

THE ROLE OF SMALL AND MEDIUM ENTERPRISES DEVELOPMENT AGENCY OF NIGERIA (SMEDAN) IN THE DEVELOPMENT AND PROMOTION OF MSMEs FOR GLOBAL COMPETITIVENESS AND EXPORT READINESS: INPUT INTO NIGERIA'S POSITION PAPER

It is obvious knowledge across the world that Micro, Small and Medium Enterprises (MSMEs) contribute substantially to the GDPs of all economies. MSME development cuts across all Ministries, Departments and Agencies of Government in Nigeria. SMEDAN as an Agency has carried out several activities in promoting export in Nigeria, some of such activities include:

1. Partnership between Foundation of Democracy in Africa in USA (FDA), SMEDAN, NEPC AND NEXIM: an MoU was signed in 2016 and several meeting held in 2017 but was stalled due to the AGOA strategy not signed. The partnership was to promote trade between Nigeria and US market. With FDA providing direct link for the exportation of products, SMEDAN to provide capacity building, NEPC to link entrepreneurs and NEXIM to provide export loans to the entrepreneurs. The primary objective is to create market under the AGOA PLATFORM and for our MSMEs to meet standardization and specification.
2. SMEDAN support MSMEs and Entrepreneurs to trade missions outside Nigeria:
 - China International Small & Medium Entrepreneurs Fair (CISMEF) Guangzhou, China
 - Africa Trade & Investment Global Summit (ATIGS) Washington DC USA
 - Nigerian Vietnam Chamber of Commerce “ Trade and Investment Forum (TIF)”, “ 15TH Vietnam International Exhibition”, Real Time Trade and Investment Market Between Africa and Asia”

3. Enterprise Network Initiative: a programme that aims at indentifying entrepreneurs with export ready products and linking them to Agencies that can facilitate their trade with other Countries particularly benefitting from AGOA. We had in attendance: Nigerian Export Promotion Council (NEPC), Standards Organisation of Nigeria (SON), Nigerian Customs Service (NCS), ECOWAS and a representative of United States of America Embassy.
4. Access to Local Markets Preparatory for the Regional and International Markets: This is through (opportunity fairs) trade fairs. In 2017, the Agency organized trade fairs in five locations: Owerri, Jos, Lokoja, Abuja and Kano. This is to encourage the patronage of Made in Nigeria goods. Nigerians should be encourage to buy Made-in-Nigeria products.
5. Strengthen of Business Membership Organisations (BMOs): a capacity building programme for 24 BMOs to strengthen their business and managerial capacity, the programme had NAFDAC, NEPC, SON, Raw Material Research and Development Council, Institute of Packaging, the 24 BMO were given support of Five Hundred thousand naira each. The program was held in two locations-Owerri and Kano.

- **Strengthening of Business Membership Organizations**

- Tailored capacity building
- Support with equipment
- Advocacy (facilitating access to other business enablers (CAC, FIRS, NAFDAC, etc)

- **Enterprise Network Initiatives**

- Capacity building for members of the Federation of Informal Workers
- Provision of capital support

- Export Readiness
- **Commercialisation, Empowerment Initiative (For ICT)**
 - Providing a platform to harvest ICT innovative ideas
 - Commercialize ideas into enterprise lines
- **Financial Empowerment for MSMEs**
 - Setting up of Special Purpose Vehicle
 - Facilitating the establishment of a Microfinance
- **Opportunity Fairs**
 - Link buyers and sellers
 - Create awareness on available technology/equipment
- **National MSMEs Survey**
 - Review/update
 - Provision of critical information on MSMEs in Nigeria
- **SMEDAN Cloud for MSMEs**
 - Market access for MSMEs
 - Business Listing of MSMEs
 - Information provision on enterprise status
- **e-College**
 - online capacity building for MSMEs
- **MSMEs Online Registration Portal**
 - Encourage business registration and formalization of operations
- **SME Apps**

