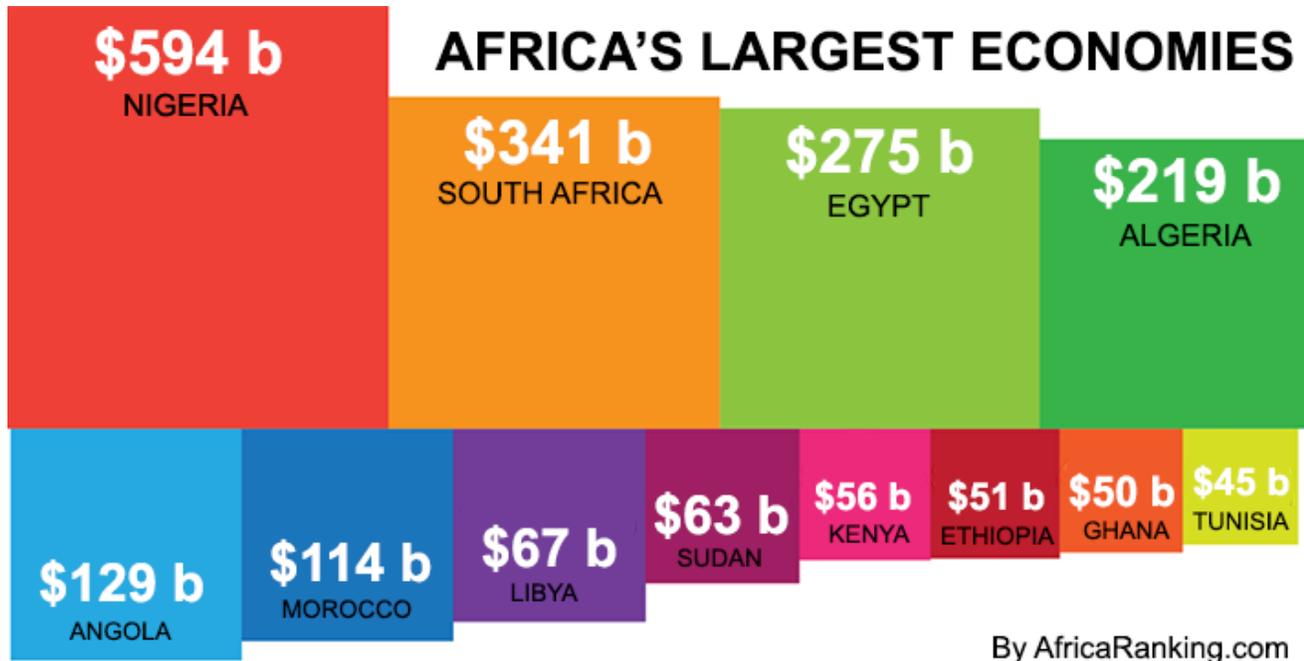




# NIGERIA ASIDE FINTECH

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# OVERVIEW

- Nigeria is Africa's largest economy and eighth largest population in the world with a booming 200+ million people, 53.2% of whom fall into the active population of 15 to 65 years- indicating abundant vast human capital. She parades some of the World's most ingeniously innovative minds, industry champions and technology leaders scattered within her population. Nigeria is fast becoming one of Africa's top economies to watch. Geographically, Nigeria is one of eight countries located in the Gulf of Guinea, the maritime area located in the Western part of the African continent, bordering the Atlantic Ocean. The Gulf of Guinea offers direct freight access to North America, South America, Europe, and Asia with a combined GDP of over **\$43 trillion USD**. It is estimated Nigeria's Population will grow to 480 million by 2050. Her agricultural industry accounts for approx. 70 percent of the country's employment, petroleum products are the primary export- accounting for more than 90 percent of Nigeria's exports. [https://en.wikipedia.org/wiki/Demographics\\_of\\_Nigeria](https://en.wikipedia.org/wiki/Demographics_of_Nigeria)

In March 2021 FLUTTERWAVE raised \$170 million USD in series C round <https://techcrunch.com/2021/03/09/african-payments-company-flutterwave-raises-170m-now-valued-at-over-1b/> five months after PAYSTACK also a FINTECH Company was acquired by Stripe Inc. USA in October 2020 for \$200 million USD to expand her operations in Africa. <https://techcrunch.com/2020/10/15/stripe-acquires-nigerias-paystack-for-200m-to-expand-into-the-african-continent/>

Nigeria aside FINTECH explores other sectors in Nigeria with huge Investment potentials, promising return on Investment- ROI for local and foreign Investors. The decision to invest is a difficult one and takes time. The environment has to be right and attractive, to pull in Foreign Investors.

