



# REPOSITIONING NON-OIL EXPORT AS A LEADING REVENUE EARNER

GOVERNMENT PLANS  
AND PROGRAMMES



## Getting To Zero Oil

Nigerian Export Promotion Council



**NIGERIAN EXPORT PROMOTION COUNCIL**

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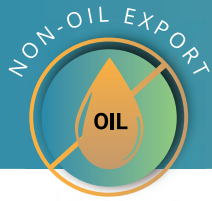
**NIGERIA TRADE OFFICE  
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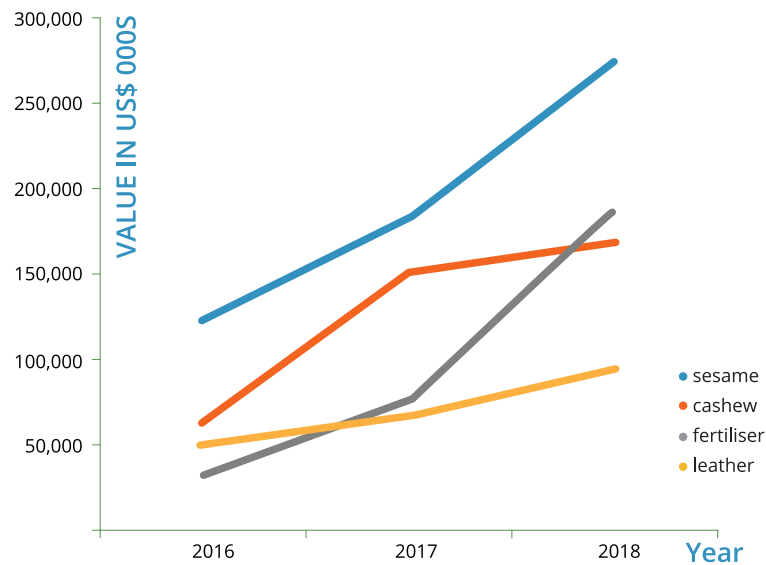
# Before COVID-19, some growth in the non-oil product sector since 2016



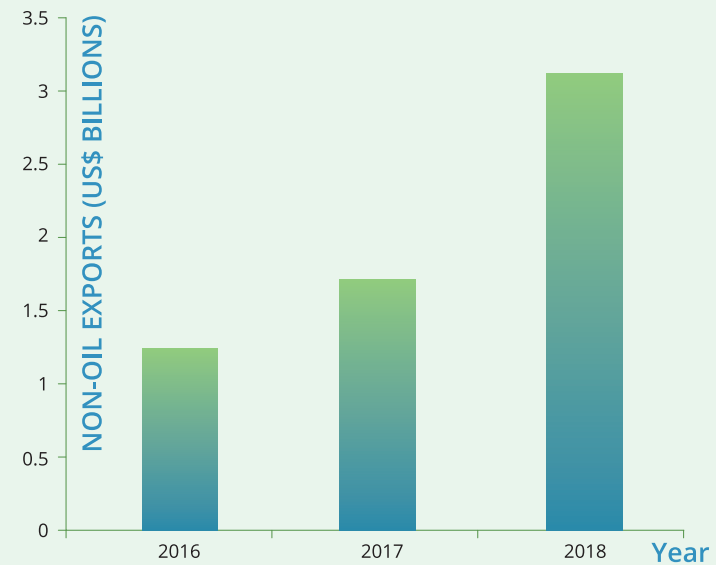
- Non-oil exports rose from US\$1.17 billion in 2016 to **US\$3.16 billion** in 2018 (source: International Trade Centre).
- Strategic sectors have seen growth e.g. **cocoa, sesame, cashew, fertiliser and leather.**

- In particular, the value of sesame exports has risen by **\$153 million** since 2016, an increase of over 100%.
- CBN has approved the commencement of an Export Facilitation Initiative for five key products: **cashew, cocoa, palm oil, sesame and shea.**

## STRATEGIC SECTOR GROWTH IN EXPORTS



## NON-OIL EXPORTS



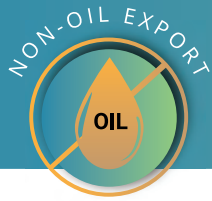


# And significant growth in the export of services



- Estimates from the IMF put Nigerian export of services doubling since 2014, reaching more than **US\$5 billion** in 2017.

