The Nigeria Agribusiness Register
INVESTMENT INTELLIGENCE YOU CAN TRUST

CORPORATE PROFILE

Quotes

"The future of Foreign Direct Investment (FDI) is at the Nexus of Risk, Return and Impact"
HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum
Crown Prince of Dubai
Founder, Centre for the Future of Investments

"…. Think about it. The size of the food and agro business sector in Africa is going to be US$1 trillion dollars by 2030. Think of it that way…"
Dr. Akinwumi Adesina, President of the African Development Bank
Former Minister of Agriculture, Nigeria.

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1. Our Story

After 25 years working with SMEs in private consulting and through donor funded intervention projects, our founder saw the need for two things to help increase investments and resolve scaling barriers to the benefit of whole industries, not just single firms. First, the need for an *ecosystem response* and second, the case for *industry facilitation*. In particular, providing more information on the agribusiness ecosystem on who is doing what, new projects' promotion, and matching impact-oriented new projects with alternative capital and technical assistance and help SMEs across industries access local and export markets. This need gave birth to the Nigeria Agribusiness Register in 2018.

2. Who We Are

An ecosystem, value chain facilitation, enabler project supporting food and agribusiness investments in Nigeria and West Africa to scale and also turning impact-oriented *investment intentions into actual investments*. We are the agribusiness investment facilitation arm of Commodities Development Initiative (CDI) www.cdi.org.ng, a social enterprise connecting small holders & SMEs to global markets through investment facilitation, extension services delivery, warehousing/aggregation and export development services with Reg. No CAC/IT/NO 42257.

3. Our Goal

To facilitate $3.4 Billion into projects, companies and communities and improve livelihoods, strengthen and connect communities and agri enterprises with global value chains.

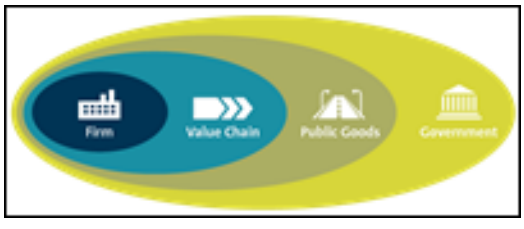
4. Our Mission

To create impact and increase inclusion by supporting agribusiness start-ups and scale-ups with information, grants and access to impact capital and product markets.

5. Our Vision

To be the hub for agribusiness investment facilitation in Nigeria and West Africa.

6. Our Business Case



Monitor Inclusive Markets explored in their report published in 2014 '*Beyond the Pioneer: Getting* I*nclusive* I*ndustries to* Scale', the need for industry facilitators to resolve barriers to scaling to the benefit of whole industries, not just single firms. Crucially, the industry facilitator is seen as a role and not a type of actor, and one

that could be played by many: foundations, aid donors, mission-driven intermediaries, multilateral development agencies, state agencies, industry associations, even impact investors. This is the role - industry facilitator, which the Nigeria Agribusiness Register is playing across several value chains in Nigeria and beyond.

7. How the Register Operates

- **Tracks and profiles existing agribusiness companies** and maintains an online data profile (directory) covering 20 value chains from end-to-end. The value chains are: **rice, maize, horticulture (including tomatoes), cassava, cashew, gum arabic, groundnut, aquaculture, soybeans, sesame, cotton, yam, coconut, shea butter, pasture/livestock, potato, sorghum, cocoa, palm oil, wheat, tea, coffee.** We provide due diligence information on listed companies.
- **Uses investment networking and deal room events** to generate high quality investment projects that are $250k and above in value into 'our investment bank'. We want to be the largest **deal generation platform for agribusiness** in Nigeria and West Africa.
- Upon request by project promoters, **use broker-dealer skills to undertake capital raising, financial intermediation** and financial brokerage for warehoused projects.
- Through partnerships, **launch a blended finance facility (an impact fund)** to invest and provide advisory services to warehoused projects; help them seek additional funding.
- **Maintains an up-to-date 'knowledge centre' that warehouses study reports on value chains providing industry insight and information to users**; and also a data room where coy financial data are kept for financial due diligence by prospective investors and Funds.
- **Provide online and real-time trade facilitation** platform for vendors and off-takers of 20 value chains through our trade portal www.agribizng.com
- Recently, launched **a Project Preparation Facility**, to support new agribusiness project developers and existing SME projects seeking expansion with their project preparations to access funding. To support the PPF, we have a database of sector and value chain experts and specialists consulting firms in the covered value chains.
- The Register **operates a Platform Business Model (PBM) and earns revenue** from offered services. Find below our service offerings.