There are core factors investors consider before investing in an economy, chief amongst them include: (a) Enabling environment and sound Government policies that protect Investors and their Investments (b) Infrastructural development to support sector driven growth of the particular sector local and foreign investors are considering to Invest in (c) Local participation of nationals of the country and proof of their growth capacity within a given period- usually three to five years (d) Availability of home grown human capital to provide expertise, knowledge, input and support system for foreign companies or Investors to leverage on (e) Scalability of the products, services and solutions of the specific sector been considered (f) Multi product, service options and alternatives that can be derived from the sector in question (g) Level of competition currently ongoing in the sector been considered for Investment (h) Amount of investment required, impact of such investment and the profitability ratio- Return on Investment (i) Accessibility of raw materials and other factors of production (j) How quick to conclude set up formalities like business registration, timeframe to obtain registration certificate, licenses, company and allied matters statutory requirements for foreigners to own company, tax payments, FOREX remittance etc.



Nigeria is a destination with the third highest Foreign Direct Investment (FDI) in Africa and holds a special attraction for savvy investors from across the globe keen to capitalize on a GDP estimated to grow to over **\$750 billion USD** by 2022. <https://www.nordeatrade.com/en/explore-new-market/nigeria/investment>. Nigeria's population, cultural diversity, ingenuity of her citizens, grit, resilience, strong mental energy and creative mindset plays an important role in putting Nigeria on the World Map as a country with the capacity to lead trade, commerce and investment narrative in Africa.



Mineral resources, agriculture, livestock production etc. are some examples of Nigeria's vast under-tapped opportunities with huge market growth potential in West and sub-Saharan Africa. The Government of Nigeria has invested in creating an enabling environment for business, investors and industrial ventures by ensuring the streamlining, modernization of administrative, bureaucratic procedures, implementation of policies and programs that guarantee a free market economy plus low corporate tax to encourage Foreign Investors to not only make contacts but also take steps further to engage and set up operations in Nigeria.

The Objective is to explore other sectors aside FINTECH with very high yielding Returns on Investment- ROI and are accessible to local and International investors for consideration to foster collaboration, inter trade business relations that are critical for transnational sustainable growth and economic development. Nigeria is a ready investment hub with massive opportunities in several other promising sectors ripe for investment and available human capital for investors to employ at nearly half the cost; to deliver International standard superior quality product and services. I will examine in details; some of these investor ready sectors and the huge potentials they carry.

# OPPORTUNITIES IN NIGERIA ASIDE FINTECH

**1. ABUNDANT MINERAL RESOURCES:** Nigeria has deposits of abundant, untapped Mineral resources like Gold, Coal, Columbite, Tin, Iron Ore, Uranium, Limestone, Marble, Bitumen, Koalin etc. scattered across the country. For instance, Plateau State has about 22 various mineral deposits, Nasarawa has 21; Kaduna, 19; Sokoto, 12; Ondo, 12; Bauchi, 11; Edo, 11; Oyo, 11; Benue, 10; Kogi, 9; Anambra, 9; Kwara, 8; Borno, 8; Delta, 8; Bayelsa, 8; Cross River, 8; Imo, 8; Kano, 7; Akwa Ibom, 7; Abuja, 7; Ogun, 7; Abia, 6; Rivers, 6; Osun, 6; Ekiti, 5; Adamawa, 4; Ebonyi, 3; Enugu, 3; Katsina, 3; Lagos, 3; Niger, 3; Gombe, 2; Yobe, 2; Zamfara, 2; Jigawa, Kebbi, and Taraba states all have one Mineral resource. These present huge Investment Opportunities and revenue potentials for these States. State Governments in Nigeria have been over dependent on the Federal Government for allocations to handle all projects without looking inwards for abundant natural resources to be tapped in their respective states. <https://economicconfidential.com/2016/04/10-major-untapped-resources-nigeria/> it has been reported that Nigeria loses about **N50 trillion naira annually** from her untapped resources. From gold alone, an estimate of **N8 trillion naira** was discovered to have been lost annually in Nigeria from royalties, taxes, charges and other fees that the Government at all tiers would have earned from firms and individuals operating in the solid minerals Industry. Recently Nigeria Sovereign Investment Authority- NSIA signed **\$1.4bn USD** deal with Moroccan investors on Ammonia and Diammonium Phosphate <https://www.google.com/amp/s/www.vanguardngr.com/2021/03/nsia-signs-1-4-b-deal-with-moroccan-investors-on-ammonia-and-diammonium-phosphate/amp/> This support the resolve of the Administration of President Muhammadu Buhari to implement policies on economic diversification to shore up Investment in high potential sectors like Mineral reserves which are FOREX game changers; as crude oil which accounts for Nigeria's major revenue source is depleted in the global market; leaving the mineral resource space as an interesting sector aside FINTECH to invest in Nigeria.