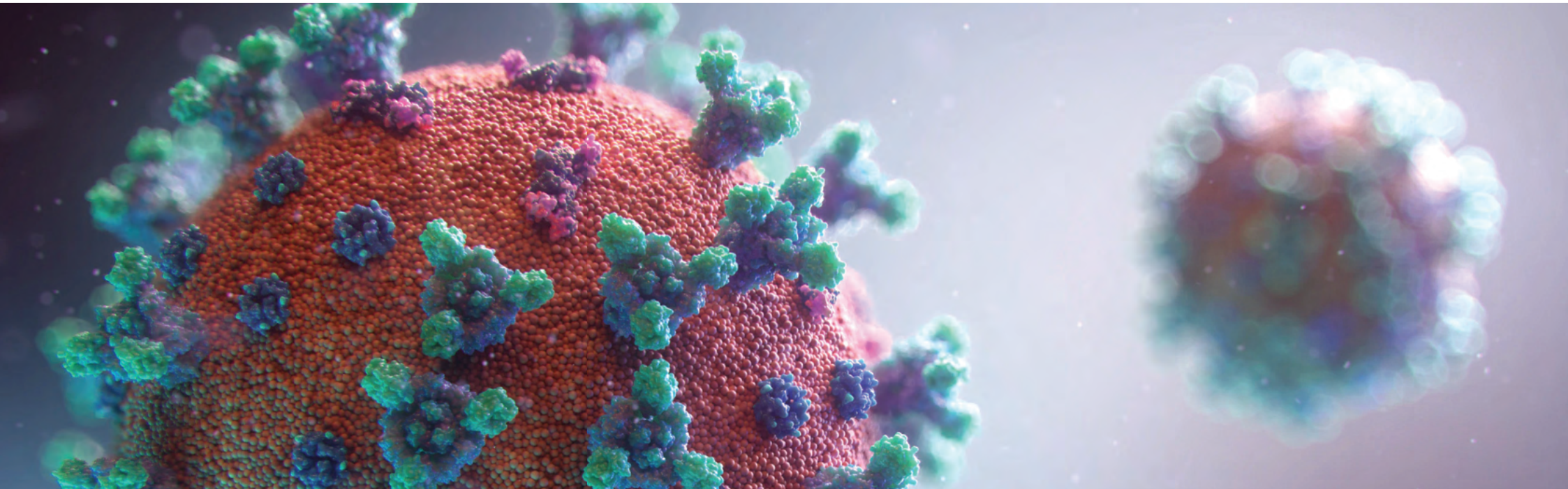




## Then the world was hit by a pandemic....



- **The crash** in oil prices following the COVID-19 pandemic and OPEC's price war with Russia reinforced what we already know – **our mono-product economy is not sustainable.**
- We **cannot** rely on crude oil exports as both our major source of government revenue and foreign exchange generation.
- We **must** diversify our export base!



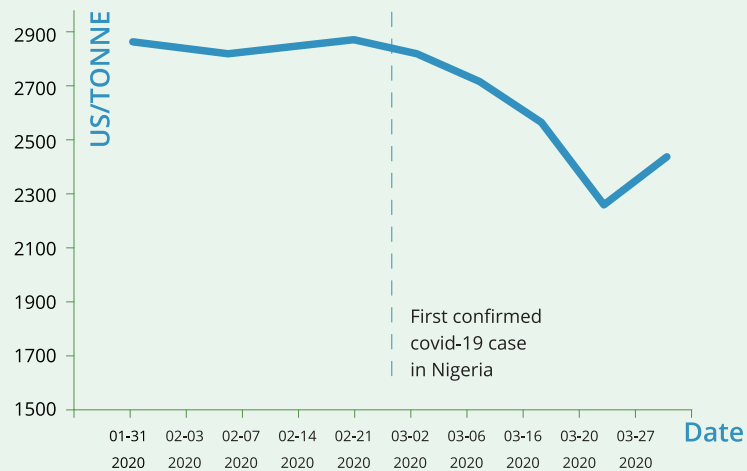


# NEPC response to the COVID 19 pandemic

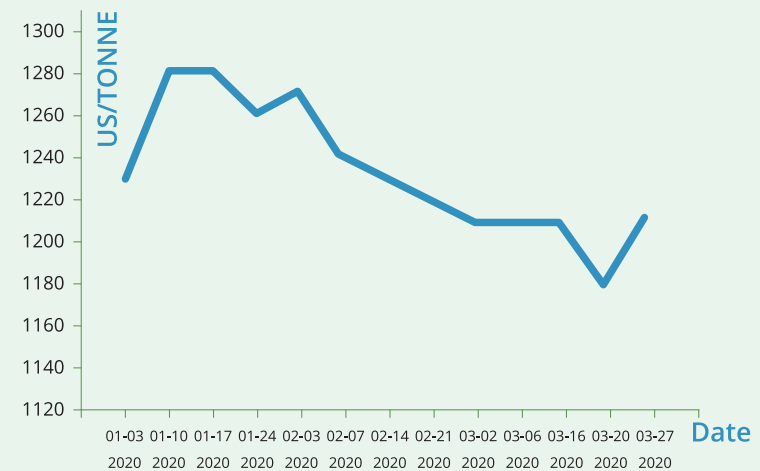


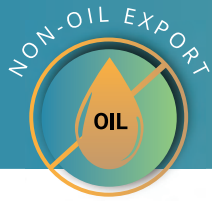
- NEPC **immediately** carried out an impact assessment on agricultural exports, analysing **commodity prices** and **market trends**.
- Nigeria's top non-oil export of cocoa beans is estimated to incur a fall in exports of over \$100 million in 2020. Cashew exports likely to fall by close to **\$90 million**.
- Sesame exports should prove more resilient with any fall in exports in 2020 likely to be **significantly smaller**.

## NIGERIAN COCOA BEAN PRICES



## NIGERIAN SESAME SEED PRICES





# Listening to our (M)SMEs

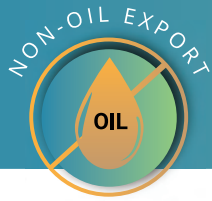


• NEPC administered surveys to gain input from our **(M)SMEs**. Based on this input, we have made a number of recommendations to the Federal Government to ease the burden on non-oil exporters during this crisis, including (but not limited to):

- ◆ Realigning the Exporters' Foreign Exchange Window with the prevailing foreign rate.
- ◆ Special clearance for exports at ports.
- ◆ Acceleration of EEG claims.
- ◆ Waiver of port levies for exports.
- ◆ Tax holidays for non-oil exporters.
- ◆ Reopening of NAHCO shed.
- ◆ Fast-tracking NAFDAC certification of new products, and waiver of NAFDAC renewal and registration fees for exporters.







