



JIGAWA STATE

Jigawa State Export Promotion Strategy & Guidelines

Jigawa State Investment Promotion Agency

In collaboration with

**Ministry of Commerce, Industry, Cooperatives,
and Tourism**

27th December 2023



Signature
27/12/23

JIGAWA STATE EXPORT STRATEGY AND GUIDELINE DOCUMENT

Jigawa State Export Strategy and Guideline Document was prepared by the State Committee on Export Promotion (SCEP) in consultation with private sector stakeholders. The Committee is made up of the underlisted Ministries, Departments and Agencies (MDAs) and the private sector:

| S/N | Designation | MDA/organisation | Position |
|-----|------------------------------------|---|------------------|
| 1 | His Excellency the Deputy Governor | Deputy Governor's Office | Chairman |
| 2 | Honourable Commissioner | Ministry of Commerce, Industry, Cooperatives, and Tourism | Deputy Chairmans |
| 3 | Honourable Commissioner | Ministry of Finance | Member |
| 4 | Honourable Commissioner | Ministry of Budget and Economic Planning | Member |
| 5 | Director General | Jigawa State Investment Promotion Agency (InvestJigawa) | Member |
| 6 | Honourable Commissioner | Ministry of Information, Youth, Sport, and Culture | Member |
| 7 | Honourable Commissioner | Ministry for Local Government | Member |
| 8 | Honourable Commissioner | Ministry of Justice | Member |
| 9 | Honourable Commissioner | Ministry of Agriculture | Member |
| 10 | Honourable Commissioner | Ministry of Women Affairs | Member |
| 11 | Muhammad Muktar Birniwa | President, Jigawa Chamber of Commerce, Industry, Mines, and Agriculture (JICCIMA) | Member |
| 12 | Coordinator | State Export Processing Zone | Member |
| 13 | Managing Director | State Minerals Development Agency | Member |
| 14 | Managing Director | Jigawa State Investment and Property Development Company Limited | Member |
| 15 | State Coordinator | Nigeria Export Promotion Council (NEPC) | Member |
| 16 | Permanent Secretary | Ministry of Commerce, Industry, Cooperatives, and Tourism | Secretary |
| 17 | Director Commerce | Ministry of Commerce, Industry, Cooperatives, and Tourism | Member |
| 18 | Muhammad Bello | Chairman, MAN (Bompai/Jigawa Branch) | Member |
| 19 | Danlami H. Shuaibu, | Secretary, Nigerian Association of Small-Scale Industrialist (NASSI) Jigawa State Chapter | |

TABLE OF CONTENTS

| | |
|---|-----------|
| Foreword | 5 |
| 1. EXECUTIVE SUMMARY | 6 |
| Key Objectives and Strategic Goals | 6 |
| Summary of Strategic Interventions and Expected Outcomes | 6 |
| 2. STATE PROFILE AND ECONOMIC CONTEXT | 8 |
| State Profile and Context for Business Reform and Export Promotions | 8 |
| Current Export Performance and Potential | 9 |
| 3. STRATEGIC GOALS OF THE EXPORT PROMOTION STRATEGY | 11 |
| Empowering State and Communities for Sustained Economic Growth | 11 |
| Leveraging Comparative Advantages | 11 |
| Enhancing Product Value Chains for Competitiveness | 11 |
| Reducing Poverty and Promoting Socio Economic Inclusion | 11 |
| 4. SECTORAL ANALYSIS AND PRIORITY EXPORT SECTORS | 12 |
| Analysis of Key Sectors with Export Potential | 12 |
| Agribusiness | 13 |
| Priority Products for Export | 15 |
| Sector-Specific Challenges and Opportunities | 15 |
| 5. EXPORT SUPPORT STRATEGIES | 17 |
| Product Development and Value Chain Enhancement | 17 |
| Market Expansion Strategies | 17 |
| Export Financing Mechanisms | 17 |
| Trade Agreements and Regional Integration | 18 |
| 6. EXPORT GUIDE | 19 |
| 7. INSTITUTIONAL MECHANISMS FOR EXPORT PROMOTION | 26 |
| Role of Government and Public-Private Partnerships | 26 |
| Institutional Frameworks and Policy Support | 26 |
| Strategic Interventions and Activities | 27 |
| 8. CAPACITY BUILDING AND SENSITISATION PROGRAMS | 28 |
| Infrastructure Development to Support Exports | 28 |
| Technology Adoption and Innovation | 28 |

| | |
|--|-----------|
| Branding and Quality Assurance Initiatives | 28 |
| Promoting Sustainable Export Practices | 29 |
| 9. MONITORING, EVALUATION, AND CONTINUOUS IMPROVEMENT | 30 |
| Key Performance Indicators (KPIs) | 30 |
| Evaluation Framework for Measuring Progress | 30 |
| Mechanisms for Continuous Improvement and Feedback | 30 |
| 10. MEDIUM-TERM STRATEGIC TARGETS (2024-2027) | 32 |
| 11. CONCLUSION | 34 |
| Summary of Strategic Directions | 34 |
| Call to Action for Stakeholders | 34 |

Foreword

A notable impediment to the economic growth of several states in Nigeria resides in the deficiency of a comprehensive guiding framework for the enhancement of export activities. Recognising this, the Jigawa State Government is committed to exploring avenues for private sector collaboration to enhance its export capabilities through the effective implementation of the Jigawa State Export Strategy. To this end Jigawa State Investment Promotion Agency (InvestJigawa) in collaboration with Jigawa State Ministry of Commerce, Industry, Cooperatives and Tourism, were entrusted with the responsibility of formulating and implementing the export strategy, aligning with the state's economic goals and aspirations.

A credible export strategy establishes a robust foundation, aligning both public and private sector interests in a mutually beneficial manner. This is the ultimate goal of the Jigawa State Export Strategy, which outlines transparent processes and procedures to guide all facets of export project development and implementation in Jigawa State. We also anticipate the support and commitment of all state MDAs to ensure collaboration with private sector parties who wish to join the export ecosystem within the State.

I extend a call to the private sector to collaborate with the State Government as we implement our State Export Strategy and embark on various projects that align with our vision to become a leading Nigerian exporting state with prosperous entrepreneurs and investors pursuing legitimate interests under the auspices of good governance. I am confident that adherence to this strategy and its associated guidelines will foster a robust and competitive environment conducive to private sector investment in the export business. This, in turn, will facilitate the swift and qualitative expansion of export capabilities and economic prosperity in Jigawa State.

Mallam Umar Namadi FCA
Executive Governor

1. EXECUTIVE SUMMARY

The Jigawa State Export Strategy emerges as a crucial initiative by the State Government to surmount economic challenges hindering growth. Situated in North-Western Nigeria, Jigawa faces a pressing need to address high poverty rates despite recent economic upturns. This strategy, collaboratively crafted with key stakeholders, outlines a comprehensive approach to leverage the state's strengths, encouraging public-private partnerships and capitalising on strategic sectors such as agriculture, mining, ICT, renewable energy, tourism, and light manufacturing.