**2. ENTERTAINMENT AND MEDIA INDUSTRY:** The Nigeria film industry known as NOLLYWOOD, is one of the largest film producers in the world, second only to India's BOLLYWOOD. Also another good example of untapped opportunities in Nigeria. Nigeria's Entertainment and Media Industry are investor ready sectors which have not witnessed sufficient investments but hold promising Returns on Investment- ROI for Investors. The Nigerian Film Industry- Nollywood is globally recognized as the third largest film producer in the world. The Industry is a significant part of the Arts, Entertainment and Recreation Sector which contributed 3.3% (**N290 billion Naira**) to Nigeria's Gross Domestic Product (GDP) in 2020. It is one of the priority sectors alongside Tourism identified in the Economic Recovery and Growth plan of the Federal Government of Nigeria with a planned **\$2 billion USD** in

export revenue by 2021 <https://www.nordeatrade.com/en/explore-new-market/nigeria/investment>. At a time when Nigeria is experiencing a deep recession due to the falling price of oil, the country's main export; the success of the film industry is viewed by the Government as good news. Nollywood produces more than 2500 movies annually and is only behind Hollywood as the biggest producer of movies in the world. Nigeria with a 12.1% CAGR (albeit strongly influenced by surging spending on mobile Internet access), will be the world's fastest-growing E&M market over the coming five years. PwC Report-<https://www.pwc.com/ng/en/press-room/nigeria-will-be-the-worlds-fastest-growing-e-m-market-pwc-report.html> The importance of the cinema in Nigeria, the most populous country in Africa, could already be seen coming three years ago after *The Wedding Party*, a romantic comedy directed by Kemi Adetiba, earned **\$1.5 million USD**, a record for a Nigerian film. The success of this comedy led to the filming of a sequel, *The Wedding Party II*. The financial returns of this far surpassed those of the first part and called the attention of **Netflix**, which acquired the two films for broadcast from their platform. French group **Vivendi Canal Plus** also decided to invest in 2019 by acquiring Iroko TV- the biggest internet and Entertainment Company in Nigeria, where it broadcasts television dramas to all the world. Today the film industry employs at least one million workers and is an essential part of the entertainment sector, which according to data from the international consultant PwC, contributed 2.3% (**\$660 million USD**) to the gross domestic product (GDP) of Nigeria. PwC foresees an increase in the earnings of the industry to one billion dollars by 2021, all from exports. <https://www.pwc.com/ng/en/publications/spotlight-the-nigerian-film-industry.html>