# Game changers: Incentives

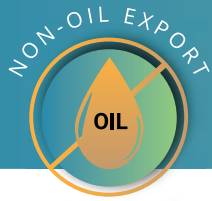


## EXPORT EXPANSION GRANT

- Post-shipment incentive designed to expand export volumes.
- Exporters can get a maximum of **10%** of their annual export value, which can be used for: **Paying all taxes (except PAYE), offsetting government loans, buying government bonds.**
- Payment of EEG is through the use of **Export Credit Certificates (ECC).**
- The backlog of debt on the EEG is to be settled using promissory notes from **the Federal Government.**

## EXPORT DEVELOPMENT FUND

- Prepare, facilitate and support exporters to penetrate **global markets.**
- Provide support for **product development** and **market access** for new exporters though:
  - ◆ Providing export promotion training.
  - ◆ Exposure to trade fair participation and trade missions.
  - ◆ Gathering of trade information and intelligence, and provision of logistic support.
- The EDF is a strong opportunity to assist in funding and develop the capabilities of Nigerian exporters.



# In the longer-term, the Zero Oil Plan is needed

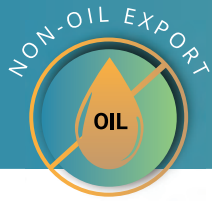


- NEPC developed **the Zero Oil Plan** in response to the recession in 2016 following the crash in international crude oil prices.
- The Zero Oil Plan prepares Nigeria for a world in which crude oil is **less relevant**.
- The Ministry of Budget and National Planning integrated the Plan as a core component 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:
  - 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.*
  - Commencing export projects and investment tracking in each State of the Federation as part of the **“One State One Product”** (OSOP) scheme.

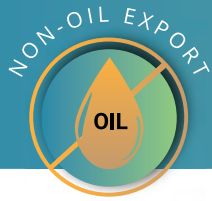




# On-going government projects



PROJECT	OBJECTIVE	PARTNERS
<b>DOMESTIC EXPORT WAREHOUSE (DEW)/ AGGREGATION CENTRES</b>	<ul style="list-style-type: none"> <li>To reduce the cost of doing business by MSMEs Exporting companies through Domestic Export Warehouse Initiative.</li> </ul>	NEPC, NEXIM, NEPZA, NAQS, SON, NCX
<b>ESTABLISHMENT OF AN EXPORT TRADING COMPANY (ETC)</b>	<ul style="list-style-type: none"> <li>To expand the volume &amp; value of export transactions and trade operations.</li> </ul>	NSIA, NEXIM, NEPC, BOI, NCX, FACAN
<b>ANCHOR BORROWER PROGRAMME FOR EXPORTERS (ABPE)</b>	<ul style="list-style-type: none"> <li>To support major of-takers from MSMEs for export.</li> <li>To boost production of selected products for export.</li> </ul>	CBN, NAICON, NEPC, NEXIM, NIRSAL, State Govts.
<b>CAPACITY BUILDING FOR QUALITY AND STANDARDS FOR SELECTED VALUE CHAINS</b>	<ul style="list-style-type: none"> <li>To ramp up production of exportable products to be able to meet local and international demands.</li> </ul>	NEPC, NEXIM, NEPZA, FACAN, FMoA

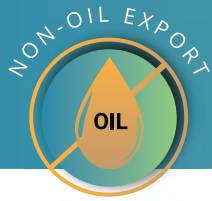


## Certification for access to niche export markets



- NEPC will continue to **facilitate** product certifications.
- HACCP and organic certification trainings are ongoing with technical partners. **GIZ, BDHC, ECOWAS, CBI, UNIDO, NiCERT** etc.
- **Global Gap, IFS, Fair trade, Kosher, ISO** etc. trainings will commence soon.



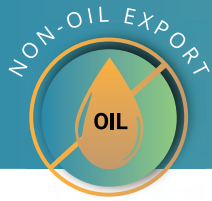


# The AfCFTA



- 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**.
- Huge potential for Nigeria to increase its exports to Africa.
- NEPC is working on the establishment of export trade houses on the continent. The pilot project is in **Lomé, Togo**.
- The warehouse will provide a permanent avenue where Nigerian manufactured goods can be made available and marketed to the **ECOWAS market**, deepening intra-regional cooperation.





## Leveraging e-commerce



- Many businesses in Nigeria are among the top sellers in Africa on **social media platforms**.
- E-commerce has only **increased** in importance following the pandemic as online sales increasingly replace store visits around the world.
- NEPC has partnered with UPS to support **Nigerian SMEs** with competitive rates for logistics/air freighting for trade fairs, and with warehousing needs.
- **UPS** is one of the world's leading e-commerce logistics providers and Nigerian SMEs should look to key into their wealth of **knowledge** and **experience**



- An expert from the **British Standards Institute** trained over 40 SMEs on HACCP certification. 10 of these SMEs have been selected to meet British retailers such as **Tesco, Sainsbury** and **Asda** at the UK food and drink expo in September in Birmingham, UK.
- Resumption of export of hibiscus to Mexico after 3 years (commenced with 20 containers in March 2020).
- Orders worth **\$200,000** secured by SMEs at the 37th Khartoum International trade fair in January 2020 with a further **\$300,000** in potential orders by the end of 2020.
- Establishment/development of five new shea butter processing facilities established in **Ogun, Kaduna, Lagos, Ondo and Niger states.**
- Development of new ethnic products for export: **Black soap, mushroom, sunflower seed.**



Winner of the WTPO 2018 award  
“Best initiative to make trade inclusive and sustainable”  
for our Zero-to-Export Capacity Building Programme.



