



YOBE STATE EXPORT STRATEGY



2024

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1.0 INTRODUCTION

Yobe State was carved out of old Borno State on 27th August, 1991, with the capital at Damaturu. It is situated in the North-Eastern region of Nigeria. Yobe State occupies a land mass of 45,502 square kilometres with an estimated population of 3.6million (NPC Projections), and shares borders with Borno State to the east, Gombe State to the south, Bauchi and Jigawa States to the west and Niger Republic to the north.

It is instructive to note that the State is largely agrarian with endowment in cash crops, fishing and solid mineral such as gypsum, kaolin, trona, limestone, iron ore etc. The state's agricultural products include; Sesame Seeds, Livestock, Gum Arabic, Groundnuts, Cowpea, Onion to mention few. Indeed one of the largest cattle markets in West Africa is located in Potiskum.

In line with the strategic vision of Yobe State Government, the State now has an International Cargo Airport located in Damaturu to facilitate direct export of goods and services from State. Yobe State is currently developing a state of the art special agricultural processing zone in Damaturu.

2.0 STRATEGIC VISION

2.1 Vision Statement

To become the hub of export business in Nigeria.

2.1 Mission and Objectives

- To become the leading producer and exporter of Sesame seeds, gum arabic, cowpea and livestock products in Nigeria.
- To make Yobe State the preferred destination for investment in export processing.
- To create a value chain in the exporting process.

3.0 OBJECTIVES OF THE EXPORT STRATEGY

- To identify and develop export opportunities for Yobe State.
- To enhance the competitiveness of local products in the international market.
- To increase the contribution of exports to the state's GDP.
- To create a supportive environment for MSMEs to engage in export activities.
- To develop solid minerals, mining, processing, and production.
- To develop and promote the export of selected arts and crafts in the state.
- To establish a coordinated approach among stakeholders for export promotion.
- To foster strategic coalitions between private and public actors across producers, exporters, and policymakers.
- To improve productivity and technological content of domestic goods and provide incentives to nurture innovation and access to credit.

4.0 THE YOBE STATE EXPORT PROMOTION COMMITTEE

The Yobe State Export Promotion Committee was constituted and formally inaugurated in 1996 with the following membership;

- | | | |
|-------|---|------------------|
| i. | The Permanent Secretary, Ministry of Commerce | Chairman |
| ii. | Representative of NEPC | Member |
| iii. | Managing Director/CEO, yicl | Member |
| iv. | Representative of NCS | Member |
| v. | Representative of YOCCIMA | Member |
| vi. | Representative of Min. of Women Affairs | Member |
| vii. | Youth Council | Member |
| viii. | Representative of Min. Of Agric | Member |
| ix. | Representative of Ministry of Environment | Member |
| x. | Standard Organisation of Nigeria | Member |
| xi. | RMRDC | Member |
| xii. | NAFDAC | Member |
| xiii. | Director Commerce | Member/Secretary |

The Committee was reconstituted in the year 2024 by enriching the membership with the following;

- i. State Focal Person on Zero Oil Plan
- ii. Focal Person on SABER
- iii. Representative of Small and Medium Scale Industry Credit Board
- iv. Adviser to His Excellency on Commerce

The Committee has been up to its responsibilities and regular in its meetings and engagements to ensure achievements of Yobe State Export Targets.

5.0 TERMS OF REFERENCE (TOR)

The Yobe State Committee on Export Promotion (YOSEPC) aims to develop a comprehensive export strategy to enhance the state's economic growth through increased export activities. One of the major responsibilities of this committee is the development of a comprehensive and operational Export Strategy document for Yobe State.

5.1 Purpose

The purpose of this ToR is to define the framework and guidelines for the preparation and implementation of the Yobe State Export Strategy. It aims to ensure clarity of roles, responsibilities, objectives, and deliverables among all stakeholders involved.

5.2 Scope

The scope of the export strategy includes, but is not limited to:

- Analyzing current export performance and identifying potential markets.
- Assessing the capabilities and readiness of local businesses for export.
- Recommending policies and initiatives to support export activities.
- Developing a roadmap for the implementation of the export strategy.
- Setting targets and performance indicators for monitoring progress.

6.0 METHODOLOGY

The development of the export strategy involved:

- Conducting a comprehensive market analysis.
- Engaging with key stakeholders including government agencies, MSMEs, industry associations and international trade partners.
- Reviewing best practices and successful models from other regions.
- Organizing workshops and consultations to gather inputs and feedback.
- Drafting and validating the strategy document through stakeholder review sessions.

