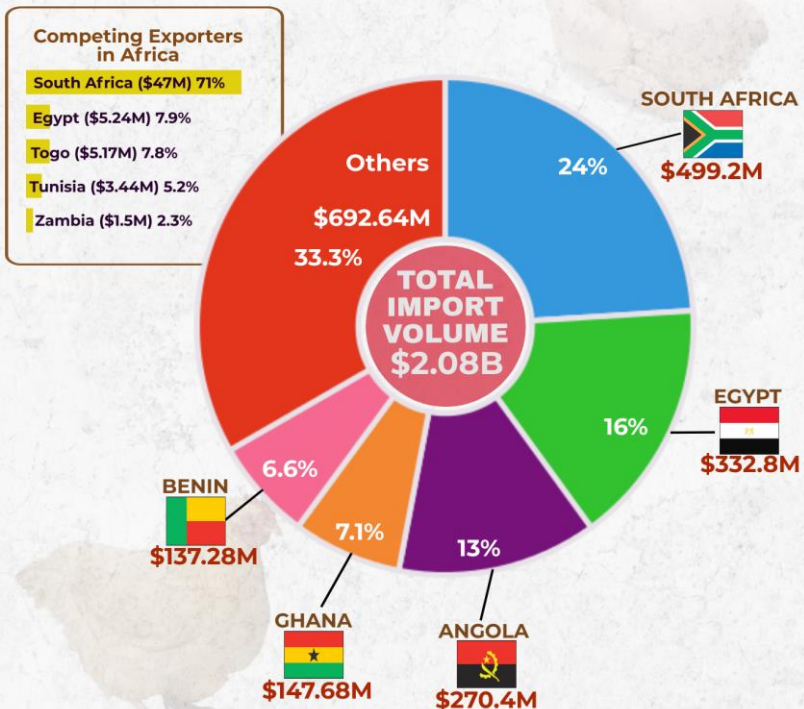
# THE POTENTIALS



## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF POULTRY MEAT (CHICKEN) IN AFRICA IN 2017



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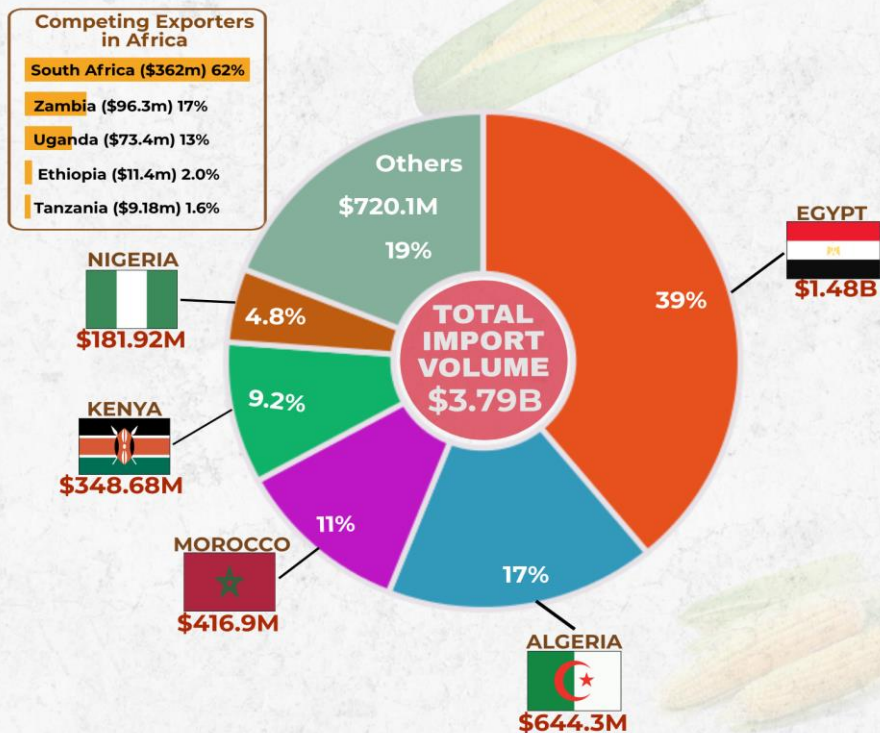
Source: MIT