The strategy's goals are multifaceted, emphasising the diversification of the state's economy through export promotion. Notably, it establishes a clear framework, comprising ten components ranging from the formation of a dedicated committee to fostering international collaborations, infrastructure development, and market expansion. By setting ambitious yet attainable medium-term targets for 2024-2027, including substantial revenue growth, product diversification, and market penetration, the strategy aims to propel Jigawa State into a prominent economic position. Government commitment and ongoing support are highlighted, underlining the importance of policy alignment, financial backing, and the establishment of a dedicated task force.

Key Objectives and Strategic Goals

The purpose of the State Export Promotion Strategy is to promote the development and diversification of Jigawa State Economy through the promotion of export of products produced in the State. The export promotion strategies would comprise a mix of policies and programs that would support the production and processing of exportable commodities, trade facilitation and support to prospective exporters. Ultimately, the objective is to improve export performance and competitiveness.

Summary of Strategic Interventions and Expected Outcomes

This document outlines the key strategic interventions designed to boost Jigawa State's export capacity and the anticipated outcomes of these initiatives. These strategies aim to address the current challenges, such as the minimal number of exporters and the lack of a value chain, by creating a supportive environment for local businesses to thrive in the export market.

Strategic Interventions:

1. **Local Export Hubs:** Establishment of small, local export hubs within Jigawa State to facilitate export documentation and processes. These hubs can provide essential services and support to local exporters, reducing the need to rely on Kano or Lagos.
2. **Basic Training Programs:** Conduct low-cost training workshops to educate local businesses on export procedures, quality standards, and market opportunities. These

programs can be organised in collaboration with local trade associations and chambers of commerce.

3. **Market Research and Information Sharing:** Develop a centralised database to provide exporters with market research, trade opportunities, and regulatory information. This can be managed by a small team within the state government or a local trade organisation.
4. **Public-Private Partnerships:** Encourage partnerships between the government and local businesses to co-fund small-scale projects aimed at improving product quality and market access. These partnerships will leverage existing resources and expertise.
5. **Promotion of Local Products:** Organise local trade fairs and exhibitions to showcase Jigawa's products to potential buyers and investors. These events can help build brand recognition and create new market opportunities.
6. **Simplified Export Financing:** Work with local banks to develop simple, low-interest loan products specifically designed for small exporters. This can help businesses access the necessary funds to start exporting without significant financial burden.

Expected Outcomes

1. **Increased Export Revenue:** A rise in the state's export earnings, contributing to overall economic growth.
2. **Diversified Export Products:** A broader range of products being exported, reducing risk and increasing market resilience.
3. **Expanded Market Reach:** Access to new international markets, enhancing the state's global trade footprint.
4. **Enhanced Competitiveness:** Improved product quality and value chains, making Jigawa States exports more competitive.
5. **Strengthened Export Ecosystem:** A robust support system for exporters, including financial, infrastructural, and institutional support.
6. **Sustainable Economic Growth:** Long-term economic benefits, including poverty reduction and socioeconomic inclusion.

2. STATE PROFILE AND ECONOMIC CONTEXT

State Profile and Context for Business Reform and Export Promotions

Jigawa State in North-Western Nigeria was established on 27 August 1991 with Dutse as its Capital. The State has 27 Local Government Areas, 3 Senatorial Districts and a five-emirate structure. It is bordered by Kano and Katsina States to the west, Bauchi State to the east and Yobe State to the northeast. The State also shares an international border with the Republic of Niger. Most recent projections by the National Population Commission¹ put the State's population at 7,499,059 comprising of 3,691,545 (49.2%) males and 3,807,514 (50.8%) females. Based on the 2022 Projections, Jigawa State accounts for almost 3.46% of the National Population (against the previous 3.11%) with the State now occupying the 7th Position (against the previous 8th). The State has a total landmass of 24,742 square kilometres, the topography of which is generally characterised by undulating land, with sand dunes of various sizes spanning several kilometres in some parts of the State. Records indicate that there is about 3,816 square kilometres, equivalent to about 411,337 Hectares of Fadama Wetlands in the State (one of the highest in the country). Over three-fourth of the Fadama Wetlands are to be found in 7 out of the 27 LGAs of the State including Kiri Kasamma, Guri, Miga, Auyo, Birnin Kudu, Kaugama, Ringim, Taura and Jahun each of which has over 23,000 hectares. These wetlands are very fertile irrigable floodplains suitable for all-year-round agriculture and considered as one of the most valuable treasures of the State providing means of sustainable livelihoods for thousands of households. The land in the northeastern fringes of the state, particularly Birniwa, Maigatari and Babura LGAs which share borders with Niger Republic, have characteristics of the arid regions and is constantly under the threat of desertification. The tropical climate and flood plains nurtured by inland-water bodies help ensure all-year irrigation of such crops as rice, wheat, maize, and vegetables. Most recent National Poverty Assessment Report is the Nigeria Living Standards Survey, 2018-19. According to this report, while an average of about 40.1% of Nigeria's population lives below this defined poverty line, for Jigawa State, it is as high as 87.02%. Anecdotal evidence, however, suggests that much has changed since with the 2018 poverty survey. Ongoing interventions indicate that poverty in the State is in the downward spiral. Interventions such as the Social Investment Program by the State and Federal Government in which Jigawa State has one of the highest number of beneficiaries in Cash Transfer have significantly contributed to reductions in household vulnerabilities and extreme poverty. In addition, various empowerment programmes targeting women, and youths have also helped generate sustainable means livelihoods through job creation and employment generation. The 2022 State GDP Report also indicated strong performance for the State Economy. From a State GDP of about N1.29 trillion in 2015, the new State GDP Survey put the monetary value of the total outputs of the State's economy in terms of final products and services at N1.5 trillion in 2017 and almost N2.26 trillion in 2020 - an appreciable increase of about 50% between the two periods with a span of three years. While the SGDP growth suggests appreciable increase in per capita income over the period, the increasing share of agriculture and services in the

aggregate SGDP value also points to possibility of more inclusive economic growth with positive impact on poverty levels across a large segment of the population. Jigawa has a positive reputation for governance and business environment reform. The State has always been in the forefront of best performing in the Ease of Doing Business Reports published annually. While the State boasts of one of the highest tarred-road densities in the country spanning over 3,000 km of tarred road within the State. The State is pursuing pro-poor economic growth policies with a strong focus on providing a favorable climate for business and investment, export and investment promotion. There is a strong focus on the development of SMEs and trade-based cooperatives including enhancing access to finance (e.g. through the Bank of Industry, Bank of Agriculture or Bank of Nigeria). An Export Processing Zone (EPZ) exists at the border town of Maigatari which was licensed in 2000 and is governed by the Nigerian Export Processing Zones Act 1992. It will cover 6.5 km² and provide modern infrastructure to support light, medium and heavy manufacturing with a focus on the export sector. A minimum investment of US\$500,000 is required to undertake activities within the Zone. The State is also supporting skills acquisition centres and the development of financial intermediation services to facilitate access to credit.