**3. AVIATION:** Nigeria's Aviation sector is currently on an upward trajectory with new Airlines emerging almost quarterly while others await their Air Operator Certificate-AOC approvals. In the words of Captain Musa Nuhu- Director-General, Nigerian Civil Aviation Authority (NCAA) "There is a huge market here. The Nigerian market is not mature enough. There is opportunity for the Nigerian market to grow. That is why new airlines are coming up in the country. We have Green Africa Airways, NG Eagle and many other airlines resuming operations in Nigeria. I am sure that Green Africa Airways, NG Eagle are the next to fly. It is economics. Sadly, because of the condition of the roads, a lot of people prefer flying by air and the demand is growing. I can tell that out of 9 million travelers within Nigeria, only probably one million people fly regularly. Meaning one or two million people travel by air in Nigeria, out of a population of 200 million. The Aviation Industry is a virgin market. If we uphold our policies and strategies, we will make a friendly environment of the industry and it will grow" <https://nairametrics.com/2021/05/03/why-more-airlines-are-flying-in-nigeria-ncaa/>

United Nigeria Airlines took to the sky last month, Green Africa Airways in the second week of April 2021 while NG Eagle and Binani Air are queued for their Air

Operator Certificates- AOC. Nigeria finds itself in this current position as a result of its almost non-existent Road and Rail infrastructure (a common problem on the African continent) the existing road networks are “unsafe” due to security threats. New airlines are emerging in Nigeria to take care of the low capacity in the air transport industry. Captain Ado Sanusi former CEO of Aero Contractors - noted that in Nigeria there will be growth in the industry because the sector is currently underserved that it therefore needs more airlines and more aircrafts to meet the surging demand of air passenger traffic at more than 17million as at 2018 <https://www.ceicdata.com/en/nigeria/air-transport-passenger-traffic> The air transport industry including airlines and their supply chain, are estimated to contribute **\$600 million USD** to Nigeria's GDP. Spending by foreign tourists will contribute additional **\$1.1 billion USD** to the country's GDP, totaling **\$1.7 billion USD**. <https://www.iata.org/en/iata-repository/publications/economic-reports/nigeria--value-of-aviation/> Inauguration of new Cargo and International Airports like Anambra International Airport by Governor Willie Obiano on May 01 2021 are indicators to huge business and Investment opportunities in Aviation aside FINTECH in Nigeria. <https://nairametrics.com/2021/05/01/anambra-international-airport-inaugurated-by-governor-obiano-flights-land-on-facility/>

**4. TOURISM:** Nigeria is HOME to interesting tourist locations that present good investment opportunities and promising FOREX Returns on Investment in Millions of USD for both local and foreign Investors if given attention. The World Travel & Tourism Council (WTTC) has a report titled travel and tourism economic impact to hit **N2, 691 billion Naira** in 2022; showing that the Nigerian travel and tourism industry is fast opening up. The revenue profile of state tourism boards provide sustainable jobs [https://www.academia.edu/5936943/Economic\\_Contribution\\_of\\_Tourism\\_in\\_Nigeria](https://www.academia.edu/5936943/Economic_Contribution_of_Tourism_in_Nigeria) There are many tourist scenes scattered across Nigeria; and tourism is sure a good bet on Investment <https://theculturetrip.com/africa/nigeria/articles/20-unmissable-attractions-in-nigeria/> Each of these tourist attractions present unique scenes to take amazing photos to preserve lovely memories during vacation, leisure, while catching glimpse of nature, having fun, relaxing and sightseeing. Some of these tourist sites include: Gurara Falls in Niger State, Zuma Rock in FCT Abuja, Azumini Blue River in Abia State, Oniru Beach in Lagos, Usman Dam in Bwari, FCT Abuja, Yankari Game Reserve in Bauchi State, Olumo Rock in Ogun State. <https://hotels.ng/guides/destinations/tourist-attractions-in-nigeria-tourism-at-its-best/> There is Azumini River in Ndoki, Abia State which is unique- originally blue in color, but turns green whenever it rains. The River has become a resort for tourists because of the pleasantness it offers. One can also see the very bright colorful stones on its river bed from the surface. The stones are so clear and clean that the Aba Glass Industry in Abia State use them as raw materials for Glass production [https://www.nigeriagallery.com/Nigeria/States\\_Nigeria/Abia/Azumini-Blue-River.html](https://www.nigeriagallery.com/Nigeria/States_Nigeria/Abia/Azumini-Blue-River.html) tourism is a very lucrative sector aside FINTECH to invest in Nigeria due to its high yield potential.

