



# One State One Product: Update and partnership opportunities

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*January 2020*





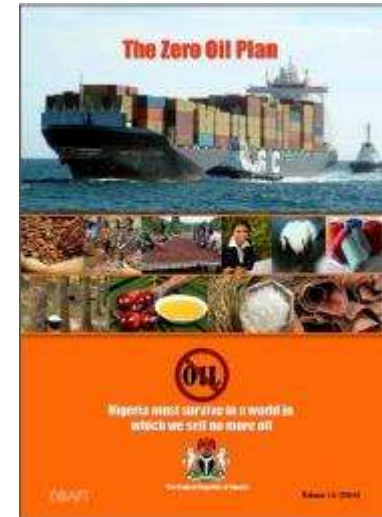
This is the future...Oil is the past!



# A brief introduction to the Zero Oil Plan



- NEPC developed the Zero Oil Plan in response to the recession in 2016 following the crash in international crude oil prices.
- The Zero Oil Plan prepares Nigeria for a world in which crude oil is **less relevant**.
- The Ministry of Budget and National Planning integrated the Plan as a core component of the Federal Government's **Economic Recovery and Growth Plan (ERGP)**, which was launched by the President in February 2017.



The Zero Oil Plan is a strategy for boosting foreign exchange through the non-oil sector, mainly through:

- i. Rolling out export policies for 22 major products that could generate up to US\$30 billion in foreign exchange a year: **cotton, rice, leather, gold, soya, sugar, cocoa, petrochemicals, fertiliser, palm oil, rubber, cement, tomato, banana, oranges, cashew, cassava, sesame, spices, ginger, shea butter and cowpea.**
- ii. Commencing export projects and investment tracking in each State of the Federation as part of the **“One State One Product” (OSOP)** scheme.





# 'Zero Oil' in the South South



## Primary Export Drivers

### Petrochemicals



- Potential to earn **4 billion to US\$5 billion annually** from Petrochemicals and Fertilizer (i.e. NGN320 billion a year)
- Needs at least 5 world-class Petrochemicals complexes in the region

### Sea foods



- Global frozen seafood market valued at \$23.58 billion.
- International Trade Centre's export potential map suggests that Nigeria is meeting only 20% of its potential in exports of frozen sea food.

### Palm Oil

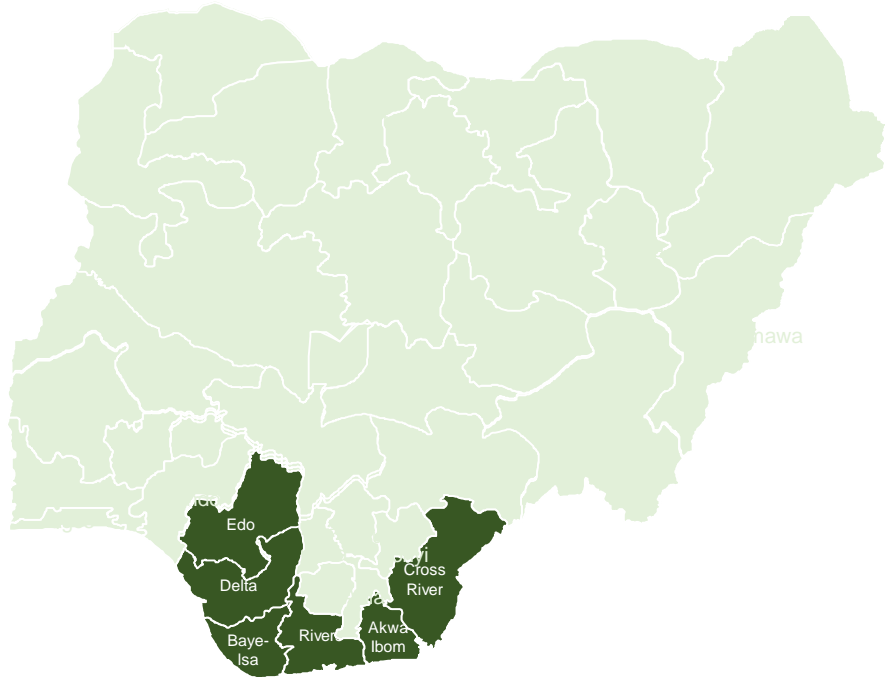


- Potential to earn **US\$1.0 to US\$1.5 billion annually** from Palm exports (i.e. NGN480 billion a year)
- Needs up to **750,000 hectares** of land cultivated for Palm Oil