## MAXIMIZING AfCFTA VIA AFRICAN MARKET INTELLIGENCE



### MAJOR IMPORTERS OF CORN IN AFRICA IN 2017



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Source: MIT





# THE POTENTIALS

S/N	PRODUCT	IMPORT VOLUME (\$)
1	Refined Petroleum	\$ 39,000,000,000.00
2	Cars	\$ 14,800,000,000.00
3	Wheat	\$ 12,300,000,000.00
4	Crude Oil	\$ 11,300,000,000.00
5	Packaged Medicaments	\$ 8,600,000,000.00
6	Petroleum Gas	\$ 7,170,000,000.00
7	Raw Sugar	\$ 6,380,000,000.00
8	Palm Oil	\$ 5,110,000,000.00
9	Rice	\$ 4,740,000,000.00
10	Corn	\$ 3,790,000,000.00
11	Insulated Wire	\$ 3,500,000,000.00
12	Sugar Cane	\$ 3,270,000,000.00
13	Non-Fillet Fish	\$ 3,100,000,000.00
14	Gold	\$ 3,080,000,000.00
15	Pesticides	\$ 2,310,000,000.00
16	Poultry Meat	\$ 2,080,000,000.00
17	Furniture	\$ 1,860,000,000.00
18	Rubber Footwears	\$ 1,800,000,000.00
19	Malt Extract	\$ 1,760,000,000.00
20	Coal Briquettes	\$ 1,750,000,000.00



# THE POTENTIALS

S/N	PRODUCT	IMPORT VOLUME (\$)
21	Cement	\$ 1,680,000,000.00
22	Plastic Lid	\$ 1,670,000,000.00
23	Scented Mixtures	\$ 1,660,000,000.00
24	Soya Beans Oil	\$ 1,460,000,000.00
25	Non-Knit Women Suit	\$ 1,440,000,000.00
26	Iron Pipes	\$ 1,390,000,000.00
27	Nitrogenous Fertiliser	\$ 1,370,000,000.00
28	Frozen Bovine Meat (Cow)	\$ 1,240,000,000.00
29	Dried Legumes (Beans)	\$ 1,180,000,000.00
30	Plastic Pipes	\$ 1,130,000,000.00
31	Toilet Paper	\$ 1,130,000,000.00
32	Seed Oil	\$ 1,060,000,000.00
33	Soya Beans	\$ 1,050,000,000.00
34	Tea	\$ 1,040,000,000.00
35	Non-Knit Men Suit	\$ 1,010,000,000.00
36	Seat	\$ 979,000,000.00
37	Raw Tobacco	\$ 835,000,000.00
38	Soap	\$ 788,000,000.00
39	Plastics Housewares	\$ 787,000,000.00
40	Hard Liquor	\$ 775,000,000.00



# THE POTENTIALS

S/N	PRODUCT	IMPORT VOLUME (\$)
41	Beauty Products	\$ 774,000,000.00
42	Unpackaged Medicaments	\$ 768,000,000.00
43	Wheat Flour	\$ 736,000,000.00
44	Knit Women Suit	\$ 735,000,000.00
45	Pasta	\$ 681,000,000.00
46	Baked Goods (Cake, Cookies)	\$ 608,000,000.00
47	Knit T-Shirt	\$ 574,000,000.00
48	Leather Footwear	\$ 560,000,000.00
49	Cheese	\$ 557,000,000.00
50	Bovine	\$ 551,000,000.00
51	Flavoured Water	\$ 549,000,000.00
52	Sauces and Seasonings	\$ 524,000,000.00
53	Knit Men Suit	\$ 506,000,000.00
54	Batteries	\$ 490,000,000.00
55	Processed Fish	\$ 487,000,000.00
56	Chocolate	\$ 475,000,000.00
57	Margarine	\$ 462,000,000.00
58	Fake Hair	\$ 459,000,000.00
59	Fruit Juice	\$ 449,000,000.00
60	Glass Bottles	\$ 437,000,000.00