**From left to right:** Ms Arancha Gonzalez (ED of the ITC), Mr Olusegun Awolowo (CEO/ED of the NEPC), Mr Christophe Lecourtier (DG of Business France)



**From left to right:** Ms Arancha Gonzalez (ED of the ITC), Dr Modupe Irele (Nigerian ambassador to France), Mr Olusegun Awolowo (CEO/ED of the NEPC), Mr Christophe Lecourtier (DG of Business France)





# Strategy on a page...



NIGERIAN EXPORT PROMOTION COUNCIL

**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
- Peanut

**Markets:**

- Europe
- Asia
- Africa
- North America
- Latin America

**OUR MISSION IS...**

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

**WE WILL...**

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.

**SO THAT WE REACH OUR VISION...**

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

**CONTRIBUTING...**

**\$30 billion** annually to Nigeria's GDP

**OUR PERFORMANCE RESTS ON 4 STRATEGIC OBJECTIVES FOR DELIVERY EXCELLENCE:**

**Strategic Pillar1 – Encourage new exporters, Women & Diversity sectors:**

- Action 1.1** Export readiness check/ Export audit
- Action 1.2** Competency development
- Action 1.3** Value chain product development training & adaption
- Action 1.4** Quality MGT Systems & Certification
- Action 1.5** Trade Shows, B2B, Missions, Match making
- Action 1.6** Women & Youths

**Strategic Pillar2 – Support regular sustainable exports:**

- Action 2.1** Competency development, capacity building & training
- Action 2.2** Quality MGT systems & certification
- Action 2.3** Trade Information & Trade complaints
- Action 2.4** E-tools, online platform, e-visibility
- Action 2.5** Trade Shows, B2B, Missions, Match making

**Strategic Pillar3– Diversity Markets:**

- Action 3.1** Export Market research and Profiling
- Action 3.2** Export Market Training/ Seminar
- Action 3.3** Trade Shows, B2B, Missions, Match making

**Strategic Pillar4 – 4Build Stragetig Partnerships**

- Action 4.1** Partner with States to develop Export Market Strategies under One State One Product
- Action 4.2** Partner with Private Sector Organizations
- Action 4.3** Partner with Government Agencies for Initiatives development & Implementation
- Action 4.4** Coordinate initiatives with development partners

**We have succeeded when:**

- KPI 1** # of 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 exports 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

**INTERNAL STRATEGIC OBJECTIVE 5 INSTITUTIONAL STRENGTHENING**

**Action 5.1**  
Strategize

**Action 5.2**  
Modernize

**Action 5.3**  
Communicate

**Action 5.4**  
Measure



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# 非石油產品出口 重新定位為 主要收入來源 政府計劃及方案



## 實現零油發展

奈及利亞出口促進委員會



NIGERIAN EXPORT PROMOTION COUNCIL

翻譯及印刷單位

奈及利亞駐華商務辦事處  
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# 2016年至新冠肺炎疫情之前， 非石油產品產業都有所增長



- 非石油產品出口額自2016年的11.7億美元成長至2018年的**31.6億美元**。

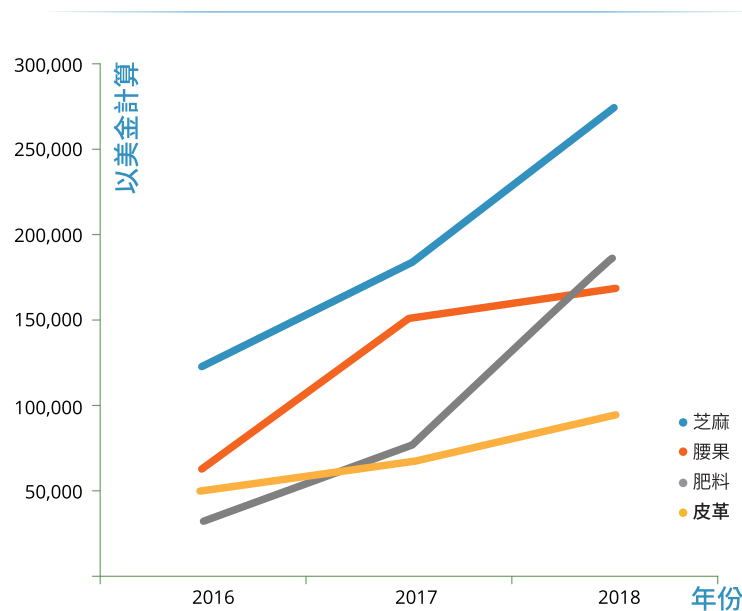
(來源:國際貿易中心)