7.0 ROLES AND RESPONSIBILITIES

6.1 The Roles of the State Export Promotion Committee includes

- Lead the development of Yobe State Export Strategy Document
- Oversee the process of producing and approving the document
- Ensure that the document aligns with State policies.

6.2 Stakeholders contribution

- Participating in consultations,
- Provide feedback, and
- Contribute to the development process.

8.0 DELIVERABLES

- Inception Report: Outline of the approach, methodology, and work plan.
- Market Analysis Report: Detailed analysis of export opportunities and challenges.
- Draft Export Strategy: Comprehensive strategy document with recommendations and action plans.
- Final Export Strategy: Revised strategy document incorporating stakeholder feedback.
- Implementation Roadmap: Detailed plan for executing the strategy with timelines and responsible parties.

9.0 BUDGET

A detailed budget will be prepared, outlining the costs associated with research, consultations, workshops, and publication of the strategy document. Funding sources will be identified and secured to ensure the successful completion of the project.

10.0 MONITORING AND EVALUATION

The implementation of the export strategy in Yobe State will be monitored and evaluated through:

- Regular progress reports.
- Performance indicators and targets.
- Mid-term and final evaluation reports.
- Feedback mechanisms for continuous improvement.

11.0 APPROVAL AND AMENDMENTS

This ToR is subject to approval by the Yobe State Committee on Export Promotion (YOSCEP). Any amendments or changes to the ToR must be mutually agreed upon by the key stakeholders involved in the strategy development process.

11.1 Approval process

Strategic goals	Strategic objectives
<p>Goal 1: Develop the Yobe State OSOP products (Sesame Seed and Gum Arabic) for export.</p>	<ul style="list-style-type: none"> ▪ Capacity building for farmers and processors on Good Agricultural Practices (GAP) in line with the global best practices. ▪ Provide export infrastructures along the value chain of the commodities
<p>Goal 2: Create Business and Investment enabling environment.</p>	<ul style="list-style-type: none"> ▪ Develop the capacity of MSMEs to boost economic activities in the State. ▪ Streamline export procedures and document ▪ Implement SABER reforms initiatives

12.0 SITUATION ANALYSIS

12.1 Market Growth Analysis

The Yobe State economy is largely agrarian and ranked 24th in the country with the Gross Domestic Product (GDP) of about \$1.6 billion and an estimated per capita of \$456. The State equally occupies 16th in terms of economic growth of 1.2% growth rate. Unemployment rate is also projected at 11.1%, out of which over 78.7% represents the labour participation, majority of which are farmers.

The State is endowed with numerous agricultural products, solid minerals, art and craft, services amongst others. Over the years, efforts are geared toward developing sesame seeds, gum Arabic, cowpeas, chilli pepper e.t.c. for International market. In view of the strategic market growth, it is imperative to ensure geographical mapping of these commodities in meeting international export demand.

It is also important to carry out a comprehensive study of both the internal and external (local and foreign) regulatory environments to be acquainted with the trade policies, fiscal measures, legal requirements, and business practices of the target market for easy market access.

The channel of distribution comprising the transportation and infrastructure are major factor for success in market growth plan. In addition, the uses of modern technologies are essential to making our commodities to be competitive in the global market.

Conducting market research, participation in trade missions, contact promotion programme amongst others, would enable the understanding of customers' needs and tastes, new trends, income, population and others variables which determines the market segment.

12.2 Target Market Identification & Prioritization

Based on market analysis and stakeholder consultations, YOSSES has identified Europe, Asia, and North America as priority target markets for its Gum Arabic and Sesame seeds exports.

12.2.1 Africa

The African market is the 8th economic bloc in the world with a combined Gross Domestic Product (GDP) of approximately \$3 trillion. With the domestication of Africa Continental Free Trade Area (ACFTA) agreement, this offers unhindered market access for the state to move its goods and services across the continent. This is also in addition to tapping the existing ECOWAS market. The strategy document shall take cognizance of both ECOWAS Trade Liberalization Scheme (ETLS) and ACFTA to boost intra-Africa trade.

Other strategic areas for consideration of Africa market access include, the Export Trade Houses in Nairobi (Kenya) and Cairo (Egypt), solo exhibitions in the continent etc.

12.2.2 Europe

Europe is a high-demand market for organic products, with a growing preference for natural ingredients in food, cosmetics, and pharmaceuticals. The region's large consumer base and well-established distribution channels make it an attractive target for Yobe State's exports.