# THE POTENTIALS

S/N	PRODUCT	IMPORT VOLUME (\$)
61	Butter	\$ 412,000,000.00
62	Edible Offal (Intestines)	\$ 408,000,000.00
63	Malt	\$ 385,000,000.00
64	Potatoes	\$ 353,000,000.00
65	Beer	\$ 345,000,000.00
66	Raw Cotton	\$ 336,000,000.00
67	Onions	\$ 305,000,000.00
68	Soups and Broths	\$ 300,000,000.00
69	Antibiotic	\$ 272,000,000.00
70	Sheep and Goat	\$ 264,000,000.00
71	Pig Meat	\$ 255,000,000.00
72	Dental Products	\$ 241,000,000.00
73	Mattresses	\$ 188,000,000.00
74	Coconut Oil	\$ 183,000,000.00
75	Armored Vehicle	\$ 182,000,000.00
76	Sorghum	\$ 162,000,000.00
77	Salt	\$ 141,000,000.00
78	Cereal Flour(like Rice flour)	\$ 128,000,000.00
79	Groundnut	\$ 121,000,000.00
80	Ceramic Bricks	\$ 119,000,000.00

# THE POTENTIALS

S/N	PRODUCT	IMPORT VOLUME (\$)
81	Eggs	\$ 115,000,000.00
82	Vegetables (Dried)	\$ 107,000,000.00
83	Fermented Milk Products	\$ 101,000,000.00
84	Sheep and Goat Meat	\$ 86,900,000.00
85	Vegetables (Frozen)	\$ 83,900,000.00
86	Shaped Wood	\$ 54,300,000.00
87	Water	\$ 33,500,000.00
88	Carbon Dioxide	\$ 14,000,000.00
89	Water Melon	\$ 5,460,000.00
90	Rolled Tobacco	\$ 950,000.00





# EXPORT MARKETING AND ENTRY STRATEGIES





# Export Marketing Channels



# EXPORT MARKETING CHANNELS

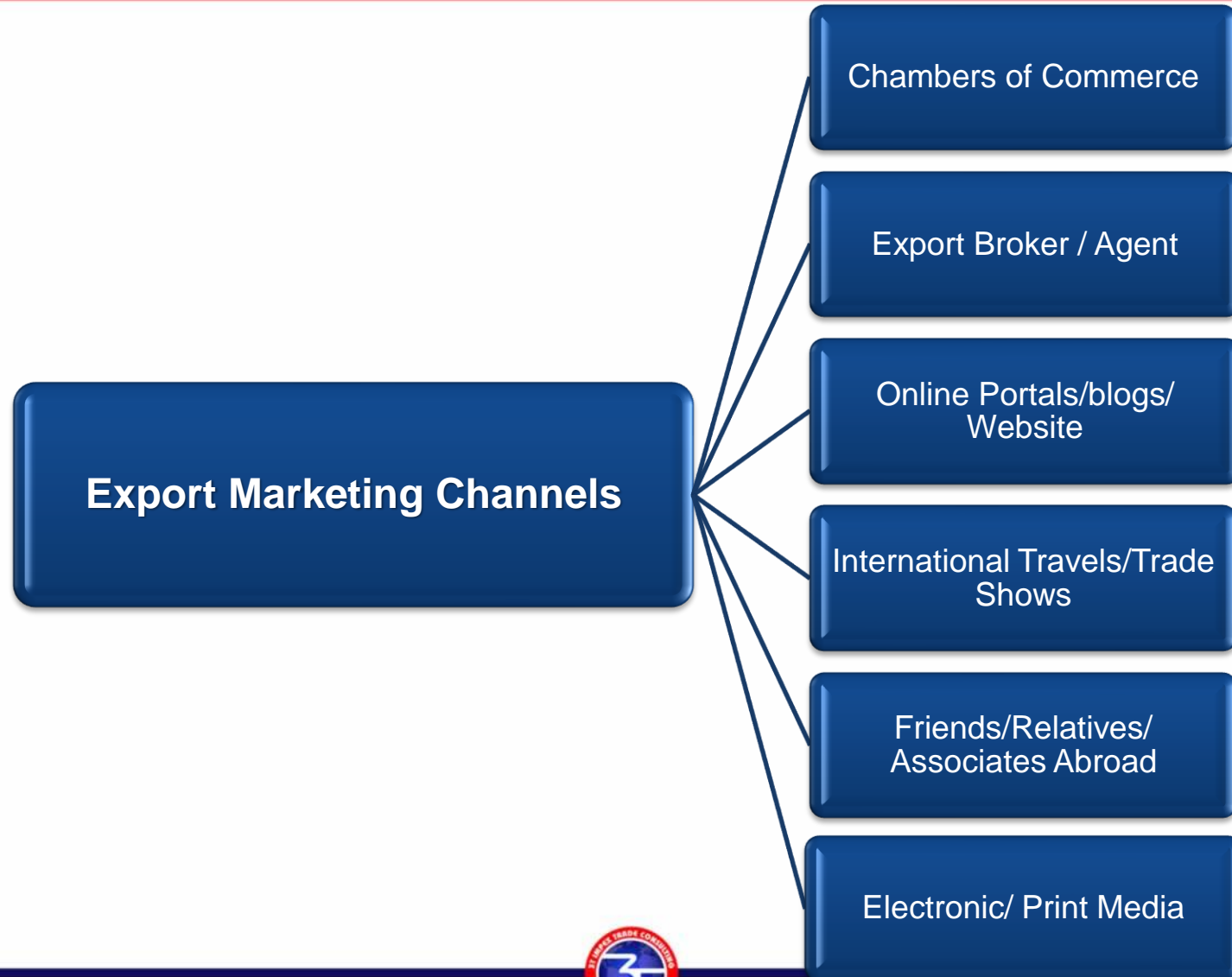
There are numerous channels available to an exporter to market its products and services. The Export market research should be done in such a way that it reveals the best mix of the channels needed to penetrate the export market.