**5. ABUNDANT PLANT SPECIES FOR MEDICINE (ROOTS & HERBS):** According to the World Resource Institute, Nigeria has 4,715 different plant species, and over 550 species of breeding birds and mammals, making her one of the most ecologically vibrant places on the planet. With plant species scattered across the East, West, South and Middle Belt zones; Nigeria has the potential to be the drug production and distribution hub to supply drugs to Africa and the Global drug market if the right production framework, modern drug production equipment's are installed within South East and South West Nigeria where these plant species are in abundance plus the already available skilled manpower in Medical Research and Development. Plants like Moringa plant (*Moringa Oleifera*), Bitter Leaf (*Vernonia Amygdalina*), Aloe Vera Basil, Scent Leaf (*Ocimum gratissimum*), Bitter Kola, Tiger Nut, Black Stone etc. have medicinal uses and are abundantly available in Nigeria <https://www.legit.ng/1163088-list-uses-medicinal-plants-nigeria.html> Others plants like *Morinda lucida* (Oruwo), *Enantia chlorantha* (Awopa), *Alstonia boonei* (Ahun), *Azadirachta indica* (Dongoyaro) and *Khaya grandifoliola* (Oganwo) were found to be useful for malaria therapy and are currently used at Okeigbo, Southwest, Nigeria. The parts of plants used could either be the barks, roots, leaves or whole plants. The recipes could also be a combination of various species of plants or plant parts. Study highlighted potential sources for the development of new antimalarial drugs from indigenous medicinal plants were found in Okeigbo in Ondo State, Nigeria. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2816451/> these plant species, roots and herbs point to Nigeria as an over **\$100 billion USD** Investment revenue destination for research and drug production <https://www.researchgate.net/publication/308898969> [Traditional medicinal plants of Nigeria an overview](#)

**6. RAW MATERIALS AND FOOD PROCESSING:** The Manufacturing Industry in Nigeria is not fully developed in spite abundant raw materials and cash crops like steel, oil, corn, cocoa, grain, lumber, forest resources, natural gas, coal, and minerals in sufficient quantity there. Nigeria is 4<sup>th</sup> Largest Cocoa producer in the world, while Ondo State is the largest cocoa producer in Nigeria. In 2012 Nigeria's processed food industry was valued at **\$20 billion USD** annually and is expected to grow by several tens of billions of dollars by 2050 (USDA 2013) <https://www.ift.org/news-and-publications/food-technology-magazine/issues/2020/march/columns/creating-food-processing-opportunities-in-nigeria>

So far, less than 5% of grains and cereals grown in Nigeria end up as post-harvest losses, while more than 40% of fruits and vegetables also end up as post-harvest losses. These indicate that raw materials and food processing has a massive market and huge opportunity for Investors at scale. For instance converting cocoa to chocolate, cashew nut to cashew nut butter, ginger to ginger extract, palm kernel to palm oil and palm kernel oil etc. The last Decade has witnessed interesting local companies kick off raw materials and food processing operations and Joint Venture Partnerships

that led to foreign companies set up plants in Nigeria. For Example: [Beloxi Group crackers biscuit production line in Lagos produces 40million cartons a year](#), IDAN Premium Chocolates produced from Cocoa beans sourced at ODA Cocoa Farm Estate by Sunshine Chocolate factory at Alade-Idanre, Ondo State., [Rongtai \\$50m USD MDF Factory in Benin City, Edo State with output of 300k cubic meters covering an area more than 100k SQMs](#); Highland Tea & Highland Green tea plantation in Kakara, Taraba State resuscitated to produce 1.6 million Kilograms of tea annually; [Soya beans processing plant recently launched in Kano State built by Alhaji Isa Gerawa \(a 1,200 tons per day solvent extraction plant\) worth \\$50million USD](#); Biggest SHEA Butter processing factory facilitated by NEXIM Bank at Kudu, Mokwa LGA in Niger State; [GB FOODS Spain builds biggest SS-Africa BAMA Mayonnaise \\$14m USD factory in Sango, Ogun State, Nigeria to distribute to the rest of Africa.](#), KELLOGGS TOLARAM JV in 2015 that facilitated set up of N6 billion Naira factory in Lekki Free Trade Zone of Lagos State to develop snacks and breakfast foods for the West African region <https://nairametrics.com/2017/12/04/kelloggs-tolaram-open-n6-billion-factory-in-the-lekki-free-trade-zone/> Anheuser-Busch InBev investment of **\$400 million USD** at its brewery in Port Harcourt, Rivers State, Nigeria to expand its market within the country <https://www.bizjournals.com/stlouis/news/2019/05/23/anheuser-busch-inbev-to-invest-400m-into-nigerian.html>