Current Export Performance and Potential

Jigawa State's export activities are currently limited, with many exporters conducting their business through Kano or Lagos. This has resulted in minimal local export documentation and visibility. However, as part of the State Export Strategy the State is working on building this database and visibility.

Key Export Products: Jigawa State has a diverse range of exportable products, including:

- **Agricultural Commodities:** Sesame, hibiscus, millet, onion, chilli and bell pepper, cowpea, and gum arabic.
- **Livestock:** Poultry, cattle, goats, and sheep.
- **Solid Minerals:** Various untapped mineral resources.

Potential for Export Growth: Despite current challenges, Jigawa State has substantial opportunities to enhance its export performance through:

1. **Agricultural Strengths:** Leveraging the state's rich agricultural resources to improve product quality and value addition.
2. **Untapped Sectors:** Exploring the potential of livestock and solid minerals to diversify the export portfolio.
3. **Strategic Location:** Utilising Jigawa's proximity to major trade routes to facilitate easier market access.
4. **Government Support:** Implementing supportive policies and initiatives to create a conducive environment for exporters.

5. **Private Sector Engagement:** Encouraging collaboration between the government and local businesses to address export challenges.
6. **Market Research and Development:** Identifying high-potential markets and developing targeted marketing strategies to expand Jigawa's global footprint.

3. STRATEGIC GOALS OF THE EXPORT PROMOTION STRATEGY

Empowering State and Communities for Sustained Economic Growth

Jigawa State is committed to fostering an environment that supports sustained economic growth by empowering its communities. This involves a multifaceted approach that includes capacity building, infrastructure development, and policy support. By providing training and resources, the state aims to enhance the export capabilities of local businesses. Investments in essential infrastructure such as storage facilities, and communication networks are crucial to support export activities. Additionally, implementing favourable policies will encourage local production and export activities, creating a robust foundation for economic growth.

Leveraging Comparative Advantages

Jigawa State possesses unique strengths that can be leveraged to boost its export potential. The state's rich agricultural land is ideal for producing high-demand crops such as sesame, hibiscus, and millet. By capitalising on these agricultural resources, Jigawa can position itself as a key player in the international market. Furthermore, the state's strategic location, with proximity to major trade routes and neighbouring countries, offers significant advantages for market access. The experience of its farming communities, and existing expertise can further enhance product quality and competitiveness, making Jigawa's exports more attractive on the global stage.

Enhancing Product Value Chains for Competitiveness

To compete effectively in international markets, Jigawa State will focus on enhancing its product value chains through implementing quality control measures to ensure that products meet international standards. By encouraging local processing and packaging through its hubs and fostering strategic partnerships, the state can add value to raw products before exporters do the export, thereby increasing their market demand. Also enabling collaboration with the relevant agencies like NEPC to support research and identify demand will also make the state resources more desirable to the global marketplace.

Reducing Poverty and Promoting Socio Economic Inclusion

The export promotion strategy aims to reduce poverty and promote socio economic inclusion across Jigawa State. By generating employment opportunities through increased export activities, the state can significantly improve the livelihoods of its residents. Ensuring that the benefits of export growth are distributed equitably across all communities is a key priority. Support for small and medium-sized enterprises (SMEs) will enable them to participate in export activities, fostering inclusive growth. These initiatives will not only boost the state's export performance but also contribute to the overall well-being of its communities, creating a more inclusive and prosperous society.

4. SECTORAL ANALYSIS AND PRIORITY EXPORT SECTORS

Analysis of Key Sectors with Export Potential

Jigawa State's economy is predominantly agrarian, with agriculture being the backbone of its economic activities, it contributes over 60% to its GDP and offering livelihoods to nearly 90% of its populace. The state boasts vast arable land and favourable climatic conditions, making it ideal for cultivating a variety of crops. Out of the 2.24 million hectares total land area of the state, about 1.4 million hectares are estimated to be cultivable during the rainy season. The major arable crops cultivated mainly in the wet season in the state include millet, sorghum, cowpea, groundnuts, sesame, rice, maize, sweet potatoes, Bambara nuts, watermelon, cassava, cotton, okra, etc. Crops produced in the dry season under irrigation include rice, tomatoes, pepper, onions, wheat, sugarcane, carrots, cabbage, lettuce, maize, and a host of other leafy vegetables. State's exports are mainly destined for international markets, particularly China, India, and Europe (NEPC). Regional trade with ECOWAS countries also plays a significant role (ECOWAS).

Key sectors with significant export potential include agricultural crop production, livestock, and solid minerals. As per the SGDP Survey Report 2022, the State GDP is classified in to three Sectors namely Agriculture, Industry, and Other Services. While the National GDP covers 46 Economic Activities, the State GDP cover 38 spread across the 3 Sectors mentioned. Economic Activities such as Crude Petroleum & Natural Gas Exploitation, Coal Mining, Cement, Oil Refining, and Chemical and Pharmaceutical Products among others, are not covered under the GDP Survey in the State as they virtually don't exist.

In the agricultural sector, crops such as sesame, hibiscus, millet, onion, chilli and bell pepper, cowpea, and gum arabic are prominent. These crops are not only in high demand locally but also have substantial international market potential. For instance, sesame seeds are highly sought after in markets like Japan and the European Union due to their use in food products and oil extraction.

The livestock sector also presents considerable export opportunities. Jigawa's livestock includes poultry, cattle, goats, and sheep. The global demand for meat and animal products is rising, and with proper value addition and quality control, Jigawa can tap into this lucrative market.

Solid minerals, though currently underexploited, offer another avenue for export growth. The state is rich in various minerals, including granite, tin, kaolin, columbite, iron ore, and soda ash. These minerals, if properly harnessed, can contribute significantly to Jigawa's export earnings. The granite of Jigawa State is of high physical and chemical properties suitable for tile production; tin and columbite samples present excellent qualities; iron ore used in the iron and steel industry was discovered in 700 m² pre-feasibility area, quantities remain to be further investigated upon. Kaolin, which is used in a few industries like paper, ceramic, cement, pharmaceuticals, rubber, plastic and textiles, was discovered in large quantities. Trona or soda ash used in pharmaceuticals, textiles, leather, glass, soap and detergent

production, was also discovered in large quantities. However, quarrying and other artisanal mining activities do take place significantly contributing to the State economy with its contribution to the State GDP jumping from about 3.193 billion in 2018 to over N10.8 billion in 2020. The contribution of this sector is small relative to agriculture, manufacturing and trade seen to be predominate in the state. Nevertheless, the mining and quarrying sector is of key interest to the central government in its effort to diversify the national economy from over dependence on crude petroleum and natural gas for revenue.

Agribusiness

Agriculture is the mainstay of Jigawa State's economy, accounting for 12% of Nigeria's total agricultural output, according to the National Bureau of Statistics (NBS). The state's fertile soil and favorable climate make it an ideal location for cultivating various crops. In 2020, Jigawa State produced 1,235,829 metric tons of millet, 843,011 metric tons of sorghum, 541,819 metric tons of maize, and 341,101 metric tons of cowpea (Federal Ministry of Agriculture and Rural Development). These crops, with proper processing and packaging, can be exported to international markets, particularly in West Africa and Europe.