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.



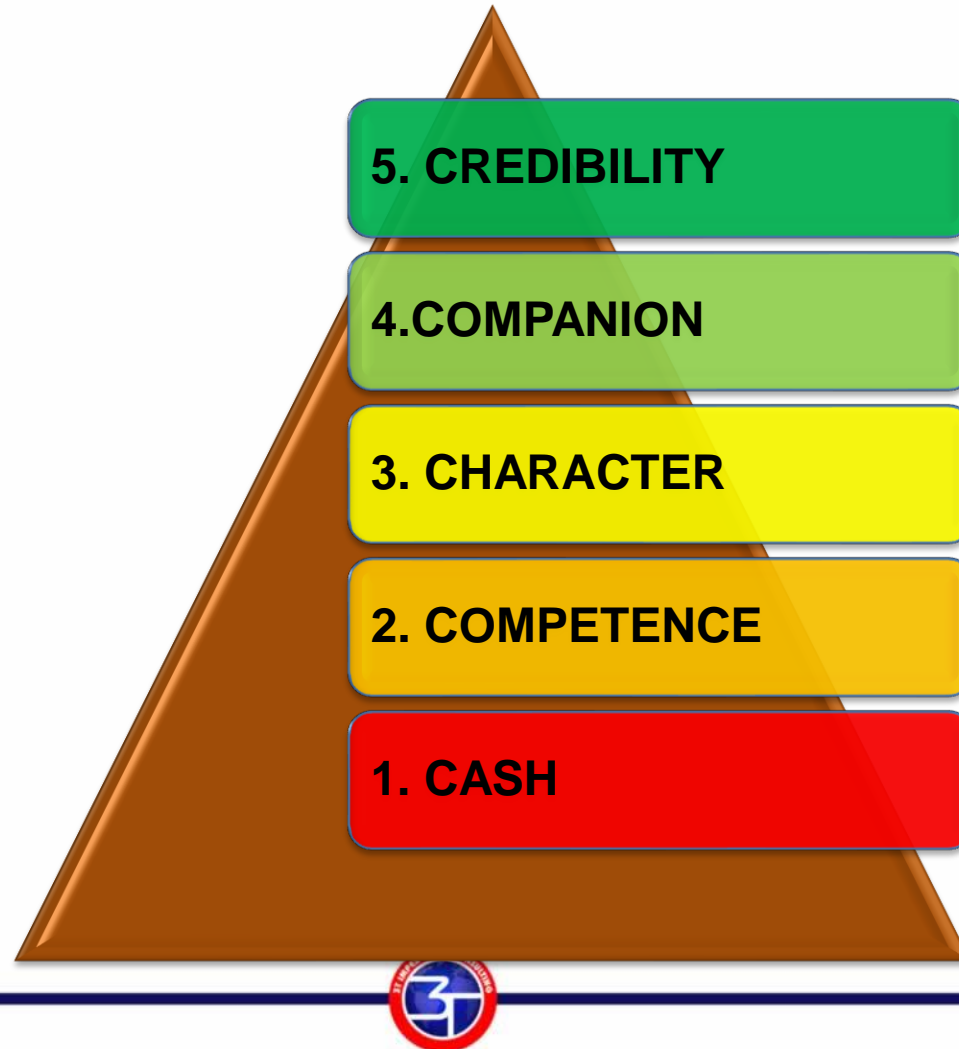


# EXPORT MARKETING CHANNELS



# EXPORT MARKETING CHANNELS

## THE HURDLES TO BE CROSSED (NEGOTIATION TOOLS)



# EXPORT MARKETING CHANNELS

## THE HURDLES TO BE CROSSED (NEGOTIATION TOOLS)

1. **Credibility**                      -Show that you have done it well before
2. **Companion**                    -Show the people you have supplied or your partners that have done it before
3. **Character**                      -Show that you will stand by your words to ship as at when due
4. **Competence**                   -Show that you can supply the right quality
5. **Cash**                            -Show that you have the financial muscles to deliver the desired quantity



# EXPORT MARKETING CHANNELS

## EMAIL PROPOSALS

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

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



# EXPORT MARKETING CHANNELS

## **Full Corporate Offer** (Include but not limited to the following)

1. Seller's Name
2. Seller's Address
3. Product Description
4. Specifications
5. Minimum Order
6. Maximum Order
7. Payment Method
8. Payment Terms
9. Duration For Shipment
10. Unit price (FOB price only)
11. Incoterms
12. Contract period
13. Inspection Agent
14. Country of Origin







# Export Market Entry Strategies



# EXPORT MARKET ENTRY STRATEGIES

## Introduction

- 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.
