

NIGERIAN EXPORT PROMOTION COUNCIL

# 2016

## ANNUAL REPORT





## FOREWORD

The poor performance of the economy in 2015 was a big challenge to policy makers. Until then, the country in the last decade had enjoyed an average growth rate of about 7% which was a remarkable achievement and a testament to Nigeria's immense potential. However, economic growth weakened in 2015 to 2.7% which was considered the slowest since 1991, and only a modest recovery is expected in 2016. For a Country with a rapidly increasing population (2.7% per annum), this means almost no real economic growth in per capital income is expected in 2016.



With this background of dwindling government revenue occasioned by the sustained downturn in the price of crude oil in the international market, which has exposed the vulnerability of our monolithic economy to external shocks, there is a compelling need to diversify the economy. This of course requires a deliberate and concerted intervention to expand activities in underdeveloped sectors and to open new economic frontiers.

For many years, Nigeria is a country that is mostly widely known for its hydrocarbons wealth. It is a home to 37.1bn barrels of proven oil reserves and 5.1 trn cu metres of natural gas. Earnings from export of crude petroleum had over the years provided the country with huge foreign exchange earnings and a major source of financing government expenditures. This had given the country the “dutch disease” and the collapse or near collapse of all other sectors of the economy including agricultural, manufacturing, mining, non-oil exports, etc; with the resultant consequences to the economy.

Despite significant deposits of minerals such as coal, iron ore, lead, limestones, tin, zinc, many others and a rich land and water resources that are ripe for further agricultural exploitation, little or nothing was done to exploit these resources into the creation of exportable goods and services to diversify the country's economic base and foreign exchange earnings capacity. Therefore, the oil sector continued to play major role in the nation's economy while non-oil exports remained insignificant.



**Table 1: Nigeria's Exports Profile (US Billion)**

Year	Oil Exports	Non-oil Exports
2012	120.304	22.847
2013	79.354	11.200
2014	93.470	9909
2015	52.540	3.618
2016	31.924	2.992

*Source: Compiled from ITC Trade Map*

To move away from the scenario demonstrated above it became imperative to adopt measures aimed at diversifying the economy in order to improve the utilization of the country's vast agricultural and mineral resources. Processing of minerals, production and export of non-traditional products and the development of services sectors are essential to the enhancement of the country's economic prospects.

The Government at large has resolved to diversify the economy by developing sectors of advantage and addressing the energy and infrastructure challenges to position Nigeria on the path of rapid and sustainable growth and development. Furthermore, Government is focusing on sectors with a multiplier effect which will positively impact the economy, so agriculture and solid minerals development will drive the nation's economic revival. To this effect, Government has in 2016 stepped up efforts by introducing reforms and policies that will create a conducive investment environment for a private sector-led economy and for sustainable development.

We at the Nigerian Export Promotion Council (NEPC) have realized the need to develop a new strategy for the future survival of the Country. Nigeria cannot afford to build its economy solely on a finite product oil, which prices are beyond its control. Though Nigeria's crude oil reserves are expected to last another 40 years, all indications are that oil prices will continue to crash and with the emergence of alternative energy sources and increasing focus on electric cars, oil will cease to play a prominent role in the international market.

In this regard therefore, the Nigerian Export Promotion Council has taken the bold initiatives of mapping out a “Zero-Oil Plan” as a strategy which will focus on



export as a primary driver of the economy. The plan simply seeks to answer four (4) basic questions regarding Nigeria's economic future:

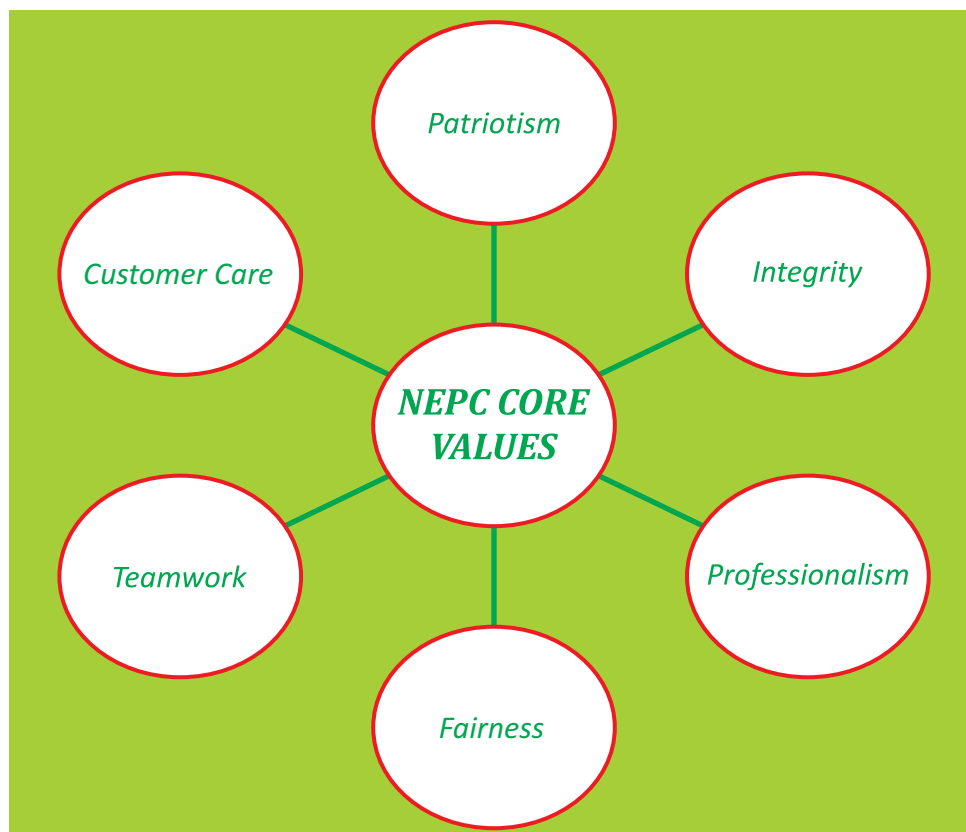
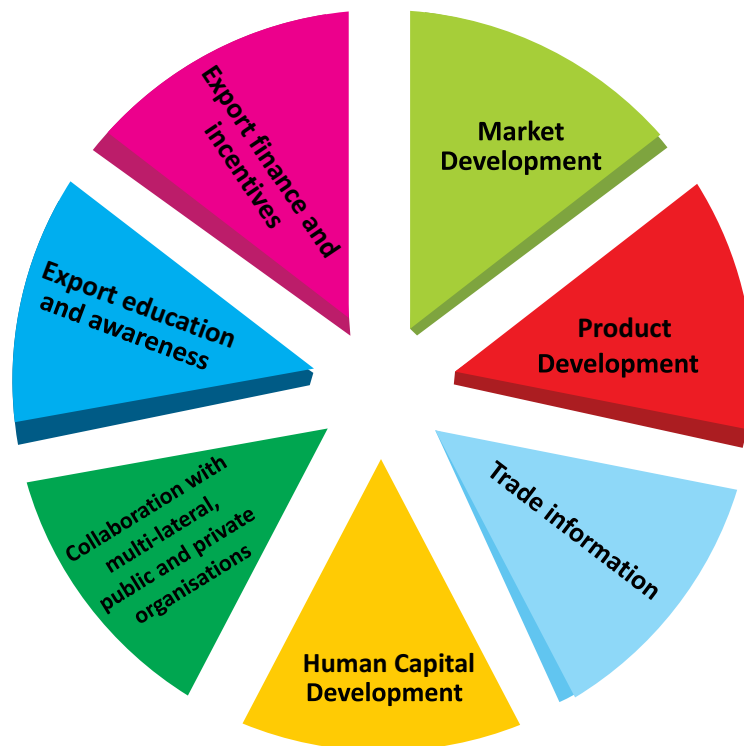
1. What would Nigeria do if we have no crude oil to sell?
2. What else (other than oil) can Nigeria sell to the rest of the World to earn significant foreign exchange, and generate income for Federal and State governments?
3. How do we ensure that these new exports would create enough jobs and private wealth as well as improve the living standards of Nigerians? And
4. How quickly can we prepare our country for a time of zero oil?

