



GOMBE STATE EXPORT STRATEGY DOCUMENT

Strategies for maximizing the export potential of Gombe State

Developed by the **Gombe State Committee on Export Promotion** in consultation with
the private sector

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COMPOSITION OF GOMBE STATE COMMITTEE ON EXPORT PROMOTION

1. Honourable Commissioner of Trade, Industry & Tourism	-	Chairman
2. Representative from Ministry of Finance & Economic Development	-	Member
3. Representative from Ministry of Agriculture, Animal Husbandry & Cooperatives	-	Member
4. Representative from Ministry Energy & Solid Minerals	-	Member
5. Chairman Board of Internal Revenue Service	-	Member
6. Representative from Nigerian Export Promotion Council		Member
7. Representative from Traders Association		Member
8. Representative from Manufacturers Association of Nigeria (MAN)		Member
9. Representative from Nigeria Chamber of Commerce		Member
10. Representative from Market Women Association		Member
11. Representative from Nigerian Association of Small Scale Industrialist		Member
12. Director Trade, Ministry of Trade, Industry & Tourism		Secretary

1. BACKGROUND

The overall objective of this export strategy is to maximize the export of products in Gombe State towards growing its contribution to the State's Gross Domestic Product (GDP). A thriving export sector in Gombe State is expected to create job opportunities and ensure high standards of living for the people. This Export Strategy is situated within the context of the National Export Promotion Council (NEPC) created by the Nigerian Export Promotion Council Decree No. 26 of 1976 with a mission "to spearhead the diversification of the Nigerian economy by expanding and increasing non-oil exports for sustainable and inclusive economic growth".

The State's vision reflects the deep-rooted wisdom of its people, aiming for the rapid and efficient use of local resources. States play a crucial role in driving national progress, especially by supporting export-focused activities to enhance overall export growth.

The Gombe State government strongly supports agriculture as the cornerstone for achieving greater and sustainable development, thereby stimulating increased export activity. Recently, the State introduced a pro-investor agricultural policy to boost the already thriving agricultural sector.

In light of the current economic and sociopolitical environment, GombeState recognizes the need to adjust its economic strategies to compete globally. This plan outlines a framework for the Government's implementation of export-focused initiatives.

It's important to note that the Export Strategy is closely linked with various governmental efforts in agriculture, infrastructure, and human capital development. Therefore, an effective export strategy should reduce import dependency in sectors where the State can compete effectively and strengthen domestic production capabilities.

It underscores that while export outcomes hinge on individual enterprise performance, the state's role remains pivotal in the broader context. Fostering an enabling environment for industrial growth hinges, among other factors, on:

- Availability of land and water
- Skilled & Semi-Skilled human resources
- Availability of raw materials
- Easy environmental clearances
- Banking services at competitive interest rates
- An environment that supports growth of potential sectors.

This strategy blueprint outlines a prospective Vision and Mission aimed at fostering state exports. Furthermore, it extensively delves into policy orientations and tailored actions to spur export incentives. Following exhaustive consultations with stakeholders and comprehensive scrutiny of pertinent export-related strategies and policies, several recommendations have surfaced. Correspondingly, a concerted cross-departmental endeavour has ensued to synchronise this strategy with broader governmental agendas. Particular focus has been directed towards projects outlined in the State's industrial policy framework, earmarked as pivotal and foundational sectors.

1.2 Economic Scenario of Gombe State

Home to approximately 3.6 million people, Gombe State in North-Eastern Nigeria boasts a favourable climate and extensive arable land ideal for cultivating a variety of crops, including millet, yams, maize, tomatoes, cotton, and groundnuts. Known for its vibrant cultural heritage and welcoming communities, Gombe is characterised by its rich agricultural and mineral resources. The state is also a significant player in the production of crops like sorghum, beans, rice, and tomatoes, and supports a robust livestock farming and fisheries sector thanks to its abundant water resources.

Gombe State's natural attractions include the scenic Gongola River and the Muri Mountains, adding to its picturesque landscape of undulating hills and plains. The state's capital, Gombe, serves as a hub of economic activity, supported by modern infrastructure and a business-friendly environment. In recent years, the state has also made significant strides in security, earning recognition as one of Nigeria's safest states, which has further enhanced its appeal to investors.

Whether for agriculture, mining, or renewable energy, Gombe State presents numerous opportunities for investment, backed by proactive government policies and incentives aimed at fostering economic growth and development.