- Though an approach beginning with exporting, progressing to opening a sales subsidiary, and finally establishing a production facility is common, any given company may start with any of the entry strategies and go on to other stages. Some firms use different strategies for different markets, only exporting or licensing to some smaller markets while establishing sales subsidiaries and/or production facilities in larger markets.
- 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.



# EXPORT MARKET ENTRY STRATEGIES

## Introduction

- 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.



# EXPORT MARKET ENTRY STRATEGIES

## 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				✓



# EXPORT MARKET ENTRY STRATEGIES

## 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.





# EXPORT MARKET ENTRY STRATEGIES



## OVERCOMING EXPORT MARKET BARRIERS

- **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.



# EXPORT MARKET ENTRY STRATEGIES



## ALTERNATIVE MARKET ENTRY MODES

- An international market entry mode is an institutional arrangement necessary for the entry of a company's products, technology, and human and financial capital into a foreign country/market. To the international marketer, different entry modes represent varying levels of control, commitment, involvement, and risk.
- A study of how the interaction of opportunity for control and firm capability of managing risk moderates the amount of risks that managers perceive to be present with various entry mode strategies was conducted for three modes: export, 50-50 joint venture, and sole ownership (Forlani, Parthasarathy, and Keaveney, 2008). The study was of US firms entering the Japanese market. Managers in the lower capability firms saw the least risk in the export entry mode whereas those in higher capability firms saw the least risk in the joint venture mode..