The plan was conceived in the last quarter of 2016 and its full implementation will commence in 2017. It has sets a long term vision of reaching 20 percent non-oil exports contribution to the Nation's Gross Domestic Product (GDP), its full implementation will commerce in 2017.

The ensuing report however is an account of the various programmes and activities executed by NEPC in 2016 covering all the Departments.

The year also marked the beginning of the implementation of the recommendations of KPMG which was engaged to put in place a new structure for NEPC after a comprehensive Institutional and Functional Review.

## NEPC CORE ACTIVITIES



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## CHAPTER 1

### 1.1. CORPORATE PROFILE

Since the Council was established 41 years ago, several projects and programmes have been initiated by the Council to develop the sector for sustainable growth.

The mandate given to the Council was, and still remains, that of diversifying the productive and revenue base of the country from oil to non-oil products through:

- The development and diversification of Nigeria's export trade
- Assist in promoting the development of export related industries in Nigeria
- Spearhead the creation of appropriate export incentives ;
- Actively articulate and promote the implementation of export policies and programmes of the Federal Government

### 1.2. CORE ACTIVITIES

The Council's core activities are targeted at diversifying the nation's productive base in the following areas:

- Product development
- Market development
- Trade information
- Human capital development
- Collaboration with multi-lateral, public and private sector organisations
- Export education and awareness
- Export finance and incentives among others

### 1.3. OTHER FUNCTIONS OF THE COUNCIL

These include the following:

- i. Planning, coordinating and spearheading trade promotion events such as trade fairs, exhibitions, outward trade missions and buyers-sellers meet
- ii. Following up on orders generated by exporters during Trade Fairs/Exhibitions, Trade Missions among others
- iii. Conducting Market Research and Surveys to facilitate market access
- iv. Receiving and responding to trade enquiries
- v. Providing export advisory services
- vi. Registration of Exporters
- vii. Collecting, publishing and disseminating information on products, market, domestic and international commodities prices among others

- viii. Providing market entry support services
- ix. Administering export incentives
- x. Organizing export development programmes focusing on SMEs, Women in Exports

#### **1.4. VISION STATEMENT**

“To make the world a market place for Nigerian non-oil products”

#### **1.5. MISSION STATEMENT**

“To spearhead the diversification of the Nigerian economy by expanding and increasing non-oil exports for sustainable and inclusive economic growth”

#### **1.6. CORE VALUES**

- Integrity
- Patriotism
- Professionalism
- Fairness
- Teamwork
- Customer care

#### **1.7. OPERATIONAL STRUCTURE**

The current operational structure is as follows;

- Office of the Executive Director/Chief Executive Officer
- Corporate Services Department
- Export Development and Incentives Department
- Policy and Strategy Department
- Product Development Department
- Trade Information Department
- International Export Office
- National Export Office

In addition, the following Division and Units are under the direct supervision of the Executive Director/CEO of the Council:

- Corporate Communications Division
- Board Secretariat
- Internal Audit
- Procurement

## 1.8. PRINCIPAL OFFICERS



**MR. OLUSEGUN AWOLOWO**  
Executive Director/CEO



**MR. MOHAMMED IBRAHIM**  
Director, Corporate Services Department



**MR. ABDULLAHI SIDI-ALIYU**  
Director, Policy and Strategy Dept.



**MR. GEORGE ENYIEKPON**  
Director, Export Dev. & Incentives Dept.



**MR. MATTHEW IRANLOYE**  
Director, National Export Office Dept.



**MR. WILLIAM EZEAGU**  
Director, Product Department



**MRS. UDUAK ETOKOWOH**  
Deputy Director, Int'l Export Office Dept.



**MRS. ESTELLE IGWE**  
Deputy Director, Trade Information Dept.

## REGIONAL COORDINATORS



**MR. MIKE NWORGU**  
Deputy Director, (South-South) Port-Harcourt



**MR. A.K. MAMMAN**  
Deputy Director, (North-West) Kano



**MR. SAAVE NANAKAN**  
Deputy Director, (North-Central) Jos



**MR. ANDY AMBIKPUTEM**  
Deputy Director, (North-East) Yola



**MR. BABATUNDE FALEKE**  
Deputy Director, (South-West) Lagos



**MRS. GETRUDE UKANAM**  
Deputy Director, (South-East) Enugu



## CHAPTER 2

### 2:1. PERFORMANCE OF THE NON-OIL EXPORT SECTOR IN 2016

Nigeria exported non-oil products valued at US\$1,203.179 million in 2016 as compiled from data received from Pre-shipment Inspection Agents. This represents a 25.94% fall from US\$1,624.610 million recorded in 2015, and a further depreciation of 55.67% when compared to the performance in 2014. Non-oil export performance reached its peak in 2013 recording US\$ 2.848 billion.

The sector for quite a number of years has been challenged by several factors which include:

- Infrastructural deficiency;
- Continued insurgency in the North-East geopolitical zone for most part of the year;
- Cattle rustling in North-West geopolitical zone which considerably affected export of finished leather;
- European Union suspension on beans of Nigerian origin as result of non-



The ED/CEO, Mr. Awolowo presenting the Zero Oil Plan to the Finance Minister, Mrs. Kemi Adeosun

compliance with Good Agricultural Practices(GAP)

- Flourishing informal export trade along the borders;
- Non implementation of export stimulation policies and suspension of Export Expansion Grant (EEG) scheme by government
- Lack of synergy amongst government agencies
- Impact of economic recession on prices of major inputs for export production.

Despite the unfavourable result, there was however, a sign of recovery as the Fourth Quarter posted a 77.58% increase against what was attained in the Third Quarter. Diversification efforts of the Council in terms of markets and products are also receiving positive results as new export destinations for Nigerian non-oil products are emerging such as Myanmar(destination) and Donkey Skins, Cow Beef and Pigeon Peas(products).See tables and charts below:

**Table 2: Non-oil Exports Key Indicators, 2016**

VALUE (US\$)	QUANTITY	NO. OF PRODUCTS	NO. OF DESTINATIONS	NO. OF SHIPMENTS	NO. OF EXPORTERS	NO. NXP ISSUING BANKS	NO. OF EXIT POINTS
1,203.179, 051.66	101,220.37 MT 1,952.00 CBM 25,000 LTRS	139	104	8,189	639	23	28
Source: Compiled from PIAs returns to NEPC, 2016.							

**Table 3: Monthly Non-oil Export, January 2012 – 2016**

S/N	MONTH	2012	2013	2014	2015	2016
1	JANUARY	161,576,914	294,786,055	212,404,903	281,269,886	120,415,844.63
2	FEBRUARY	242,890,057	250,772,134	348,589,998	220,765,512	104,596,033.86
3	MARCH	256,628,823	270,044,761	253,676,986	162,634,181	106,773,112.11
4	APRIL	220,570,194	253,303,699	210,505,337	102,014,459	93,529,285.83
5	MAY	242,549,710	204,425,966	233,456,986	127,001,866	82,063,487.61
6	JUNE	223,025,298	243,236,601	208,903,583	162,495,506	85,382,206.17
7	JULY	189,741,532	215,612,352	194,121,558	59,830,567	66,221,326.52
8	AUGUST	182,443,232	202,963,813	166,203,119	96,790,814	88,728,525.96
9	SEPTEMBER	185,313,522	188,045,842	163,460,138	63,836,109	64,958,748.81
10	OCTOBER	174,611,517	250,772,398	196,708,248	129,790,552	118,465,159.07
11	NOVEMBER	238,970,109	285,748,703	236,419,429	109,038,294	141,218,379.61
12	DECEMBER	243,922,736	188,045,842	289,738,055	109,142,506	130,826,940.82
<b>TOTAL</b>		<b>2,562,243,644</b>	<b>2,847,758,166</b>	<b>2,714,188,340</b>	<b>1,624,610,252</b>	<b>1,203,179,051.66</b>
<b>SOURCE: PRE -SHIPMENT INSPECTION AGENTS</b>						

Fig 1: Non-oil Export Monthly Trend, 2016.