12.2.3 Asia

Asia is a rapidly growing market for natural ingredients, particularly in the food and beverage sector. Countries like Japan, China, and India are major consumers of Sesame seeds, while the demand for Gum Arabic is increasing across the region.

12.2.4 North America

North America is an established market for health-conscious consumers, with a strong demand for organic and natural products. The region's well-developed distribution networks and high purchasing power make it a promising target for Yobe State's exports.

12.2.5 Middle East Countries

The Middle East countries of Saudi Arabia, UAE, Qatar and Magrib have been long term business partners of Nigeria and Yobe State in particular. There has always been high demand for red meat and agric products from these countries with specific mention of Yobe source.

13.0 MARKET ENTRY CRITERIA

13.1 Selection criteria:

- Market size and growth potential.
- Ease of entry and regulatory environment.
- Potential for partnerships and strategic alliances.
- Alignment with the state's export capabilities and product offerings.

13.2 Modes of Entry

Yobe State Export Strategy will employ a combination of direct exporting and partnerships to enter its target markets.

Direct exporting involves selling products directly to international buyers, often through local distributors or agents. This approach allows Yobe State to maintain more control over the sales process and build relationships with end-users.

14.0 MARKETING STRATEGIES FOR BRAND POSITIONING

14.1 Brand Development Initiatives

To create a strong brand identity for its Gum Arabic and Sesame seeds, Yobe State will:

- Develop a unique brand name and logo that reflects the state's values and product quality
- Highlight the natural and organic qualities of its products
- Emphasize the state's commitment to sustainable and ethical production practices

14.2 Marketing Channels Optimization

Yobe State Export Strategy will utilize a variety of marketing channels to reach its target markets, which shall include:

- Online platforms and e-commerce marketplaces
- Participation in international trade shows and exhibitions
- Partnerships with international retailers and distributors
- Targeted advertising campaigns in key markets

15.0 LOGISTICS MANAGEMENT

15.1 Supply Chain Efficiency

To ensure the efficient delivery of Gum Arabic and Sesame seeds to international markets, YOSSES will:

- Streamline operations from production to delivery
- Implement quality control measures at each stage of the supply chain
- Develop contingency plans to mitigate potential disruptions

15.2 Transportation Solutions

Yobe State Export Strategy will identify reliable logistics providers and warehousing solutions to ensure the timely and cost-effective delivery of its products to international markets. This is in addition to the existing State owned transport system, the State owned Cargo Airport, Yobe Line, Local Government Mass transit etc.

15.3 Monitoring Mechanisms

To track progress and measure success, Yobe State will establish a system to monitor key performance indicators (KPIs), such as:

- Export revenue and growth rates
- Market share in target markets
- Product quality and customer satisfaction
- Return on investment for export initiatives

16.0 SWOT ANALYSIS

The SWOT Analysis represents a holistic overview of internal environment in form of the Strengths and Weaknesses as well as the external environment depicting the Opportunities and Threats which Yobe State may face in pursuit of export-led economic development. The State is expected develop strategic plans that will aim to exploit its Strengths and Opportunities and at the same time mitigating the weaknesses and threats in order to maximize the success of the Yobe State Export Strategy.

Identified Strength, Weaknesses, Threats and Opportunities are tabulated below;

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Arable land suitable for cultivating agricultural products. • Emerging ICT sector • Abundant livestock population. • Rich cultural heritage • Determined SME sector • Improved infrastructure such as the International Cargo Airport, Seven strategically spread Modern Markets, Sesame Seeds Cleaning and Packaging factories etc. • Skilled workforce • Established processing and local fabrication capabilities. • Abundant natural resources for Gum Arabic and Sesame seeds production. 	<ul style="list-style-type: none"> ▪ Challenges to access foreign Markets. ▪ High cost of doing business ▪ Limited access to finance for export initiatives.

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Technology and Innovation • Government Supports and Intervention. • Availability of International Border Areas with Republic of Niger. • Growing demand for organic and natural products in international markets • Potential for regional trade agreements to expand market access. • Partnerships with foreign companies to enhance product development and export. 	<ul style="list-style-type: none"> • Trade barriers • Price volatility • High energy cost • Competition

17.0 KEY BENEFICIARIES

SMEs operating in the non-oil export ecosystem constitute the major beneficiaries of Yobe State Export Strategy. They include active exporters, potential exporters, local and foreign commodities aggregators in the State, Government Agencies, Non-Governmental Organizations operating in the State, women and youth entrepreneurs, persons with special needs as well as institutions from private and public sectors.