8. Our Service Offerings

Our services are divided into three categories as follows:

Information & intelligence:

1. **Due Diligence Profiling** – We provide corporate data, information on ownership and management for due diligence and other uses, for a fee.
2. **Market Intelligence Reports** – Our range of products include commodity outlook reports across value chains, Weekly/Quarterly/Annual reports to inform executive decision making that supports your bottom line. Our reports also include production and yield estimates from farmer's field.
3. **AgWeek Publication** - AgWeek has two versions, a) an **email e-newsletter** and b) **a monthly e-publication** with limited print version. Both are the news and market intelligence products of the Agribusiness Register. Our mission is to inform and influence; and provide a market place for agricultural solution providers to sell to Nigerian and West African buyers

Brokerage:

4. **Capital Raising** (Financial brokerage/fund intermediation) – The Agribusiness start –up ecosystem is in need of project preparation and capital raising assistance and urgently in need

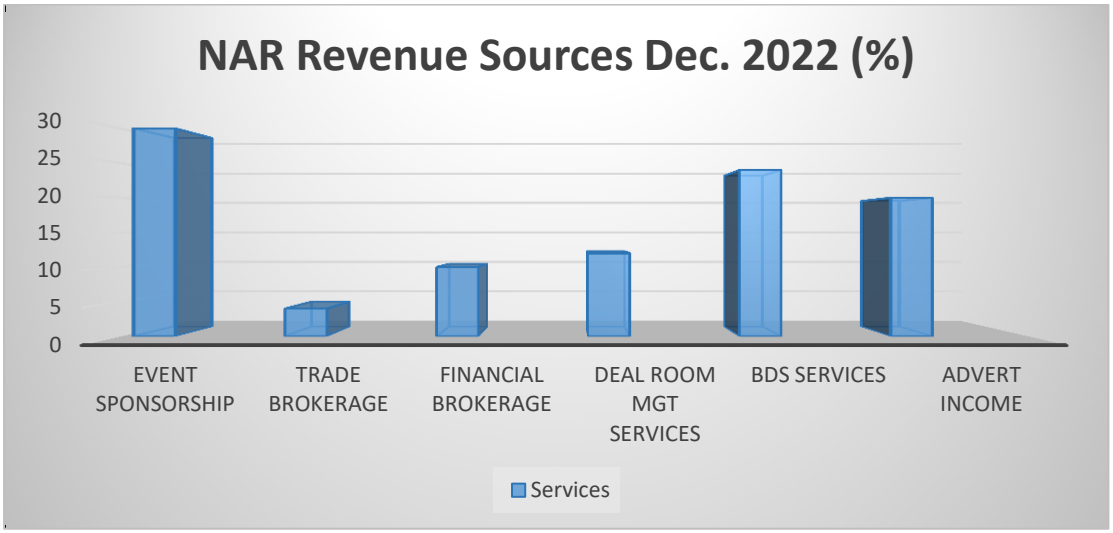
of blended finance to get new projects up and running. Capital needs for green fields is estimated at a minimum of $2 billion annually. We use our digital, deal room and project preparation facility platforms to originate screened investment opportunities that are matched with investors and funders. This way, project promoters can easily raise capital to support their business start- ups or expansion projects. **(Target clients: project promoters).**