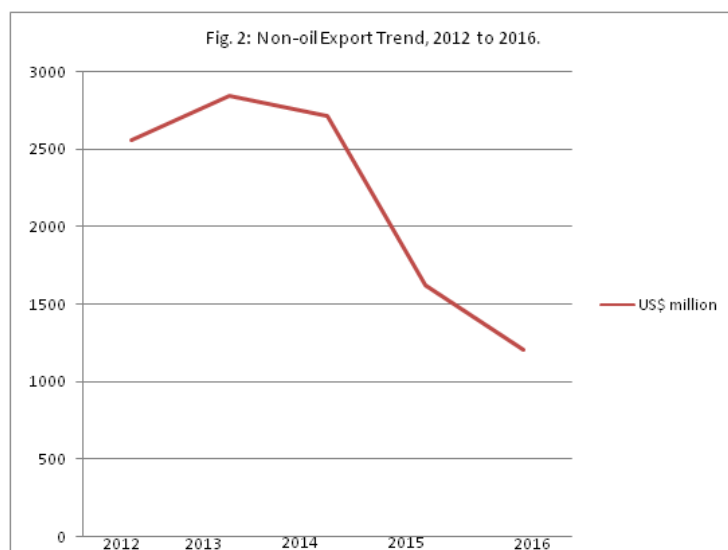
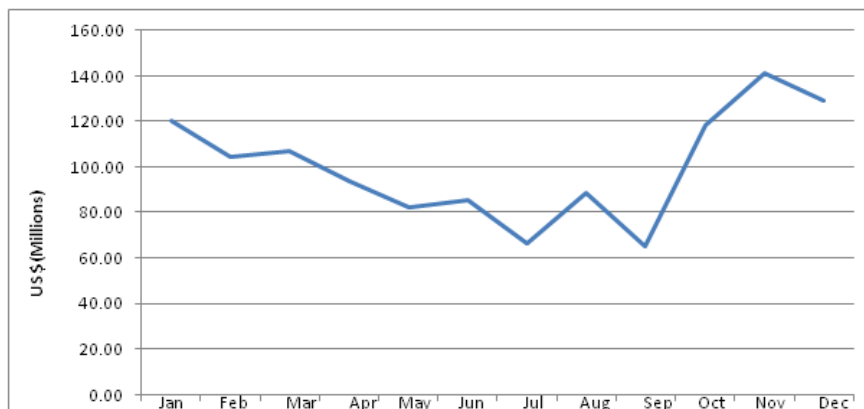
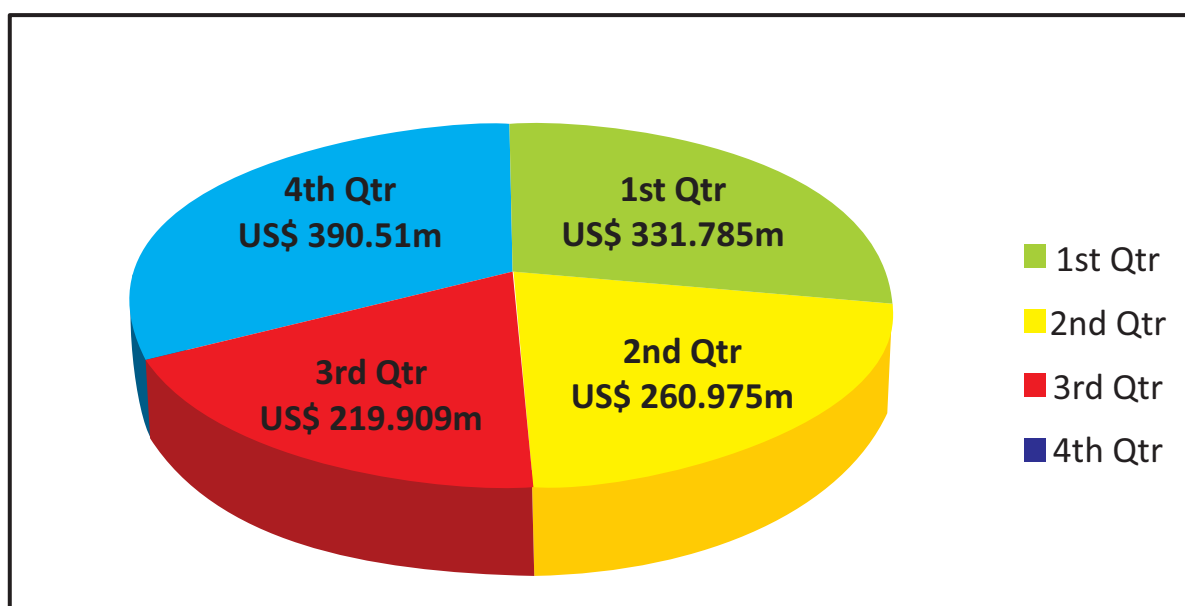


Fig 3: Quarterly Performance of Non-oil Export, 2016.





## 2:2. PRODUCTS EXPORTED IN 2016

During the year under review, 141 main products were exported under 13 categories. Cocoa Beans was the most exported commodity in terms of value. Its export value was US\$ 242.233 million and was exported to 14 countries by 28 registered exporters. This was followed by Cigarettes (Second) and Sesame Seeds (third). Three (3) of the Country's non-oil priority products: Cocoa Beans, Sesame Seeds and Cashewnuts/kernels were among the top ten exported products during the period. Solid Minerals which is one of Nigeria's priority sectors contributed US\$13.849 million which represented 1.15% of the total export value recorded in 2016. This dismal performance can be attributed to the unrecorded activities of the artisanal miners.

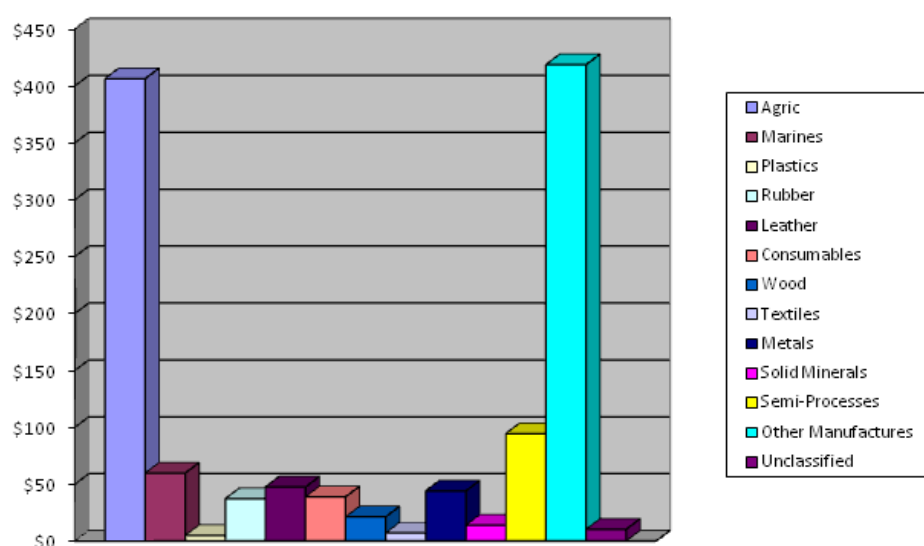
**Table 4: TOP TEN EXPORT PRODUCTS, 2016**