- 戰略產業出口量成長,例如**可可、芝麻、腰果、肥料及皮革**。

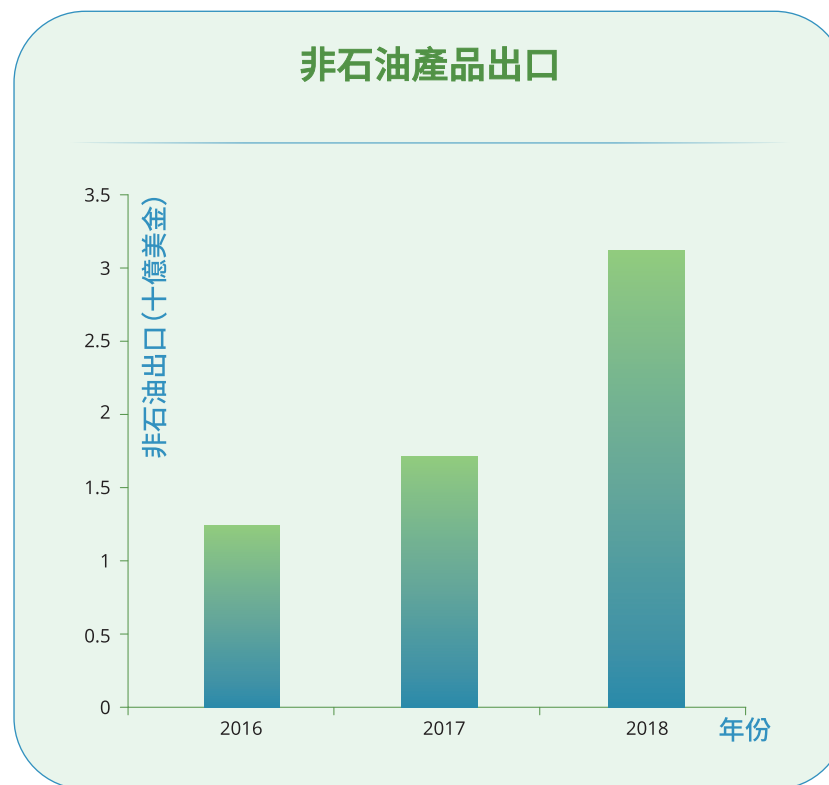
- 最為明顯是自2016年以來,芝麻的出口額增加1.53億美金,增幅**超過100%**。