# EXPORT MARKET ENTRY STRATEGIES



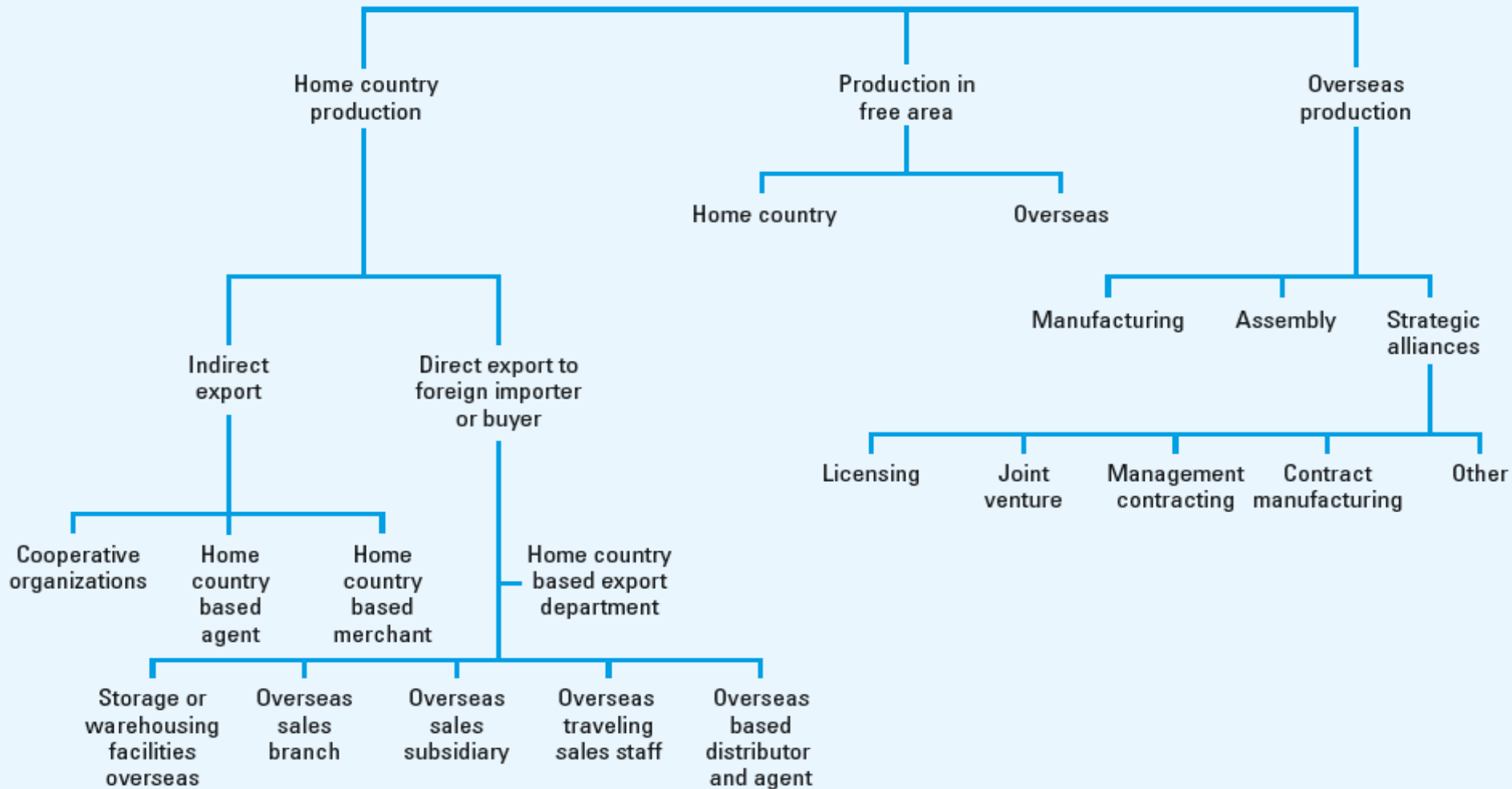
## ALTERNATIVE MARKET ENTRY MODES

- 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.

