

# Indian home & fashion exporters explore Nigerian market

Nigeria IGF Expo, Lagos, Nigeria; 13<sup>th</sup> - 15<sup>th</sup> November 2018



*Mr. O P Prahladka, Chairman, EPCH, welcomes Mr. Subhash Chand, Deputy High Commissioner of India, Abuja, Nigeria, to the EPCH Pavilion and updates him on EPCH, its activities, the benefits it offers member exporters, its trade shows, etc.*

EPCH took a contingent of 10 member exporters, led by Chairman, EPCH, Mr. O P Prahladka, to the 3rd edition of IGF Expo, held in The Landmark Exhibition Centre, Lagos, Nigeria. An India Pavilion was set up and the exhibiting members displayed incense products and fashion jewellery.

This expo was inaugurated by Mr. Subhash Chand, Deputy High Commissioner of India, Abuja, Nigeria and Mr. O P Prahladka, Chairman, EPCH in the presence of Mr. Jean Pierre de Carvalho, The Manager, Clarion Event (organisers of IGF Expo). It saw a total of 72 participants

from different countries. On display were products confirming to 6 different show sectors viz. interior products, furniture, textiles, coverings, gifts and objet or fashion and accessories, in design-led as well as mid-low price points. This year the expo was co-located with 'Ready to wear Nigeria' that helped exhibitors network with buyers from both the shows and vice versa. While IGF Expo is known to bring together retailers and importers from the region to conduct business with the exhibiting companies, seminars held in course of the event features in-depth brain storming

and discussions on topical issues. The Retailer & Interior Designer Seminar provides a platform for sharing knowledge and best practice within the industry. These seminars have been devised to help Nigerian retailers, interior designers and professional buyers increase revenue, up skill their teams and promote their brands. Free conference sessions were conducted on the latest market trends; developing customer satisfaction; ways to build one's brand and encourage customer loyalty; embracing new technology; space management; accessing finance and preparing for the global market, etc.



*Mr. Subhash Chand, Deputy High Commissioner of India, Abuja, Nigeria, poses for a commemorative photograph with the Indian contingent to Nigeria IGF Expo, Lagos, Nigeria*

IGF Expo is organised by Clarion Events' retail division that also organises 16 high quality trade events every year for the retail sector, covering design-led giftware & homeware and internet retailing. These market leading events support over 3,000 businesses; exhibitors and sponsors, attracting over 60,000 discerning retailers and professionals from the UK and abroad.

For a long time now, there has been growing interest in Nigeria as the fastest growing African nation. Lagos state alone is now the sixth (6th) largest economy in Africa worth \$131bn GDP and third (3rd) largest mega city in the world behind Mumbai and Tokyo. With a middle class that accounts for approximately 23% of the population and is estimated to have a combined buying power in excess of \$28 billion USD, as well as more and more large brands entering the Sub-Saharan market through Nigeria (UK Toy shop Hamleys being one example), the Retail market has made significant leaps and is still growing; fast. Despite the economic recession, the Global Retail Development Index says Nigeria's retail sector made a national sale of N38tn (\$125bn) in 2016, the highest retail sales in Sub-Saharan Africa in that year.

Formal retailers are gaining ground in the Nigerian market through foreign investors, such as the South African big-box chains -Shoprite and Game. The number of malls in Lagos has also increased over the past 12 years. However, 95% of the retail market is still informal, and this section of the market purchases and sells more homeware and giftware items than all the big retailers combined, an estimated 1BN Naira each day. Both these informal and formal retailers are seeing a marked increase in demand for international products from consumers that have increased buying power and want international brands thanks to internet and social media awareness. A large chunk of the sector, around 40% of these, do not currently travel to attend any large international retail fairs, leaving companies from Countries such as China, India, Turkey, Indonesia, Japan, Italy and Taiwan with no alternative but to start penetrating the market at a local level by sending reps. to meet directly with this massive number of buyers. In response to this increase in demand and the untapped opportunities of the informal segment of the market, the Retail Council Nigeria (RCN), National Association of Market Women and Men of Nigeria (Informal retailers association) and Government agencies have teamed up with a local exhibitions organiser with international reach (Clarion Events West Africa) to organise the home décor and giftware Nigeria expo. ■

Mr. O P Prahladka, Chairman, EPCH, met many delegates at the show and shared information about EPCH and its various activities. He also invited them to the upcoming IHGF Delhi Fair-Spring 2019.

*Mr. OP Prahladka, seen with Mr. Olaniyi Gbolahan, President, African Association of Interior Designers*



*Mr. OP Prahladka, seen with Mrs. Ngozi Nzegwu, Managing Director, Dugo Limited (Importer)*

*Mr. OP Prahladka, seen with Mr. Patrick Uzomah, Association of Finished Textile Dealers of Lagos*



*Mr. OP Prahladka at a member exporter's stand at the show*