5. **Agricultural Asset Trading & Brokerage** - Value of underperforming assets is estimated to be over $2billion across Nigeria. We buy and sell agricultural assets; and act as brokers between buyers and sellers for commissions. **(Target clients: coy owners, investment funds, etc.)**
6. **Product Brokerage and Market Penetration**: Penetrating local and export markets remains a challenge for many Agric SMEs and local traders. We provide trade brokerage, market penetration and brand development services including an online trading platform - www.agribiz.ng that connects buyers with sellers. **(Target clients: Agri SMEs, LBAS, Exporters, Agrifinance desks of commercial banks, etc.)**
7. **Agro-Industrial Park Marketing** - As part of our investment facilitation services, we provide local and offshore marketing services to industrial park and free trade zone developers and owners and attract tenants and developers into their projects. CDI, our principal organization, is a member of the World Free Trade Zones Organization (WFTZO) headquartered in Dubai, UAE. **(Target clients: Special Agro-Processing Zone owners, Free Trade Zone promoters, State Investment Promotion Agencies, Ministry of Investment, Ministry of Agriculture, Real Estate Developers, etc.)**

Project management:

8. **Agribusiness Events Management Services** – We help you design and manage your events such as summits, conferences, trade exhibitions, buyer-seller meetings, deal rooms; at minimal budget with guaranteed satisfaction. **(Target clients: agribusiness event organisers)**
9. **Agribusiness Project Management** – We assist SMEs to identify grant opportunities from donors, manage the application process and submission of award winning grant proposal and if successful, we manage the agribusiness project with transparency and accountability with guaranteed satisfaction. Also, we design and implement value chain improvement projects within our core value chain focus, in partnership with donor partners. This is one of our specialties. **(Target clients: Multilateral and bilateral donor funded projects, public and private sector partners, etc.)**
10. **Foreign Investor Targeting and Attraction** – Nigeria needs $4b annually in agri investments to achieve official economic growth rate targets. Providing consultancies to State and local governments through their State Investment Promotion Agencies and Ministry of Investment, to help them attract and retain local and foreign Agric investors is a huge need and opportunity. We target investors, engage them and conduct road shows domestically and in foreign locations providing them with business development services so investments can happen in-country. **(Target clients: state investment promotion agencies; corporate entities; sovereign wealth funds; Central government authorities)**

9. Our Revenue Model (as at Dec. 2023)



Source: The Nigeria Agribusiness Register, 2023

10. Lists of Accomplishments of the Nigeria Agribusiness Register

1. Hosted Annual Commodity Flag off Events for Shea, Cashew and Soybean since 2020 in partnership with the relevant commodities associations in Nigeria. These flag –off events provide market intelligence reports and information to guide trading.
2. Hosted Ag-Value Chain Specific Networking Events and Deal Rooms that gave opportunities for project promoters to meet fund managers one on one for funding consideration; and for produce sellers to meet buyers. Some of the value chains include - Shea, rice, input sector, including a women focused event tagged "Women in Agribusiness Facility".
3. Managed the Deal Room Session for Africa Social Impact Summit since 2020 to date
4. Managed the Deal Room Session for Daily Trust Annual Event in 2020
5. Set up an Agro E-commerce Platform to facilitate agro trade, 2021
6. Managed the public presentation to agribusiness stakeholders of the EU-Nigeria Agribusiness Platform Workshop from end to end, April 2023
7. Developed a Grant Proposal, Secured and Managed a USDA Procashew Grant for Vertex Agro Limited (A leading cashew processor in Nigeria) for Extension Support to 5,000 Cashew Farmers in Kogi, Oyo and Ekiti States, 2022
8. Conducted a Study to Analyse the Cost of Rice Fortification as a Vehicle to Manage Micro Malnutrition. A study implemented by GAIN, funded by WFP (World Food Programme), 2022
9. Rice value chain study conducted in partnership with a lead service provider for the Syngenta Foundation on behalf of the Bill and Melinda Gates Foundation, 2022.
10. **Contracted by UN Women to Develop the Capacity of Target Women Cooperatives** in shea and rice in Digital skills, Ebinyi and Niger states, 2022
11. Published a Weekly Newsletter to disseminate market intelligence to various actors in the agricultural ecosystem
12. Registered an agribusiness data base of active visitors and newsletter subscribers of over 10,000 decision makers in the Nigerian agriculture ecosystem.