With over 47% contribution to the State GDP, agriculture is appropriately designated as a leading sector of the State's development strategy. While playing a central role in growing the state's economy, it also plays a crucial role in the fight against extreme poverty, attainment of food security and improved nutrition as targeted by the first 2 goals of the 17 SDGs for pursued by the State. Agriculture also provides forward and backward linkages with other sectors, particularly MSMSEs which is crucial in accelerating inclusive economic growth. Sustained growth in the agricultural sector would therefore be necessary in achieving the overall objectives of the state development strategy. Empirical evidence shows that there is a positive relationship between growth in the agricultural sector and poverty reduction. According to the World Bank Rural Development Strategy dubbed "Reaching the Rural Poor", a 10% increase in crop yields leads to a 9% reduction in the number of people living on less than US\$1 a day.

The state's livestock population also presents significant export opportunities, with 1,433,197 cattle, 1,044,515 sheep, 2,551,019 goats, and 5,419,019 chickens (NBS). These numbers make Jigawa State one of the leading livestock producers in Nigeria.

Mineral Resources

Jigawa State has deposits of over ten different kinds of solid minerals in commercial quantities. Solid mineral deposits exist in the two geological formations of the State (Chad formation and Basement complex) in the form of precious, semi-precious, metallic and non-metallic minerals. At present, the State obtained some licenses for quarry and exploration of various mineral resources which includes; iron ore, and gold among others. Jigawa State is endowed with an array of minerals, including limestone, granite, quartz, and iron ore. According to the Nigerian Geological Survey Agency, the state has 3.5 million metric tons of limestone, 10 million metric tons of granite, 1.2 million metric tons of quartz, and 500,000

metric tons of iron ore. Processing these minerals can cater to the demand for construction materials and industrial inputs in foreign markets.

The state's solid mineral deposits, though largely unexploited, hold immense export potential. Estimates suggest 200,000 metric tons of kaolin, 150,000 metric tons of gypsum, and 100,000 metric tons of talc are available for extraction (Nigerian Mining Cadastre Office). These minerals can be exported to countries with pharmaceutical, cosmetic, and construction industries.

Industry

The still growing Industrial Sector in the State contributed about 12.9%. While this is consistent with the structure of the State's economy which is predominantly agriculture driven, it also shows the growing importance of the Service Sector which is becoming more vibrant and significantly contributing to the livelihoods of the citizens. The new agricultural policy that reflects the government's renewed focus on driving agro industrialisation presents an opportunity to ensure effective alignment and repositioning of agriculture as the cornerstone for sustainable economic development in Jigawa State. This includes facilitating effective coordination between the Ministry of Agriculture and InvestJigawa, allowing the new agriculture policy to shape the new industrialisation policy and associated investment strategy for enhanced implementation, policy coherence, and synergy.

Jigawa State's textile industry produces 10,000 metric tons of cotton fabrics annually, generating ₦5 billion (approximately \$13 million USD) in revenue (Jigawa State Government). The state's agricultural produce can also be processed into packaged food items, generating ₦10 billion (approximately \$26 million USD) in revenue annually, and beverages, generating ₦5 billion (approximately \$13 million USD) in revenue annually (NBS).

This performance reflects the growing demand for infrastructure and industrial facilities, particularly in connection with the ongoing development of key projects such as the Gagarawa Industrial Park and Special Crops Processing Zones. These initiatives, coupled with Jigawa's expanding road network, railway infrastructure, and airport, are strategically positioned to enhance the state's industrialization efforts and boost its export capabilities. Investments in construction are crucial for supporting the movement of goods and fostering a conducive environment for industrial development.

Services

Jigawa State's cultural heritage sites and natural attractions can generate ₦2 billion (approximately \$5.2 million USD) in tourism revenue annually, creating 5,000 employment opportunities in the tourism sector (Nigeria Tourism Development Corporation). Developing financial services, such as banking and insurance, can also cater to regional trade.

However, despite its export potentials, Jigawa State faces challenges, including infrastructure limitations, inadequate funding and training for small-scale farmers and artisans, limited

access to international markets, and inadequate data and research. To address these challenges, the state is working on improving infrastructure, provide funding and training, establish trade agreements, and enhance data collection and analysis.

Priority Products for Export

Based on the analysis, the priority products for export from Jigawa State include:

- **Sesame Seeds:** Known for their high oil content and nutritional value, sesame seeds are a major export commodity.
- **Hibiscus:** Used in beverages and herbal products, hibiscus has a growing international market.
- **Millet:** A staple food in many countries, millet is valued for its nutritional benefits.
- **Onion, Chilli, and Bell Pepper:** These vegetables are essential ingredients in global cuisines.
- **Cowpea:** Also known as black-eyed peas, cowpea is in demand for its protein content.
- **Gum Arabic:** Used in the food and pharmaceutical industries, gum arabic is a valuable export product.
- **Livestock:** Poultry, cattle, goats, and sheep have significant export potential.
- **Solid Minerals:** Including granite, tin, kaolin, columbite, iron ore, and soda ash.

Sector-Specific Challenges and Opportunities

Some of the Strengths, Weaknesses, Opportunities and Threat for the Jigawa state in exploring the aforementioned potentials are as follows:

| | |
|--|---|
| <p>Strengths:</p> <ol style="list-style-type: none"> 1. Agricultural potential (fertile soil, favorable climate) 2. Strategic location (proximity to Niger Republic, Chad) 3. Growing infrastructure (roads, airports) 4. Skilled workforce | <p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Limited access to finance 2. Inadequate infrastructure (storage, transportation) 3. Insufficient trade facilitation mechanisms 4. Low technology adoption |
|--|---|

| Opportunities: | Threats: |
|---|---|
| <ol style="list-style-type: none"> 1. African Continental Free Trade Area (AfCFTA) 2. ECOWAS Trade Liberalization Scheme 3. Growing global demand for agricultural products 4. Investment in agriculture and infrastructure | <ol style="list-style-type: none"> 1. Climate change and weather variability 2. Security concerns (banditry, kidnapping) 3. Global market fluctuations 4. Competition from neighboring states |

While Jigawa State has substantial export potential, the challenges highlighted above are being addressed to fully realise this potential.

Challenges:

- **Lack of Documentation:** The absence of proper documentation and data on export activities makes it difficult to track performance and plan effectively.
- **Infrastructure Deficiencies:** Poor transportation and storage infrastructure hinder the efficient movement of goods.
- **Limited Value Addition:** Most products are exported in raw form, which reduces their market value.
- **Financial Constraints:** Limited access to export financing hampers the ability of local businesses to scale up their operations.

Opportunities:

- **Capacity Building:** Training programmes can equip local farmers and businesses with the skills needed to improve product quality and meet international standards.
- **Public-Private Partnerships:** Collaborations between the government and private sector can help develop the necessary infrastructure and support systems.
- **Market Research:** Conducting market research can identify new opportunities and help tailor products to meet global demand.
- **Policy Support:** Implementing supportive policies can create a conducive environment for export activities.

