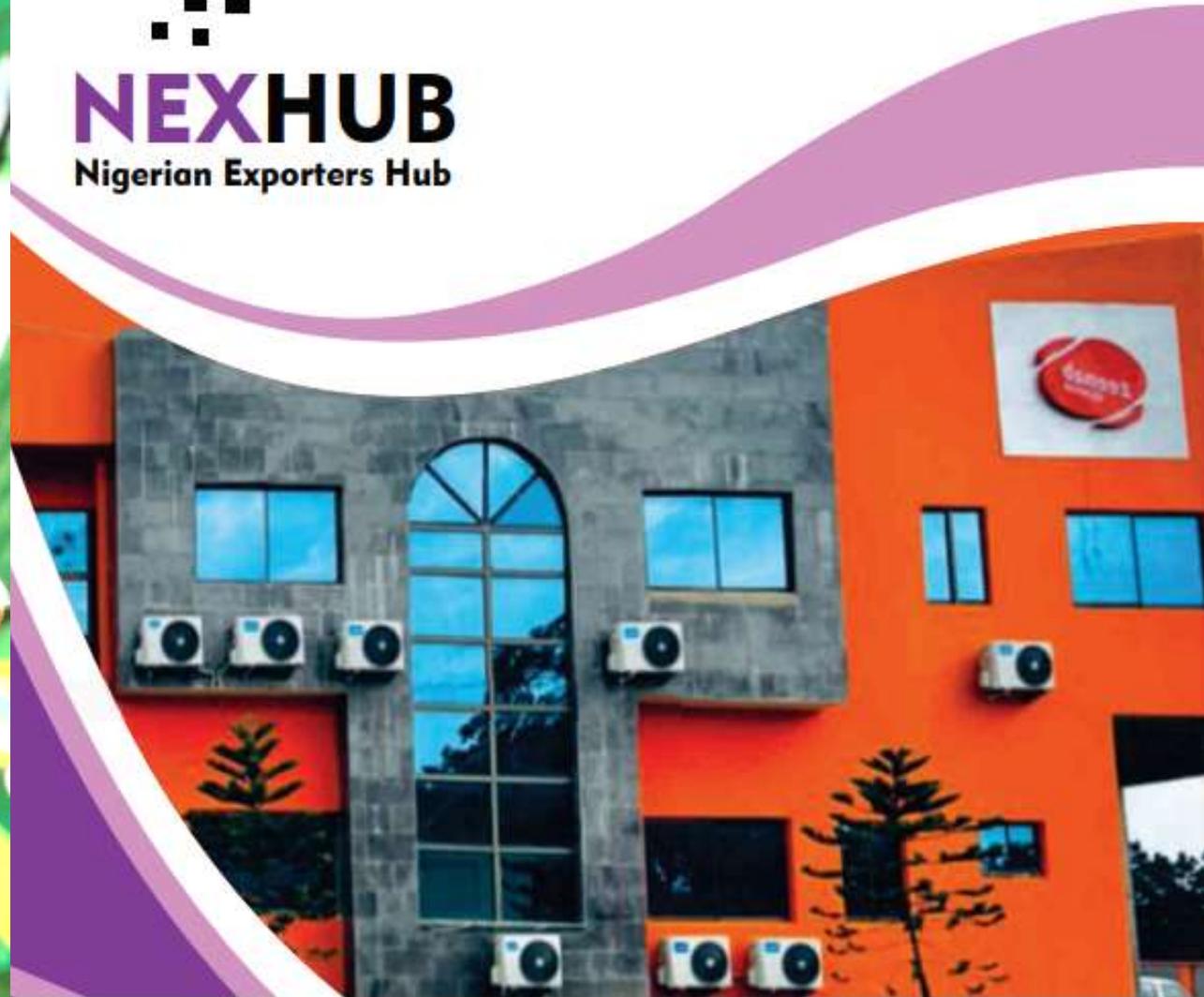




Operators of the
NIGERIAN EXPORT TRADE HOUSE
CHINA/FAR-EAST REGION



NEXHUB
Nigerian Exporters Hub





DEMYSTIFYING NON-OIL EXPORT FOR NATIONAL PROSPERITY

Presented
By

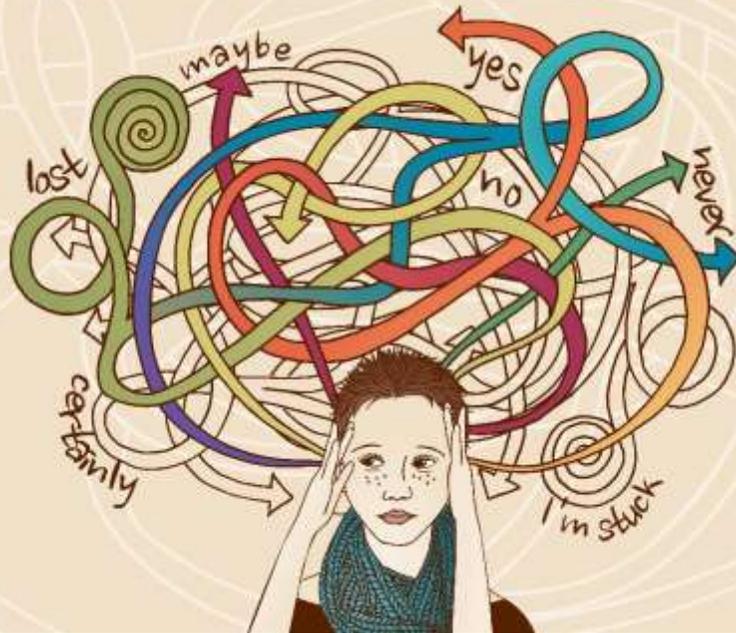
Dr. VICTOR AYEMERE (PhD)

JUNE 2024.



- **INTRODUCTION .**
- **CONCEPT OF DEMYSTIFYING NON-OIL EXPORT.**
- **OPPORTUNITIES IN NON-OIL EXPORT.**
- **HOW TO EXPORT.**
- **WHAT TO EXPORT.**
- **WHERE TO EXPORT.**
- **NON-OIL EXPORT STATISTICS.**
- **CHALLENGES.**
- **SURMOUNTING THE CHALLENGES.**
- **CONCLUSION.**

**THOUGHT PROCESS OF AN
AVERAGE NIGERIAN
ENTREPRENEUR.**



INTRODUCTION.

- In recent years, most business entrepreneurs have found decision making to trade puzzling and uneasy to make.

BUY **SELL**



This is as a result of the fluctuations in exchange rate due to the limited FX availability.

- Demystifying non oil export will enhance businesses to exort seamlessly and generate the FX they need.

THE CONCEPT OF DEMYSTIFYING EXPORT.