- 奈及利亞中央銀行已經批准對五種關鍵產品實施出口便捷化措施,包括**腰果、可可、棕櫚油、芝麻及乳油木**。

### 戰略產業出口額成長



### 非石油產品出口

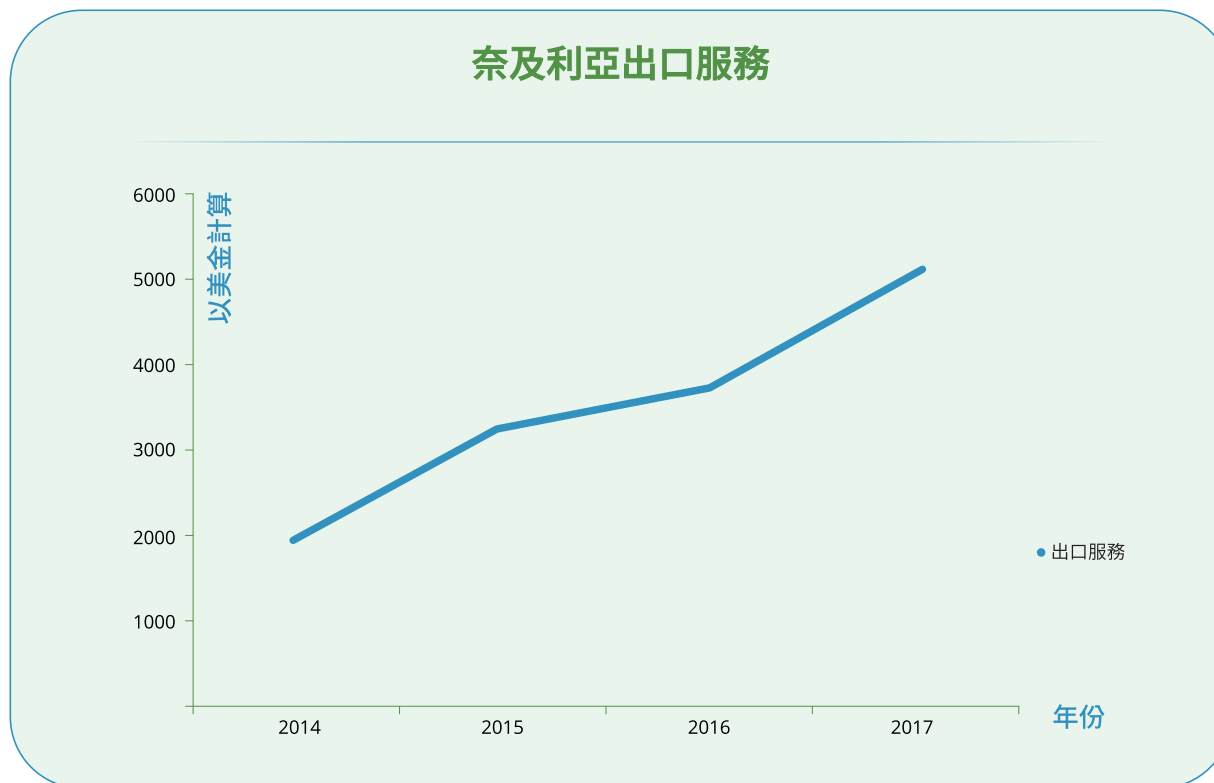




## 出口服務顯著增長



- 國際貨幣基金組織估計，奈及利亞的出口服務自2014年以來增長一倍，2017年將超過50億美元。

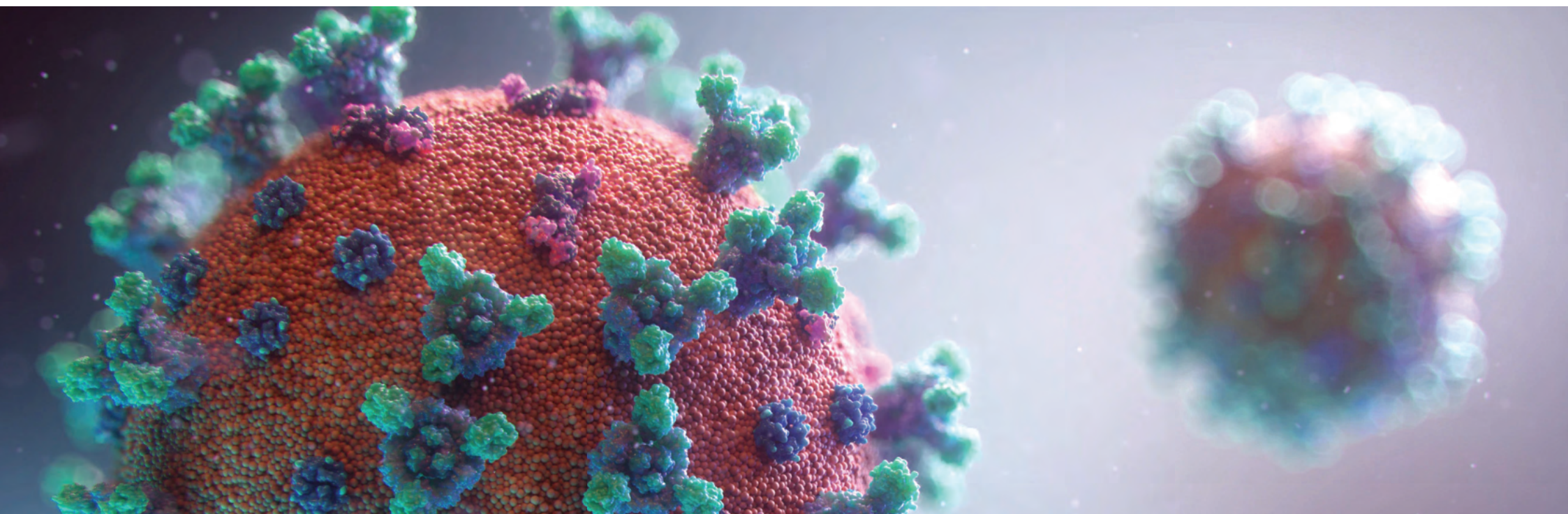




## 疫情席捲全球....



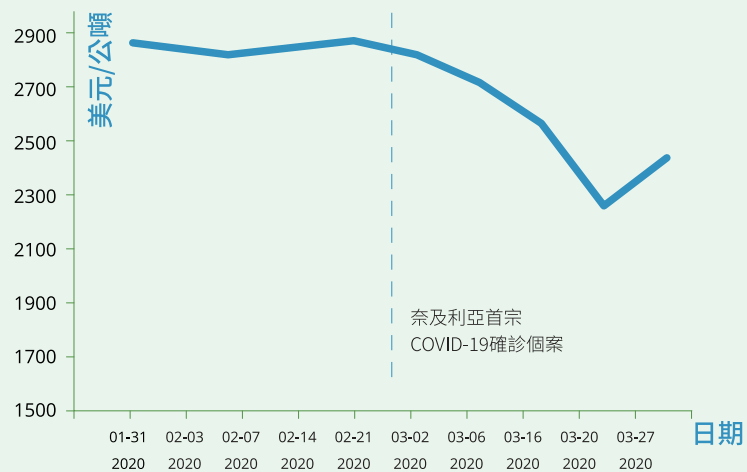
- COVID-19疫情爆發，石油價格崩盤，加上石油輸出國組織與俄羅斯之間爆發價格戰，都更加堅定我們的想法— **單一產品經濟無法持續。**
- 我們**不能**依靠原油出口作為主要政府收入和外匯來源。
- 我們必須打造**多元化出口!**



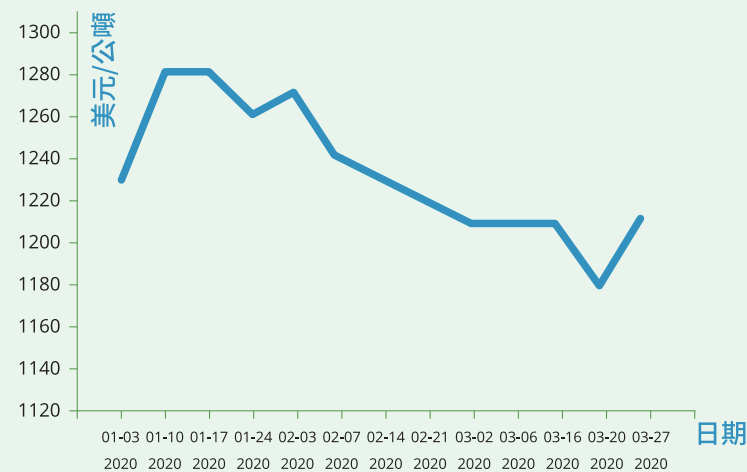


- 奈及利亞出口促進會迅速評估疫情對農產品出口的影響，並分析**大宗商品價格**和**市場趨勢**。
- 預計在2020年，奈及利亞第一大非石油出口品可可豆的出口額將下跌超過**1億美元**，而腰果出口額將下跌近**9000萬美元**。
- 芝麻出口的彈性較高，2020年出口額下滑程度可能比其他出口品明顯**輕微許多**。