5. EXPORT SUPPORT STRATEGIES

Product Development and Value Chain Enhancement

Jigawa State is committed to supporting exporters and potential investors by enhancing product development and value chains. The state will focus on several key initiatives:

- **Establish Processing Facilities:** Create local processing units for agricultural products like sesame and hibiscus to add value and increase market appeal.
- **Improve Farming Practices:** Provide training and resources to farmers to enhance crop quality and yield.
- **Develop Livestock Value Chains:** Invest in meat processing and packaging facilities to boost the export potential of poultry, cattle, goats, and sheep.

These efforts aim to create a robust value chain that enhances the competitiveness of Jigawa's products in international markets. By improving farming practices and establishing processing facilities, the state can ensure that its agricultural and livestock products meet the high standards required by global buyers.

Market Expansion Strategies

To diversify export destinations and increase market reach, Jigawa State will implement the following strategies:

- **Organise Trade Missions:** Facilitate participation in international trade fairs and missions to showcase Jigawa's products.
- **Leverage Foreign Embassies and Trade Missions:** Collaborate with foreign embassies and trade missions to identify and penetrate high-potential markets.
- **Utilise E-commerce Platforms:** Develop a strong online presence and use e-commerce channels to reach a global audience.

These initiatives will provide a platform to showcase Jigawa's products to a global audience, helping local exporters access valuable market insights and opportunities. By leveraging foreign embassies and trade missions, Jigawa can identify and penetrate high-potential markets, ensuring that its products reach a wider audience.

Export Financing Mechanisms

Access to financing is crucial for scaling up export activities. Jigawa State will support exporters by providing access to various financing options:

- **Leverage NEXIM Bank and CBN Schemes:** Utilise export credit facilities, direct lending, and trade finance solutions offered by the Nigerian Export-Import Bank (NEXIM) and the Central Bank of Nigeria (CBN).

- **Establish a Revolving Fund:** Create a revolving fund to provide financial assistance to Micro, Small, and Medium Enterprises (MSMEs) involved in export.
- **Partner with Local Banks:** Develop low-interest loan products specifically designed for exporters in collaboration with local banks.

By leveraging these financial products, exporters can access the necessary funds to grow their businesses. The establishment of a revolving fund and partnerships with local banks will further ease the financial burden on businesses, enabling them to expand their export activities.

Trade Agreements and Regional Integration

Jigawa State will take advantage of trade agreements and regional integration to facilitate easier market access for its exporters. The state will:

- **Leverage AfCFTA:** Utilise the African Continental Free Trade Area (AfCFTA) to access new markets within Africa, reducing trade barriers and tariffs.
- **Collaborate with National Bodies:** Work with the Nigerian Export Promotion Council (NEPC) and the Nigerian Export Processing Zones Authority (NEPZA) to provide further support and resources for export activities.
- **Engage in Trade Negotiations:** Actively participate in trade negotiations to secure favourable terms for Jigawa's products.

6. EXPORT GUIDE

Jigawa State export guide is meant to exploit the appropriate utilization of the rich agricultural resources, solid minerals, and livestock potential of the state in the international market. With a growing economy and favorable business climate, the state offers immense opportunities for entrepreneurs, farmers, and businesses seeking to expand their reach beyond Nigeria's borders.

This guide provides insights practical steps, and essential information to successfully aid export in Jigawa State's top commodities, including sesame seeds, Hibiscus, Millet, Cowpea, Gum Arabic, Onion, Chilli, Bell Pepper, Livestock, and Solid Minerals for both seasoned exporters or start-up, this guide will describe the entire export process, from research and registration to logistics and payment, ensuring the state's vast export potential are achieved and contribute to its economic growth.

Export in Jigawa State is guided by the Nigeria Export Promotion Council (NEPC) provided guidelines which will be described in the subsequent paragraphs to indicate the entire processes, documentation requirements, relevant agencies responsible for granting necessary approval and licenses including the available opportunities and other resource.

- **How to Go into Exports in Jigawa (Process, Documents, Relevant agencies, Available Resources and Opportunities)**

1. Step 1: Research and Identify Export Opportunities: Identify potential markets for your products, deep knowledge of the products, where it is demanded, the export potential and the export process. This requires discovering and focusing on products with high demand in international markets (e.g., sesame seeds, hibiscus, gum Arabic etc), and comprehensive conduct of market research on target countries (e.g., China, India, Europe etc), as well as consultation with export promotion agencies (e.g., NEPC) for proper guide. At this stage, a prospective exporter can assess his/her readiness by following the steps provided on the NEPC website - <https://nepc.gov.ng/get-started/export-readiness-checker/>.

Prior to export, it is important to understand the legal instruments regulating non-oil exports in Nigeria and that of the importing country. Below are some tips for exporters:

- It is advisable to engage an experienced trade lawyer or expert;
 - Research and understand the terms and conditions regulating the market access for your products;
 - Protect your intellectual property (IP) rights, if you have one;
 - Avoid trading on prohibited products;
 - Comply with both local and foreign regulatory requirements;
 - Check out information on frauds, scams and corrupt practices regularly.
2. Step 2: Register with Relevant Agencies as exporter: Ensure your business is registered with the Corporate Affairs Commission (CAC), and register with Nigerian Export Promotion Council (NEPC), Nigerian Customs Service (NCS), Federal

Ministry of Agriculture and Rural Development (FMARD), Jigawa State Ministry of Commerce, Industry, Cooperatives and Tourism, and Jigawa Chamber of Commerce, Industry, Mines and Agriculture (JICCIMA)

3. Step 3: Obtain Necessary Documents such as export license, Certificate of Origin (Certifies the origin of the goods), Commercial Invoice (details of the transaction), Packing List (details of the shipment), and Bill of Lading (contract between the owner of the goods and the carrier). The export licence would be acquired from the Nigerian Export Promotion Council (NEPC). Details and documentation required can be found on the website <https://nepc.gov.ng/get-started/export-documents-procedures/>. However, the documentation with Nigerian Custom Service would be completed on Commercial Invoice, Packing List, Bill of Lading, and Certificate of Origin.
4. Step 4: Prepare Products for Export: The exporter must ensure meeting international quality standards, packaging products according to buyer requirements and specification, properly label products with necessary information, and obtain necessary certification. This would be ascertained by the Standards Organisation of Nigeria (SON), and National Agency for Food and Drug Administration and Control (NAFDAC) who regulates food and drug exports.
5. Step 5: Arrange Logistics and Shipping: Choose and make arrangements with a reputable freight forwarder, ensure proper documentation, and arrange insurance coverage, transportation and logistics, considering both local and international regulations.

