



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Nigeria**

## **Promotion Opportunities**

## **Annual**

## **2001**

Approved by:

**David Rosenbloom, Agricultural Counselor**

**U.S. Consulate General, Lagos**

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### **Report Highlights:**

**Programmed marketing activities which provide excellent entry opportunities for U.S. exporters of food products seeking to initiate or expand sales to the Nigerian market are detailed in this report. U.S. exporters may participate directly by contacting show organizers or through FAS/Lagos, Nigeria. Post assists exporters in arranging exhibition of sample products and sales catalogs.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Lagos [NI1020], NI

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizers directly for further information."

## SECTION I. TRADE SHOWS

**A. Title of Activity / Event:** 'Eat & Drink American' Food & Beverage Show during Lagos International Trade Fair

**Dates:** November 2 - 11, 2001

**Venue:** TBS, Lagos, Nigeria, West Africa

**Organizer Contact Information:** 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Consulate General, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

2. Mr. Olumide Adekunle, Director-General, Lagos Chamber of Commerce & Industries, Commercial House, #1, Idowu Taylor Street, Victoria Island, Lagos, Nigeria, West Africa Telephone/Fax #: 234-1-261.1525 / 261.3917 e-mail: [lcci@hyperia.com](mailto:lcci@hyperia.com)

**Brief Narrative:** The Lagos International Trade Fair is an annual event organized by the Lagos Chamber of Commerce & Industries in Lagos. It is the largest of the three dominant international trade fairs held in Nigeria. In 2000, an increased foreign participation was recorded due in large part to the emergence of a democratically-elected government which is supporting economic reforms and an improved business environment. The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria (USDA/FAS, Lagos) recruited seven local importer-distributors of U.S. foods to participate at the America pavilion and sales worth approximately \$1.6 million was made to retailers and direct consumers. FAS/Lagos also organized an information booth at this event.

Ethnic and religious violence experienced during the past year and general concerns for safety in Nigeria make our recruitment efforts among U.S. exporters very difficult. USDA/FAS, Lagos will recruit Nigerian importers/distributors handling U.S. food product lines to exhibit at this show. It will also organize an information booth. U.S. exporters seeking to make contact with HVP importers in Nigeria would benefit from this promotional opportunity. FAS/Lagos will assist U.S. exporters to either participate directly or through sending sample products or sales catalogs for exhibition at FAS information stand during the event.

**B. Title of Activity / Event:** 'Eat & Drink American' Food & Beverage Show during Kaduna International Trade Fair

**Dates:** Feb. 15-24, 2002

**Venue:** Kaduna International Trade & Investment Center, Kaduna, Nigeria, West Africa

**Organizer Contact Information:** 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

2. Mr. Oluyemi Esan, Executive Secretary, Nigerian-American Chamber of Commerce, Kaduna State Chapter, Kaduna Club Premises, Waff Road, Kaduna State, Nigeria. Tel/Fax #: 234-62-211-796 e-mail: [nacckad@skannet.com](mailto:nacckad@skannet.com)

**Brief Narrative:** The Kaduna International Trade Fair is an annual event organized by the Kaduna Chamber of Commerce, Industries, Mines & Agriculture in Kaduna, Nigeria. It is the second largest of the three dominant international trade fairs held in Nigeria.

USDA/FAS located in Lagos-Nigeria organized its first ever 'Eat & Drink American' Food Show at the Kaduna International Trade Fair held February 17-25, 2001 by recruiting local importer-distributors of U.S. foods to participate in the American Food Pavilion during the event. U.S. high-value food products sold at this show to retailers and final consumers were valued at nearly \$500,000. The show generated 50 trade enquiries from new-to-market importers and resulted in the recruitment of 4 buyers for the Nigerian delegation to the 2001 FMI show in Chicago. This year's event is expected to show an increased foreign participation that results from the recent emergence of a democratically-elected government which is supporting economic reforms and an improved business environment.

