



NEPC/CBI NIGERIA SUSTAINABLE GINGER PROGRAMME: MARKET ORIENTATION MISSION TO NETHERLANDS AND FRANCE

**PRESENTED AT THE NEPC STAFF MENTORSHIP PROGRAMME
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INTRODUCTION

- The Centre for the Promotion of Imports from Developing Countries (CBI) is part of the Netherlands Enterprise Agency and is commissioned by the Netherlands Ministry of Foreign Affairs.
- CBI connects Small and Medium Enterprises (SMEs) in developing countries to the European market.
- The Nigerian Export Promotion Council (NEPC) is collaborating with CBI on the Nigeria Sustainable Ginger Programme which aims to support the transition to a sustainable and high-quality ginger sector in Nigeria between 2021 – 2025.



THE GINGER SECTOR IN NIIGERIA

- Nigeria is the 2nd largest producer of ginger in the world. India is ranked 1st China is 3rd.
- Nigerian ginger is among the best in the world because of its aroma, pungency and high oil and oleoresin.
- The Netherlands, Germany and the United Kingdom are the top importers of ginger in Europe.
- The major exporters of ginger to Europe are China, Peru, Brazil and Nigeria.



Source: www.cbi.eu/market-information

THE GINGER SECTOR IN NIIGERIA...

- Nigeria has two major varieties of ginger: yellow ginger (*Tafin Giwa*) and black ginger (*Yatsun Biri*).
- Yellow ginger has a higher yield (15 tonnes/hectare) compared to black ginger (11 tonnes/hectare).
- The major ginger producing states are Kaduna state, Nasarawa, Niger, Gombe, Bauchi, and Benue.

Source: www.cbi.eu/market-information



THE GINGER SECTOR IN NIIGERIA...

Major challenges of the Nigerian ginger sector

- Low yields
- High post-harvest losses
- Inadequate technical know how and infrastructure required to improve processing and product quality
- Fierce competition from Asia,
- Price fluctuations,
- Poor and ineffective institutional support



THE NIGERIA SUSTAINABLE GINGER PROGRAMME

This Nigeria Sustainable Ginger Programme is designed to strengthen the ginger value chain by focusing on 3 key areas:

Market Development: to support Nigerian ginger SMEs to become competitive, add value and have market access.

Public-Private Dialogue: to achieve effective coordination in the sector through the National Sustainable Ginger Platform (NSGP)

Service improvement: to create a functioning service delivery model and coordination for the ginger export sector.

THE NIGERIA SUSTAINABLE GINGER PROGRAMME

- In May 2021, 17 ginger companies were selected from 98 applicants to participate in the Nigeria Sustainable Ginger Programme.
- 10 NEPC staff were nominated by the Council to serve as Export Support Officers. Their role is to provide guidance and support to the companies for the duration of the programme.



THE NIGERIA SUSTAINABLE GINGER PROGRAMME...

The programme is divided into 4 phases:

- 1. Export marketing Plan:** Decide on export strategy and action plan.
 - 2. Export Readiness:** Assess and close gaps to become “ready for export”.
 - 3. Matchmaking:** Participate in trade fairs/video calls/emails.
 - 4. Build Relationships:** Suppliers trips/trade mission to Dutch spice sector.
- ***Bonus:** All participants will have the opportunity to collect market information and develop expertise.*

THE NIGERIA SUSTAINABLE GINGER PROGRAMME...

Methodology for each phase:

- A. EMP template based on SWOT
- B. Export-readiness question check-list and assessment including feedback/advice
- C. Match-making & introductions:
 - Online by email and video call – prepare USP / email-pitch / facilitate video calls or advice on outreach to buyers
 - Visit EU trade fair as visitor – Workshop before and guidance during trade fair - what info to collect / floor strategy / prepare USP / pitch and facilitate first talks
- D. Build trade relationships:
 - Online by email & video call – facilitate video calls / advice on outreach to buyers
 - CBI pavilion stand - Workshop before and guidance during trade fair / samples / posters / pitch / template for notes of talks / structured follow-up with buyers
 - Incoming trade mission of Dutch spice sector to Nigeria
 - Organise buyer trip to Europe to visit (few) prospective buyers
 - Facilitate incoming visits of buyers for supplier audit or onboarding process
- E. Collect market intelligence & expertise:
 - Use CBI reports – ITC database – FAO database on exports
 - Internet search for companies or market intelligence
 - Link them to experts or service providers – build their network
 - Use agencies to find intelligence or buyers (chamber of commerce, certifiers, trader or sector associations, tradefair search systems)
 - Paid or free newsletter for market intelligence such as MINTEL and others

THE NIGERIA SUSTAINABLE GINGER PROGRAMME...