Key agencies involved in the export process (contact details, address, phone number, email, website)

| S/n | Organisation | Address | Contact |
|-----|--|---|--|
| 1 | Nigerian Export Promotion Council (NEPC) | <p><u>Headquarters:</u> No. 9, Bobo Street (Off Gwani Street), Maitama, Abuja, FCT, Nigeria</p> <p><u>State Office:</u> Block A-Q4 Ground Floor, New Secretariat Complex, Dutse, Jigawa State</p> | <p>Email: jigawa@nepc.gov.ng info@nepc.gov.ng</p> <p>Website: www.nepc.gov.ng</p> <p>Phone: +2347040887437 +234 9 2906493 +234 9 2906494</p> <p>Fax: +234 9 2906492</p> |
| 2 | Corporate Affairs Commission (CAC) | <p><u>Headquarter:</u> Plot 420, Tigris Crescent, Maitama, Abuja</p> <p><u>State Office:</u></p> | <p>Email: cservice@cac.gov.ng helpdesk@cac.gov.ng info@cac.gov.ng</p> |

| | | | |
|---|---|---|---|
| | | Along Kiyawa Road, Behind FIRS Dutse, Jigawa State | Website: www. cac.gov.ng Phone: +234 9 6243600, +234 9 6243601 +2347080629000 |
| 3 | Nigerian Customs Service (NCS) | Abidjan Street, Wuse, P.M.B. 26, Zone 3, Abuja - FCT | Email: info@customs.gov.ng pro@customs.gov.ng kano@customs.gov.ng Website: www.customs.gov.ng |
| 4 | Federal Ministry of Agriculture and Rural Development (FMARD) | <u>Headquarter:</u> No 1 Capital Crescent, Abuja <u>State Office:</u> Federal Government Secretariate complex along Kiyawa Road, Dutse, Jigawa State | Email: info@fmard.gov.ng oluremi.makinde@feds.gov.ng Website: https://agriculture.gov.ng |
| 5 | Jigawa State Ministry of Commerce, Industry, Cooperatives and Tourism | Ground and 1st Floors Block A, New secretariat Complex, Dutse, Jigawa state. | Website: www.moc.jg.gov.ng Phone:+2348030606368 |
| 6 | Jigawa Chamber of Commerce, Industry, Mines and Agriculture (JICCIMA) | 060 Kasarau Yamma G.9 Way. P.O. Box 353, Dutse, Jigawa State | Email: jiccima@gmail.com , mukhtarbirniwa@yahoo.com , zahraddennbs@gmail.com , Phone: +2348030653457 +2348033173699 |
| 7 | Standards Organisation of Nigeria (SON) | <u>Headquarter:</u> No 1, Amabi Close, Off Cotonou Street, Wuse Zone 3, Abuja <u>State Office:</u> Pension House along Kiyawa Road, Dutse, Jigawa State. | Email: info@son.gov.ng Website: www.son.gov.ng Phone: +234 9 2913977 +234 9 2913980 |
| 8 | National Agency for Food and Drug | <u>Headquarter:</u> | Email: nafdac@nafdac.gov.ng Website: www.nafdac.gov.ng |

| | | | |
|---|---|---|--|
| | Administration and Control (NAFDAC) | Plot 2032 Olusegun Obasanjo Way, Wuse Zone 7, Abuja <u>State Office:</u> Federal Government Secretariate complex along Kiyawa Road, Dutse, Jigawa State | Phone: 09-6718008 09-5240996 |
| 9 | Nigerian Agricultural Quarantine Service (NAQS) | Plot 81, Ralph Shodeinde Street, Central Business District, Abuja | Email: contact@naqs.gov.ng Website: www.naqs.gov.ng Phone: <u>+2348077778943</u> <u>+2347056873120</u> |

Stakeholders Involved in the development of the Strategy Development

| S/n | Ministry | Objective | Address | Website | Contact details |
|-----|---|--|--|-------------------------|---|
| 1 | Ministry of Commerce, Industry, Cooperative and Tourism | Promote economic development and enhance the state's commercial, industrial, cooperative, and tourism sectors. | Ground and 1st Floors Block A, New secretariat Complex, Dutse, Jigawa state. | www.moc.jg.gov.ng | +2348030606368 |
| 2 | Jigawa Investment Promotion Agency | Provides support and information for investors | 2nd Floor Block A, New secretariat Complex, Dutse, Jigawa state. | www.investjigawa.gov.ng | info@investjigawa.gov.ng +2348059500284 +2348028094113 |
| 3 | Maigatari Export Processing Zone: | Offers facilities and incentives for exporters | Along Gumel Road beside Nigeria-Niger border, Maigatari, Jigawa State | Nil | Phone: +348065993133 |
| 4 | Jigawa State Agricultural and Rural Development Agency | Improve agricultural production in the state | Sani Abacha Way, Dutse, Jigawa State | Nil | jigawaadp2019@gmail.com |
| 5 | Jigawa State Chamber of Commerce | Optimally harnessing our natural resource that has been unexploited | 060 Kasarau Yamma G.9 Way. P.O. Box 353, Dutse, Jigawa State | Nil | jiccima@gmail.com, mukhtarbirniwa@yahoo.com, zahraddeennbs@gmail.com , +2348030653457 +2348033173699 |

Resources available to exporters in Jigawa

| S/n | Ministry | Objective | Activity | Frequency of trainings/programmes | Contact details |
|-----|---|---|--|--|---|
| 1 | Jigawa Investment Promotion Agency | Provides support and information for investors | Facilitate access to information and linkages | Ongoing Routine activities of the agency | info@investjigawa.gov.ng +2348059500284 +2348028094113 |
| 2 | Nigerian Export Promotion Council | Promotes and facilitates the growth of Nigeria's non-oil export sector. | Provision of guidance on export requirement and process, and issuance of export license | Ongoing Routine activities of the agency | Plot 424, Aguiyi Ironsi Street, Maitama, Abuja, Nigeria enquiries@nepc.gov.ng |
| 3 | Nigerian Investment Promotion Commission | Promotes and facilitates investment for export promotion | Facilitate access to information, linkages and one-stop-shop services for investment at national level. Registration of investors on the national database | Ongoing Routine activities of the agency | Plot 1181 Aguiyi Ironsi Street Maitama District Abuja, Nigeria. infodesk@nipc.gov.ng +234(0)92900059 +234(0)92900061 |
| 4 | Jigawa State Agricultural and Rural Development Authority | Improve agricultural production in the state | Provision of free extension services for agricultural activities in the state to support | Ongoing Routine activities of the agency | Sani Abacha Way, Dutse, Jigawa State jigawaadp2019@gmail.com +2348037178751 |

| | | | | | |
|---|--|---|--|--|---|
| | | | investments | | |
| 5 | Jigawa State Chamber of Commerce, Industry, Mines, and Agriculture | Optimally harnessing our natural resource that has been unexploited | Private sector support and registration of exporters in the state as organized private sector organisation | Ongoing Routine activities of the agency | jiccima@gmail.com , mukhtarbirniwa@yahoo.com, <u>zahraddeennbs@gmail.com</u> , +2348030653457 +2348033173699 |

7. INSTITUTIONAL MECHANISMS FOR EXPORT PROMOTION

Institutional mechanisms for export promotion are essential frameworks and strategies implemented by governments and organisations to enhance a region's export capabilities. The Ministry of Commerce, Industry and Cooperative and Tourism, Jigawa State Investment Promotion Agency in collaboration with the relevant stakeholders will therefore coordinate efforts between public and private sectors to develop infrastructure, provide financial support, and ensure compliance with international standards. By fostering collaboration among stakeholders, these mechanisms aim to create a conducive environment for businesses to access global markets, thereby boosting economic growth and diversification.