- Access of business/enterprise information through Smart-phones
- **Credit Information Portal**
 - Create a hub of information to assist access to funding
- **HP-LIFE (Hewlett Packard – Learning Initiative For Entrepreneurs) in partnership with UNIDO**
 - Capacity building of MSMEs aimed at bridging technology gaps
- **Young Business Owners in Nigeria (Y-BON)**
 - Empowerment of young entrepreneurs through the provision of tailored capacity building and workspace support
- **Institutional Support for MSMEs in Nigeria**
 - Provision of support for both National and States MSMEs Councils
 - Creating interventions/supports to ease businesses in Nigeria
- **Conditional Grant Scheme (CGS)**
 - Assist in the formal registration of businesses
 - Initiate and execute capacity building
 - Facilitate registration with formal banking institutions
 - Provision of grants to beneficiaries
 - Facilitate access to Micro-insurance for beneficiaries
 - Provision of critical Business Development Services
- **One-Local Government-One-Product (OLOP)**

- Identify and develop products based on competitive and comparative advantage in each of the 774 LGAs
- Provide working capital support
- Provide access to equipment
- Provide Business Development Services
- **Upgrade of the Industrial Development Centres**
 - Workspace provision for MSMES
 - Facilitate promotion of Clustering
 - Promote common facility provision
- **Waste to Wealth Cluster Development and Enhancement Scheme**
 - Wealth creation from wastes
 - Acquisition and adaptation of technological know-how
- **Leather Cluster Enterprises Scheme**
 - Enhancing value-addition into leather and leather products
 - Facilitate export of leather products
- **Automotive (Component Parts Fabrication) Empowerment Scheme**
 - Enhance capacity to fabricate component parts
 - Facilitate acquisition of technology
- **Garment and Textile Cluster Growth Support Scheme**
 - Promote value addition into the garment and textile industry
 - Facilitate export

- **Matching Fund Programme**
 - Fund matching with other financial institutions

- **Establishment of Enterprise Hub**
 - Provision of workspace to reduce costs of basic facilities faced by start-ups, high speed internet and power, etc

- **MSME Market Linkage Initiative**
 - Facilitate market access for MSMEs and keying them into the value chains of Les

- **Small and Medium Enterprises Rating Agency of Nigeria (SMERAN)**
 - To de-risk MSMEs in Nigeria
 - Establish a specialize and effective enterprise rating mechanism for MSMEs as a way of boosting the confidence of providers

In contributing to building an enabling business environment for MSMEs, the Agency has recently produced a number of publications. The publications include:

- i. ***Marketing Your Small Business – the SME Guide to Creating Brand Identity.***
- ii. ***Framework for SME Funding and Financial Transactions.***
- iii. ***Compendium of MSME Business Development Information on Business Licenses, Filing and payment of Taxes and Standards and Certification Procedures.***
- iv. ***10 Model Business Profiles each for 5 Key Sectors totaling 50 model profiles in the following sectors;***
 - a. *Light Manufacturing Sector*

- b. *ICT Sector*
- c. *Tourism and Hospitality Sector*
- d. *Housing Sector*
- e. *Entertainment Sector*

We encourage young entrepreneurs to seek valuable information for Business Development. It is important to know that relevant business information is key to business survival and growth. Major business decisions are hinged on the quality of information at the disposal of the entrepreneur at that point in time. SMEDAN is presently running a number of youth based initiatives, these include the Young Business owners in Nigeria (Y-BON) Programme; the National School Entrepreneurship Programme (NSEP) (which was recently launched by the wife of the President, Hajiya Aisha Buhari. The National Business Skill Development Programme (NBSDP); The farm Business School among others.

We must also mention a couple of Government initiatives towards promoting youth-run MSMEs such as Youth Enterprise with Innovation in Nigeria (YouWin) and the N-Power Programme. The Federal Government Social Investment Programme (N- Power) is an important National Programme aimed at advancing entrepreneurship and MSME development.