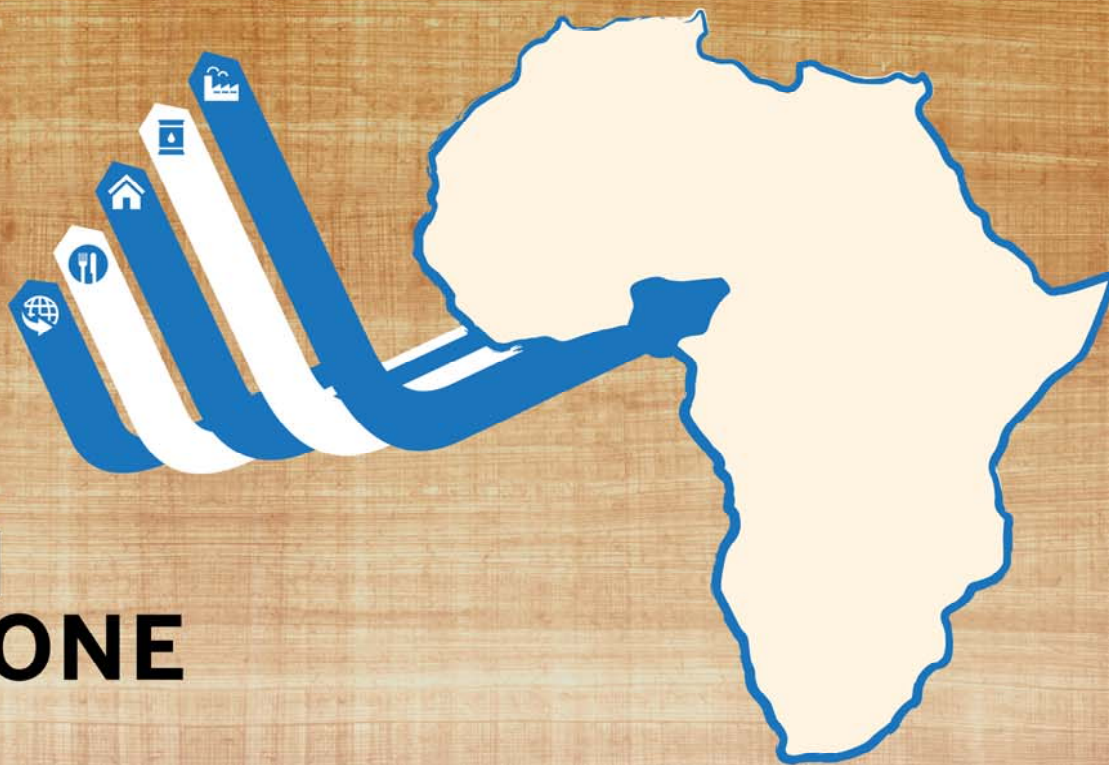


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**INVESTING IN
LEKKI FREE ZONE**



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How to succeed in Nigeria

Simon Brown

Senior Manager for East & West Africa

UK Trade & Investment

Turning Challenges into Opportunities

NIGERIA



BASIC FACTS ABOUT NIGERIA

- Location:
West Africa

- Area size: Almost twice the
size of Spain and Sweden

- Young Population:
62% of population under
25years

- Capital City: Abuja
Population: 2.3million
(Fastest growing city in Africa)

- Current GDP Growth Rate:
6.75% (GDP is expected to exceed
South Africa by 2020 at latest)

- Population: 169million
(expected to be up to 326 million by
2050)

- Growing Middle Class:
23% of Population

- Commercial Nerve Centre: Lagos
Population: 21 million est.
(Lagos economy bigger than Kenya,
Ghana)

NIGERIA-UK SHARED CULTURE



THE LOVE FOR SOCCER



THE LOVE FOR MUSIC



THE LOVE FOR TEA



THE LOVE FOR GREAT BRITAIN
(Over 170,000 Nigerians visited UK in 2011)



CHALLENGES

POOR POWER
SUPPLY

INSECURITY

BUREAUCRACY

CORRUPTION

TRANSPORTATION

LACK OF
INFRASTRUCTURE
ACROSS SECTORS

POOR PAYMENT



OPPORTUNITIES

CORRUPTION

- TRAINING
- BUSINESS ADVISORY
- EDUCATION
- ACCOUNTANTS

POOR PAYMENT

- ACCOUNTANTS
- BUSINESS ADVISORY –
TAX CONSULTANTS,
LAWYERS.