## 奈及利亞 可可豆價格



## 奈及利亞 芝麻籽價格



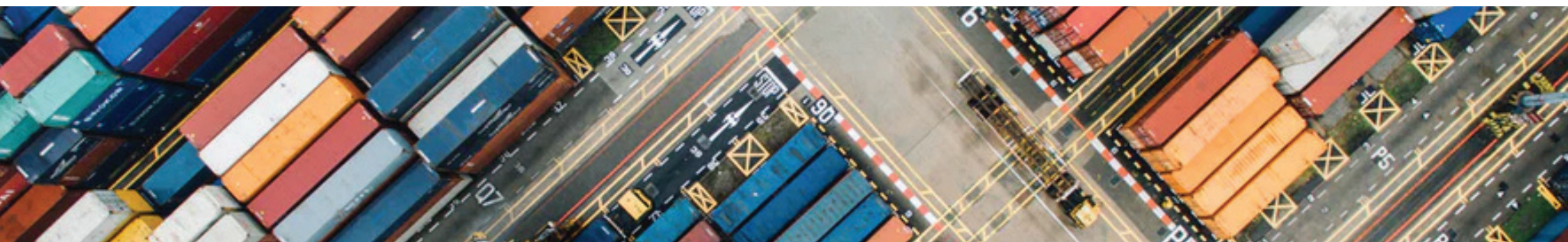


## 傾聽微中小企業的聲音



- 奈及利亞出口促進會展開調查，以取得微中小企業的意見。  
根據這些意見，我們向聯邦政府提出建議，以減輕非石油出口商在疫情中的負擔，其中包括 (但不限於)：

- ◆ 根據現行外匯匯率**重新調整**出口商的外匯窗口。
- ◆ 在港口提供出口特別通關。
- ◆ 加快擴大出口補助計劃的索款。
- ◆ 豁免出口的港口稅。
- ◆ 為非石油產品出口商提供租稅假期。
- ◆ 重啟**NAHCO自由貿易區**的大門。
- ◆ 快速跟進奈及利亞國家食品藥品監督管理署對新產品的認證，並**豁免**出口商的更新及註冊費用。





## 鼓勵投資措施



### 擴大出口補助金

- 旨在擴大出口量的裝運後獎勵。
- 出口商最多可獲年度出口額的10%，可應用於：  
**繳納所有稅款(所得稅除外)、抵扣政府貸款及購買政府債券。**
- 擴大出口補助計劃的支付方式為出口信貸證書。
- 擴大出口補助計劃未積壓債款將以聯邦政府的本票進行結算。

### 出口發展基金

- 為出口商順利打入全球市場做好準備，並提供支援。
- 為新出口商的产品開發和市場進入提供支援：
  - ◆ 提供出口促進培訓。
  - ◆ 介紹予貿易展會參與者和貿易代表團。
  - ◆ 收集貿易資訊和情報，並提供物流支援。
- 出口發展基金資助奈及利亞出口商發展，為其提供有利機會。



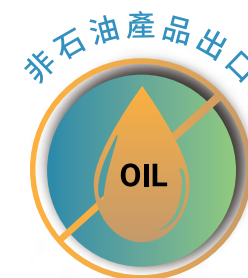
## 長遠而言， 零油計劃勢在必行



- 2016年國際原油價格暴跌後，奈及利亞出口促進會便制定**零油計劃**，以應對經濟衰退。
- 有了零油計劃，奈及利亞便能在原油重要度下降的新世界立足。
- 總統於2017年2月啟動經濟振興及成長計畫後，聯邦預算和國家計劃部便將零油計劃視為**經濟計劃的核心**。



- 零油計劃的策略為通過非石油產業提高外匯，主要方法有：
  - 為22種主要產品制定出口政策，這些產品每年可帶來高達**300億美元**的外匯：棉花、稻米、皮革、黃金、大豆、糖、可可、石油化學產品、肥料、棕櫚油、橡膠、水泥、番茄、香蕉、橘子、腰果、木薯、芝麻、香料、生薑、乳木果油和長豆。
  - 於各州啟動「**一州一產品**」計畫，包含出口計劃和投資追蹤。





## 進入利基出口市場的認證



- 奈及利亞出口促進會將持續推動**產品認證**。
- 目前，奈及利亞亦與技術夥伴合作，建立**食品安全管制系統 (HACCP)**、進行有機認證培訓，合作對象包含國際開發合作組織、英國代表高級委員會、英國工業聯合會、聯合國工業發展組織、奈及利亞認證組織NiCERT等。
- 全球優良農業規範 (Global Gap)、國際食品標準認證 (IFS)、公平貿易、猶太食品認證 (Kosher)、國際標準化認證 (ISO) 等培訓即將啟動。





## 正在進行的政府計畫



項目	目標	合作夥伴
國內出口倉庫/集散中心	<ul style="list-style-type: none"><li>• 通過國內出口倉庫，降低微中小企業的經營成本。</li></ul>	奈及利亞出口促進會、奈及利亞進出口銀行、奈及利亞出口加工園區管理局、奈及利亞標準局、奈及利亞商品交易所
成立出口貿易公司	<ul style="list-style-type: none"><li>• 擴大出口交易和貿易業務的數量和貿易額。</li></ul>	奈及利亞主權投資局、奈及利亞進出口銀行、奈及利亞出口促進會、工業銀行、奈及利亞商品交易所、奈及利亞農業商品協會聯合會
出口商錨定借款人項目	<ul style="list-style-type: none"><li>• 支持微中小企業的出口主要承購商。</li><li>• 促進特定產品的出口生產。</li></ul>	奈及利亞中央銀行、奈及利亞國家保險公司、奈及利亞出口促進會、奈及利亞進出口銀行、奈及利亞農業貸款風險分享系統州政府
提升獲選價值鏈之品質與標準	<ul style="list-style-type: none"><li>• 加強可出口產品的生產，以滿足本地及國際需求。</li></ul>	奈及利亞出口促進會、奈及利亞進出口銀行、奈及利亞出口加工園區管理局、奈及利亞農業商品協會聯合會、聯邦農業部



## 非洲大陸自由貿易協定



- 非洲最大的經濟體終於開始支持非洲大陸的單一自由貿易市場計劃。
- 12億人的市場。
- GDP合計三兆美元。
- 奈及利亞對非洲的出口深具潛力。
- 奈及利亞出口促進會致力於在非洲大陸建立出口貿易公司。  
試驗專案位於多哥的**洛美 (Lomé)**。
- 奈及利亞產品透過倉庫管道銷售至**西非國家經濟共同體 (ECOWAS)**，以深化區域合作。





