

GLOBAL NIGERIA-EU FORUM

Date: April 10th, 2025

Venue: WTC Marseille

Time: 10:00 AM – 7:00 PM

INTRODUCTION/BACKGROUND:

Nigeria stands at a pivotal moment in its history, with opportunities to harness its vast resources, young population, and influential diaspora community to become a leading player in global trade. Nigerians living in the diaspora, particularly across Europe, are a critical asset in this journey, contributing over **\$21 billion annually in remittances** (World Bank, 2022), sharing knowledge and expertise, and opening pathways to international markets.

As Africa's largest economy, Nigeria is uniquely positioned to lead the continent's economic transformation, particularly in advancing the objectives of the **African Continental Free Trade Area (AfCFTA)**, which aims to create the largest free trade area in the world, connecting 1.3 billion people across 55 countries with a combined Gross Domestic Product valued at \$3.4 trillion. The success of AfCFTA hinges on strong partnerships, innovative solutions, and the active involvement of diaspora communities who serve as vital bridges between Africa and global markets.

Recognizing the critical role of the Nigerian diaspora in this vision, the **Global Nigeria-EU Forum** will bring together key Nigerian government leaders, policymakers, business leaders, diaspora representatives, and international stakeholders. Hosted by the **World Trade Center Abuja (WTC Abuja) in collaboration with Friends of Nigeria Network and BCR International Ltd.**, as a side event at the **55th World Trade Centers Association (WTCA) Global Business Forum** in Marseille, France. This event will focus on how Nigeria can leverage its diaspora to position itself as a beacon of hope for Africa, showcasing how a strategic blend of trade, investment, and knowledge transfer can lead to unprecedented growth and prosperity.

The forum will serve as a platform to discuss how Nigeria can leverage its diaspora network to:

- Unlock trade opportunities for Nigerian businesses within Africa and globally.
- Facilitate partnerships and market access for Nigerian goods and services.
- Advance Nigeria's role as a regional and global trade hub through diaspora investments, policy reforms, and innovation.

PROPOSED THEME:

Nigeria and Its Diaspora: Catalysts for Global Trade Leadership and AfCFTA Success

OBJECTIVES:

The Global Nigeria-EU Forum aims to:

1. Strengthen Diaspora Engagement by highlighting the diaspora's role in accelerating Nigeria's integration into global trade systems and achieving AfCFTA goals.
2. Identify and propose solutions to challenges such as credibility gap, complex regulatory frameworks, limited access to trade financing, and inadequate infrastructure that hinder diaspora investment.
3. Showcase investment opportunities in critical sectors such as technology, agriculture, mining, fashion and textile, infrastructure, and other critical sectors, while fostering partnerships between the diaspora, Nigerian businesses, and international stakeholders.
4. Drive policy reforms and provide actionable recommendations for creating an enabling environment that supports trade, entrepreneurship, and innovation.

KEY HIGHLIGHTS

Keynote Addresses

- Honorable Minister for Industry, Trade, and Investments or Her Representative
- Diaspora thought leaders on Nigeria's trade vision and the AfCFTA roadmap.

Panel Discussions

1. ***Diaspora Investment as a Catalyst for Nigeria's Trade Growth.*** - Exploring how Nigeria's diaspora can drive trade growth, investment, and economic transformation.
2. ***Removing Trade Barriers: Policy Reforms for a Competitive Nigeria.*** Addressing regulatory, financial, and infrastructural challenges hindering diaspora engagement and investments.
3. ***Creative Nigeria: Showcasing the Power of Culture and Trade Under AfCFTA***
4. ***Growing a Global Brand leveraging the WTC Global Network*** – An introduction of the WTC Abuja Diaspora Network.

NETWORKING SESSIONS: Opportunities for delegates to establish partnerships, share ideas, and explore collaboration in various sectors.

DEAL ROOM: The Deal Room will be a dedicated space for structured B2B matchmaking and investment discussions. Key features include:

- **Pre-Event Registration:** Participants can pre-register to indicate their business interests, investment needs, and areas of expertise.
- **Sector-Specific Matchmaking:** Facilitated meetings in key sectors such as technology, agriculture, infrastructure, and creative industries.
- **Pitch Sessions:** Selected businesses and entrepreneurs will have the opportunity to pitch investment-ready projects to diaspora investors and international stakeholders.
- **One-on-One Meetings:** Personalized sessions for participants seeking focused discussions on trade, investment, and partnerships.

EXPECTED OUTCOMES:

1. **Actionable Frameworks:** Practical strategies for leveraging diaspora investments and trade opportunities.
2. **Policy Recommendations:** Specific proposals for simplifying regulations and improving Nigeria's ease of doing business.
3. **Partnerships:** Stronger collaborations between the Nigerian government, diaspora, and EU stakeholders to advance trade goals.
4. **Showcase Success Stories:** Inspiring examples of diaspora-led initiatives driving trade and investment in Nigeria.