Activities so far:

- Strategic Conference on Sustainable Ginger held on 23rd February, 2021, at the NEPC Conference Hall, Abuja.
- Zoom meeting for briefing on Sectoral Export Marketing Plan on 7th May, 2021.
- NEPC-CBI Workshop on Sectoral Export Marketing Plan for Ginger on 10th May 2021, at the NEPC Conference Hall, Abuja.
- Virtual meeting on Microsoft Teams on 11th May, 2021, to brief Export Support Officers on the timeline, project goals and milestones of the Sustainable Ginger Programme.

THE NIGERIA SUSTAINABLE GINGER PROGRAMME...

Activities so far...

- Virtual meeting on 25th May, 2021, to finalize company selection for the Sustainable Ginger Programme.
- Phone interview of Export Support Officers by Mr. Hugo Lamers (CBI) on 1st June 2021.
- 1st Export Marketing Plan Workshop held on 9th – 10th June 2021, at the NEPC Conference Hall, Abuja. At the end of the programme, the 17 ginger companies were given an assignment to prepare a pitch as part of their Export Marketing Plan.
- Virtual Workshop on NEPC/CBI Export Marketing Plan (EMP) on 13th July, 2021. This was a brief meeting to discuss the EMP template with the selected companies and the Export Support Officers.

THE NIGERIA SUSTAINABLE GINGER PROGRAMME...

Activities so far...

- Virtual Workshop on NEPC/CBI Export Marketing Plan (EMP) on 15th July, 2021.
- Virtual Export Marketing Plan (EMP) on 9th September, 2021.
- Sectoral Export Marketing Plan (SEMP) meeting with stakeholders on 14th September, 2021, at the NEPC Conference Hall, Abuja.
- Training on Sectoral Export Marketing Plan (SEMP) Implementation for Companies and Export Support Officers on 29th to 30th September, 2021, at the NEPC Conference Hall, Abuja.



MARKET ORIENTATION MISSION (MOM) TO NETHERLANDS AND FRANCE

4TH - 9TH DECEMBER, 2022.

Objectives:

- To provide the platform for Nigeria exporters to understand the European markets better.
- To carry out market research which would broaden participants' knowledge about market trends, trade legislations and food safety requirements for ginger in Europe.
- To assist the participating SMEs in identifying the needs, primary concerns and buyers' preferences within the ginger value chain in Europe.
- For participating SMEs to build strategic partnerships with buyers, network with experts, leaders of industries, generate new leads and be part of a community driving change and innovation to build a sustainable food future.
- To ultimately increase foreign exchange earnings to the country.

MARKET ORIENTATION MISSION (MOM) TO NETHERLANDS AND FRANCE...

The Market Orientation Mission Team:

Six (6) CBI officials, Nine (9) NEPC staff and Fourteen (14) SMEs in the ginger value chain participated at the Market Orientation Mission.

The CBI Team:

S/N	NAME	DESIGNATION
1.	Dorianne Wegen	Programme Manager
2.	Lissanne van de Kerkhof	Programme Manager
3.	Monsoor Raji	Local Senior Expert
4.	Hugo Lamers	Business Export Coaching Consultant
5.	Miguel Comacho	Institutional Development Consultant
6.	Daniella Beij	Project Officer

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The NEPC Team:

S/N	NAME	DESIGNATION
1.	Mr. Akintunde Folorunso	Deputy Director
2.	Jumoke Abolaji	Assistant Director
3.	Obatimehin Adekunle	Assistant Chief Trade Promotion Officer
4.	Godiya Gwani	Assistant Chief Trade Promotion Officer
5.	Sarah Kwamegh	Principal Trade Promotion Officer
6.	Israel Williams	Senior Trade Promotion Officer
7.	Opeyemi Malumi	Trade Promotion Officer
8.	Shamsuddeen Dalhat	Trade Promotion Officer
9.	Samirah Inuwa	Trade Promotion Officer



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The SMEs:

S/N	NAME	COMPANY NAME
1.	Samuel Olatunji	AACE Foods
2.	Suleiman Dikwa	Green Sahara
3.	Richard Isokrari	Acier Limited
4.	Adaku Chidume-Okoro	Gum Arabic Company of Nigeria
5.	Chukwuemeka Akubueze	AFEX Commodities
6.	Muhammad Ibrahim	Daraja Int. Investment
7.	Chukwuemeka Ndichie	Atius Synergy
8	Abdulkhalid Baba	Trappco Ranch and Resorts
9.	Nehemiah Nom	Belphins Nigeria
10.	Adebowale Abodunrin	Truvis Agro Services
11.	Charles Nduka	Hero Commodities
12.	Deborah Apochi	Shield of Women Ltd.
13.	Ngozi Ekechukwu	Afric Agro
14.	Achi Nojied	Achi Greens Farms Ltd.