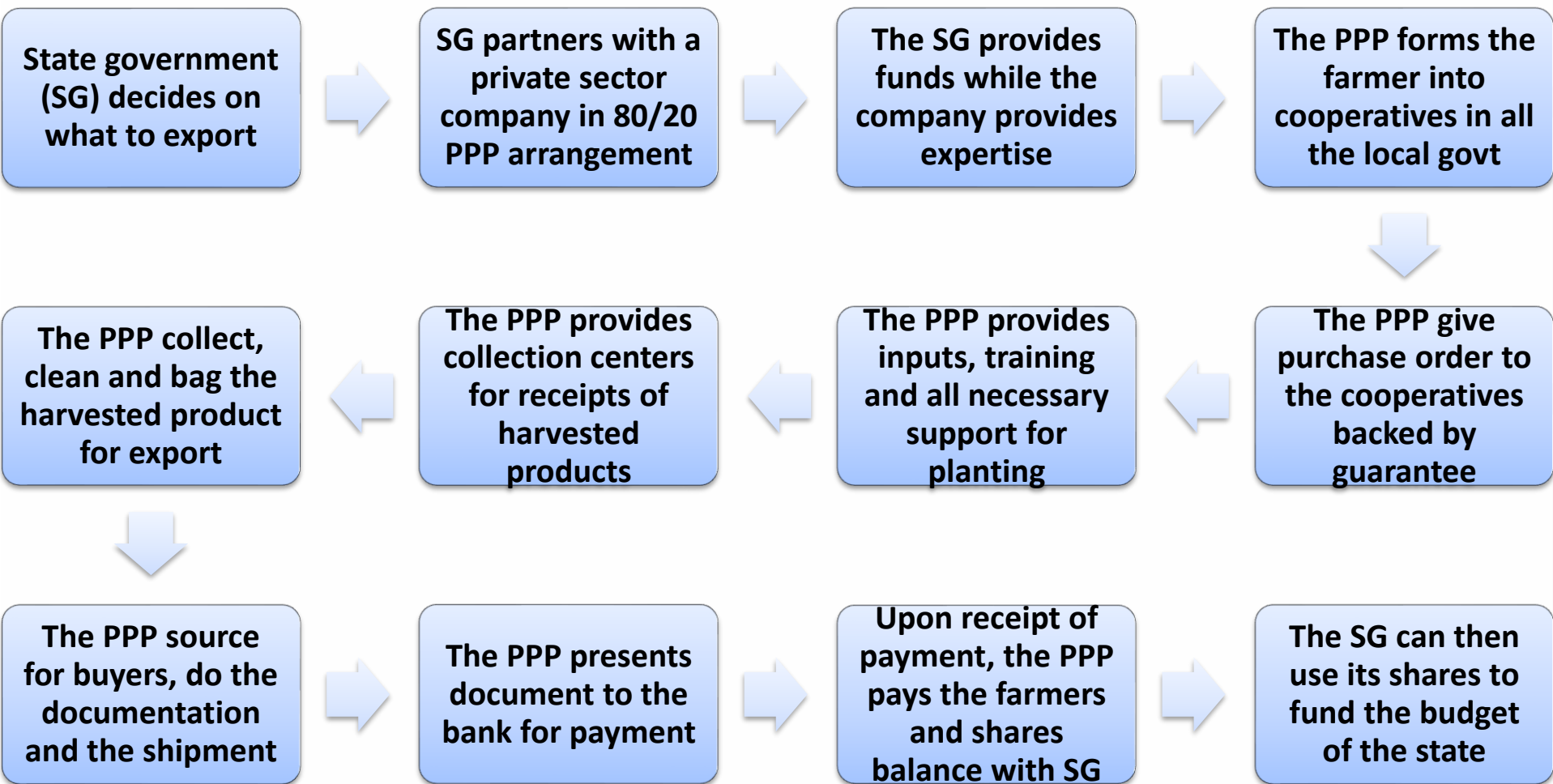


# EXPORT MARKET ENTRY STRATEGIES

## Outline of alternative basic international marketing channels



# EXPORT DRIVEN JOBS & INCOME GENERATION





# EXPORT DRIVEN JOBS & INCOME GENERATION

## HOW NIGERIAN STATES CAN GENERATE REVENUE FROM EXPORT

### The Impacts

- The impact of the suggested model for a state government goes beyond the generation of revenue via export, it has a humongous impact on employment generation and increased economic activities in the state.
- This in my opinion is a more effective, efficient and enduring model for diversifying the economy of any state in Nigeria.
- This model can also be replicated by the federal government at the federal level especially for the exportation of solid minerals.





in conjunction with



in conjunction with



5

## Executive Diploma Programme

PROGRAMME TITLE:

### Diploma in Export Trade Finance (ETF)



#### TARGETS

Experienced Professionals like:

Trade Product Managers, and  
Relationship Managers,  
Risk Managers,  
Logistics Personnel,  
Trade Desk Officers,  
and Treasurers in FMCG

#### COURSE CONTENT

The ETF programme covers: export finance options, export trade finance instruments, export credit insurance, mitigating export trading risks and fraud, export documentation, etc.