- To demystify is to make something more explicit. To unravel the mysteries and challenges surrounding something and make simpler.

OPPORTUNITIES OF NON-OIL EXPORT.



INCREASE IN NATIONAL GDP

SUSTAINABLE DEVELOPMENT

FOREIGN EXCHANGE EARNINGS

ACCESS TO GLOBAL MARKETS



MANUFACTURING & INDUSTRIAL GROWTH

INCREASE IN LOCAL PRODUCTION

ECONOMIC DIVERSIFICATION

EMPLOYMENT GENERATION



HOW TO EXPORT



EXPORT DOCUMENTATION



PRODUCT SOURCING



TRANSACTION DYNAMICS/ INCORTEMS



EXPORT REGULATORY BODIES



SOURCE OF EXPORT FINANCE



LOGISTICS

WHAT TO EXPORT



NON-OIL EXPORT SECTOR

✓ AGRICULTURAL SECTOR

- **Agro-commodities** (Ginger, Cashew, Cocoa, Sesame, Groundnut, Palm Oil

Soya Beans, Cassava Chips & its by-products, Gum Arabic, Cassia tora, Kola Nut, Chilli pepper

- **Horticulture Products** (Fruits, Vegetables, Cut Flowers, Herbs, Spices and Pulses)

✓ SOLID MINERALS

- Gold Processing
- Mining of Industrial Minerals
- Ores of different Solid Mineral (Tn, Zn, Pb, Fe, Ba)

