

### The Economic Revolution Nigeria Needs

I welcome you to another edition of *ExportNigeria* magazine. The single driving agenda of the present Nigerian administration led by HE President Muhammadu Buhari, GCFR is CHANGE. This change is envisaged to cut across all spheres of our national life, with particular emphasis on diversification of the economy.

I must say that the effort of diversifying the economy requires a lot of sacrifice from all and sundry. Besides, the role of Industry, Trade and Investment in driving the process aptly pictures the enormity of the task at hand. Indeed, the opportunities in the non-oil export sector cannot be overemphasized. The reality on ground however is that to tap into these opportunities also requires strategic plans and initiatives.

This reality have compelled the wholesome call by stakeholders for the diversification of Nigeria's economy from the monolithic product of oil to non-oil – with key sectors like agriculture, solid minerals, services among others as targeted bets.

It is against this backdrop that the Nigerian Export Promotion Council (NEPC) through its Zero Oil Plan initiative hopes to jump start the effort to recoup lost oil revenue in recent times, which amounts to the tune of \$30billion.


The Zero Oil Plan initiative is encapsulated in the lead article of this edition. Here, readers are treated to an audacious but do-able plan to scale-up productions of select exportable products where Nigeria has comparative and competitive advantage, for international market. With targeted markets the country hopes to draw its share, at least 5% from each product, from highest yielding and most traded items in the world market.

The Zero Oil Plan story is analytical, incisive and lucid in presentation. But to actualize the objectives and goals of the Plan, there is need for support of relevant stakeholders particularly the Organized Private Sector and State Governments.

Also, in this edition NEPC reveals several platforms of partnerships with both Private and Public Sector individuals and organizations – all with the single aim of synergizing to enhance the performance of the non-oil export sector.

You will definitely not miss our pictorials which compliments the news and recent happenings within the sector.

We hope that you will enjoy this edition of *ExportNigeria* while not losing out on the economic lessons and opportunities highlighted herein. Remember also that your reactions through our feedback mechanism are invaluable to us.

Thanks for your support of our collective task of developing and promoting non-oil exports 

Olusegun Awolowo  
Executive Director/Chief Executive Officer

## Memo From CEO's desk



**Olusegun Awolowo**