Ethnic and religious violence experienced during the past year and general concerns for safety in Nigeria make our recruitment efforts among U.S. exporters very difficult. USDA/FAS, Lagos will recruit Nigerian importer-distributors handling U.S. food product lines to exhibit at this show. It will also organize an information booth at the American Pavilion to be provided by the Nigerian-American Chamber of Commerce, Kaduna State Chapter, in Nigeria. FAS/Lagos will assist U.S. exporters interested in participating, to either do so directly or through sending sample products or sales catalogs for exhibition at FAS information stand during the event.

**C. Title of Activity/Event:** 'Eat & Drink American' Food & Beverage Show at Enugu International Trade Fair

**Dates:** Apr.19-29, 2002

**Venue:** International Trade Fair Complex, Abakaliki Road, Enugu, Nigeria

**Show Organizer:** Enugu Chamber of Commerce, Mines, Industries and Agriculture, Enugu State, Nigeria

**Show Contact Information:** 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail - [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

2. Mr. Sam Nwaekeke, Executive Director, Enugu Chamber of Commerce, Industry, Mines & Agriculture, International Trade Fair Complex, Abakiliki Road, Enugu-Nigeria Tel: 234 - 42 - 25.0575

Fax: 234 - 42 - 25.1769 e-mail: [eccima@infoweb.abs.net](mailto:eccima@infoweb.abs.net)

**Brief Narrative:**

USDA/FAS, Lagos will recruit Nigerian importers/distributors handling U.S. food product lines to exhibit at this show. It will also organize an information booth at the American Pavilion to be provided by the Enugu Chamber of Commerce, Industry, Mines & Agriculture in Enugu-Nigeria.

Post organized an 'Eat & Drink American' Food Show at the Enugu International Trade Fair, April 20-30, 2001. U.S. high-value food products valued at approximately \$250,000 were reportedly sold to retailers and direct consumers by local representatives of U.S. foods recruited by USDA/FAS, Lagos-Nigeria to exhibit inside the American Food Pavilion during the show. It represented the very first trade show that FAS, Lagos has organized in eastern Nigeria.

Ethnic and religious violence experienced during the past year and general concerns for safety in Nigeria make our recruitment efforts among U.S. exporters very difficult. FAS/Lagos will assist U.S. exporters interested in participating, to either do so directly or through sending sample products or sales catalogs for exhibition at FAS information stand during the event.

## **SECTION II. RETAIL IN-STORE PROMOTION**

### **A. Title of Activity / Event: 'Eat & Drink American' In-store Promotion**

**Dates:** Nov. 24 - Dec. 16, 2001

**Venue:** Esco Supermarket, Warri, Delta State, Nigeria

**Organizer Contact Information:** 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

2. Mr. Lucky J. Esigie, Chairman/CEO, ESCO Superstores Ltd, #21, Udu Road, Enmerhen, Warri, Delta State. Tel: 053-254.913, 250.614, Fax: 053-250.699

**Show Description:** This will be the 1<sup>st</sup> time Post is organizing the event in this supermarket. Esco supermarket will make additional import and dedicate a section of the supermarket for exclusively processed food products of U.S. origin. USDA/FAS, Lagos will encourage local representatives of U.S. foods to supply the Esco supermarket during the promotion. It will decorate the supermarket in American-theme colors and also utilize various point-of-sales and mass media advertising to promote the availability of the U.S. food products in the outlet during the event. Post is expecting a high sales of American foods at the event considering that the city is oil-rich and has a large expatriate community as well as high-income Nigerian working in the oil firms in that city.

U.S. food exporters wishing to test-market their products and carry out other consumer market researches for their products in Nigeria will benefit from this promotion. Post will assist such U.S. firms in receiving and handling their sample products/sales catalogs for exhibition at the event.

### **B. Title of Activity / Event: 'Eat & Drink American' In-store Promotion**

**Dates:** Dec. 1 - 23, 2001

**Venue:** Bestway Supermarket, Port Harcourt, Rivers State, Nigeria

**Organizer Contact Information:** 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

2. Mr. Fidelis Tagbo, General Manager, Bestway Cash & Carry Ltd, #13, Omoku Street, D/Line,

Port Harcourt, Rivers State, Nigeria, West Africa Tel: 234-84-230.554, 239.025 Fax: 234-84-239.209

[e-mail:bestway@phca.linkserve.com](mailto:bestway@phca.linkserve.com)

**Brief Narrative:** The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria with Bestway Supermarkets, plans to organize another 'Eat & Drink American' in-store promotion in Port Harcourt, Nigeria. This Nigerian city is oil-rich and has a high concentration of the high-income Nigerians and a large expatriate community working in the oil industry.