Role of Government and Public-Private Partnerships

Government Role:

- **Financing Support:** Collaborate with NEXIM and CBN for financing, tapping into existing export financing incentive schemes
- **Information Dissemination:** Utilise NEPC to offer exporters vital information, advice, and practical assistance.
- **Capacity Building:** Organise workshops and training sessions to support businesses with export potential.

Public-Private Partnerships (PPP):

- **Infrastructure Development:** Partner with private investors to develop key infrastructure projects such as warehousing and processing facilities.
- **Value Addition:** Encourage private investment in value addition processes, increasing product value by 30%.
- **Joint Ventures:** Facilitate joint ventures with companies like Dangote Group and Olam International to promote technology transfer and improve market access.

Institutional Frameworks and Policy Support

- **Export Promotion Committee:** The state will establish a committee with representatives from the Ministry of Commerce and Industry, NEPC, and the Jigawa State Chamber of Commerce.
- **Supportive Policies:** The state will foster the implementation of policies providing tax incentives, subsidies, and streamlined export procedures.
- **Quality Standards:** Ensure the enforcement of quality standards through SON, and creating a platform to encourage the set up of hubs providing access to quality control labs and certification processes.

Collaboration and Networking with Stakeholders

- **Quarterly Consultations:** Engage with farmers, exporters, financial institutions, and government agencies to gather feedback and address challenges.
- **Annual Trade Missions and Fairs:** Participate in trade fairs like the Lagos and Abuja International Trade Fairs to showcase products and establish connections.
- **Partnerships with Trade Organisations:** Collaborate with NEPC, NEPZA, and international trade bodies for resources, training, and market intelligence.

Strategic Interventions and Activities

- **Training Programs:** Enhance skills of local farmers, producers, and exporters through training programs.
- **Market Research:** Conduct market research to identify new opportunities and tailor products to meet global demand.
- **Export Financing:** Establish a revolving fund and partner with banks like First Bank and Zenith Bank to develop low-interest loan products.
- **Sustainable Practices:** Integrate sustainable practices with partnerships from organisations like NCF.
- **Monitoring and Evaluation:** Implement a real-time monitoring system for KPIs and conduct biannual evaluations.

8. CAPACITY BUILDING AND SENSITISATION PROGRAMS

Infrastructure Development to Support Exports

Jigawa State recognises the critical role that infrastructure plays in supporting export activities. To this end, the state is committed to developing and enhancing infrastructure that facilitates efficient export processes. Key initiatives include the construction of modern warehousing facilities to ensure the safe storage of export goods. These warehouses will be equipped with advanced climate control systems to preserve the quality of perishable agricultural products such as sesame seeds and hibiscus flowers.

Additionally, the state will invest in improving transportation networks, including roads and railways, to ensure the smooth movement of goods from production sites to export terminals. The development of the Maigatari Export Processing Zone will be prioritised to provide a dedicated area for processing and packaging export products, thereby adding value and increasing their market appeal. This zone will also include a fumigation chamber specifically designed for commodities like hibiscus flowers, ensuring they meet international phytosanitary standards.

Technology Adoption and Innovation

Embracing technology and innovation is essential for enhancing the competitiveness of Jigawa's export products. The state will promote the adoption of modern agricultural practices and technologies among local farmers. This includes the use of precision farming techniques, which leverage data and analytics to optimise crop yields and reduce waste. Training programs will be organised to educate farmers on the benefits and application of these technologies.

In addition, Jigawa State will encourage the use of digital platforms for market research, product promotion, and sales. By leveraging e-commerce platforms such as Alibaba and Amazon, local businesses can reach a global audience and expand their market reach. The state will also support the development of mobile applications that provide real-time market information, weather forecasts, and best practices in farming and livestock management.

Branding and Quality Assurance Initiatives

To enhance the marketability of its export products, Jigawa State will implement robust branding and quality assurance initiatives. The state will develop a unique brand identity for its export products, highlighting their quality, authenticity, and origin. This branding effort will be supported by targeted marketing campaigns aimed at raising awareness and demand for Jigawa's products in international markets.

Quality assurance is another critical component of this strategy. The state will establish quality control laboratories and certification processes to ensure that export products meet international standards. Collaborating with the Standards Organisation of Nigeria (SON), Jigawa will develop and enforce stringent quality standards for agricultural and mineral

products. Regular inspections and testing will be conducted to maintain these standards, thereby enhancing the credibility and reputation of Jigawa's export products.

Promoting Sustainable Export Practices

Sustainability is at the heart of Jigawa State's export strategy. The state is committed to promoting sustainable practices across all export activities to ensure long-term environmental and economic benefits. This includes encouraging the adoption of organic farming practices that minimise the use of chemical fertilisers and pesticides. Training programs will be provided to educate farmers on sustainable farming techniques and the benefits of organic certification.

Jigawa State will also promote the use of renewable energy sources in processing and packaging facilities. Solar power, for example, can be harnessed to reduce the carbon footprint of these operations. Partnerships with sustainability organisations such as the Nigerian Conservation Foundation (NCF) will be established to support these initiatives and enhance the state's eco-friendly image.

Furthermore, the state will implement measures to ensure the sustainable extraction of solid minerals. This includes enforcing regulations that minimise environmental impact and promote the rehabilitation of mining sites. By integrating sustainable practices into its export processes, Jigawa State aims to position itself as a leader in sustainable exports, attracting environmentally conscious buyers and investors.

9. MONITORING, EVALUATION, AND CONTINUOUS IMPROVEMENT

To ensure the success and sustainability of Jigawa State's export strategy, a robust framework for monitoring, evaluation, and continuous improvement is essential. This framework will not only track progress but also provide valuable insights for refining and enhancing our initiatives.

Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) are critical metrics that will help us measure the effectiveness of our export strategy. These indicators will provide a clear picture of our achievements and areas needing improvement.

We will monitor the increase in the volume of exports, aiming for a steady upward trend that reflects our expanding reach in global markets. Tracking the number of new international markets entered will help us gauge our success in reducing dependency on a limited number of markets. By measuring the percentage increase in the value of exported products due to processing and packaging, we can assess the impact of our value addition initiatives.

The completion and utilisation rates of new infrastructure projects, such as warehouses and processing zones, will be key indicators of our progress in enhancing export facilities. The number of training sessions conducted and participants involved will reflect our commitment to building the capacity of local farmers, producers, and exporters. Evaluating the adoption of sustainable practices, such as organic farming, will demonstrate our dedication to environmentally friendly export processes.

Evaluation Framework for Measuring Progress

Our evaluation framework is designed to provide a comprehensive assessment of our export strategy's impact. This framework will ensure that we remain on track and make informed decisions based on reliable data.

