



JIGAWA STATE EXPORT PROMOTION STRATEGY

Developed by Jigawa State Investment Promotion Agency
in Collaboration with
Jigawa State Ministry of Commerce, Industry, Cooperatives and Tourism

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Table of Contents

- Foreword..... 3
- Executive Summary 4
- State Profile and Context for Business Reform & Export Promotion 4
- The Goals of the State Export Promotion Strategy..... 5
- Components of the State Export Strategy..... 6
- Priority Sectors / Export Products: 6
- Strategic Role of Government 6
- Medium-term Strategic Targets (2024 – 2027)..... 7
 - Increase Export Revenue: 7
 - Diversify Export Products: 7
 - Market Expansion: 7
 - Infrastructure Development: 7
 - Trade Agreements: 7
 - Export Financing:..... 7
 - Skills Development:..... 7
 - Brand Recognition: 7
 - Quality Assurance: 8
 - Sustainable Practices:..... 8
 - Collaboration and Networking:..... 8
 - Technology Adoption:..... 8
 - Monitoring and Evaluation: 8
 - Government Support:..... 8
 - Continuous Improvement: 8
- Conclusion 9

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

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 capitalizing on strategic sectors such as agriculture, mining, ICT, renewable energy, tourism, and light manufacturing.

The strategy's goals are multifaceted, emphasizing 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.

In its pursuit of economic transformation, the Jigawa State Export Strategy delineates a roadmap marked by innovation, adaptability, and continuous improvement. The emphasis on a dynamic monitoring and evaluation system, real-time feedback, and a government-backed culture of innovation underscores the strategy's commitment to achieving sustained economic prosperity. The call to action is extended to both public and private entities to actively engage in this transformative journey, positioning Jigawa State as a hub for economic growth and prosperity.

State Profile and Context for Business Reform & Export Promotion

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 kilometers, the topography of which is generally characterized by undulating land, with sand dunes (of various sizes spanning several kilometers in some parts of the State. Records indicate that there is about 3,816 square kilometers, 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

¹ Nigeria Population Projections and Demographic Indicators, National Population Commission, National and States, July 2022

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 north-eastern 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 leaves 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 of 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 ₦1.29 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 ₦1.5 trillion in 2017 and almost ₦2.26 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 density in the country spanning over 3,000 km of tarred road within the State, a modern airport and railway passing through the State to Nguru in Yobe.

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.

Objective of the State Export Promotion Strategy

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 State. The export promotion strategies would comprise of 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.

Components of the State Export Strategy

1. State Export Promotion Committee;
2. Public-Private Partnership (PPP);
3. Trade Promotion and Trade Support Network Development such as Foreign;
4. Embassies and Trade Missions;
5. Value Chain and Value Additions for Export;
6. Stakeholder Engagement, Mobilization, and collaborations;
7. State Image Promotion and Branding;
8. Business Development Support, Export Readiness and Financing;
9. External Collaborations (NEPC, NEPZA, Federal Ministry of Commerce & Investments, Trade Missions to Nigeria, Standard Organization of Nigeria, etc);
10. Promote export-supporting infrastructure including warehousing, fumigation chamber (specific to some commodities like hibiscus flower), Maigatari Export Processing Zone.

Priority Sectors / Export Products:

- i. Agricultural Commodities / Agro-processing;
- ii. Mining and Minerals Services;
- iii. Information and Communication Technology;
- iv. Renewable Energy;
- v. Tourism and Hospitality;
- vi. Light Manufacturing.

Strategic Role of Government

- Facilitate access to financing and insurance for credible exporters through:
 - Export credit facilities / Partnership with Nigeria NEXIM Bank
 - Direct lending facility
 - Trade finance solutions
 - Export Insurance
 - Networking / Connecting businesses to overseas buyers and markets
- Information Dissemination / facilitating businesses access to the right information, advice and practical assistance.
- Encourage and inspire businesses that can export but have not started or are just beginning.

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 utilizing financial support.
- Establish a revolving fund to provide financial assistance to Micro Small and Medium Enterprises (MSMEs) involved in export.

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.

Conclusion

In conclusion, the Jigawa State Export Strategy stands as a visionary blueprint poised to elevate the state's economic landscape. Crafted with meticulous 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. 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.