18. PRODUCT COMPARATIVE ADVANTAGE OF YOBE STATE.

Yobe State is quite endowed with commodities, solid minerals, handicraft and other skills and services which can be properly harnessed for export and by extension, boost the socio-economic activities in the State. The YOSSES categorizes these into the following:-

18.1 Agricultural Sector

With huge potential in Agriculture, the state will focus on the development of crops for which it has comparative advantage. These commodities include; sesame seed, gum arabic, cowpea, soya beans, chilli pepper, onion, maize, rice, sorghum, millet amongst others. The YOSSES is expected to identify other commodities beside these traditional crops commonly grown in the State to meet some segments of foreign markets. The strategies towards these sector include:-

- Provision of high yielding and disease resistant qualities seeds to farmers.
- Creation of database of all exporters of Agricultural products in the State
- Enumeration of producers for ease of communication and monitoring
- Provision of herbicides, insecticides and pesticides for farmers at affordable prices.
- Regular stake holder engagement for the main state export agricultural product on production and processing of exports.
- Regular sensitization of stakeholders and other potential exporter on four global needs from product for example quality, price, choice convenience to reduce export rejects and change customer base on exportable Agro product of the state.
- Capacity building and exhibition programme for committee of youth to develop passion early in the youth.
- To chart a new cause of action in the value- change of OSOP.
- Regular training of agro-producers or exporters on export strategies on agro-commodities.

- The YOSSES in liaison with NEPC, to establish and implement quality management system in the State to ensure product certification and standardization.
- Establishment of farmers input support programme to stimulate production of the key exportable product
- Establishment of product Aggregation Centres for other potential exportable product to prevent wastages, improve quality and increase export
- Regular strategic meeting of Agricultural product stakeholder to acquaint participant with development in the global market.
- Encouragement of public private partnership in building of export infrastructures e.g Aggregation centre, Domestic Export Warehouse etc. to expand production base in the state.

18.2 Solid Mineral Export strategies

The Yobe State Export Strategy will focus on the following to fully develop the abundance solid minerals deposits in the State for export:-

- To promote mineral in the state through trading by augmentation of recently commissioned International market established by Federal Government serving as a One-Stop Shop for minerals and gemstones.
- Monitoring of illegal activities conjunction with Federal Ministry of Solid Mineral Development under the auspices of MIRENCO- Mineral Resources and Environmental committee.
- Improve on investment opportunities by provision of enabling environment for prospective investors both local and international.

- Advocacy visit to Mineral deposit region of the state on Enlightenment Campaign on minerals and allied matters.
- Organizing individual interested mining into a formidable cooperative to obtain mineral title for their operation to block revenue loss.
- Provide loan for the miners and provision of mining equipment on rental facilitate smooth running operation.

19.0 GUIDELINES FOR EXPORTING SOLID MINERALS

19.1 Preparation

Exporters must conduct feasibility studies and geological survey to quantity, quality, and market demand for the chosen mineral.

19.2 Obtaining Exploration License

Prior to exporting, you will need to mine or otherwise acquire the solid you intend to mine, then you must obtain a valid exploration license from the Nigeria mining cadastral office (MCO). This license grants the right to explore and assess the mineral deposits viability.

19.3 Customs clearance and Shipping

Exported minerals are subjected to customs clearance procedures at the point exit once cleared; the minerals are shipped to the international market.

19.4 Requirement for Obtaining License for Mineral Buying Center

- i. Certificate of Incorporation.
- ii. Articles & Memorandum of Association.
- iii. CAC Foams CO2 & CO7.
- iv. Evidence of Office Address (home address can be used)

- v. Evidence of Technical Competence (will be provided by the agent)
- vi. Evidence of payment of prescribed fees.

20.0 GUIDELINES FOR EXPORTING ARTS AND CRAFTS

The rich cultural heritage of the Yobe State portends immense potentials for both local and Foreign Direct Investment into arts and crafts. The strategic plan include:-

- Creation of awareness in print, electronic and new media (social media).
- Use of posters, graphic designs, visual designs, and brand identified.
- Carry out regular market scanning for potential customers for attracting customers promoting brand identities to curb piracy and motivate stakeholders.
- Promotion of use of local arts and craft in our homes and penetration of international markets through the use of social media.
- Participation in specialized trade exhibition within and outside the country

Guidelines for Art and Crafts Export

- Developing a framework to meet the objectives of promoting exports in the Art and Crafts sector.
- Exploring market need for the sector
- Promoting of living Artists, Craft practitioners, music legends and organizations on the websites.
- If these strategies and guidelines are not well harnessed, the importance of our culture are tourism products will reflect on our economy and survival as a state.