S/N	EXPORTED PRODUCTS	QUANTITY (M.T.)	VALUE (US\$m)	% OF TOTAL VALUE	NO. OF COUNTRIES	NO. OF EXPORTERS	NO. OF SHIPMENTS
1	Cocoa Beans	99,378.90	242.233	20.13	14	28	396
2	Cigarettes	11,997.54	118.484	9.85	15	3	488
3	Sesame Seeds	122,938.20	107.762	8.96	31	37	965
4	Fertilizer	291,399.55	63.979	5.32	3	2	15
5	Frozen Sea Foods	4,729.50	59.661	4.96	10	8	204
6	Cocoa Butter	10,602.00	55.566	4.62	7	7	203
7	Finished Leather	1,884.85	47.267	3.93	8	8	452
8	Rubber	312,201.24	36.970	3.07	21	17	411
9	Cashewnuts/ Kernels	29,881.63	32.750	2.72	8	50	192
10	Naptha	85,270.48	31.891	2.65	2	1	3
11	Others		406.617	33.80	Not Applicable		4,860
TOTAL		101,220.37MT 1,952.00 CBM 25,000 LTRS	1,203.179	100.00			8,819
Source: Compiled from PIAs returns to NEPC, 2016							

TABLE 5: NON-OIL EXPORT BY SECTORAL GROUPS, 2016.

S/N	SECTOR	VALUE (US\$ million)
1	Agricultural Commodities	406.279
2	Marine Products	59.661
3	Plastics	4.845
4	Rubber	36.978
5	Leather Products	47.405
6	Consumables	38.813
7	Wood Products	21.198
8	Textiles	7.005
9	Metals	43.927
10	Solid Minerals	13.849
11	Semi-Processed	94.368
12	Other Manufactures	418.581
13	Unclassified	10.272
<b>Total</b>		<b>1,203.179</b>

Source: Returns from PIAs to NEPC, 2016.

**Fig.4: NON-OIL EXPORT CLASSIFIED BY PRODUCT GROUPS**

### 2.3. NON-OIL EXPORT DESTINATIONS

Nigeria's non-oil products were exported to 104 countries covering 6 economic regions of the world during the period under review.

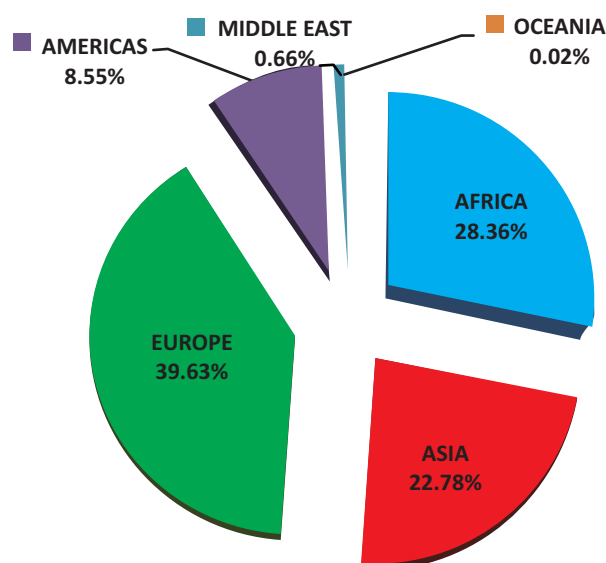
Nigerian export to Europe was valued at US\$ 476.820 million representing 39.63% of the total Nigeria export in 2016. These were mostly raw and semi-processed agricultural products.

Similarly, the total export to African countries was 28.36% of total export value, which ranked second to Europe. Manufactured goods and semi-processed goods dominated trading activities. (See Table 5 and Fig.5 below)

**Table 6: DESTINATION OF NON-OIL EXPORT, 2016**

S/NO.	DESTINATION	FOB VALUE [USD MILLION]	% OF TOTAL FOB V ALUE
1	AFRICA	341.183	28.36%
2	ASIA	274.083	22.78%
3	EUROPE	476.820	39.63%
4	AMERICAS	102.934	8.55%
5	MIDDLE EAST	7.916	0.66%
6	OCEANIA	0.243	0.02%
<b>TOTAL</b>		<b>1,203.179</b>	<b>100.00%</b>

**Fig.5: Destination of Non-oil Export by Economic Regions, 2016.**





Of the 104 countries, exports to the Netherlands recorded the highest value of \$229.531 million USD (19.08%); mostly Cocoa and cocoa products. Next in rank was export to Ghana at 9.42% of the total non-oil export value.

Export to People's Republic of China was valued at \$ 68.683 million USD (5.71%) which was ranked third. The major products exported were Manganese Ore and Lead Ingots during the period. Three African countries, Ghana, Cote D'Ivoire and Niger Republic were listed among the top-ten export destinations. (Table 6 below):

<b>TABLE 7: TOP -TEN DESTINATIONS OF NON - OIL EXPORT, 2016.</b>			
<b>S/NO.</b>	<b>DESTINATION</b>	<b>FOB VALUE [US\$ MILLION]</b>	<b>% OF TOTAL FOB VALUE</b>
1	Netherlands	229.531	19.08
2	Ghana	113.311	9.42
3	China Republic	68.683	5.71
4	Cote D'Ivoire	62.107	5.16
5	Belgium	52.927	4.40
6	Japan	51.064	4.24
7	Brazil	46.524	3.87
8	Germany	46.476	3.86
9	India	45.602	3.79
10	Niger Republic	43.423	3.61
11	Others	443.531	36.86
12	TOTAL	1,203.179	100.00

*Source: Compiled from PIAs returns to NEPC*

## 2.4. NON-OIL EXPORT TO ECOWAS SUB-REGION

Nigeria non-oil export to ECOWAS sub-region declined from 2015 to 2016. Export to Ghana was the highest at \$113.311USD (9.42%) followed by Cote D'Ivoire \$62.107 million USD (5.16%) and Niger Republic \$ 43.423 million USD (3.61%). See table 8 below:

**TABLE 8: NIGERIA'S NON-OIL EXPORT TO ECOWAS, 2016**

COUNTRIES	TOTAL	VALUE (US\$ m)	% OF TOTAL EXPORT VALUE
1	Ghana	113.311	9.42
2	Cote D'Ivoire	62.107	5.16
3	Niger Republic	43.423	3.61
4	Togo	21.423	1.78
5	Guinea	13.396	1.11
6	Benin Republic	9.514	0.79
7	Burkina Faso	5.354	0.44
8	Senegal	5.118	0.43
9	Mali	2.635	0.22
10	Liberia	1.810	0.15
11	Sierra Leone	1.154	0.10
12	The Gambia	0.605	0.05
13	Guinea-Bissau	0.305	0.03
14	Cape Verde	0.007	0
<b>TOTAL ECOWAS</b>		<b>280.162</b>	<b>23.29</b>
Source: Compiled from returns sent to NEPC by PIAs			

## 2.5. PERFORMING EXPORTERS

In 2016, a total of 639 registered companies exported.