Vital Statistics about GombeState:

- Land Mass Total: 20,265 km²
- Population Estimates
Total: 2,365,040 (2006 Census) projected to rise to approximately 3,960,100 in 2022
- Male: 1,244,228 Female: 1,120,812
- LGAs: Gombe State consists of eleven (11) Local Government Areas

1.2.1 Labour market data:

According to the National Bureau of Statistics labour data for 4th Quarter 2020, the total working-age population in Gombe State stands at 3,261,495, with 1,792,628 individuals actively participating in the labour force, resulting in an unemployment rate of 34.22% and an underemployment rate of 30.01%.

1.2.2 Gross Domestic Product (GDP)

Gombe State's Gross Domestic Product (GDP) is estimated at approximately \$3.8 billion. This translates to a GDP per capita of around \$910, with a projected growth rate of 0.5% in the specified period

1.2.3 Government Budget Deficit/Surplus:

As of the end of December 2022, Gombe State's debt stock was approximately N139 billion. This marks an increase from N130 billion at the end of 2021, reflecting an uptick of N9 billion or 6.9%. The external debt component increased largely due to currency fluctuations, while the domestic debt component also saw a rise .

1.3 Objectives

1.3.1 Vision

The State Export Strategy aims to position Gombe as a leading sustainable industrial hub in emerging global markets. Its objective is to create a favourable business environment and implement a sustainable export strategy through innovative approaches and clear directives. While recognizing that this strategy document alone is not the panacea to resolving all export challenges, it proposes initiatives to tackle the challenges and presents a cohesive plan to enhance and sustain exports, promoting wealth generation and genuine economic advancement. Success hinges on extensive collaboration among stakeholders, as reflected in the development of this strategy developed by the State Committee on Export Promotion in consultation with the private sector.

1.3.2 Goals

Our goal is to achieve significant increases in exports with annual growth targets reaching \$200 million in the 5th year of the National Export Strategy.

1.3.3 Mission

1. Enhance the effective utilization and allocation of human, mineral, water, agricultural, and forest resources within the region.

2. Facilitate private sector participation in programs aimed at economic diversification through exports
3. Create a favourable business environment for a private-sector-led export
4. Enhance human capital development through targeted capacity-building efforts for exporters

2. Gombe State – Sectoral Analysis

Gombe State, located in north-east Nigeria, is a significant economic and trading centre with a robust agricultural sector and growing potential in mining, manufacturing, and energy sectors. The state's agricultural landscape is diverse, featuring crops like millet, yams, maize, tomatoes, cotton, and groundnuts, supported by rainwater and irrigation systems. Livestock farming and fisheries also play vital roles in the economy .

The state's fertile soil and favourable climate conditions support both subsistence and commercial agriculture. There are concerted efforts to promote sustainable agricultural practices, such as conservation agriculture, intercropping, agroforestry, and integrated pest management, to enhance productivity and environmental conservation. Additionally, introducing drought-tolerant and flood-tolerant crop varieties helps mitigate the impacts of climate change on agriculture .

Gombe State's tourism sector, though not as prominent as agriculture, is supported by cultural and natural attractions, including traditional craftwork and festivals. The state's young and growing population is seen as a critical driver for future economic development, with a significant portion of the population engaged in agriculture and related activities

2.1 Agricultural Exports

Gombe State, located in North Eastern Nigeria, is a major player in the agricultural sector, leveraging its fertile land and diverse climate to produce a variety of crops. Key agricultural products include maize, millet, sorghum, groundnut, and rice. The state is particularly noted for its groundnut production, contributing significantly to Nigeria's overall output.

To enhance agricultural productivity and sustainability, Gombe has partnered with a number of private sector and development partners to support smallholder farmers. This collaboration focuses on providing necessary resources such as fertilisers, seeds, and agrochemicals,

alongside facilitating access to credit and training youth as agricultural extension agents. This comprehensive approach aims to improve farm productivity and support sustainable growth across the agricultural value chain.

Gombe State also promotes integrated crop management practices, including conservation agriculture, intercropping, and agroforestry, to enhance soil health, optimise resource use, and diversify farm outputs. Furthermore, the state is advancing livestock integration by supporting sustainable pastoralism, intensive livestock production, and the development of value-added products such as meat and dairy processing.

These initiatives are part of Gombe's broader strategy to boost agricultural productivity, ensure food security, and drive economic development by leveraging its agricultural potential and creating new income opportunities for farmers and rural communities.