13. The Register produces 'Agweek' a monthly e-magazine aimed at providing value chain specific market intelligence and outlook and forecast reports to stakeholders. Some of our publications include Cashew, Soybean and Shea, Cassava, Rice. Etc.

14. The Nigeria Agribusiness Register has partnership, information sharing and business relationship with the following donor funded projects:

A. USAID Feed the Future Agribusiness Investment Project
B. USAID Feed the Future Nigeria Agricultural Extension & Advisory Activity
C. UN Women
D. Global Alliance for Improved Nutrition (GAIN)

15. The following Nigeria agencies are partners:

A. The Nigeria Investment Promotion Commission (NIPC)
B. The Nigeria Export Promotion Council (NEPC)

16. In June 2024, **the European Union Delegation to Nigeria awarded the Register with the management and sustainability of the EU-Nigeria Agribusiness Platform,** a digital platform whose aim is to promote Nigeria-EU trade and investment opportunities for the benefit of Nigerian SMEs. The EU offers many opportunities to Nigeria as an market for products like shea butter, cashew kernel, ginger, spices, etc.

17. In January 2024, the Nigeria Agribusiness Register commenced a **Nigeria-EU Quarterly Agribusiness Informational Webinars**. The objective: To provide information to both Nigerian and EU operators to boost agribusiness trade and investments from both sides. To date, we have conducted two webinars with combined attendance of about seventy (70) participants from EU and Nigeria. The last webinar was focussed on the shea sector. EU imported shea butter products valued at $506 million in 2022. Nigeria has the largest stock of shea trees in the world and seeks to optimise the sector for value creation and export.

18. The Nigeria Agribusiness Register in May 2024, **signed a cooperation agreement with the Polish Chamber of Commerce for Import and Export to expand trade in agribusiness products** like shea butter to Poland. Through this partnership, up to 5% of Polish import of shea butter will come from Nigeria from 2025 and beyond.

11. Product & Service Reports

Product Name	Description	Report of Activities
The Nigeria Agribusiness Register Online Data Profiles	A repository of data on agribusiness establishments covering 15 value chains with a knowledge centre holding reports on these value chains.	1) 1,500 companies profile on the site 2) A Knowledge Centre with over 100 reports covering rice, maize, cassava, aquaculture, soybeans, etc. 3) Monthly visits of 500 visitors recorded from within and outside the country – notably India, U.S. Turkey 4) Working to improve quality of data to support Due Diligence Inquiries

AgWeek	A publication report that captures news, analysis and updates on the Nigeria and West Africa agribusiness sectors reported to a mailing list of 10,000 and growing subscribers.	Since March 12, 2019 when the first edition came out, we have reported over 48 editions till date. Many readers within and outside Nigeria look forward to receiving a copy of the 'AgWeek' to keep abreast of developments in the agribusiness space.
Agribusiness Networking (AgNet) 	AgNet Events is an outreach that brings operators within a value chain or sector together to network with capital providers. It is designed to build a robust pipeline of agribusiness projects seeking for funding that are matched with funders and investors through networking and deal making events. We are constantly updating our list of project profiles to create an investment bank of agribusiness project profiles. Our funding partners are constantly increasing.	The following networking events and deal rooms was held between March and June 2019: 1. **Agro-Inputs** comprising the five industries within the sector namely, **seed, Agro-chemicals, fertilizer, livestock feeds and mechanization**. A total of 45 participants signed up and the networking session recorded transactions valued at $4,708,585. Progress and follow-up is needed to bring these funding requests to a close. 2. **Rice value chain**, had in attendance 70 participants with a request for funding estimated at $1.5 million for 5 Paddy Aggregation Centres. Progress and follow-up is needed to bring these funding solicitation to an early close. 3. **Shea value chain**, had in attendance 90 participants made of government, industry actors, funders, etc. About 5-7 processing projects are seeking for funding valued at over $20 million. 4. **Virtual events** held in Nov and Dec 2020 for the shea and cashew sectors respectively.
NAR Webinar Series **Podcast Series**	The purpose is to use webinar sessions to provide capacity building for agribusiness actors and new local investors as well as provide investment information about value chains to potential investors.	We started this in March 2019. So far four episodes covering two topical areas have been presented. 1. **The Nigerian Rice Brand Report (series I & II)** 2. **Introduction to Alternative Finance (series I & II)** On September 15th 2020, we coordinated a pre-Summit webinar for the Agriculture Summit Africa targeting the business community in the UAE, Middle East & Asia, in partnership with the UAE-Africa Networking Group. This was sponsored by Sterling Bank. 62 participants were recorded.
Foreign Investor Targeting & Attraction	We are applying the World Bank's Investor Targeting & Servicing Methodology. Our focus is on the Middle East, Chinese, US, EU investors.	In December 2019, we participated and hosted a large booth at AGRISCAPE, the world's only forum where foreign investors from around the world interested in farm lands and factories meet to network and engage. AGRISCAPE is held every year in Abu Dhabi in the United Arab Emirate and sponsored by the Government of Abu Dhabi. Ag investment opportunities from Niger and Ogun states were promoted and exhibited at our booth during the event, we engaged several foreign