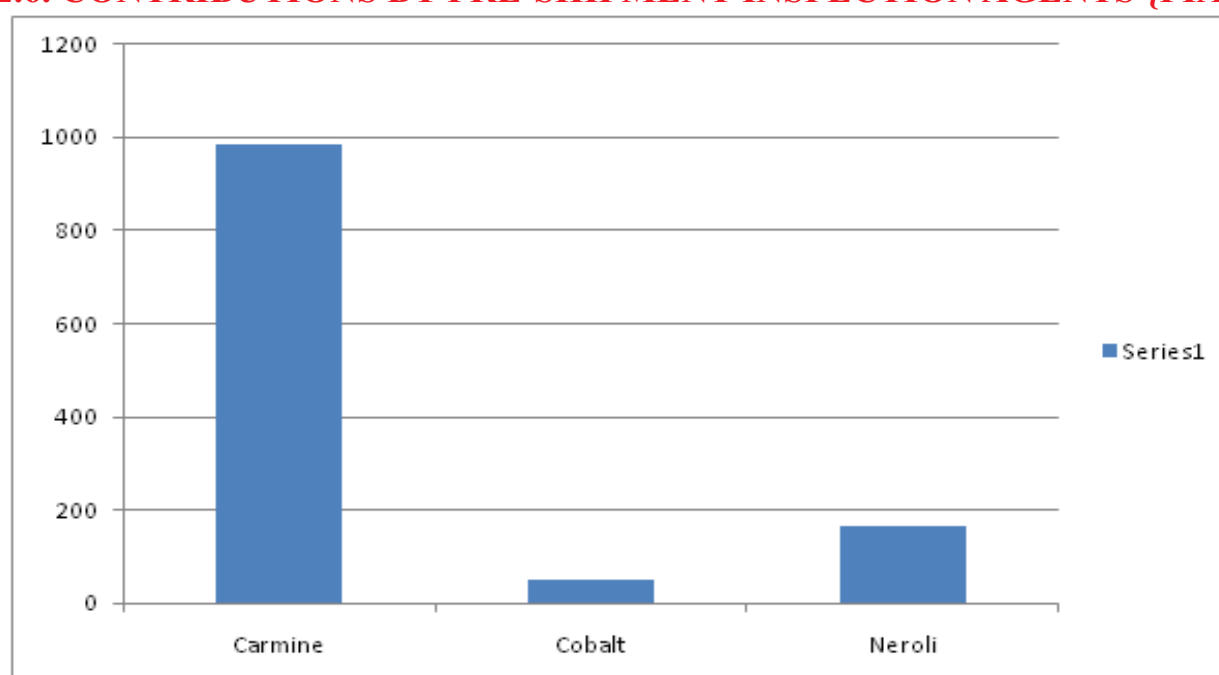
The Council's effort under the Zero to Export Programme yielded positive outcome. Zite International Business Ventures Limited which benefited from the capacity building programme exported hibiscus flower to Vietnam.

Olam Nigeria Limited, British-American Tobacco Nigeria Limited and Indorama Eleme Fertilizer & Chemicals Limited were top three exporters in 2016. See table 8 below:

**TABLE 9: TOP-TEN EXPORTERS 2016**

S/N	EXPORTER NAME	EXPORTED PRODUCTS
1	OLAM NIGERIA LIMITED	SESAME SEEDS, COCOA BEANS, COCOA BUTTER, CASHEW NUTS/KERNELS
2	BRITISH AMERICAN TOBACCO NIGERIA LIMITED	CIGARETTES, PLASTIC HOUSEHOLD ITEMS
3	INDORAMA ELEME FERTILIZER & CHEMICALS LTD.	UREA GRANULAR FERTILIZER, HDPE PRIME BLOW GRADE, POLYETHYLENE
4	ATLANTIC SHRIMPERS LIMITED	FROZEN SEA FOODS
5	TULIP COCOA PROCESSING LIMITED	COCOA CAKE, COCOA BUTTER, COCOA BEANS, COCOA PASTE, COCOA LIQUOR
6	NNPC/PPMC	NAPHTHA
7	WACOT LIMITED	SESAME
8	DANGOTE CEMENT PLC	NOODLES, CEMENT
9	DE UNITED FOODS INDUSTRIES LIMITED	NOODLES
10	RUBBER ESTATES NIGERIA LIMITED	RUBBER

## 2.6. CONTRIBUTIONS BY PRE-SHIPMENT INSPECTION AGENTS {PIAs}





L-R: Mr. William Ezeagu (Dir. Product Development), Mr. Babatunde Faleke, Deputy Dir, ED/CEO, MD, Fidelity Bank, Mr. Kola Awe at the Zero to Export launch in Lagos.



The ED/CEO, Mr. Awolowo speaking at the launch of the, Zero to Export in Lagos programme



## 2.7. THE NEPC DESK AT ONE STOP INVESTMENT CENTRE

The desk provides first-hand information and renders technical advice on investment opportunities available in the non-oil export sector. The desk attended to 348 inquiries and facilitated the export registration of 58 companies.

## 2.8. 2016 REGISTRATION OF EXPORTERS

A total of 3,547 new exporters registered, while 669 renewed their registration. The breakdown is as follows:

S/N	NEPC OFFICE	NEW REGISTRATION	RENEWAL
1.	ABUJA	1,019	76
2.	LAGOS	1,680	431
3.	KANO	120	28
4.	AKURE	256	42
5.	ENUGU	61	6
6.	ABA	25	8
7.	OWERRI	36	11
8.	GUSAU	16	5
9.	PORT HARCOURT	159	22
10.	YOLA	13	0
11.	UYO	18	4
12.	KATSINA	6	0
13.	MINNA	16	1
14.	MAKURDI	17	0
15.	MAIDUGURI	12	1
16.	JOS	52	27
17.	BENIN	41	7
18.	ABEOKUTA	0	0
19.	ABAKALI	0	0
TOTAL		3,547	669



## CHAPTER 3

### 3.1. PRODUCT DEVELOPMENT

Nigerian Export Promotion Council carried out some strategic product development activities that has brought about significant increase in agricultural productivity, increased value addition through processing, packaging and labeling. These positive contributions were recorded in sheanut, fishery products, gemstones, honey, animal products and husbandry

### 3.2. SHEANUT

The Council facilitated several capacity building workshops where over 250 women pickers, cosmetics processors were trained. The workshop was aimed at enhancing adherence and compliance to best practices in shea value chain. Food quality management system was established in line with Sanitary and Phyto-Sanitary (SPS) measures in compliance with international standards and best practices.

#### Challenges

- a) The local Sheabutter processing industry is constrained by inadequate infrastructure and equipment, insufficient funding and technical expertise to address quality issues.
- b) Poor market intelligence and export linkages.

### 3.3. FISH PROCESSING

Capacity building workshops on appropriate methods and good practices in fish farming were organized for fish farmers and processors across the country. The objective of the training programme was to enhance stakeholders adherence and compliance to requirement on HCCP and Traceability with respect to fish export.

The event recorded over 300 participants from the fish farming communities, government agencies, entrepreneurs, technocrats, exporters, prospective exporters benefitted from the training.

### 3.4. ANIMAL & ANIMAL PRODUCTS

The Council held trainings for exporters of animal and animal products to facilitate their compliance to best practices and standards on appropriate packaging, export requirements and other technical issues. More than 100 participants benefitted from the programme.

### 3.5. GEMSTONES

The Council held capacity building work shops to enhance value addition and adoption of best practices on gemstones and jewelries through quality production for miners in the sector. The programme focused on the use of lapidary equipment and best processing skills in the industry.

Some of the constraints being experienced within the sector include; inadequate processing equipment, funding, information on the industry and gemstone testing and certification centres.



Exportable leather products



## STAKEHOLDERS' ENGAGEMENTS IN PICTURES



NEPC/CBI Partnership on Export Competency Development for NEPC Export coaches and SMEs.



ED/CEO during a strategic Meeting with Minister of Mines and Steel Development, Dr. Kayode Fayemi



L-R: Fillipo Amato (EU), Awolowo (NEPC) and Richard Young (EU)



L-R: TA to ED/CEO, Taofeek Owoseni, Mr Kola Awe, MD Export logistics, M.O. Ibrahim Director, Product Development and Mr. Faleke at Zero to Export graduation ceremony.



