



NIGÈRIA: EL MERCAT MÉS GRAN D'ÀFRICA

10 de d'abril de 2024

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Promotora dels aliments catalans

Generalitat de Catalunya

CONTENIDO

- Evento en Lagos, Nigeria: 5 y 6 de junio
- Retos para los productos catalanes en Nigeria
- Importador de Referencia: Estrategia clave
- Importancia de participar en el evento de Junio

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Evento en Lagos, Nigeria: 5 y 6 de junio

- **Día 5 de junio: Noche con influencers y medios de comunicación**
  - **Objetivo:** Ganar exposición y promocionar la marca de productos catalanes. "Catalonia where food is culture".
  - **Actividades:** Interacciones con influencers y representantes de medios para aumentar visibilidad.



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Evento en Lagos, Nigeria: 5 y 6 de junio

- **Día 6 de junio: Catalan Food Show**
  - **Tipo:** Business Forum.
  - **Actividades:**
    - Mesas de productos: Oportunidad para que los clientes finales conozcan los productos catalanes de primera mano.
    - Networking: Facilita la interacción entre empresas y clientes potenciales.





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Retos para los productos catalanes en Nigeria

- **Falta de reconocimiento**
  - Desafío: Introducir una marca en un nuevo mercado.
  - Solución: Crear la figura de Importador de Referencia.

- **Cadena de suministro prolongada**
  - Desafío: Productos pasan por múltiples intermediarios antes de llegar a Nigeria.
  - Solución: Acortar la cadena de suministro.

Importador de Referencia: Estrategia clave

- **Trabajar con dos importadores de referencia**
  - **Ventaja:** Facilita la compra de varias referencias de productos para llenar un contenedor.
  - **Objetivo:** Evitar la venta de pequeñas cantidades de productos a múltiples importadores.

- **Acortar la cadena de suministro**
  - **Beneficio:** Reducción de costos y eliminación de intermediarios.
  - **Enfoque:** Transporte directo desde Barcelona a Nigeria.

Importancia de participar en el evento de Junio

- **Conexión directa con el cliente final**
  - **Beneficio:** Facilita la interacción entre el producto y el cliente final.
  - **Facilita las ventas:** Los importadores de referencia pueden realizar compras más fácilmente.

¡¡¡GRACIAS!!!



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INTRODUCTION

- The Nigeria Agro Sector pre-Independence
  - One of the world's highest producers of cocoa, palm oil, rubber and groundnut
  - Cocoa was the country's leading agricultural export and served as Nigeria's principal non-oil foreign exchange earner

- Why the decline in the country's output of cocoa and other agro produce in general?

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NIGERIA AND HER ECONOMY

- Impacts on the Nigerian Economy
  - External factors such as the fluctuation in oil price
  - Internal conditions that hamper production and exportation

- These external and internal factors have direct effect on true diversification, sustainable economic growth and shared prosperity

THE NIGERIAN POPULATION

- The population of Nigeria stood at 226.5 million as at January 2024. Data shows that Nigeria's population increased by 5.3 million (+2.4 percent) between early 2023 and the start of 2024.

- Comparing the above figures to a decade ago, we will see there is a likelihood for continuous growth in the population size, which will lead to demand for more food produce.

THE FOOD AND BEVERAGE INDUSTRY

- The food and beverage industry in Nigeria has contributed to the country's economic growth in several ways:

  - The industry plays a crucial role in meeting the basic human needs for sustenance and nutrition, which are essential for survival
  - Creation of employment opportunities
  - Generation of income, contributing to overall economic development.

- The performance and contribution of the food and beverage industry to the Nigerian economy, continues to grow in value and relevance.

WHY NIGERIA?

- The World Trade Organisation (WTO) ranks Nigeria as the largest food market in Africa, with significant investment in the local industry and a high level of imports. The food and beverage sector is estimated to contribute 22.5% of the manufacturing industry.

- In 2018, the Central Bank of Nigeria (CBN) Governor noted that Nigerians spend an average of 73% of their income on food and beverages products. Given the choice, a vast majority of Nigerian consumers will opt for food and beverages products made outside of the country.

- According to IMF and PwC estimates, Nigeria has the potential to be the fastest growing large African economy, with a projected annual GDP growth rate of 4.2% in the period 2016-2050. This will push it up the GDP rankings to become the 14th largest economy in the world by 2050. In terms of population, Nigeria will be the 3rd largest in the world by that time - larger than the United States of America.

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EXPORTING TO NIGERIA

Primary challenges or obstacles exporting to Nigeria

1. Challenges of rising inflation, tariffs, foreign exchange and policy inconsistencies
2. Inadequate stakeholder engagement from the grassroot level up to the top of the supply chain
3. Increase in exercise duties, is adding more to the already suffocating industries, who are also transferring the cost to the consumers
4. Illiquidity in forex makes it difficult for buyers to meet deadlines of payment for goods
5. Lack of investment friendly policies, which will give confidence to the investors
6. High volume of market adulteration and counterfeiting.

