

THE BRIDGE DIGEST

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FG LAUNCHES COVID-19 RAPID RESPONSE REGISTER



The Federal Government of Nigeria has launched the COVID-19 Rapid Response Register (RRR), an emergency intervention database for the urban poor made poorer by the pandemic. This programme was launched by the Vice President, Prof Yemi Osinbajo on the 19th of January 2021 and aims to urgently identify and capture routinely excluded groups, made vulnerable by the economic impact arising from the COVID-19 pandemic and to establish a shock responsive framework for accessibility and intervention. This will be useful during emergencies such as pandemics, flood, economic downturn and disasters that may be beyond the immediate control of the Federal and State Government laydown structures.

About 20,196,650 population in 1,181 urban poor wards across the country are targeted in the first instance of the intervention. This is followed by the digital identification using the Unstructured Supplementary Service Data (USSD) link of TELCOS facility by dialing a unique code to access the application portal. The pilot phase of the Rapid Response Register is completed with key learnings for full scale of the program. The RRR targeting system uses cutting age technology including Satellite Sensory Imagery and will be the first of its kind in Sub-Sahara Africa.


PDF Bridge is supporting the beneficiary office with the implementation of the Conditional Cash Transfers in the Economic Sustainability Plan to support the urban poor. This led to the development of the RRR. Read [more](#)



EXPLORING SERVICES EXPORT OPPORTUNITIES FROM NIGERIA

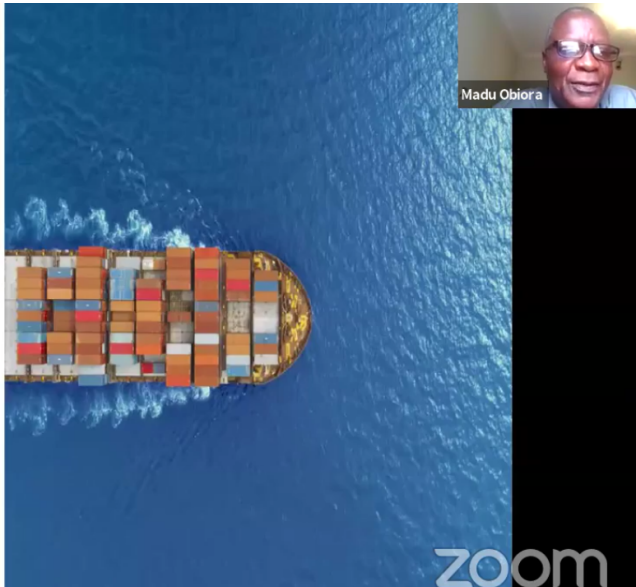
As an outcome of the Services Export Roundtable earlier organized by the Trade Policy Workstream of PDF Bridge programme, stakeholders saw the need to take further steps and organized a follow up webinar with the theme “Exploring Services Export Opportunities from Nigeria”. The need for more awareness creation on services export was identified as many still do not understand services export as much as they do products export. The event was organized by Network of Practicing Non-oil Exporters of Nigeria (NPEN) and took place on the 18th of December 2020. It was facilitated by Dr Madu Obiora (CEO Multimix Academy) and Mr Bamidele Ayemibo (Lead Consultant 3T Impex Trade Academy). The training brought together export oriented individuals, Associations and SMEs in a 2-hour session to discuss services export in all its modes and how best to tap into the market.

Feedback during this training revealed that more sessions like this are needed to fully unbundle services export and explore practical ways to get more players into the space.



**SERVICES
EXPORT
OVERVIEW**

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NON-OIL EXPORT RADIO PROGRAMME COMMENCES



PDF Bridge Trade Policy Work Stream on the 20th of January 2021 commenced a 13 weeks long program on two radio stations with wide listenership in Kano and Borno states, Nigeria. This was informed by a needs assessment conducted by the Work Stream aimed at getting direct feedback from export oriented MSMEs which revealed that businesses still struggle with issues such as lack of market linkages, finance, market intelligence and limited knowledge of destination country requirements. In the local communities, other issues identified include: transitioning from informal export to formal export, benefits of joining co-operative/Associations, development of non-oil export value chains, meeting standardization and certifications for export and other related issues.

This radio programme has been designed to improve the market potential of non-oil export commodities in local communities in Northern Nigeria. It will educate and enlighten the minds of wholesale commodity traders on the rudiments of upscaling their businesses to export standards and transiting from informal trade to formal trade by developing and disseminating contents bordering on the identified capacity gaps and knowledge deficit. The radio programme airs every Wednesday on BRTV (Borno) at 8am and Freedom Radio Kano at 11am.



ABOUT US

The PDF Bridge programme provides direct technical support to the Federal Government of Nigeria, its agencies and independent regulators in key economic sectors. Read more here:
www.pdfnigeria.org/bridge