L-R: Ezeagu, James Fiz Patrick, Awolowo, Rene deBaaij, Sidi-Aliyu and Mr. Iranloye



## STAKEHOLDERS' ENGAGEMENTS IN PICTURES



Governor of Katsina State, H.E Bello Masari ( 8th from left) in a group photograph with ED/CEO (to Govs right) and NEPC Management staff



ED/CEO Presenting the Zero oil Plan to the Bauchi State Governor H.E. Muhammed Abubakar



L-R: sitting- Mr. Henry Otowo, M.O Ibrahim, Awolowo and the Comptroller General of Customs, Col. Hammed Ali



ED/CEO On a facility tour of foremost garment maker, Ruff 'n' Tumble, Ikeja, Lagos.



Trainees at the NEPC Human Capital Development Centre, Apapa, Lagos.

## **OUTCOMES**

- Enhanced professionalism and commercial production of gemstones
- Created awareness on global trend of best practices in a competitive gemstones industry
- Improved technical knowledge of lapidary artists and miners in the sector.

### **3.6. HONEY**

Honey production has been identified as having the potential to generate foreign exchange, provide employment and reduce poverty among rural communities in Nigeria through export by connecting Small and Medium Entrepreneurs (SMEs) and beekeepers to global markets. One of such major markets for honey is the European Union, accounting for approximately 35% of total global imports.

Honey production in Nigeria is very profitable with an estimated gross income of US \$7 per litre and US \$ 41 per man-day on average. The sector still remains widely untapped as most beekeepers in the rural areas still use outdated techniques in production, there has to be compliance with Third Country Listing to access the EU market

### **3.7. EXPORT OF SERVICES**

Capacity Building Workshops on services export were organized for desk officers, potential exporters and exporters of services. The objectives of the programme was to build their capacities on aspects of tourism, entertainment, arts & movies, hospitality and all other support services that attracts' foreign exchange into the nation.



## CHAPTER 4

### 4.1. NATIONAL EXPORT OFFICE

National Export Office (NEO) was created to coordinate the Council's activities at the grassroots level. This had thus facilitated the implementation of export policies and enhanced growth within the non-oil export sector.

### 4.2. ESTABLISHMENT OF SMART OFFICES

Additional Smart Offices were created in Abakaliki, Abeokuta and Katsina bringing the total to 18 offices as at December, 2016.

These offices are functional and are impacting on their immediate communities. Services rendered include, register of exporters, response to trade enquires, compilation of local commodities prices, export advisory on formation of export-related cooperatives and implementation of the One State One Product (OSOP) programme, among others.

### 4.3. REACTIVATION OF THE STATES' COMMITTEE ON EXPORT PROMOTION

A key achievement of the Council in 2016 was the reactivation of the State Committees on Export Promotion (SCEP) through the National Council on Industry, Trade and Investment. Three-year arrears of subvention was paid by the Council to all the State Committees. Sub-committees on the implementation of the One State One Product was also constituted to drive the process.



The NRPC HCDC pavilion at the popular Lagos fashion week

#### **4.4. EQUIPMENT DEMONSTRATION WORKSHOPS FOR SMALL HOLDER PRODUCERS OF AGRICULTURAL PRODUCE**

The Council held several workshops to demonstrate the use of simple equipment as alternative to “sun-drying”. The objective was to enhance quality, improvement, foster appropriate preservation of farm produce and accelerate significant reduction in post-harvest losses. The initiative is making positive impact and is widely accepted.

#### **4.5. WORKSHOPS ON COSTING AND PRICING FOR EXPORT**

Workshops on Costing & Pricing for Export were held at different locations. Participants were trained on effective pricing techniques and international payment options to enhance their competitiveness and success in export trade.

#### **4.6. WORKSHOPS ON BEST AGRICULTURAL PRACTICES FOR CASHEW FARMERS**

Workshops on best agricultural practices on cashew cultivation & harvesting were organized by the Council for Cashew farmers in several locations. Participants were encouraged to form cooperatives and further trained on cooperative management.



Women picking Cashew Kernel in Foodpro Cashew Processing Factory, Ilorin, Kwara State



#### **4.7. WORKSHOP ON PREVENTING MYCOTOXIM/AFLATOXIN CONTAMINATION ON PALM OIL AND ITS DERIVATIVES**

The Council organized workshops on prevention of Mycotoxin/Aflatoxin contamination on Palm oil and Free Fatty Acid (FFA). This is to ensure that requisite acceptable standards.

Participants mostly millers and exporters were trained on best practices, prevention of incidences of Mycotoxin/Aflatoxin contamination on Palm produce and scientific methods for maintaining acceptable levels of Free Fatty Acid in palm oil export

#### **4.8. SEMINARS ON EXPORT OF FRUITS AND VEGETABLES TO EUROPEAN MARKET**

The Council organized a series of seminars on enhancing export of fruits and vegetables to the European markets. Relevant stakeholders that participated were educated on key export issues as potentials in export market value addition and packaging requirements.

#### **4.9. THE ZERO TO EXPORT TRAINING PROGRAMME**

The Council introduced Zero to Export capacity building programme which provided eight-weeks practical hands-on mentorship training to over 625 Nigerians with requisite knowledge in export marketing techniques. This resulted in the formation of six Cooperatives and two export companies, which together exported US\$200,000 worth of Hibiscus to Vietnam.



Mr. Awolowo, Senator Shehu Sani and Director, Policy & Strategy, Mr. Sidi Aliyu receiving a locally made Bag from an SME Exporter in Abuja.

## CHAPTER 5

### 5.1. MARKET DEVELOPMENT

The Nigerian Export Promotion Council (NEPC) within its mandate identified and developed new markets using Market development growth strategies. This effort enabled increase in Nigeria's market share amongst its traditional trading partners, ECOWAS, Africa, Asia and other emerging markets.

### 5.2. NEPC PARTICIPATION AT THE 4TH WORLD COFFEE CONFERENCE IN ADDISABABA, ETHIOPIA

The Council participated at the 4th World Coffee Conference and exhibition, hosted by the government of Ethiopia. The event was attended by over 90 delegates drawn from Coffee growers', representatives of private and government agencies focused on nurturing coffee culture, coffee diversity, production and marketing challenges.

### 5.3. PROMOTION OF NIGERIAN FASHION AT THE MAGIC FAIR IN UNITED STATES OF AMERICA (USA)

The Council facilitated the participation of some Nigerian designers at the Buyers Fairs in Las Vegas, USA. The goal was to make Nigeria a sourcing destination of repute for high-ended contemporary apparels and accessories. Nigerian exhibitors at the Fair included:

- Belois Couture
- Revamp
- Eclectic Chique



A model strutting down the runway at the African Fashion Week, Lagos.

- Grey Projects
- Lanre Da Silva
- Morin 'O Leatherworks

A great success was recorded from Nigeria's participation. Eclectic Chique now has retail outlets in the USA, Morin 'O Leatherworks is running an inventory storage platform for her products at Amazon while Belois Couture generated serious foreign interest for the company's goods.

#### **5.4. 7TH UNCTAD GLOBAL COMMODITY FORUM NAIROBI, KENYA**

The Council participated at the Seventh Global Commodity Forum co-organized by Commonwealth Secretariat (COMSEC) and the Food and Agriculture Organization (FAO) held in Nairobi, Kenya.

The forum was attended by policy makers. It focused on breaking the chains of Commodity Dependency, and trade in achieving year 2030 Agenda for Sustainable Development.