**Course Fee:** \$1050

**Period:** 6 months

**Lecture Days:** Every Saturday

**Lecture Duration:** 2-3 hours

**Contact:** 08091244449

**Email:** tradeacademy@3timpex.com

6

## Executive Diploma Programme

PROGRAMME TITLE:

### Diploma in Export Business Management (EBM)



#### TARGETS

Experienced Professionals like:

Trade Product Managers, and  
Relationship Managers,  
Risk Managers,  
Logistics Personnel,  
Trade Desk Officers,  
and Treasurers in FMCG

#### COURSE CONTENT

The EBM programme covers: export documentation, export pricing, export market entry strategy, export value chain, export supply chain management, etc.

**Course Fee:** \$1050

**Period:** 6 months

**Lecture Days:** Every Saturday

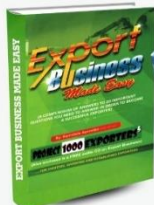
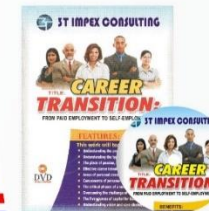
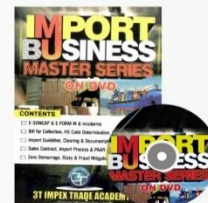
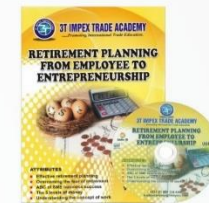
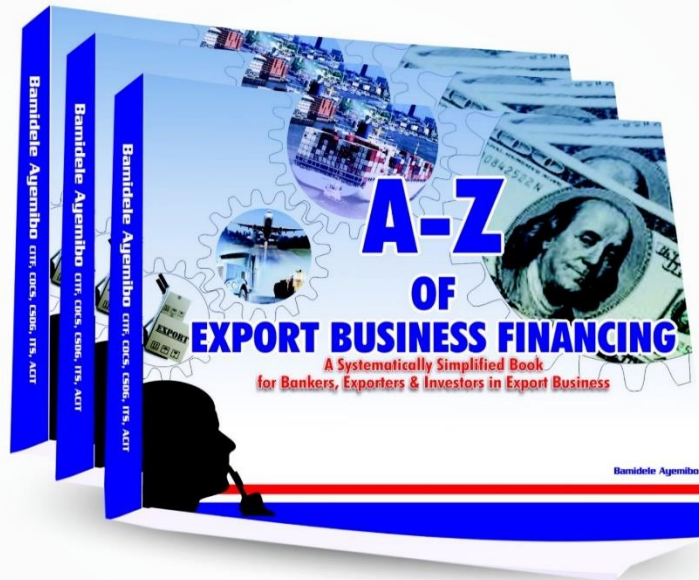
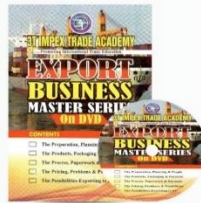
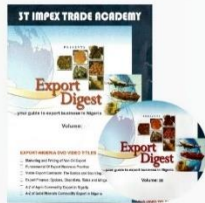
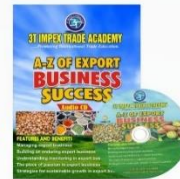
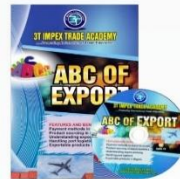
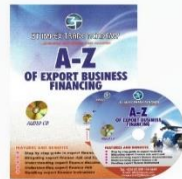
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# DUE TO TIME CONSTRAINT



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# IN CONCLUSION



As I conclude this presentation, I will like to say that the sustainability of your export business depends largely on your market entry strategy. This is because your entry strategy determines how easily and promptly you can resolve:

- 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



# THANK YOU



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