This will represent the third time Post is organising an in-store promotion with this supermarket. In 2000, FAS/Lagos' in-store promotion of U.S. foods at the Bestway Supermarket, Port Harcourt from Nov. 18 to Dec. 09, 2000 resulted in the sale of U.S. food products valued at approximate \$70,000. Seven local importer-distributors of U.S. foods participated in this marketing activity. Consumer awareness in eastern Nigeria of U.S. food quality and variety benefitted markedly from the event. One of the discoveries of the first in-store promotion held at Bestway supermarkets in December, 1999, was that Nigerian consumers are seeking a wider variety of High Value Products(HVPs) from the U.S.

FAS/Lagos and Bestway have indicated a willingness to accommodate and to render other needed assistance to any U.S. food exporter wishing to introduce his product/s into the Nigerian market during the event. U.S. food exporters can utilize this opportunity to gain consumer exposure for their products and to evaluate their marketability. The event will be attractive to local importers and other distributors who seek to enter into agreements with U.S. exporters to distribute their products.

**C. Title of Activity / Event:** 'Eat & Drink American' In-store Promotion

**Dates:** Mar. 09-30, 2002

**Venue:** Goodies Supermarket, BG Mart, Mate Supermarket, etc all in Lagos

**Organizer Contact Information:** 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

2. Mr. Hassan A. Soufan, General Manager, Goodies Supermarket (Div. of Cedar Ent. Ltd), #237, Kofo Abayomi St, Victoria Island, Lagos. Tel: 234 - 1- 262.5470, 5873916. Fax: 234 - 1- 545.0475

3. Mrs J.O. Bankole, Managing Director, BG-Mart, #21, Mobolaji Bank Anthony Way, Maryland, Ikeja, Lagos Tel: 496-2840, 496.4944 2. [e-mail:bestway@phca.linkserve.com](mailto:bestway@phca.linkserve.com)

4. Mr. Peter Adeyemi, Managing Director, Mate Supermarket Ltd, #87, Adeniyi Jones Avenue, Ikeja - Lagos, Nigeria Tel: 234 - 1 - 492.4446 Fax: 234 - 1 - 492.0187 [e-mail.matesupter@infoweb.abs.net](mailto:mail.matesupter@infoweb.abs.net)

**Brief Narrative:** USDA/FAS proposes a multiple in-store promotion to be held simultaneously in selected and independently owned supermarket outlets in Lagos that stock U.S. food products. Lagos ranks among the most populous cosmopolitans in the world with an estimated population of over 16 million. It is also the largest and the most commercially significant city in Nigeria,

sharing over 60 percent of the total Nigerian market. There is also the highest concentration of the high-income Nigerians and a large expatriate community residing in this city.

To participate, each of the supermarkets will be required to stock adequate quantity of U.S. food products and to dedicate a section of their respective supermarket for exclusively processed food products of U.S. origin. USDA/FAS, Lagos will encourage local representatives of U.S. foods to supply these supermarkets during the promotion. It will also decorate the supermarket in American-theme colors and will employ various point-of-sales and mass media advertising to promote the availability of U.S. food products in the participating supermarket outlets.

This will be the 1<sup>st</sup> time USDA/FAS, Lagos will be organizing this form of in-store promotion. Post is expecting a high sales of American foods at the event considering the favorable demographic and economic composition of the city. U.S. food exporters can utilize this opportunity to gain consumer exposure for their products and to evaluate their marketability. USDA/FAS, Lagos will assist such U.S. firms in receiving and handling their sample products/sales catalogs for exhibition at the events.

### **SECTION III. POST CONTACT AND FURTHER INFORMATION**

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