#### **5.4 EXPLOITING POTENTIALS OF NEW EMERGING MARKETS**

The Executive Director/CEO NEPC led delegation to the following trade promotion and other relevant organizations in Iran:

- Iran Trade Promotion Organization (ITPO)
- Iran Khodro Company (Car manufacturers)
- Iran International Trade Exhibition
- Darou Pakhsh Factory (Pharmaceutical Manufacturers)
- International Consultants & Contractors Association of Iran

The mission witnessed the signing of MoU with the Iran International Trade Exhibition. This was aimed at facilitating market access, collaboration on critical areas such as exhibitions, export oriented investments, information sharing, technology transfer and market linkages.

#### **5.5. LOME TRADE FAIR TOGO**

NEPC spearheaded the participation of Nigerian companies to the 13th Lomé International Trade Fair and Exhibitions, Togo. The objective of Nigeria's participation was to showcase Made-in-Nigeria products and attract business investments.



## CHAPTER 6

### 6.0. EXPORT PROCEDURE AND DOCUMENTATION

Nigerian Export Promotion Council conducted a survey on streamlining export procedures with a view of simplifying the process in Nigeria. Visitations were made to relevant export facilitating agencies for an on-the-spot assessment of their operations.

Agencies visited were:

- Carmine Assayer (Inspection Agency)
- SGS (Inspection Agency)
- Nigeria Shippers Council
- National Association of Government Approved Freight Forwarders
- Nigeria Customs Service (Apapa Wharf)
- Cosco Shipping Agency
- Inland Containers Logistics
- Bellore Logistics Company
- Federal Produce Inspection Services
- Chambers of Commerce
- Cargo Airports
- National Aviation Handling Company (NAHCO) Customs sheds



Exportable products

## 6.1. CHALLENGES FACING EXPORTERS

### I.CUMBERSOME DOCUMENTATION AND PROCEDURES

**Table 1: The number of hours/days it takes to obtain certificates from Agencies**

S/N	Agencies	Duration
1	CAC	24hrs
2	NEPC	24hrs
3	NAQS	2 days
4	NACCIMA	12 hours
5	SON	12 hours
6	PIAs	2 days
7	Commercial papers	2-3Days
8	Banks(NXP)	2-3Days
9	FPIS	2 days
10	Customs	3-5 days
11	State Security	24 hours
12	NDLEA	24 hours
13	Shipping companies	1-2 days
14	Port Operators	1-2 days

*Source: Field Data, compiled by NEPC, 2016.*

#### **ii. OVERLAP OF FUNCTIONS BY AGENCIES**

The duplication of inspection by some agencies constituted serious bottleneck to export procedures and documentation. Which resulted in delays and high cost of doing export business.

#### **iii. MULTIPLE AGENCIES AT THE PORTS**

Multiple agencies within and outside the ports and outside the ports constitute impediments to ease of doing business in Nigeria.

#### **iv. NON-AVAILABILITY OF EXPORT INFRASTRUCTURE AT THE PORTS**

Non-availability of scanners constituted major challenges in conducting containers examinations at the port.

#### **v. INADEQUATE CERTIFIED LABORATORIES TO TEST AGRICULTURAL PRODUCTS**

Inadequate Certified laboratories across the country to conduct analytical testing of products for export. This has resulted in to exporters using laboratories in neighboring countries with attendant negative effects on cost and country image.

#### **RECOMMENDATIONS**

- a) All agencies issuing certificates and permits should be encouraged to migrate to an online platform.
- b) There is the need to collapse all agencies involved in export documentation into a single window platform. This will eliminate unnecessary bureaucracy and time wastage.
- c) Establishment of export warehouses for MSMES exporting companies.
- d) The electronic report system should be adopted by the Nigeria Customs Services and Pre-Shipment Agencies.
- e) Nigeria Shippers Council and Nigerian Ports Authority should facilitate the reduction of multiple taxes, terminal and shipping charges.
- f) Electronic registry of exporters to enable verification of exporters
- g) NAHCO terminal in Ikeja should simplify handling of export cargoes



A bird's eye view of the multi-billion Naira San Carlos pineapple - farm in Agwu, Enugu State



**Table 2: Certificates/Permits issued by various agencies**

1	Certificate of Incorporation	CAC
2	Certificate of Origin	NACCIMA
3	Export Certificate	NEPC
4	Phytosanitary cert.	NAQS
5	Certificate of Quality	SON
6	Lab Test / Analysis / Health Certificate	NAFDAC
7	Certificate of Fumigation	FPIS
8	Single Goods Declaration	NCS
9	NXPs	Banks
10	Clean Certificate of Inspection (CCI)	PIAs
11	International certificate of Quality	SGS/Bureau Veritas
12	Solid Mineral Export Permit	MMSD
13	Wood component Export Permit	FMF
14	Antiquities & Acts	National Commission for Museum & Monuments
15	Bill of Landing/Airway Bill	Shipping Companies/Airlines
16	Marine Insurance	Insurance Companies
17	Freight charges	Shipping Companies
18	Commodity Levy	ECCC (FMITI)
19	Warehouse Rental	Service Provider
20	Examination of Containers at Ports	DSS/NDLEA/NCS/NAQS/FPIS/For entry
21	Request for containers to load export products	Shipping companies
22	Logistics (Transporters)	Service Providers
23	State Produce Permit	State Produce Units

**I. DELAYS IN ISSUING DOCUMENTATION**

## CHAPTER 7

### STRATEGIC POLICIES AND ENGAGEMENTS

#### 7.0. ZERO OIL PLAN

The Nigerian Export Promotion Council launched the Zero Oil Plan, a medium and long term strategy aimed at diversifying the economy from oil. Zero Oil Plan has become a key component of the Economic Recovery and Growth Plan (ERGP). The focus is to generate at least a minimum of 40 – 50% of Nigeria earnings from non-oil export.

The plan was presented to different States, development partners and donor agencies and has been widely accepted.

The overall targets set for the Zero oil plan include:

- To grow non-oil foreign exchange from \$2.7 billion base to \$30 billion by 2020
- Diversification of export base from raw materials to value-added export
- Achieve \$706 million non-oil export to West Africa Sub-region by 2017
- Increase Non-oil export as a percentage of total export from 5 percent to 20 percent by 2018.
- Increase participation of SMEs in export trade by 50 percent
- Create 1.5 million new jobs in the SME sector by 2020



ED/CEO meeting with the representatives of the European Union Commission in Nigeria

## **7.1. INTER-AGENCY TECHNICAL COMMITTEE ON NON-OIL EXPORTS**

Nigerian Export Promotion Council (NEPC) in a proactive response to European Union suspension of Beans of Nigerian origin inaugurated a 17 member technical committee to address the issues facing the rejection of beans into the European Union market.

The committee recommended that Information packs and manuals on Good Agricultural Practices (GAP), Good Storage and Warehousing should be translated from English into other native languages for training of stakeholders.

## **7.2. NEPC AND CBI TECHNICAL SUPPORT FOR EXPORT PROMOTION**

As part of efforts to strengthen the competencies of Nigerian Export Promotion Council staff, the Royal Netherlands Embassy in Nigeria funded an intervention programme which is been implemented by the Centre for the Promotion of Imports from Developing Countries (CBI) Netherlands.

The programme involves capacity building for selected NEPC export coaches and 12 (twelve) pilot Small and Medium Enterprises (SMEs) in three priority products; cocoa, cashew and sesame targeted at the European Union export market.



ED/CEO, Mr. Awolowo presenting a box of processed Cashew to the Vice President, Prof. Yemi Osinbajo at the Villa



### **7.3. THE HUMAN CAPITAL DEVELOPMENT CENTRE, APAPA LAGOS**

The Human Capital Development Centre was used by the council to train and provide skilled manpower and technical edge for the apparel and manufacturing sectors. This aimed at enhancing Nigeria's ability to access tremendous opportunities under the African Growth and Opportunity Act (AGOA).

