



## EU COMPANY MISSION WITH BROKERAGE EVENT: NIGERIA

### Date

Monday 2 - Friday 6 October 2017

In 2016, the European Commission's largest business support network, the Enterprise Europe Network (EEN) expanded their operations to Nigeria.

To celebrate this growth, the EEN team at London Chamber of Commerce and Industry (LCCI), in partnership with EEN Nigeria and the EU delegation in Nigeria, is launching the first EU company mission combined with a brokerage event in Lagos.

The brokerage event and company mission will bring together companies from several EU countries and will run concurrently with the EU Delegation's sixth annual EU Nigeria Business Forum (EUNBF), scheduled to take place from Thursday 5 to Friday 6 October 2017. The forum brings together high-profile speakers from the Nigerian government,

the private sector and the EU to showcase the business opportunities emerging in Nigeria. The audience will be made up of over 500 guests from the Nigerian business community, local stakeholders, government departments and bi-lateral embassies.

### WHY NIGERIA?

The scale of Nigeria's economy is vast. It is by far Africa's largest economy, both by size (£276bn) and by population (191.7m). While recent macroeconomic conditions have worsened, triggered by lower oil prices, inflation and scrutiny of government finances, Nigeria remains an attractive economy for UK exporters and investors.

The fall in oil prices means the demand for the non-oil economy in power, infrastructure, agriculture and agri-

processing, manufacturing, training, solid minerals and the digital economy are on the rise. UK companies are well placed to service Nigeria's demands, helped by common factors including similar legal practices, the English language and the same time zone.

### Strengths of the Nigerian market include:

- A large consumer base with a growing middle class
- Young and educated population
- Biggest beneficiary of Foreign Direct Investment (FDI) in Africa
- Abundant natural resources
- Many Public and Private Partnerships (PPPs) in developing infrastructure

## THE BENEFITS OF JOINING THE EU COMPANY MISSION WITH BROKERAGE EVENT

- Free participation at B2B brokerage event. All companies will have access to a bespoke online tool to request, manage and schedule meetings with Nigerian companies as well as with other EU companies. This tool allows participants to:
  - Upload your company profile so that it is visible to the other B2B participants
  - See the profiles of all the other attending participants
  - Request and schedule on-site meetings at mutually convenient times
  - Exchange messages directly with Nigerian companies as well as with the other participating EU companies
- Free access to the two-day, sixth annual EU Nigeria Business Forum which attracts over 500 participants
- Access to a trade mission programme that will include briefing meetings, site visits and networking receptions with local businesses, stakeholders and key government departments
- Meetings with private companies, government institutions, state-owned enterprises and potential agents and distributors
- Pre-visit and in-country briefings providing market information and advice on how to do business in Nigeria
- Meet and join companies from several EU countries to widen your network and profile
- Your company profile in the trade mission brochure, available in print and electronically, will be widely circulated to companies in Nigeria

## THE COSTS

- Companies will need to cover their flights, accommodation, subsistence and visa costs. A competitive travel package will be available via LCCI's appointed travel agent
- Participation Fee: there is no fee to join the B2B brokerage event, the sixth annual EUNBF and the trade mission
- There is a fee of £100 payable directly to the travel agent for in-market logistics for group meetings on 3 - 4 October

## ELIGIBILITY TO JOIN THE MISSION

To accompany this trade mission, your business must be established within the UK and selling or marketing a British product or service.

Please note: all companies will be assessed based on their suitability to supply the market. Written confirmation will be provided as to whether your application has been successful.

Companies from all sectors are welcome to apply but priority will be given to companies from the following sectors, as these are covered by the sixth annual EUNBF:

- Digital Economy
- Food Security
- ICT
- Agribusiness
- Business/Professional Services (including education and training, youth training)

## HOW TO APPLY

For the full application pack, please contact the Mission Manager:

Ruma Deb, Senior International Business Manager, London Chamber of Commerce and Industry, E: [rdeb@londonchamber.co.uk](mailto:rdeb@londonchamber.co.uk), T: + 44 (0)20 7203 1949.

## ABOUT ENTERPRISE EUROPE NETWORK

The Enterprise Europe Network is the world's largest business support network, providing SMEs with free practical advice, assistance and information on European issues. This includes EU legislation and policy and public sector opportunities in Europe, as well as access to business co-operation partners. The network brings together business support organisations from over 60 countries and 600 member organisations worldwide. In the UK, EEN is jointly funded by the European Commission and Innovate UK, helping connect SMEs that are looking to commercialise ideas and succeed in new markets.