### Rubber



- Potential to earn **US\$0.5 to US\$1 billion annually** from Palm exports (i.e. NGN320 billion a year)
- Needs up to **50,000 hectares** of land cultivated for Rubber



## Other Export Drivers

### Plantain/ Banana



### Ginger/ Spices

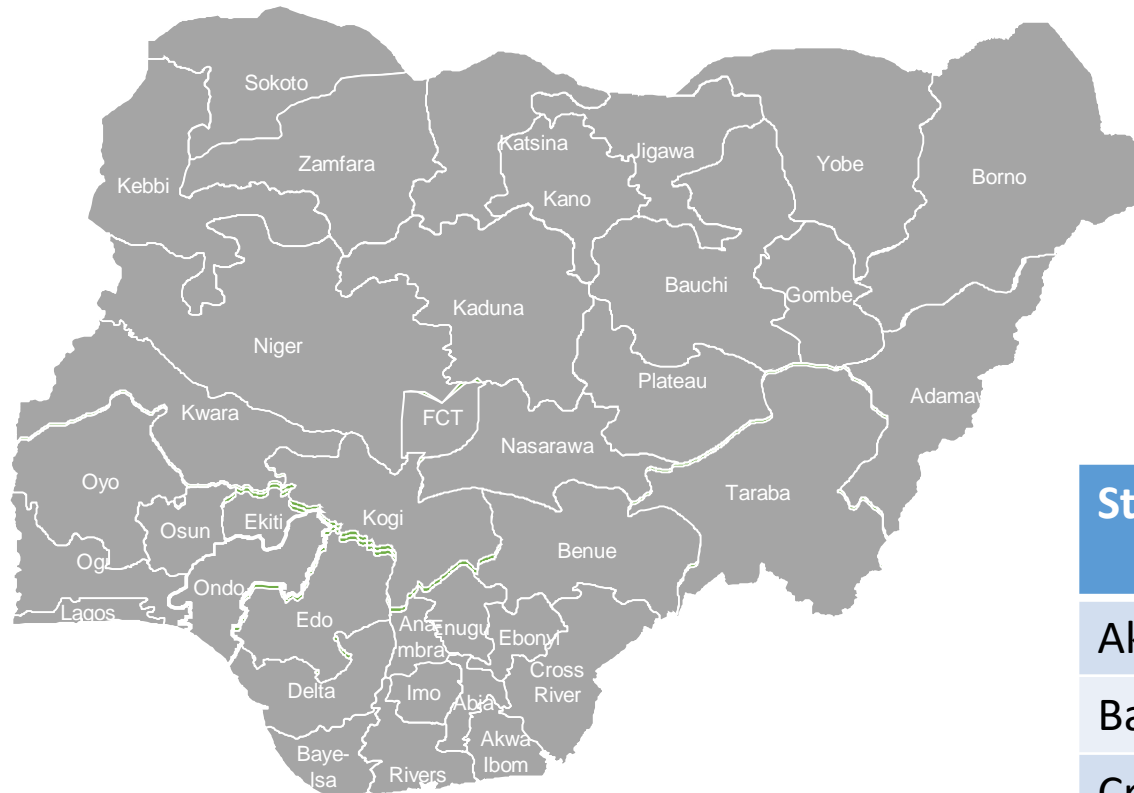


### Cassava





# The One State One Product Program (OSOP)



**The OSOP Programme identifies at least one strategic export product for each State, from which Nigeria can earn foreign exchange.**

**Projected earnings under the OSOP initiative are US\$36 billion over the next 10 years.**

State	Proposed product	Alternative product
Akwa-Ibom	Sea-foods	Palm Oil
Bayelsa	Sea-foods	Cassava
Cross River	Cocoa	Rice
Delta	Palm Oil	Cassava
Edo	Cassava	Wood
Rivers	Palm Oil	Cassava



# The National Committee on Export Promotion



- In September 2017, NEPC delivered a presentation on the Zero Oil Plan at the 80th National Economic Council (NEC) meeting.
- NEC thereafter constituted the **National Committee on Export Promotion (NCEP)**.
- This committee is chaired by the Jigawa State Governor, His Excellency, Muhammad Badaru Abubakar, with the Honourable Minister of Industry, Trade and Investment as co-Chair and is tasked with driving the implementation of the Zero Oil Plan.
- Its members are comprised of some State Governors, Ministers and relevant MDAs, and as of now thirty state governments have nominated official representation to the committee.