**7. AGRICULTURE AND LIVESTOCK PRODUCTION:** Agriculture remains the base of the Nigerian economy, providing the main source of livelihood for most Nigerians. The sector faces many challenges, notably an outdated land tenure system that constrains access to land (1.8 ha/farming household), a very low level of irrigation development (less than 1 percent of cropped land under irrigation), limited adoption of research findings and technologies, high cost of farm inputs, poor access to credit, inefficient fertilizer procurement and distribution, inadequate storage facilities and poor access to markets have all combined to keep agricultural productivity low (average of 1.2 metric tons of cereals/ha) with high postharvest losses and waste. Agriculture still remains the largest sector of the Nigerian economy and employs two-thirds of the entire labor force, the production hurdles have significantly stifled the performance of the sector. Over the past 20 years, value-added per capita in agriculture has risen by less than 1 percent annually. It is estimated that Nigeria has lost **\$10 billion USD** in annual export opportunity from groundnut, palm oil, cocoa and cotton due to continuous decline in the production of these commodities.

Livestock on the other hand is an important component of Nigeria's agriculture with abundant social and economic potentials. About 60 percent of the ruminant livestock population is found in the country's semi-arid zone and mostly managed by pastoralists. Domestic production of livestock products is far below the national demand, resulting in large imports of livestock and livestock products. <http://www.fao.org/nigeria/fao-in-nigeria/nigeria-at-a-glance/en/> However upward stakeholder engagements for more active youth involvement in Agriculture by The

Government of Nigeria is yielding positive results especially with recent developments like the establishment of the first African Agriculture Electronic Extension Service Centre in Ibadan, Oyo State, Nigeria by leading agribusiness expert, Azeez Oluwole of FarmKonnnect Agribusiness Nigeria Plc. in April 2021 <https://www.vanguardngr.com/2021/05/africas-first-agricultural-electronic-centre-launched-in-ibadan/> The Agriculture Electronic Extension Service Centre is to accelerate controlled environment farming practices in Africa; Leveraging modern technologies such as satellite imagery, drones, electro-optic systems, global positioning system, geographic information system, on-site sensors, etc. to monitor and receive live feeds from all FarmKonnnect farms and greenhouses anywhere in Africa. Also certain operations like irrigation and humidification can be remotely controlled from the facility. This is first of its kind in Africa.

Arla Foods of Denmark- producers of Dano Milk also entered a milk supply deal of **\$100m USD** with Kaduna Cattle ranch to act as a feeder to her Dano Milk factory established in Kaduna State, Nigeria. The factory is estimated at **\$29.3 million USD (N12bn Naira)** <https://nairametrics.com/2019/09/10/ruga-danish-company-invests-100-million-to-source-milk-in-nigeria/> these developments attest to the saying that in challenges lies opportunities also. Interestingly Agriculture and Livestock production are strategic sectors aside FINTECH with promising returns in millions of USD which investors can take advantage of.

**8. LEATHER:** According to the Nigerian Economic Summit Group (NESG)'s 2019 macroeconomic outlook report, domestic leather production accounted for 24 per cent of the total agriculture GDP in Nigeria. Tanned skins generated **\$240 million USD** in export revenue for the country in 2015; a distant second to the proceeds from crude oil export. Processed animal skin constitutes a major export product for the country, though the leather industry is perhaps underrated and has hardly been given the policy and financing support it deserves. Nigeria accounts for 46 per cent of goatskins produced in Africa, the leather industry has been projected to generate over **\$1 billion USD** annually in export revenue by 2025 according to the Nigerian Economic Summit Group- NESG <https://www.nesgroup.org/blog/Nigeria:-Leather-industry-to-generate-US%241-billion-by-2025---NESG>

Leather from goats and sheep in Nigeria is rated one of the best in the world. The leather processing sector employs over 750,000 workers. The African Continental Free Trade Area (AfCFTA), which became operational in January 2021 has increased the prospects of the Nigerian leather industry- finished products in particular. NEXIM Bank showed determination to scale up its intervention in the leather industry; between 2018 and 2020, the bank disbursed over **N2 billion Naira** to leather industry operators- the highest level of intervention since NEXIM Bank was founded. Loan approvals of additional **N3.6 billion Naira** were approved and undergoing pre-disbursement processes to operators in the leather manufacturing hub in Aba- Abia State.