EXPORTING TO NIGERIA II

Recommendations on how to effectively overcome these challenges and be successful

1. Market research in understanding the people, culture and demography of the people that need products being exported to Nigeria
2. Effective supportive economic structure to fairly partake in the gains of the process
3. Early and continuous stakeholders' engagement. Proper stakeholder engagement would solve many problems and accelerate economic growth
4. Proactive adoption of effectual marketing planning and strategic initiatives that are suited to the local environment. Early engagement of local experts could be key in this respect.

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EXPORTING TO NIGERIA III

ANY QUESTIONS?

THANK YOU!

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COMPANY PROFILE

Company Profile

Wigmore Trading Limited (RC 1098828) is one of West Africa's fastest growing Trader and Wholesale Distributor based in Lagos, Nigeria. Our focus is to source quality branded goods worldwide at low and competitive prices to satisfy the ever increasing demand in West Africa. We carry a wide range of both food and non-food products. We specialise in health and beauty aids, confectionery, groceries, household, wines and spirits and baby care products with consistent availability, exceptional lead times and maximum product shelf life.

Our strong growth is attributed to a competent team, all highly skilled in the intended industry with a wealth of experience. We are proud to boast excellent customer service, which has created long-term relationships with customers and enabled us to retain their interest for future order creation. We specialise in buying and selling bulk, clearance lines and job lots to enable us to pass great savings to our customers. Such economies of scale at our disposal are extended to our customers, who benefit from the lowest prices, assisted with an excellent service and a high level of order accuracy.

We understand the importance of goods delivery occurs in a timely and secure fashion. We take utmost care in providing the most efficient and reliable professionals in logistics for packaging, consolidating and shipping goods. This is available in a variety of forms, multi-temperature, door-to-door, road, sea, and air freight.

Ever changing and exciting promotions keep the business alive and provide endless opportunities together with terrific value for money deals on essential products that our exporters need. Over the years we have continuously invested in our growth as we are delivering at an increasingly high standard to our customers worldwide.

Wigmore Trading provides an all-round service, which creates a one-stop shop that accommodates all of our customer needs. From order origination to its completion we provide a hands-on service, giving our customers the peace of mind that all factors to the process are efficiently handled with a continued support from our experienced Team. We understand the different aspects faced by customers, and work alongside them to ensure their needs are met.

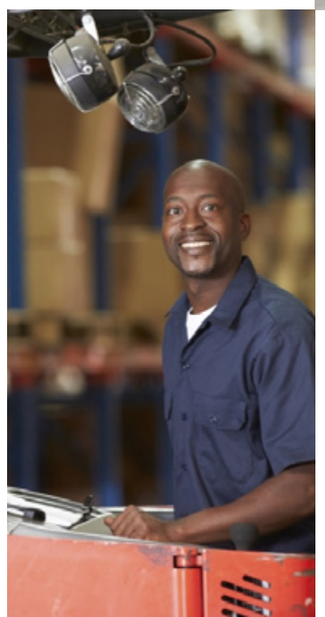
We aim to offer our professional customers the very best service, choice of products and value for money. By working closely with our customers and suppliers, we have a fantastic extended range available. Our core product range includes; toiletries, household items, cosmetics, confectionery, stationery, hair, dental care, bath care, feminine and gent's hygiene products, baby care products, batteries and hardware.

With thousands of lines covering food and non-food products, you will find everything for your business under one roof. As well as an emphasis on product quality and availability, our focus on value for money means that you can keep the cost of running your business to a minimum.













Wigmore Trading is committed to bringing you a full selection of grocery lines to help you fulfil all your catering requirements. Working with over 150 suppliers on a global scale, we offer an extensive choice of grocery products including Wigmore's own brands along with recognised consumer brands, in a variety of sizes, to give you and your customers the best possible choice. Using our global purchasing abilities to buy the best value products in the market, we aim to get you the best possible products at competitive prices. We are known for supplying quality products from all the leading brands and working with major companies such as Kimberly-Clark, Proctor and Gamble, Reckitt Benckiser, SC Johnson, Colgate-Palmolive, Unilever and Dial.

We have an extensive range of wines, including rare wines from Australia, Italy, France and Chile. With our international connections you can be assured of knowledgeable buyers and consistent quality from our wines. We also have a large assortment of house wines and exclusive labels from the best regions around the world. Our range of beers and spirits also gives you the chance to offer your customer something different and help you stay ahead of the competition. With beers from over 30 countries around the world, we have a truly unique offering.

We import and distribute a range of food and supermarket items such as; seasoning products, dried and canned fish, baking powder and biscuits, confectioneries and energy drinks.

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Key Personnel

MARTIN NWIKE
DIRECTOR

Martin holds a Bachelor of Arts degree (Hons) in Economics from Kingston University London and a Masters degree in Real Estate Investment from Cass Business School in London. He is a Part-Qualified Accountant and experienced Entrepreneur.

CHRIS IFEORAH
DIRECTOR

Chris holds a Bachelor of Arts degree in Electrical/ Electronics Engineering where he majored in e lectronics and computer engineering. He has six years working experience with Cotecna under the destination inspection scheme/risk assessment report (RAR) and is highly experienced in the freight forwarding/ maritime industry.

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