		investors.
Agribusiness Deal Room Support Service	Providing third party deal origination to match opportunities in finance and produce markets; making introductions between project promoters and fund providers. We do deal and opportunity networking for agribusiness to make deals happen faster.	So far we have designed and managed deal rooms for the Agriculture Summit Africa organised by Sterling Bank, Plc. In 2019 and in 2020, for two years running. We have also provided deal room support for Ecobank Nigeria in February 2020 at their annual agribusiness summit in Lagos.
State of the Industry Reports	At each AgNet event, a panel discussion session holds to elicit issues affecting investments and identifies policy advocacy actions needed to facilitate new investments or make existing investments more viable. Information obtained from these sessions is put into a State of the Industry Report for the benefit of investors	So far, we have State of the Industry Reports for: a) Agro-inputs sector, b) Rice value chain; c) Shea value chain.
Commodity Outlook Reports	Outlook reports prepared for sector operators to guide trade in commodities before the trading season starts.	1. Commodity Outlook Report: Shea Nut Trading 2020: What to expect. 2. Commodity Outlook Report: Cashew Trading Amidst COVID-19 Pandemic: A Quick Look At the Nigerian Market
www.agribiz.ng agribizng Nigeria's leading agritrade platform		Our online trade platform facilitating trade in agric and food products for SMEs.

12. Women in Agribusiness Facility

The Women in Agribusiness Facility (WiAF – Nigeria) is a sub project of the Nigeria Agribusiness Register. WiAF's aim is to bridge the gender gap in the agricultural landscape, recognise and encourage more women agripreneurs in value chains and related industries. In additional, WiAF supports employability and career development of women professionals in the agriculture sector across the spectrum of policy, corporate management, research and development.

Report of Activities

A. In Nov. 2018 with sponsorship from the FCMB Keffi branch, WIAF provided a capacity building workshop for 100 women agripreneurs in the FCT and Nassarawa regions to improve their ability to access World Bank and Other Development Grants.

B. In Dec 2019, we held a larger meeting of Women-in-Agribusiness in Abuja at which 100 women participated to learn access to finance and market strategies for their businesses.

C. Currently, registration of women agripreneurs and women cooperatives in agribusiness are on -going

13. Management Profile

A strong team of competent men and women helps the Register to achieve her goals.

- **Roland Oroh, Founder and Director** – provides strategic direction, revenue planning and leads and motivates the management team to actualise the goal and mission of the Register. He is a Business Development Practitioner with specialization in agribusiness, trade and investment facilitation, with over 25 years' experience. He worked for international development assistance projects and agencies including the U.K. Department for International Development and the United States Agency for International Development (USAID) from 2006 to 2018 before stating the Nigeria Agribusiness Register in 2018. He has a BSc. in Business Administration and an MBA degree.