According to NEXIM Bank, when the approved projects are fully funded, the current level of intervention can support additional 4,800 direct jobs, thousands of added indirect jobs, and foreign exchange inflows of about **\$33 million USD** annually <http://www.financialnigeria.com/nigeria-s-leather-industry-nexim-bank-and-economic-diversification-feature-413.html> Investors willing to explore other sectors in Nigeria aside FINTECH to invest; will find the Leather clusters in Kano State- North West; Aba, Abia State- South East and Lagos State- South West Nigeria very interesting places to look at.

**9. LUXURY VEHICLE SERVICE CENTERS:** Nigerians love expensive and luxurious cars. This is true going by the number of exotic and expensive luxury cars like Bentley, Roll Royce, Maserati, Mercedes- Maybach, Bugatti Centodieci etc. seen in the fleet of the Elite class, amongst Politicians, extremely wealthy and successful business men and women. Success is portrayed by these wealthy class by luxurious lifestyle, luxury and expensive cars on display in their garages, exotic buildings with classy finishing/esthetics, jewelry amongst others. The craving for luxury, exotic and expensive cars amongst the Elites in Nigeria will not disappear soon; thereby creating investment opportunities in setting up of World Class, State of the Art Automobile Service Centers and touch points across key cities like Abuja, Lagos, Kano, Port Harcourt, Ebonyi, Delta etc. where these Elites reside to cater to servicing and maintenance of their cars, in return for fees around **\$3K to \$30K USD** per service depending on the nature of service or maintenance required. Luxury service centers can generate up to **\$450K to \$1 million USD** per annum

The Federal Government introduced the Nigerian Automotive Industry Development Plan (NAIDP) in 2013 to revitalize the auto industry. After the policy came into full effect, PwC developed scenarios to capture the potential effects of the policy and identified Nigeria as a future automotive hub driven by its large economy, population and government's intent to revive the industry. <https://www.pwc.com/ng/en/assets/pdf/automotive-hub-one-year-on.pdf>

With the introduction of the NAIDP, there has been increased activity in local vehicle assembly. The National Automotive Design and Development Council (NADDC) granted thirty five companies licenses to assemble/produce vehicles [http://naddc.gov.ng/our\\_project/assembly-plants](http://naddc.gov.ng/our_project/assembly-plants) OEMs like Nissan, VW, Hyundai, MAN Trucks, Ashok- Leyland Buses etc. are now assembled in Nigeria to take advantage of the policy. With a combined installed capacity of **205,000 vehicles** a year though far fewer numbers are produced due to huge funding, infrastructure and capacity gaps. Industry analysts estimate that not more than **10,000 units** have been produced each year since the launch of the NAIDP. The NADDC said the country spends about **\$8 billion USD** each year on imported vehicles; overall there is a niche market in the Nigerian auto industry <https://www.trade.gov/country-commercial-guides/nigeria-automotive-sector>