2.2 Mining

Gombe State boasts a rich endowment of mineral resources, making it a burgeoning hub for mining activities. Key minerals found in the state include gypsum, limestone, coal, and kaolin. The presence of these minerals offers significant opportunities for industrial development and economic diversification.

The state's government is actively working to attract investment into the mining sector by providing incentives and improving regulatory frameworks. For instance, the discovery of hydrocarbons in the state has opened new avenues for exploration and development. The Nigerian National Petroleum Corporation (NNPC) has initiated several projects to harness these resources, aiming to boost the state's economic profile and energy production capabilities.

Gombe's mining sector is also being developed to complement other industries such as manufacturing and construction, leveraging its mineral wealth to foster industrial growth. The state is working on enhancing infrastructure to support mining activities, including better transportation networks and energy supply systems.

2.3 Tourism

Gombe State is steadily gaining recognition as a notable destination for tourism, offering a blend of cultural heritage and natural attractions. One of the key highlights is the Tangale Peak, a stunning natural formation that attracts hikers and nature enthusiasts. Additionally, the Tula Highlands offer breath-taking views and unique landscapes that are ideal for eco-tourism.

The state is also home to several historical and cultural sites, including the Emir's Palace in Gombe and various traditional festivals that showcase the rich cultural heritage of the local communities. These attractions draw visitors from within and outside Nigeria, contributing to the state's tourism revenue.

Efforts are being made to further develop the tourism infrastructure, including improving accessibility to tourist sites and promoting the state as a safe and attractive destination. The government has been collaborating with private sector partners to enhance facilities and services, ensuring a memorable experience for tourists .

Moreover, Gombe's tourism sector is positioned to benefit from its strategic location as a gateway to the north eastern region of Nigeria, making it an accessible destination for travellers exploring the broader region

3. Export Support Strategies

Introduction

The State Government is intentional about boosting the capacity of its micro, small and medium enterprises (MSMEs) to take advantage of the state's competitive advantage for exports. Gombe State Government expects to increase non-oil exports from the state with the implementation of the following measures:

3.1 Regulatory licence support services

All exporters in Nigeria are required to obtain regulatory licences or approvals from MDAs before they can undertake in legitimate export. Such licences include the Export Certificate issued by the Nigerian Export Promotion Council (NEPC). The Gombe State Committee on Export Promotion is committed to provided support to MSMEs towards obtaining such licences. It is expected that this support will increase the number of exporters in the State.

3.2 Export formalization support

The State Export Promotion Council will actively engage with informal exporters, providing guidance on the advantages of formalizing their activities and offering support throughout the export registration process. By creating a supportive framework within the state, Gombe State aims to empower informal exporters with the tools and knowledge required to register, acquire export licences, and seamlessly integrate into the formal export economy, fostering sustainable economic development.

3.3. Promote new exporters through Skill development & Export Guidance:

The SCEP will facilitate the training of MSMEs with interest in exports towards exportation of products to neighbouring states, as well as encourage existing exporters to increase export volumes. The training will focus on accessing international markets, product quality, standardization, packaging and export finance, among other areas.

4. Institutional Mechanism

4.1 State Export Promotion Committee

Gombe State Government has constituted the State Committee on Export Promotion (SCEP) to promote and facilitate all export-related matters and enhance collaboration among stakeholders, including Federal and State MDAs.

The SCEP is required to convene at least thrice a year to assess the advancements made in the Exports Strategy and will be responsible for the following:

- a. Constitute a forum for the promotion of exportation of the principal exportable products of the State;
- b. Advise the Nigeria Export Promotion Council (NEPC) on the best means of achieving the mandate of the NEPC in the State; and
- c. Carry out such other functions as the Council may from time to time direct.
- d. Regular capacity building programmes for exporters at least three times annually and across the 3 senatorial districts of the State.

4.2 Gombe One Stop Shop

The State Government has established a One Stop Shop at the Muhammadu Buhari Industrial Park. The facility will host regulatory agencies and other business support services towards enabling MSMEs to start and grow their businesses in the State.

4.3 Creation of Exporter Grievances Hotline

The State Government has established Grievance Redress Mechanism for the resolution of grievances that may result from doing business in the State. The SCEP will take advantage of this mechanism to expedite the resolution of issues that may arise among exporters or with regulatory agencies.

5. Export Guide

The Nigerian Export Promotion Council (NEPC) has provided an export guide and Gombe State is in alignment with the NEPC guidelines as captured on the NEPC website - <https://nepc.gov.ng/get-started/export-guide/>

Steps to starting and completing an 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.