- **Nathanial Odiba, Operations Manager** – undertakes day-to-day management of the Register and engages with clients and ensures that revenue targets are met. He is a market research executive and a certified Project Management Practitioner with over 10 years graduate experience. He has coordinated several deal rooms and market research projects for the Register and for our partners.

- **Kenneth Odidika, Research Economist** - has a Second Class Upper degree in West African Economics from the Nnamdi Azikiwe University Ukwa, Anambra State. He works as a Research Economist with the Register; he undertakes research and due diligence engagements.

- **Kikachuchu Nduka, IT Specialist** – Provides IT and Systems support for the Register and for the team. He is a graduate of Software Engineering from the University of East London with a Second Class Upper degree in 2017.

- **Jadesola Omoyiola** -, Researcher & Desk Officer 'Women in Agribusiness Facility' – Jade is a trained agronomist, she had her Bachelor degree in Crop Production from Ibrahim Badamasi Babangida University Lapai Niger State. She has over two years' experience in food industry, science, research and development. Currently, she works as a Field Researcher and Customer Service Officer, engaging with clients. She is also the Desk Officer for the Women in Agribusiness Facility sub-project.

- **Dr. Ibukun Joyce Ogwu, Coordinator Women in Agribusiness Facility and Consultant -** Dr. Ogwu obtained her Ph.D. in Agricultural Economics from the University of Ilorin, Nigeria. She has worked in association with other academics of repute in the capacity of gender specialist, agricultural economists, data analyst and as research project director. She also worked as community facilitator with the World Bank sponsored FADAMA III project. She is a lecturer at the University of Abuja, where she teaches Agricultural Economics.

- **Chukwuemeka Joses Enweani, Finance & Investment Manager** - A graduate of accounting with over 5 years' experience in the field of accounting and investment project appraisal. Emeka is a member of the Institute of Chartered Accountants of Nigeria (ICAN).

14. Our Partners

Nigerian Investment Promotion Commission

CNFA

INVESTMENT ONE VenCap LTD.

BANK OF INDUSTRY ...transforming Nigeria's industrial sector

bnkABILITY

FEDERAL MINISTRY OF INDUSTRY, TRADE & INVESTMENT, NIGERIA

ARM

NIRAS

IFDC Developing Agriculture from the Ground Up

Ecobank The Pan African Bank

FCMB

AGRICULTURE SUMMIT AFRICA

Sterling Your One Customer Bank

15. Photo Gallery

Agribusiness Networking (AgNet) Event by the Nigeria Agribusiness Register, supported by IFDC– March 2019

Deal room support service coordinated for Sterling Bank in September 2019

Investment One staffs at the Deal Room engaging with potential fund seekers.

USAID Agribusiness Investment Activity's participation at the Agriculture Summit Africa's Deal Room event organised by the Nigeria Agribusiness Register.

Agriculture Summit Africa's - Exhibition Stand of The Nigeria Agribusiness Register.

Shea sector event – June 2019

AGRISCAPE event in Abu Dhabi, UAE, Dec 2019.

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INVESTMENT & FACILITATION AGENCY
AND OGUN STATE
MINISTRY OF AGRICULTURE
and access ever-green possibilities
and lifetime opportunies"
INVEST-IN-OGUN STATE
Endsight Consulting
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By the Nigeria Agribusines Register
The Nigeria Register
Agribusiness
INVESTMENT INTELLIGENCE YOU CAN TRUST
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Shea sector event organised by The Nigeria Agribusiness Register with support from the Niger State Govt, and other partners, June 2019

Agribusiness stakeholders Hosted by the EU Delegation to Nigeria to Review Report of the EU-Nigeria Agribusiness Platform Framework, April 2023

Mr. Roland Oroh, Founder and Director, Nigeria Agribusiness Register and Project Director (MINEx) (left) and the Honourable Minister of Agriculture and Food Security of Nigeria at a presentation by Made in Nigeria for Export (MINEx) Project to stakeholders on the partnership to respond to requests for Red Meat, Fodder and Soyabean meal by the Kingdom of Saudi Arabia, June 2024.