# Key project updates and the need for partnerships



Project	Objective	Partners
<b>Domestic Export Warehouse (DEW)/Aggregation Centres</b>	To reduce the cost of doing business by MSMEs Exporting companies through Domestic Export Warehouse Initiative	NEPC, NEXIM, NEPZA, NAQS, SON, NCX
<b>Establishment of an Export Trading Company (ETC)</b>	To expand the volume & value of export transactions and trade operations	NSIA, NEXIM, NEPC, BOI, NCX, FACAN
<b>Anchor Borrower Programme for Exporters (ABPE)</b>	i.To support major of-takers from MSMEs for export ii.To boost production of selected products for export	CBN, NAICON, NEPC, NEXIM, NIRSAL, State Govts.
<b>Capacity building for quality and standards for selected value chains</b>	To ramp up production of exportable products to be able to meet local and international demands	NEPC, NEXIM, NEPZA, FACAN, FMoA

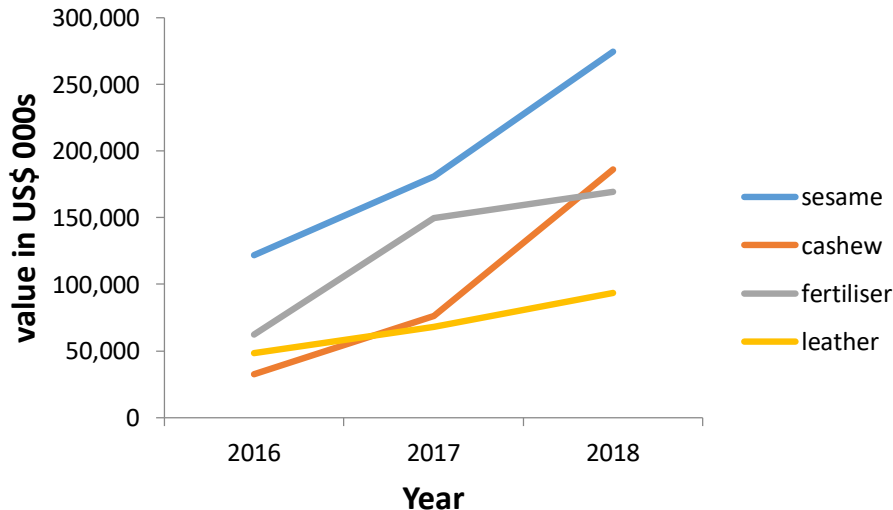


# Non-oil achievements since 2016

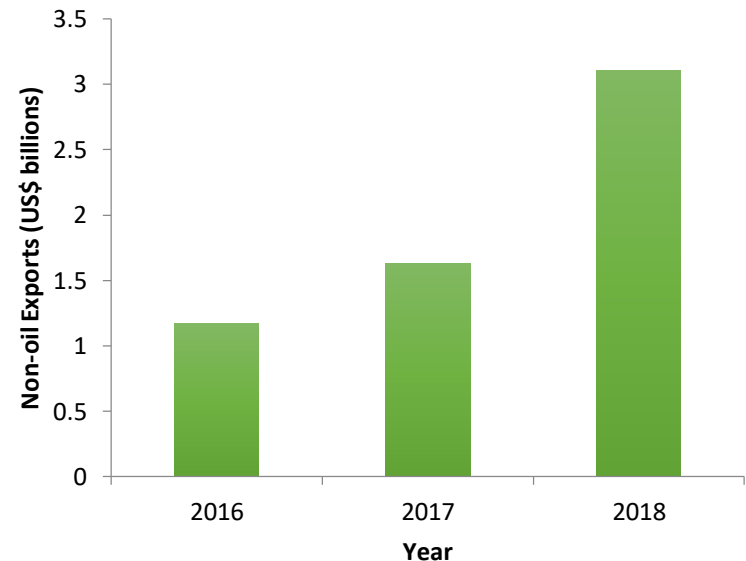


- Non-oil exports **risen** from US\$1.17 billion in 2016 to US\$3.16 billion in 2018 (source: International Trade Centre).
- **Strategic sectors** identified as part of the OSOP initiative in the South-South have seen growth e.g. cocoa (for Cross River state)