VALUE PROPOSITION

The forum provides a high-impact platform for:

- **Nigerians in the diaspora** to connect with credible investment opportunities, share experiences, and drive impactful initiatives in critical sectors such as technology, agriculture, and infrastructure.
- **Local businesses** to network with diaspora investors, mentors, and access collaboration to scale operations and penetrate global markets.
- **Key stakeholders** including government agencies and policymakers an opportunity to strengthen ties with the diaspora, promote strategic trade agreements, and drive national development goals.
- **Participants and stakeholders to network with WTCA Global network** of 333 World Trade Centers across over 100 countries.

Key Benefits of Participation

For Nigerians in the Diaspora:

- **Investment Opportunities:** Insight into credible projects in sectors such as SMEs, technology, and renewable energy.
- **Global Trade Engagement:** A chance to act as brand ambassadors, promoting Nigerian products and services worldwide.
- **Knowledge Exchange:** Opportunities to mentor and collaborate with local entrepreneurs, fostering innovation and technology transfer.
- **Networking opportunities with WTCA Global network** of 333+ WTCs from across 102 Countries.

For Local Businesses:

- **Access to Funding:** Engagement with diaspora investors for capital infusion.
- **Market Expansion:** Leverage diaspora networks to break into international markets.
- **Networking Opportunities:** Build strategic partnerships with global leaders and policymakers.
- **Networking opportunities with WTCA Global network** of 333+ WTCs from across 102 Countries.

For Stakeholders:

- **Policy Insights:** Collaborative discussions to address barriers like investment trust and regulatory frameworks.
- **Collaborative Initiatives:** A platform to coordinate large-scale, impactful diaspora-led projects.
- **Enhanced Reputation:** Strengthen Nigeria's image in global trade and investment circles.
- **Networking opportunities with WTCA Global network** of 333+ WTCs from across 102 Countries.
- **Secure partnership with industry and business leaders.**

The Global Nigeria - EU Forum seeks to position Nigeria as a global trade leader, using its diaspora as a key driver to achieve AfCFTA objectives and serve as a model for other African countries. By building stronger bridges between Nigeria and its diaspora in Europe, the forum aims to ignite a new era of growth, innovation, and global influence for Nigeria and Africa at large.

PARTICIPATION FEE \$500 USD

The **\$500 participation fee** for the Global Nigeria-EU Forum 2025 is essential to provide a high-quality, engaging, and value-driven experience for all attendees. The fee will cover:

- **Conference Materials:** Comprehensive event kits, including branded notebooks, pens, and event brochures.
- **Access to Sessions:** Entry to keynote addresses, panel discussions, networking sessions, and the Deal Room.
- **Hospitality:** Refreshments and meals during the event to ensure a comfortable and productive experience.
- **Delegate Support:** On-site logistics and professional coordination for seamless event management.
- **Digital Resources:** Access to post-event reports, presentation materials, and networking platforms.

Sponsorship Packages

1. Headline Sponsor (\$20,000)

Premium Benefits:

- **Branding & Recognition:**
 - Exclusive title as "Headline Sponsor" in all event materials, communications, and media releases.
 - Largest logo placement on stage backdrops, banners, and event signage.

- Branded delegate gift items and event lanyards.
- **Speaking Opportunity:**
 - Special address during the forum.
- **Media & Marketing Exposure:**
 - Prominent feature in press releases and interviews.
 - Dedicated social media campaign spotlighting the sponsor.
- **Networking & Business Engagement:**
 - Complimentary access to the WTCA Global Network
 - VIP table at the Deal Room sessions for personalized matchmaking.
 - Access to exclusive pre-event networking dinner with high-profile speakers and government officials.
- **Digital Presence:**
 - Feature on the event posts on social media and websites
- **VIP Privileges:**
 - Complimentary passes for 10 delegates to attend all sessions.

2. Platinum Sponsor (\$10,000)

Premium Benefits:

- **Branding & Recognition:**
 - Logo placement on stage backdrops, banners, and event signage
 - Mention as Platinum Sponsor in all event communications.
- **Speaking Opportunity:**
 - Participation in a panel discussion.
- **Media & Marketing Exposure:**
 - Inclusion in press materials and social media promotions.
- **Networking & Business Engagement:**
 - Priority access to the Deal Room for B2B and investment discussions.
 - Reserved seating at networking sessions.
- **Digital Presence:**
 - Logo and brand feature on the event reporting and social media posts
- **VIP Privileges:**
 - Complimentary passes for 5 delegates to attend all sessions.

3. Gold Sponsor (\$5,000)

Premium Benefits:

- **Branding & Recognition:**
 - Logo placement on event banners and signage.
 - Acknowledgment as a Gold Sponsor in event materials and communications.
- **Media & Marketing Exposure:**
 - Featured mention in press releases and social media posts.
- **Networking & Business Engagement:**
 - Opportunity to participate in networking sessions and the Deal Room.

- **Digital Presence:**
 - Logo feature on the event reports and posts on social media.
- **VIP Privileges:**
 - Complimentary passes for 2 delegates to attend all sessions.

Target Number 100 Participants

Exhibition Stands \$300