✓ MANUFACTURED PRODUCTS

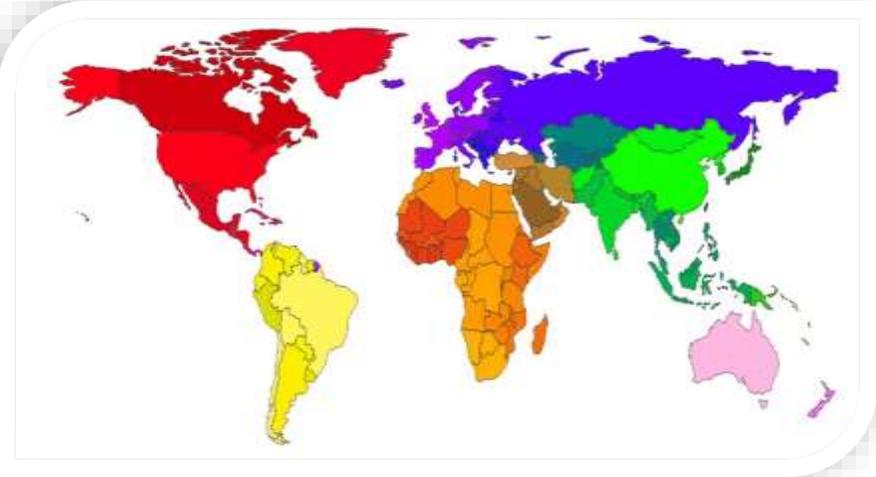
- Food, beverage and Tobacco products
- Pharmaceuticals
- Textiles, Wearing Apparels, Leather Products
- Pulp and Paper
- Chemical, Petro-Chemical, Plastic products
- Machinery and Equipment

✓ SERVICES

- Nollywood Films
- ICT
- Financial and Banking services



WHERE TO EXPORT



FAR EAST ASIA & MORE



Brunei Darussalam



China



Indonesien



Japan



Kambodscha



Korea, Demokratische Volksrepublik



Korea, Republik



Laos



Malaysia



EXPORT COMMODITIES & DESTINATIONS

COMMODITY	EXPORT DESTINATION
COCOA	NETHERLANDS, MALAYSIA, INDONESIA, FRANCE, CANADA, ITALY , TURKEY , CHINA
SESAME SEEDS	CHINA, JAPAN, TURKEY , SOUTH KOREA
DRIED SPLIT GINGER	USA, NETHERLANDS, PAKISTAN, JAPAN , UAE, CHINA, MALAYSIA, UK, CANADA, INDIA
CASHEW	VIETNAM, INDIA,
HIBISCUS FLOWER	TURKEY, TAIWAN, HONGKONG, USA,INDIA,
GUM ARABIC	INDIA, JAPAN
SORGHUM	CHINA, JAPAN, PHILIPPINES
MILLET	MALAYSIA, INDONESIA PHILIPPINES,
SOY BEANS	JAPAN, THAILAND, INDIA
RUBBER	THAILAND, MALAYSIA, INDIA, JAAN
SHEA BUTTER	INDIA, SOUTH KOREA,
IRON ORE	CHINA, JAPAN,
LITHIUM ORE	CHINA, JAPAN, USA, SOUTH KOREA, UK
LEAD & ZINC ORE	CHINA, BELGIUM, JAPAN, USA

CHALLENGES OF NON-OIL EXPORT AT INDIVIDUAL LEVEL

EXPORT MYTHS

“Exporting is too complicated”

“Exporting is too risky”

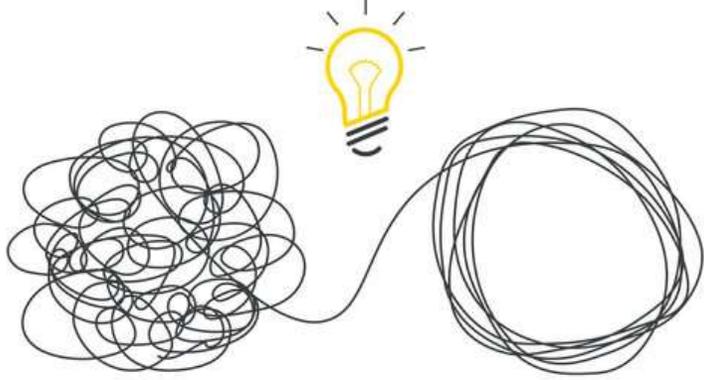
“I’m too small to go global”

“My product or service won’t sell outside the U.S.”

“I don’t speak another language, it will be difficult to communicate with other buyers”



CHALLENGES



EXPORT DEMYSTIFICATION CONTD.