MARKET ORIENTATION MISSION (MOM) TO NETHERLANDS AND FRANCE

- Rotterdam Harbour



- Paris



MARKET ORIENTATION MISSION (MOM) TO NETHERLANDS AND FRANCE...

• **Netherlands**

- i. Visit to Rotterdam Harbour
- ii. Meeting with Nigerian Ambassador to the Kingdom of Netherlands Dr (Mrs) Eniola Ajayi
- iii. Visit to QAssurance B.V, Verstegen Spice & Sauce and Steinweg handelsveem Group

• **France**

- i. Food Ingredient Europe (FIE) Paris.
- ii. Meetings held with Nedspice, Jayanti Herb & Spice, Catz International CEPEX, MATRADE and Import Promotion Desk(IPD)
- iii. Meeting with the Minister, Economic and Consular, Nigeria Embassy in France and the President, Nigerians in Diaspora Organization in France, Mr. Solomon Ogbaji.

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• Key Takeaways

- ✓ Nigeria Ginger is in high demand in Europe.
- ✓ Quality issues needs to be address by adhering the quality requirements.
- ✓ Certification is highly recommended to appeal to buyers in Europe.
- ✓ There is a gradual shift from demand for conventional ginger to organic ginger in Europe.
- ✓ Ginger usage as food ingredient has increased post Covid-19 pandemic as more FBOs are exploring with ginger due to its health benefits.
- ✓ The export of ginger in it raw form is fast becoming old fashion, value addition is the future.
- ✓ To compete favorably, Nigeria ports must operate at optimal efficiency.
- ✓ There must be Institutional support for Nigerian SMEs to be globally competitiveness.

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Steinweg handelsveem Group Warehouse in Rotterdam



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Retail Study

- The team had a tour of three major supermarkets to check the origin and prices of the ginger products.
 - Lidl, a German supermarket which had fresh Chinese ginger for sale at the price of 4.6 Euros per kg.
 - Carrefour had fresh Chinese ginger for sale at the price of 6.7 Euros per kg.
 - Les Delices d'Orient, a Lebanese Shop which had a range of dried ginger powder in stock.



FINDINGS AND OBSERVATIONS

i. Long-term trends:

- There is high interest in innovative, organic, healthy and natural products.
- Ginger companies should consider production of ginger powder, steam sterilization for product treatment, investment in laboratory facilities and machineries for testing ginger to ensure that it meets buyers' requirements.

ii. Low hanging fruit for value addition:

- Buyers are looking for alternative sources of ginger and they are more interested in dealing with exporters who have previously sold to their countries.
- Buyers are less willing to source ginger from India because of high pesticide residue level (PRL).
- Certification makes it easier to secure new business deals, the essence of investing in European Certifications for Nigerian exportable products cannot be over-emphasized.

FINDINGS AND OBSERVATIONS...

iii. Competition:

- Aside from China and India, Brazil, Peru, Tanzania and Sri Lanka are also upcoming competitors in the global Ginger and Spice industry.
- Companies at Peru's pavilion displayed machine-washed ginger. They also had 10 certifications which were acquired with support from their government.
- There is more concentration on value added products, oils, extracts and flavours.

iv. Global Trends

- The world is shifting more to natural, healthy and organic foods. More than 90% of the food ingredients exhibited at the FIE 2022 Fair fall within the aforementioned categories.
- Buyers of ginger are opting for direct market linkages, as against sourcing from third party.
- Value addition is the main stay and not export of raw materials or commodities.
- Traceability, sustainability and innovations are of utmost importance to European buyers which are considered as very important.

CONCLUSION

The NEPC/ITC Sustainable Ginger Programme has been a learning experience for the ginger companies and their Export Support Officers.

The Market Orientation Mission (MOM) provided much needed exposure to the realities of the European market, where buyers are becoming more interested in Nigerian ginger.



THANK YOU