Establishing a starting point for all KPIs through initial data collection will allow us to measure progress accurately. We will implement a schedule for regular data collection and analysis, ensuring that we stay informed about our performance. Engaging stakeholders in the evaluation process will provide diverse perspectives and foster a sense of ownership and collaboration. Standardised reporting formats will be developed to communicate progress effectively to all stakeholders, ensuring transparency and accountability. Periodic impact assessments will be conducted to evaluate the broader economic, social, and environmental effects of our export strategy.

Mechanisms for Continuous Improvement and Feedback

Continuous improvement is at the heart of our export strategy. By establishing mechanisms for regular feedback and adaptive management, we will ensure that our initiatives remain relevant and effective.

We will create channels for regular feedback from exporters, farmers, and other stakeholders, using surveys, focus groups, and regular meetings to gather insights. Our strategy will be flexible, allowing us to adjust initiatives based on feedback and changing circumstances, ensuring that we remain responsive to new challenges and opportunities. Training programs will be continuously updated to reflect new technologies, market trends, and best practices, ensuring that our stakeholders are always equipped with the latest knowledge and skills.

By comparing our performance against other regions or countries, we will identify areas for improvement and adopt best practices to enhance our competitiveness. Establishing innovation hubs or incubators will foster new ideas and solutions for export challenges, driving continuous improvement and growth. Scheduled reviews of our export strategy will allow us to assess progress, make necessary adjustments, and ensure that we are on track to achieve our goals.

1. Regular Stakeholder Engagement

Exporters' Forums and Focus Groups: We will establish quarterly forums where exporters, farmers, and other stakeholders will come together to discuss challenges, successes, and needs. In addition, focus groups will be organised for specific industries, such as agriculture and textiles, to address sector-specific issues and identify tailored solutions. These forums and focus groups will provide a platform for ongoing dialogue, helping to continuously refine and enhance the export strategy.

Digital Feedback Platforms: We will develop an online platform or mobile app that allows stakeholders to submit real-time feedback, ensuring continuous engagement and collaboration. To enhance accessibility and maximise participation, this platform will be integrated with widely used tools such as WhatsApp, leveraging its widespread adoption across the region.

2. Training Programs and Capacity Building

On-Site and Remote Training: We will establish partnerships with local educational institutions and global trade bodies to provide ongoing training for stakeholders. This training will be continuously updated to align with the latest global trade regulations, emerging technologies such as blockchain for traceability, and evolving market demands. By doing so, we will ensure that stakeholders are equipped with the most relevant knowledge and skills to remain competitive in the international market.

Mobile Learning Centers: Given that Jigawa is predominantly rural, we will implement mobile learning centres and e-learning platforms to provide farmers and small-scale exporters with accessible lessons. These lessons will cover export procedures, compliance requirements, and best agricultural practices, ensuring that even those in remote areas have the opportunity to participate and benefit from export opportunities. This approach will bridge the knowledge gap and equip stakeholders with practical skills essential for international trade.

10. MEDIUM-TERM STRATEGIC TARGETS (2024-2027)

Increase Export Revenue:

- Achieve a 20% annual growth in export revenue over the next three years.
- Target a total export revenue of \$3 million by the end of 2027.

Diversify Export Products:

- Introduce at least three new high-potential products for export within the next two years.
- Ensure that non-traditional exports contribute to at least 30% of total export revenue by 2027.

Market Expansion:

- Penetrate one new international market each year, focusing on regions with high demand for Jigawa State products.
- Increase the market share in existing key markets by 15% over the next three years.

Infrastructure Development:

- Complete 5 key infrastructure projects to enhance transportation and logistics for export.
- Reduce export-related transportation costs by 10% through improved infrastructure.

Trade Agreements:

- Secure at least two favourable trade agreements with key trading partners by 2026.
- Ensure compliance with international trade standards and regulations in 95% of export transactions.

Export Financing:

- Increase access to export financing for local businesses, aiming for a 25% increase in the number of exporters utilising financial support.
- Establish a revolving fund to provide financial assistance to Micro Small and Medium Enterprises.

Skills Development:

- Train 20 exporters and industry professionals annually in international trade practices.
- Enhance the skills of 30% of the local workforce involved in export-related activities.

Brand Recognition:

- Increase brand recognition for Jigawa State's export products by 30% through targeted marketing campaigns.
- Secure awards or certifications recognising the quality and excellence of Jigawa State products.

Quality Assurance:

- Achieve a 95% compliance rate with international quality standards for exported goods.
- Implement a comprehensive quality assurance programme to address any identified weaknesses.

Sustainable Practices:

- Integrate sustainable practices into at least 50% of export processes by 2027.
- Establish partnerships with sustainability organisations to enhance the state's eco friendly image.

Collaboration and Networking:

- Facilitate collaborations between local exporters and international trade organisations, resulting in 3 of joint ventures or partnerships.
- Strengthen ties with diplomatic missions and trade promotion agencies to support export initiatives.

Technology Adoption:

- Implement a digital platform for exporters to streamline communication, transactions, and market research.
- Increase the use of e-commerce channels for export, aiming for a 20% growth in online exports.

Monitoring and Evaluation:

- Conduct biannual evaluations of the export strategy's performance, with adjustments based on feedback and market dynamics.
- Implement a real-time monitoring system for key performance indicators (KPIs) related to the export strategy.

Government Support:

- Secure continued government support for the export strategy, with a focus on policy alignment and financial backing.
- Establish a dedicated government task force to oversee and coordinate the implementation of the export strategy.

Continuous Improvement:

- Engage in regular reviews of the export strategy, incorporating lessons learned and industry best practices.
- Foster a culture of innovation and adaptability within the export sector.

11. CONCLUSION

Summary of Strategic Directions

In conclusion, the Jigawa State Export Strategy stands as a visionary blueprint developed to elevate the state's economic landscape. This strategy will be implemented with a concerted collaboration between the government and stakeholders, the strategy reflects a steadfast commitment to overcoming economic challenges and harnessing the untapped potential within the state. By focusing on key sectors, fostering public-private partnerships, and setting ambitious but achievable targets for 2024-2027, Jigawa State aspires to not only diversify its economy but also position itself as a leading force in Nigeria's export sector.

The strategy's emphasis on collaboration, innovation, and adaptability underscores its dynamic nature, acknowledging the need for constant evolution in the face of a changing global economic landscape. The inclusion of a robust monitoring and evaluation system, coupled with a call for continued government support, highlights the strategy's practical approach to implementation and sustainability.

Call to Action for Stakeholders

The strategy signals a collective endeavour to usher in a new era of economic prosperity for Jigawa State. With a clear roadmap and a commitment to continuous improvement, the Jigawa State Export Strategy sets the stage for a transformative journey towards a more vibrant, diversified, and resilient economy.

We call upon all stakeholders—government agencies, private sector partners, financial institutions, and the local community—to join hands in this ambitious venture. Your active participation and unwavering support are crucial to realising the full potential of this strategy. Together, we can create a thriving export ecosystem that not only boosts Jigawa's economy but also contributes significantly to Nigeria's position in the global market.

Handwritten signature
27/12/23