Exporting goods can seem daunting, especially for businesses new to international trade. However, understanding the process and breaking it down into manageable steps can make it more approachable and profitable.

I don't have a buyer!!

I'm not sure my Proceeds will come back!!

I don't have a product!!

I don't know export Documentation!!

I don't know where to export to!!

What happens when a ship capsizes!!

Payment Method!!

MACRO CHALLENGES



MACRO CHALLENGES

- Inadequate Infrastructure for export: limited number of ports, bonded terminals leading to port congestion, delay in shipments.
- Skills and Knowledge Gap.
- Trade Barriers to Market Access.
- Limited Access to Finance.
- Inadequate Quality Management Facilities.
- Policy & Regulatory Environment.

SUMMOUNTING THE CHALLENGES



- ❑ **Filling The Knowledge Gap Of The Masses:** Drawing an analogy from how NEXHUB practices this, we enlighten persistently on WHAT TO EXPORT, HOW TO EXPORT, WHERE TO EXPORT, Then we give OFF TAKERS to exporters that need market access assistance. This has to be done more, it needs to be in the ears of Nigerians and in their faces.
- ❑ **Increased Practical Hand Holding And Mentorship In Non-Oil Export:** This is very key in getting Nigerians to understand the rudiments of export better and faster. It is part of our core function at NEXHUB. This should also be fostered as a National agenda to boost non-oil export.
- ❑ **Increased Investments In The Infrastructural Development For Non- Oil Export:** By this we mean, An increased number of seaports, bonded terminals, and functional railway system

SUMMOUNTING THE CHALLENGES



- ❑ **Increased Investments In The Infrastructural Development For Non- Oil Export:** By this we mean, An increased number of seaports, bonded terminals, and functional railway system
 - ❑ **Improvement In Quality Standard Facilities:** If we have more lab testing centers in the country, we can get it right more easily with quality management.
-
- ❑ **Market Information And Market Development:** International market intelligence should be well disseminated. Niche markets should also be discovered and developed for increased market access.
 - ❑ **Improved Access To Funding For SMEs:** SMEs contribute significantly in a nation's economy when strengthened financially.

**SUMMARY OF NEXHUBS ACTIVITIES IN
PROMOTING NON-OIL EXPORT**



NEXHUB
Nigerian Exporters Hub



Operators of the
NIGERIAN EXPORT TRADE HOUSE
CHINA/FAR-EAST REGION



**NIGERIAN EXPORT TRADE HOUSE
CHINA / FAR-EAST REGION**

NEXHUB

WE HAVE THE BEST
EXPORT SOLUTIONS



HW3 SOLUTION DEMYSTIFIES NON-OIL EXPORT

- HOW TO EXPORT**
- WHAT TO EXPORT**
- WHERE TO EXPORT**
- WHOM TO EXPORT (OFF-TAKERS)**

WHOM TO EXPORT



AS AN EXPORTER ON
NEXHUB PLATFORM YOU
DON'T NEED TO WORRY



“WHO BUYS MY PRODUCT”



WE HAVE VERIFIED AND UNLIMITED
BUYERS
INTERNATIONAL AND LOCAL BUYERS
(OFFTAKERS)

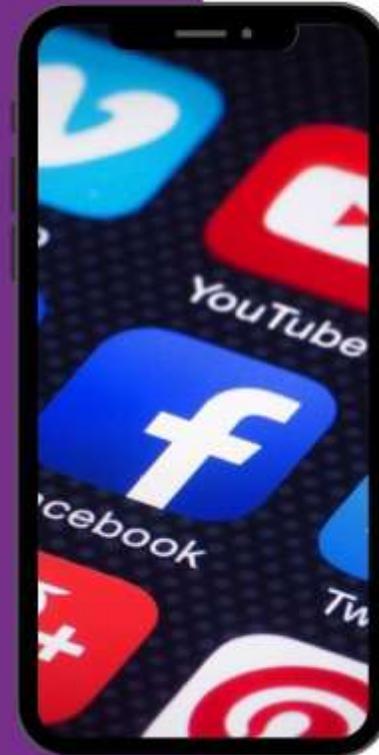


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CONCLUSION



Nigeria's Non - oil Export sector remains a very vast sector with enormous potentials . Everyone of us must join hands and forces with the relevant regulatory agencies to drive this initiative of economic diversification passionately in order to derive the inherent benefits for National Prosperity.

THANKS