### Strategic sector growth in exports



### Non-oil Exports







# Breaking news



GIANT OF AFRICA

## Africa's largest economy is finally backing the continent's plans for a single free trade market

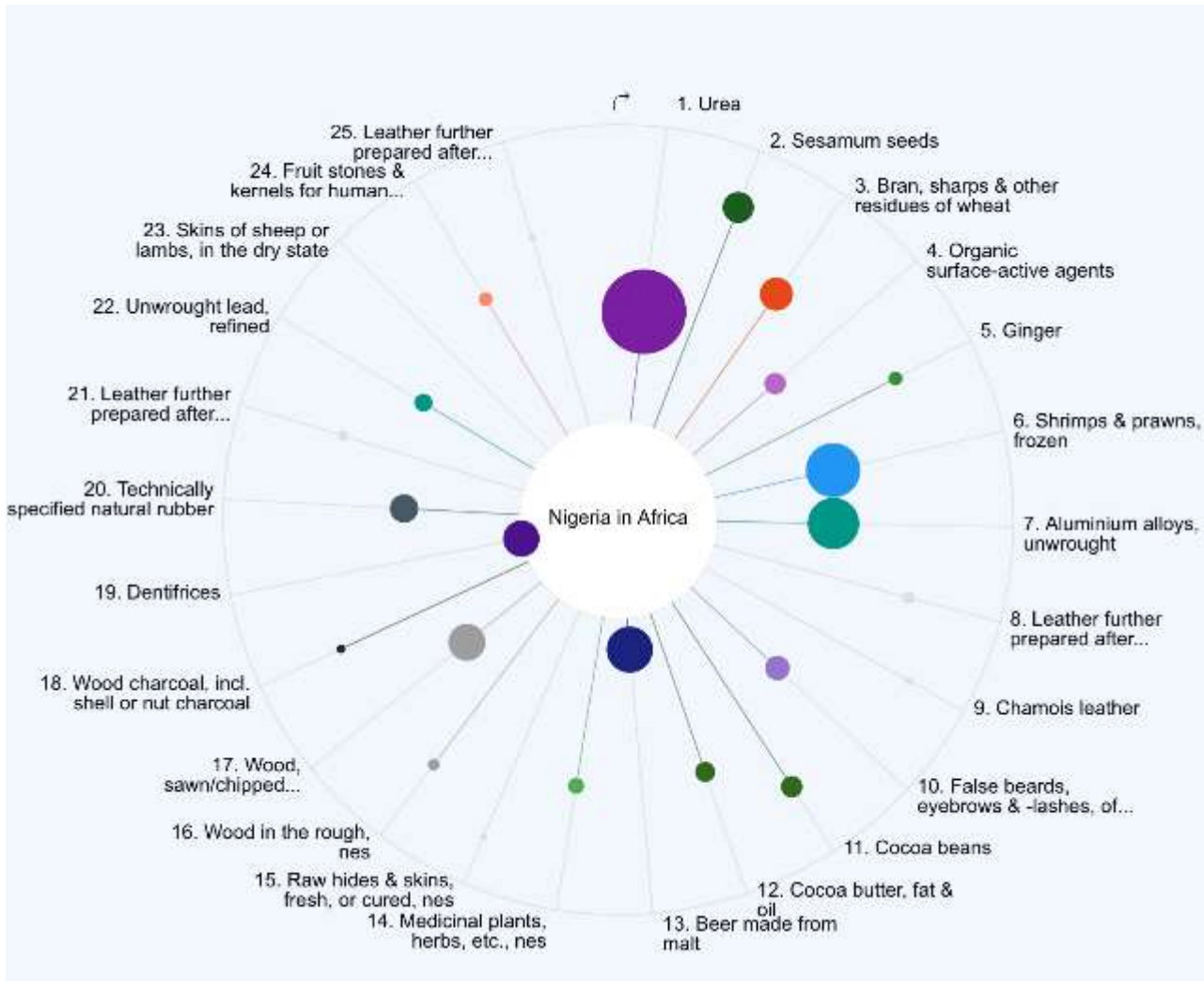


- Market of 1.2 billion people
- Combined GDP of \$3 trillion.