1. **Export Readiness** – 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/>

2. **E-registration** – To export, businesses must register with the NEPC. Guide to registering is provided on the NEPC website via <https://nepc.gov.ng/get-started/e-registration/>

3. **Understanding the market** - To develop a successful export business, a good understanding of your target market(s) is essential. This involves conducting research on your export destination(s).

A good market research should not be based on facts and figures only, It should also focus on factors that drive the target market(s).

Tips to understand the market

1. Gather basic market information regarding import regulations, trade statistics, tariff regimes and much more. Various Market Analysis tools can be handy in this respect.
2. Focus your research on a specific product or service.
3. Research on your competitor's market(s). Find out what they are doing right.
4. Attend market-specific seminars.
5. Seek practical advice from experienced exporters.
6. Develop direct contacts with potential buyers. You can make use of authentic online directories.
7. Understand the market environment (culture, demography, religion, currency...)
8. Relevant Trade Fairs and Embassies are good sources of information.

Research Areas

Some of the important areas of market research include:

- Trade statistics and trends
- Trade policies
- Regulatory framework
- Business environment
- Business culture
- Distribution channels
- Logistics
- Risk assessment

Tools for market analysis

There are numerous online Market Analysis-tools available. Some of these tools can be accessed for free. These tools will enhance understanding of your target market(s). Check out a [list of the relevant tools](#)

4. **Export Plan** – After your market research, there is need to develop an export plan. Tips on developing an export plan (as provided by NEPC) are provided below:

- Keep your plan simple and to the point

- Always include your unique value proposition (this describes what differentiates you from your competitors)
- Develop a feasible budget plan
- Focus on your target market when defining your export plan
- A good export plan guides you seamlessly through different export processes.
- Ensure you incorporate relevant stakeholders (financial advisers, brokers and governmental bodies)

Key elements of a good plan

A good export plan consists of certain key elements which include the following:

- Company profile (about us)
- Key features of target market(s)
- Competitors' analysis
- Market entry strategy
- Unique selling points
- Promotional strategy
- Branding (if relevant)
- Logistical planning
- Action plan
- Resources required

Export plan template

NEPC has provided a template containing all the key elements listed above and includes additional descriptions per element. Kindly download [a full export plan template from NEPC website](#)

5. Export Document and Procedures – Export documentation is a requirement for formal exports of goods and services from Nigeria. A list of required export documents are provided on NEPC website - <https://nepc.gov.ng/get-started/export-documents-procedures/>

6. Logistics & Freights – Before embarking on any export venture, please ensure you understand the basic terms of delivery (including pricing and documentation). You must also understand the responsibilities of the major players for safe delivery of your products to buyers. Such details include: transport modes, duration of shipment, conditions required for different products and the agreed terms of trade. More details are provided on NEPC website - <https://nepc.gov.ng/get-started/logistics-freights/>

7. Export Pricing – To become a successful exporter, you need the right knowledge of export pricing methods. This includes all items relating to sourcing and costing of the exportable products.

Tips for export pricing

1. Ensure your prices are competitive
2. Ensure all export-related and -associated costs are covered
3. Know your break-even points
4. Set realistic profit margins
5. Know the INCOTERMS 2020
6. Negotiate best rates from service providers (banks, freight forwarders, producers, warehouses etc)
7. Keep abreast of the exchange rates
8. Review all of your cost elements periodically
9. Be conversant with the appropriate currencies and HS code(s)
10. Take note of minimum order quantities

For more details, kindly visit - <https://nepc.gov.ng/get-started/export-pricing/>

8. Export Financing – Export business requires sustainable funding over a period of time. The amount of money needed for export is largely dependent on your product and export destination(s). It is therefore vital to ensure that appropriate financing options are explored. Kindly visit <https://nepc.gov.ng/get-started/export-financing/> for more details.

9. Legal Issues – Prior to export, it is important to understand the legal instruments regulating non-oil exports in Nigeria and that of the importing country.

Tips for exporters

1. It is advisable to engage an experienced trade lawyer or expert
2. Research and understand the terms and conditions regulating the market access for your products.
3. Protect your intellectual property (IP) rights, if you have one
4. Avoid trading on prohibited products
5. Comply with both local and foreign regulatory requirements
6. Check out information on frauds, scams and corrupt practices regularly

Kindly visit [NEPC website](https://nepc.gov.ng) for more details.



For: Permanent Secretary
Ministry of Trade, Industry and Tourism
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