**10. REAL ESTATE:** It is estimated that Nigeria has a deficit of **17 million** houses as of August 2012 and requires **700,000** houses annually compared to less than **100,000** currently being constructed (NBS) the real estate market in Nigeria is put at **USD \$143 billion- N59tn Naira** potentially six times bigger than the local stock market, which is now valued at N12tn Naira according to The Managing Director/Chief Executive of Federal Mortgage Bank of Nigeria, Mr. Gimba Ya'u Kumo <http://www.propertydealzone.com/news/Nigeria-real-estate-market-worth-59-trillion-naira.html> The sector is growing at 10% a year though neglected for decades; contributing less than an average of 7 percent to GDP and under 1 percent to employment. The National Housing Fund (NHF) was established by the NHF Act of 1992 to mobilize funds that will facilitate the provision of affordable housing for Nigerians. Under the extant NHF law, every Nigerian earning **N3, 000 Naira (approx. \$6 USD)** or more per annum is required to contribute 2.5 percent of their monthly basic salary to the NHF. The funds mobilized will be made available to contributors at affordable interest rates to build homes. The Central Bank of Nigeria (CBN) approved **N200 billion Naira (\$520 million USD)** in mortgage finance to fast track construction of **300,000** social housing units for low-income households as part of Economic Sustainability Plan approved in June 2020 by President Muhammadu Buhari <https://www.pwc.com/ng/en/assets/pdf/national-housing-fund-act-2019.pdf>

Nigeria is currently on a phase of developing key sector Infrastructure like real estate, railway, airports, and sea ports etc. that enable trade, commerce, adds meaningful economic value and stimulate foreign investors' attention. Indigenous Investors like Sijibomi Ogundele- a.k.a "The Rolls Royce of Luxury Real Estate" who has built a **\$400 million USD** company in five years <https://guardian.ng/property/sijibomi-sujimoto-ogundele-the-agege-boy-that-built-a-400million-company/> is a key sector player and owner of SUJIMOTO- luxury building construction company- Developers of Guiliano & Leonardo fully completed as well as Lucrezia currently ongoing at the Banana Island area of Lagos State <https://sujimotonig.com/project/lucrezia-by-sujimoto/> real estate in Nigeria no doubt is a viable sector aside FINTECH to invest in.

**11. SPORTS:** Sports cuts across many activities like football, basketball, hand ball, volley ball, badminton, table tennis, sport betting, gambling and other sports. In 2018, the global sports market reached a value of **\$489 billion USD** growing at an annual rate of more than four percent (4%) since 2014, and is expected to grow at an annual rate of about six percent (6%) to almost **\$614 billion USD by 2022**. Investors, private and public, across the globe are actively seeking opportunities to participate in and reap the rewards of the expanding sports industry <https://www.alp.company/resources/reforming-nigerian-sports-industry>

The Gambling Industry on the hand has a global market worth **\$443 billion USD**. Revised projections now claim that this number will reach **\$647 billion USD** by 2027, growing at an annual rate of 5.6% according to A July ReportLinker study <https://www.sunnews.com/size-of-the-gambling-industry-in-africa/>

Nigeria is a sports loving country and has produced International figures like Segun Moses Toriola and Atanda Musa in table tennis; Francis Obikwelu and Mary Onyali in track and field; Emmanuel Amuneke, Kanu Nwankwo and Austin Jay Jay Okocha in football; Anthony Joshua, Samuel Peter, Richard "DICK TIGER" Ihetu, Bashiru "BASH" Ali in Boxing; Nduka Odizor in Lawn Tennis; Hakeem Olajuwon and D' Tigers & D' Tigress (Nigeria's national male and female basketball teams) in Basketball amongst many others across key sporting activities. The Nigerian Government has not paid enough attention to optimally develop critical infrastructure to tap into the huge FOREX generation potential of the sports sector which if fully harnessed is a **\$200+ billion USD** market. Interestingly Nigeria's sport sector is easy to enter and offers a huge viable market aside FINTECH plus a very supportive ecosystem for investors to benefit from. See insights about investment from three of Nigeria's billionaires and Investment Gurus below

"Companies that incorporate local value creation will be both more sustainable and more profitable in Africa in the long-term."

- **Tony O. Elumelu- Africapitalist, Entrepreneur, Founder: HEIRS HOLDINGS and TONY ELUMELU FOUNDATION- TEF**

"If you give me USD \$5 billion today, I will invest everything here in Nigeria. Let us put our heads together and work".

- **Alhaji Aliko Dangote- Africa's Richest Man and Founder of DANGOTE GROUP**

"In today's world, paradoxically, it is the boldest action that is often the safest. Remaining where you are in a world that is changing so rapidly is in fact the most dangerous of all places to be in."

- **Femi Otedola- Founder and Former Chairman: ZENON PETROLEUM and GAS LIMITED and FORTE Oil PLC.**

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