# Nigeria's potential in Africa



- Using the ITC's export potential map, NEPC has identified the areas of significant untapped potential for Nigerian exports to Africa.
- In light of the AfCFTA, these are crucial sectors that must be developed.
- Many of the products with strong untapped potential are native to the south-south region, including frozen shrimps & prawns, and ginger.

Strategy on a page...



We deliver value to all internationalizing firms, but to deliver best results our priorities are:

**Customer Segments:**  
 Active exporters  
 New exporters  
 Non exporters  
 Lapsed exporters

**Sectors:**  
 Cocoa  
 Petrochemicals  
 Leather & Hides  
 Services  
 Cashew  
 Processed foods  
 Gold  
 Soya bean  
 Hibiscus  
 Shrimps  
 Garments,  
 Tiger nuts  
 Peanuts  
**Markets:**  
 Europe  
 Asia  
 Africa  
 North America

**Our Mission is ..** **We will...** **So that we reach our vision ...** **contributing...** \$30bn annually to Nigeria's GDP

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

support your business to grow and sell abroad by giving you access to valuable trade information and networks. We will work with you to build your export competitiveness and ensure your goods and services are ready for the international markets. Partner with us to showcase your business to the world.

To make the world a market place for Nigerian non-oil goods and services

Our performance rests on 4 strategic objectives for delivery excellence:

<p><b>Strategic Pillar 1 - Encourage new exporters, Women &amp; Diversify sectors:</b></p> <p><b>Action 1.1</b> Export readiness check/Export audit</p> <p><b>Action 1.2</b> Competency development</p> <p><b>Action 1.3</b> Value chain product product development training &amp; adaptation</p> <p><b>Action 1.4</b> Quality MGT Systems &amp; Certification</p> <p><b>Action 1.5</b> Trade Shows, B2B, Missions, Match making</p> <p><b>Action 1.6</b> Women &amp; Youths</p>	<p><b>Strategic Pillar 2 - Support regular sustainable exports:</b></p> <p><b>Action 2.1</b> Competency development, capacity building &amp; training</p> <p><b>Action 2.2</b> Quality Mgt. systems &amp; certification</p> <p><b>Action 2.3</b> Trade Information &amp; Trade complaints</p> <p><b>Action 2.4</b> E-tools, online platform, e-visibility</p> <p><b>Action 2.5</b> Trade shows, B2B, Missions, Match</p>	<p><b>Strategic Pillar 3 - Diversify Markets:</b></p> <p><b>Action 3.1</b> Export Market research and Profiling</p> <p><b>Action 3.2</b> Export Marketing Training/ Seminar</p> <p><b>Action 3.3</b> Trade Shows, B2B, Missions, Match making</p>	<p><b>Strategic Pillar - 4 Build Strategic Partnerships</b></p> <p><b>Action 4.1</b> Partner with States to develop Export Market Strategies under One State One Product</p> <p>Action 4.2 Partner with Private Sector Organizations</p> <p>Action 4.3 Partner with Government Agencies for Initiatives development &amp; Implementation</p> <p>Action 4.4 Coordinate initiatives with development partners</p>
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**Internal strategic Objective 5 Institutional Strengthening**

Action 5.1 Strategize      Action 5.2 Modernize      Action 5.3 Communicate      Action 5.4 Measure

We have succeeded when:

**KPI 1** - # companies trained to export + Women + new products H3

**KPI 2**: % of companies which would have obtained **Quality certification** following NEPC services

**KPI 3**: # of companies that participated in NEPC trade events

**KPI 4**: % of export deals generated by NEPC trade events which have been executed by NEPC clients

**KPI 5**: # of **Market research** reports produced on: **New markets** in H3+ Africa

**KPI 6**: # of states that have developed Export Market Strategy under the One State One Product





Thank you for listening.

*Export Business...Tomorrow's Business*