LACK OF INFRASTRUCTURE ACROSS SECTORS

- FINANCE
- PPP
- BUSINESS ADVISORY
- SECTOR EXPERTISE

TRANSPORTATION

- AIR
- ROAD
- RAIL
- WATER

OPPORTUNITIES

INSECURITY

- COMMERCIAL
- PIPELINE
- SECURITY PACKAGES
- GUARDING

POOR POWER SUPPLY

- TRANSMISSION
- GENERATORS
- GAS TURBINES
- FINANCING

BUREACRACY

- BUSINESS ADVISORY
- ACCOUNTANTS
- STOCK EXCHANGE
- GOVERNMENT TO
GOVERNMENT DIALOGUE




ADDITIONAL OPPORTUNITIES



**REGIONAL GATEWAY TO WEST AFRICA
,
MASSIVE IMPORT DEPENDENCY.**



**BIGGEST BENEFICIARY OF FOREIGN
DIRECT INVESTMENT (FDI) IN AFRICA
- \$8.9 BILLION 2012**

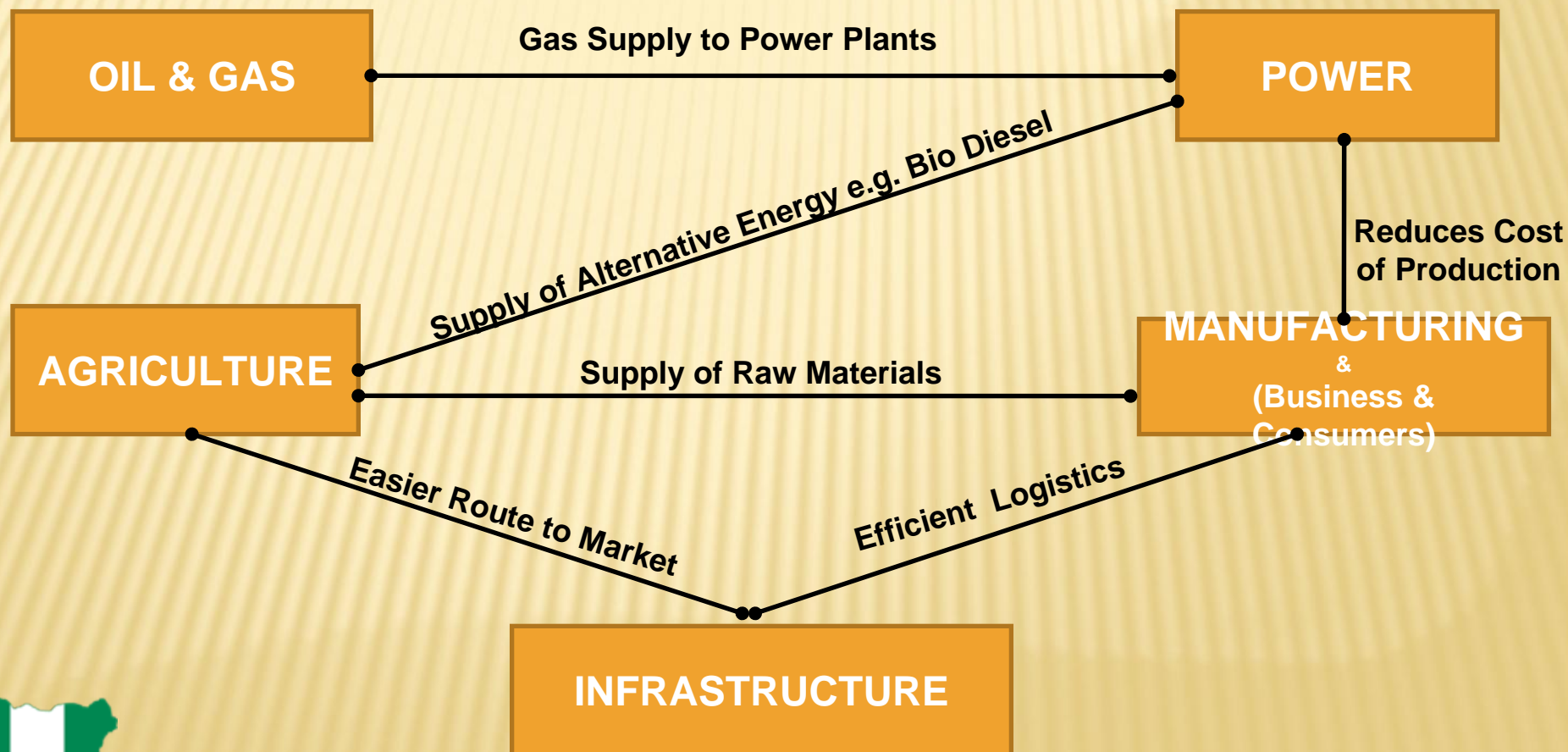
- 
- **ABUNDANT NATURAL RESOURCES**
 - **GROWING MIDDLE CLASS - 23% OF THE
POPULATION (38MILLION EST.)**
 - **EDUCATED WORKFORCE - ENGLISH THE
OFFICIAL LANGUAGE**



OPPORTUNITIES THEREIN

Opportunities Across Sectors

- Sectoral Linkages -



SOME UK COMPANIES IN NIGERIA DOING GOOD BUSINESS IN DIVERSE SECTORS



Oil & Gas: Shell, BP, Afren, Centrica

Financial Services: HSBC, Barclays, Standard Chartered, Renaissance Capital etc

Food & Beverage: Cadbury, Unilever, DIAGEO, PZ

Conglomerates: John Holt

Airlines: British Airways, Virgin Atlantic

Agriculture: Globe Commodities, Dizengoff

Health: GlaxoSmithKline

Retail: Grosvenor Shirts

Security: Control Risks, G4S

Power: Cummins



SOME UK COMPANIES IN NIGERIA DOING GOOD BUSINESS DIVERSE SECTORS



TOP TEN TIPS TO DOING BUSINESS IN NIGERIA

- Come And Visit – The Reality Is Very Different From The Perception
- Do Your Homework – Research The Market
- Have A Product That Is Suitable For The Market
- Get A Good Partner – Contrary To Popular Opinion There Are Lots Of Good Nigerian Business People Out There Looking To Do Business With UK Companies
- Do Your Due Diligence – A Small Investment Now Will Save You Lots Of Angst And Time



TOP TEN TIPS TO DOING BUSINESS IN NIGERIA

- Find A Good Lawyer/Accountant/Banker – Make Sure Your Contract Financial Agreements Are Clear And Understood From The Beginning.
- Take Advantage Of Business Breaks Offered By Government – NIPC, Tax Holiday, Tax Relief, Free Trade Zones.
- Join The Local Chamber – Nigeria British Chamber Of Commerce
- Use UKTI SERVICES!
- Keep Your Eye On The Ball



DO NOT WAIT TILL ALL IS RIGHT!

"The best time to plant a tree is twenty years ago. The second best time is now."

- African Proverb



THANK YOU!