21.0 YOSSES IMPLEMENTATION STRATEGY

21.1 Implementation Plan

The Implementation plan shows series of activities expected to be executed within a timeframe 2024-2028 (5 years). This is in addition to the resources to be allocated, the task to be executed, and who is responsible for carrying them out.

21.2 Overseeing the Implementation of the YOSSES

It is expected that the strategy defines the structures of the approach for YOSSES with an estimated funding of \$12 million covering the period 2024-2028 excluding administrative fees. This involves aid for trade funding from Donor Agencies, Development Partners, Government budgetary allocation, fees/charges from services to beneficiaries etc.

The Strategy Implementation mechanism will create the span of control as well as the hierarchy of reporting and authority. However, the framework for implementation will include the following:-

- i. **Inter-Ministerial Committee on Trade, Industry and Organized Private Sector.** The Government will create a high-powered Inter-ministerial Committee headed by the Honourable Commissioner of Commerce, Industry Tourism & Solid Minerals. Other members shall include:-
 - Ministry of Agriculture
 - Ministry of Finance and Economic Development
 - Ministry of Budget and Economic Planning
 - Ministry of Local Government and Chieftaincy Affairs
 - Ministry Women and Youth Development

- Federal Mines Officer, Damaturu
- Managing Director/CEO Yobe Investment Company Ltd.
- Director General Agency for Public-Private Partnership and Investment Promotion (PPPPIP)
- Focal person Yobe State Ease of Doing Business Council
- Export facilitation and regulations agencies (NEPC, SON, NAFDAC, NCS, RMRDC, TBIC, YOCCIMA, MAN, NASSI, SMEs)
- Office of the Special Adviser to His Excellency on Commerce
- Bankers Committee in Yobe State

ii. The Yobe Export Strategy Secretariat

A Secretariat for YOBES would be established to support the Inter-Ministerial Committee. The secretariat's major responsibility will be to track and follow up on all actions emanating from the implementation agencies and would be domiciled in the Ministry of Commerce Industry Tourism & Solid Minerals. The Ministry is also expected to provide the manpower required for the day-to- day running of the secretariat.

iii. Implementing Agency

The Ministry of Commerce will be the lead Agency for the implementation of the Yobe Export Strategy and will closely collaborate with all Yobe State Committee on Export Promotion members as well as the Inter-Ministerial Committee.

iv. State Owned Export and Investment Company

The Yobe Investment Company Limited (YICL) and Yobe State Agency for Public-Private Partnership and Investment Promotion (YAPPPPPIP) are expected to play prominent role in the implementation of the YOBES.

Both agencies are vital in export ecosystem, particularly that they promote investment drive of the State.

22.0 EXPORT GUIDE

The Nigerian Export Promotion Council (NEPC) has provided an export guide as captured on the NEPC website - <https://nepc.gov.ng/get-started/export-guide/>

22.1 Steps to starting and completing export process

How do you start? NEPC helps you get started with this export guide. To adequately prepare yourself for export business, follow the 9 steps below. The guide also provides additional information for existing exporters.



23.0 CONCLUSION

Yobe State Export Strategy is a transformative roadmap designed to elevate the state's position as a key player in the global export market. By capitalizing on its rich agricultural resources and strategic initiatives, Yobe State aims to become the hub of export business in Nigeria, particularly in high-demand sectors such as sesame seeds, gum arabic, and livestock products.

The strategy outlines clear objectives that focus on enhancing the competitiveness of local products, fostering a supportive environment for micro, small, and medium enterprises (MSMEs), and establishing robust partnerships among stakeholders. The development of critical infrastructure, including an International Cargo Airport and a special agricultural processing zone, is pivotal to facilitating efficient export operations and ensuring that Yobe State's products meet international standards.

Moreover, the strategic emphasis on market analysis and targeted marketing strategies will enable Yobe State to effectively penetrate priority markets in Europe, Asia, North America, and Africa. By leveraging its strengths—such as arable land, a skilled workforce, and abundant natural resources—while addressing challenges like access to finance and market barriers, Yobe State is well-positioned to maximize its export potential.

The successful implementation of this strategy will not only drive economic growth through increased export revenues but also create jobs and improve livelihoods for the citizens of Yobe State. As stakeholders collaborate to execute this comprehensive plan, Yobe State will emerge as a competitive force in the international market, contributing significantly to Nigeria's economic diversification and sustainable development.

Kaigama Umar 10/29

Rt. Hon Kaigama Umar

Honourable Commissioner

Ministry of Commerce Industry Tourism & Solid Minerals

October 2024