### **7.6. 7TH EDITION OF NIGERIAN INTERNATIONAL ENTREPRENEURS EXHIBITION (NIWEX)**

The Council participated at the 7th Nigerian International Entrepreneurs Exhibition (NIWEX) organized by the NACCIMA Women Group held in Lagos. The event was part of the Council's effort towards facilitation of women inclusiveness, empowerment and securing export market access through ITC SHETRADE initiative.

### **7.7. SENSITIZATION FORUM ON NIGERIAN EXPORT SUPERVISION SCHEME (NESS)**

The Council participated at a one day sensitization forum on the Nigerian Export Supervision Scheme (NESS). Participants deliberated and identified ways of making the scheme more functional.

### **7.8. PARTICIPATION IN LOCAL TRADE FAIRS**

**The Council participated in the following Trade Fairs and Exhibitions:**

- The Lagos International Trade Fair
- Kaduna International Trade Fair
- Enugu International Trade Fair
- Abuja International Trade Fair
- The Kano National Trade Fair
- Ogun State Trade Fair

### **7.9. NEPC/JAPAN EXTERNAL TRADE ORGANIZATION (JETRO) PARTNERSHIP ON AGRIC. PRODUCT WASTE**

The Nigerian Export Promotion Council (NEPC) and Japan External Trade Organisation (JETRO) organized a capacity building on Logistical Packaging and Technology for Agricultural Products.

Participants which included were farmers, processors and exporters were trained on appropriate packaging aimed at reducing post-harvest losses.

## CHAPTER 8

### EXPORT INCENTIVES AND SPECIAL PROJECTS

The Council facilitated planning meetings for the reactivation of redesigned Export Expansion Grant (EEG) Scheme and establishment of anticipated new baskets of incentives

#### **8.1. ESTABLISHMENT OF 'SMALL BUSINESS EXPORT NETWORK' (SBEN) IN COLLABORATION WITH GIDIGBA SOCIAL NETWORK SERVICES**

The council in collaboration with Gidigba Social Network established the small Business Expert Network. The aim of the programme was to build Micro, Small and Medium Enterprises export competence and capacity with a view to creating a hub for SMEs information and opportunities. A mentorship programme was established to bridge the information gap between Small Business Exporters (SBEs) and available resources.

#### **8.2. SURVEY ON INCREASING SURVIVAL OF WOMEN OWNED BUSINESSES IN NON-OIL EXPORT IN NIGERIA**

A survey was carried out to identify reasons why women-owned business failed at their infancy and to proffer solutions towards increasing their survival rate.

#### **8.3. EMPOWERMENT OF WOMEN BUSINESS FOR EXPORT IN KEBBI STATE TO IDENTIFY PRIORITY PRODUCTS FOR EXPORT**

The Council within the context of women empowerment and inclusiveness sensitized women entrepreneurs in Kebbi State on the global best practices and export marketing techniques.

#### **8.4. NEPC COLLABORATION WITH DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT [GIZ] IN NORTH CENTRAL STATES**

NEPC in collaboration with GIZ organized export enlightenment programme for Small and Medium Enterprise in North Central region of Nigeria.

#### **8.5. SURVEY ON BANK'S FACILITIES FOR SME'S IN NIGERIA**

The Council conducted surveys to identify trade finance facilities offered by banks, donor agencies for Small and Medium Enterprises (SMEs).

#### **8.6. NEPC, INTERNATIONAL TRADE CENTRE PARTNERSHIP EMPOWERMENT OF WOMEN FOR GLOBAL EXPORT TRADE**

The Council entered into strategic collaboration with the International Trade Centre (ITC) towards achieving the zero oil growth through women inclusiveness in global export trade launched the “ITC's SheTrades” initiatives to connect one million women to global markets by 2020.

#### **8.7. STAKEHOLDERS' FORUM ON NIGERIA DIASPORA EXPORT PROGRAMME (NDEX)**

The Council organized several stakeholders' fora in Lagos, Kano and Enugu as part of the efforts to diversify the Nigerian economy leveraging on the pedigree of 15 million Nigerian population in Diaspora. NDEX is implemented through three components:

- Nigeria Heritage City
- Nigerian Cuisine Beyond Borders
- Diaspora Export of Non-oil Products (DENOP)

## CHAPTER 9

### CHALLENGES AND PROSPECTS

#### 9.1. CHALLENGES

The non-oil export sector faced the following challenges:

- a) Inadequate and decaying infrastructures
- b) Inadequate Funding and difficulty in accessing trade finance at favourable interest rate.
- c) Policy Inconsistencies and its impact towards execution of export orders.
- d) Inconsistency in provision of export incentives schemes
- e) Dearth of relevant skills to support manufacturing for non-oil exports.
- f) Inappropriate packaging and low quality of local agricultural products
- g) High incidence of informal trade
- h) Inadequate funding of NEPC

## CHAPTER 10

### MILE STONES AND PROJECTIONS

Key Milestones on the Council's activities within the year are as follows:

- I. Integrated the Zero oil Plan as a key component of the Economic Recovery and Growth Plan (ERGP) with a view to present it to Federal Executive Council (FEC) as well as the 36 state Governors.
- II. Inaugurated the Inter-Agency Committee on Zero Rejects as a strategic initiative in conforming to European Union requirements for import of agricultural products.
- III. Signed MoU with the Trade Promotion Organization of Iran to facilitate provision of market information, technology, product and market development.
- IV. Established three additional Smart Offices in Abakaliki, Abeokuta and Katsina to promote grassroots export activities.
- V. Built the capacity of over 200 indigenous Exporters under the zero to export capacity building programme.
- VI. Remodeled the Human Capital Development Centre, (HCDC) in Lagos to support increased export of Nigerian apparel and textile products under the African Growth and Opportunity Act (AGOA).
- VII. Launched SHETRADES initiative in Nigeria in collaboration with the International Trade Centre (ITC).
- VIII. The Council facilitated a credit facility for Food pro Limited, an Ilorin based Cashew manufacturing company to procure cutting-edge equipment and machines for Cashew processing to drive competitiveness.
- IX. Developed export competencies of NEPC staff as export coaches and 12 pilot companies in 3 priority products Cocoa, Cashew and Sesame aimed at expenditure access to EU market under the NEPC centre for Promotion of Imports from Developing Countries (CBI) Netherlands.
- X. Facilitated the adoption of appropriate packaging through NEPC's collaboration with Japan External Trade Organization (JETRO).
- XI. Reactivated the moribund State Committee on Export Promotion across the 36 states of the federation.
- XII. Built the capacity of stakeholders in aquiculture and processed fish sector.
- XIII. Registered 3,547 new exporters' and renewed 669 export registration certificates.
- XIV. Facilitated the opening of retail outlets in the U.S.A for Eclectic Chique and Morin 'O Leather works as part of institutional support to promote Nigerian apparel, textile and garment sector.



## PROJECTIONS

With the context of implementing the Zero Oil Plan, the Council plans to execute the following activities:

- a) Prioritize Nigerian exports to 22 newly targeted export destinations
- b) Launch of first National Export Aggregation.
- c) Reactivate the moribund Export Development Fund (EDF) scheme
- d) Facilitate exporters' access to the N500 billion non-oil export stimulation facility (ESF).
- e) Reactivate and redesign of the Export Expansion Grant (EEG) scheme
- f) Access NEPC's 10% Share Of NIMASA Freight Fund
- g) Restore NEPC share of import surcharge from 0.5% To 1%



Arancha Gonzalez, HM Mr. Okechukwu Enelamah FMITI, Perm. Sec., ED/CEO NEPC, Amb. Chiedu Osakwe DG, NOTN



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Dignitaries at the launch of Shetrade.

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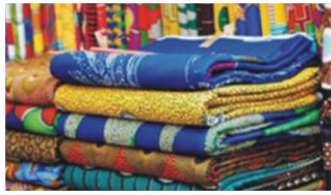








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