## 電子商務



- 許多奈及利亞企業是非洲社交媒體上的暢銷商家。
- 全球網路商店不斷取代實體店面，疫情後，電子商務的重要性不減反增。
- 奈及利亞出口促進會與**UPS**攜手合作，為國內中小企業提供具競爭力的物流/航空貨運價格，滿足倉儲需求。
- **UPS**為世界領先的電子商務物流供應商，奈及利亞的中小企業應充分運用**UPS豐富的知識和經驗**。







## 奈及利亞出口促進會的近期成就



- 在英國標準協會專家的協助下，超過40家中小企業通過HACCP的訓練。其中10家中小企業獲選參與9月在英國伯明罕舉辦的英國國際食品飲料展，將與Tesco、Sainsbury 和 Asda 等英國零售商會面。
- 3年後重新對墨西哥出口朱槿（2020年3月開始，共20個貨櫃）
- 2020年1月第37屆喀土木國際貿易博覽會上，中小企業接獲總價值20萬美元的訂單，預計到2020年底會再增加30萬美元的訂單。
- 在奧貢、卡杜納、拉哥斯、昂多和尼日州建造/發展五個新的乳油木果油加工設施。
- 發展新的民族特色出口產品：黑肥皂、蘑菇、葵花籽



## 奈及利亞從零建構出口計畫榮獲2018全球貿易推廣組織大獎 「最佳包容性與永續貿易措施」獎。



左起: Ms Arancha Gonzalez (國際貿易中心執行長)、Mr Olusegun Awolowo (奈及利亞出口促進會執行總監/執行長)、Mr Christophe Lecourtier (法國商務投資署執行總監)



左起: Ms Arancha Gonzalez (國際貿易中心執行長)、Dr Modupe Irele (奈及利亞駐法大使)、Mr Olusegun Awolowo (奈及利亞出口促進會執行總監/執行長)、Mr Christophe Lecourtier (法國商務投資署執行總監)



# 策略文宣



我們為所有國際公司創造價值，以下為重點營運項目：

### 顧客群：

活躍出口商  
新出口商  
非出口商  
申請失效之出口商

### 產業：

可可  
石油化學產品  
皮革&皮  
服務  
腰果  
加工食品  
黃金  
大豆  
朱槿  
蝦類  
成衣工業  
虎堅果  
花生

### 市場：

歐洲  
亞洲  
非洲  
北美洲  
拉丁美洲

### 我們的目標是...

擴大和增加非石油產品出口，推動奈及利亞的經濟多元化，實現永續和包容性的經濟增長。



### 我們會...

提供有價值的貿易資訊和網絡，協助您拓展海外業務。我們將與您攜手合作，協助您提升出口競爭力，讓您的商品和服務順利進入國際市場。加入我們，讓您的產品登上世界舞台。



### 一起把目光放遠...

讓奈及利亞非石油產品及服務打進世界每個角落

### 做出貢獻...

為奈及利亞的年均GDP增加300億美元

## 我們追求卓越，藉由以下四個戰略目標實現理念：

### 戰略核心一

鼓勵新的出口商、  
女性參與及多元化產業：

- 行動 1.1 檢查出口準備工作/ 出口審計
- 行動 1.2 能力培養
- 行動 1.3 價值鏈產品開發訓練及適應
- 行動 1.4 品質管理制度及認證
- 行動 1.5 貿易展會、企業對企業 (B2B)、任務、媒合
- 行動 1.6 婦女及青年

### 戰略核心二

支援經常性永續出口：

- 行動 2.1 能力發展、建設和培訓
- 行動 2.2 品質管理系統及認證
- 行動 2.3 貿易資訊及投訴
- 行動 2.4 電子工具、線上平台、電子資訊能見度
- 行動 2.5 貿易展會、企業對企業 (B2B)、任務、媒合

### 戰略核心三

市場多元化：

- 行動 3.1 出口市場研究及分析
- 行動 3.2 出口行銷培訓/ 研討會
- 行動 3.3 貿易展覽、企業對企業 (B2B)、任務、媒合

### 戰略核心四

建立戰略夥伴關係

- 行動 4.1 與各州合作，執行「一州一產品」政策之出口市場策略
- 行動 4.2 與私人產業組織合作
- 行動 4.3 與政府機構合作，制定及實施各項措施
- 行動 4.4 與發展合作夥伴協調措施

### 實現目標：

- 關鍵績效指標 1 企業完成出口培訓、女性參與、新產品 H3
- 關鍵績效指標 2 透過奈及利亞出口促進會的服務，使企業獲得品質認證
- 關鍵績效指標 3 企業參與奈及利亞出口促進會貿易活動
- 關鍵績效指標 4 奈及利亞出口促進會之貿易活動促成會員達成出口交易
- 關鍵績效指標 5 市場研究 非洲 H3+ 新市場報告
- 關鍵績效指標 6 各州根據「一州一產品」政策制定出口市場策略

## 五大強化體制之內部戰略目標

行動 5.1  
策略

行動 5.2  
現代化

行動 5.3  
溝通

行動 5.4  
衡量



非石油產品出口  
重新定位為  
主要收入來源  
政府計劃及方案



翻譯及印刷單位  
奈及利亞駐華商務辦事處  
[nigeriatradeonline.org.tw](http://nigeriatradeonline.org.tw)  
[nigtroff@ms65.hinet.net](mailto:nigtroff@ms65.hinet.net)