

Talking Trade with Femi Boyede



**Talking Trade with
Olufemi Boyede**
A series of free webinars and
talks with trade experts

Host/Convenor:
Femi Boyede, CEO
Femiboyede Consulting
and
Komenia Global Services Inc.

Moderator/Anchor:
Ladi Day
Executive Director,
Komenia Global Services Inc.

Guest Speaker:
Mr. Oluwalanle O. Alade, CEO
Oluwalanle O. Alade & Co. Ltd.

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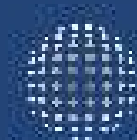
Guest Speaker:
Mr. Oluwalanle O. Alade, CEO
Oluwalanle O. Alade & Co. Ltd.

**SEPTEMBER
4th**

12 noon ET/5pm WAT

Register here:
<https://bit.ly/ExportsCaseStudy>

zoom



FEMIBOYEDE
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Scaling the Hurdles in the Export Business: An Exporter's Case Study"

Date: Saturday, September 4th

Time: 12 noon ET / 5 pm WAT

Meet The Speaker(s)



**Mrs Elizabeth
O. Nwankwo**
CEO /Director
Oklan Best
Foods

**Mr Abdullahi
Sidi Aliyu CEO**
A.S. Dynamic
Ventures Ltd



Talking Trade With Femi Boyede
Webinar Series
Topic: Scaling the Hurdles in the Export
Business: An Exporter's Case Study



Host/Convener:
Femi Boyede, CIP
CEO KGS & FemiBoyede
Consulting



Moderator/Anchor:
Lady Kay
Immediate past
president, Nigerian-
Canadian Association,
Toronto

zoom

FEMIBOYEDE
CONSULTING

Date: September 4th 2021
Time: 12 noon (US & Canada)
5pm (WAT)
Theme: Scaling the Hurdles in
the Export Business: An
Exporter's Case Study

To register for the webinar please visit
<https://bit.ly/ExportsCaseStudy>

Guest Speaker:

Mrs Elizabeth O. Nwankwo
CEO /Director Oklan Best Foods

Mrs Elizabeth O. Nwankwo is a Nigerian businesswoman and active exporter. She is an embodiment of rugged determination having faced and conquered several challenges exporting from Nigeria. She has over twenty years of experience in international trade. She is a major player in Nigeria's importation and exportation industry. Her company, Oklan Best Foods exports processed food products like Ginger and other Spices, Orange fleshed Sweet Potatoes, Yam, Shea butter, African Black Soap and Cashew. She also specializes in the importation of machinery and equipment for food processing and packaging. Please see the full bio details of Mrs Elizabeth O. Nwankwo on the webinar event page:

<https://bit.ly/ExportsCaseStudy>

Panelist Trade Expert:

Mr Abdullahi Sidi Aliyu
CEO A.S. Dynamic Ventures Ltd

Mr Abdullahi Sidi Aliyu boasts over 30 years of Public Service Career in Export Promotion and Development. Apart from five years spent as an Economic Planning Officer and Senior Research Officer with Federal Capital Development Authority (FCDA) and National Directorate of Employment respectively, he spent 30 years of his career with the Nigerian Export Promotion Council (NEPC) where he retired in 2020 having served for 10 years as a Director. Mr Sidi-Aliyu is currently a director responsible for export trade development with the International Trade Facilitation Association (ITFA), a team of professionals engaging in providing support to SMEs aspiring to become visible in the export business and to be globally competitive as well. He is also the CEO of A.S. Dynamic Ventures Limited.

Please see the full bio details of Mr Abdullahi Sidi Aliyu on the webinar event page: <https://bit.ly/ExportsCaseStudy>



Talking Trade with
Femi Boyede

"Scaling the Hurdles in the Export Business: An Exporter's Case Study"

Case Study Presentation by:

ELIZABETH OLANREWAJU NWANKWO

**CEO/DIRECTOR
OKLAN BEST LTD**



Date: September 4th 2021



Scaling the Hurdles in the Export Business: An Exporter's Case Study"

Date: Saturday, September 4th



Talking Trade with Femi Boyede

Opening remarks by Host & Convener Mr Olufemi Boyede, CITP



There are so many reasons why products can be rejected or why an export consignment is rejected. We are going to be sharing a practical experience, but I can give you a few examples. Apart from the issue of quality, your product can be rejected for other reasons.

1. For the price, maybe you might have agreed on the price at the onset. and then you want to tinker with the price; your client can reject your goods.
2. Because you did not meet the agreed delivery timeline. For example, it's not the importer's problem that your vessel went to transship somewhere in the Mediterranean and didn't get to your client in time; it means you didn't deliver.
3. Other reasons your product can be rejected include inadequate packaging, wrong labelling, inadequate language, inadequate explanation, and so many other things.

Today's program is focused on sharing the experience from somebody who has had a first-hand experience of these issues but now is on top of the game regarding product presentation and consignment delivery. We have brought in a second expert who spent over 30 years advising people on enhancing their export trade.

So, on behalf of the technical team again, we want to welcome you all, and I hope that those who have stayed with us have been getting value from these monthly meetings, and we continue to strive to bring you value as you will see as we go on.

We have great sessions lined up for you in October and November. These webinars are the place to be at 5 PM WAT on the first Saturday of every month. Once again, welcome, and I wish us all a beneficial 1.5 hours together today.



Scaling the Hurdles in the Export Business: An Exporter's Case Study"

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POSSIBLE CAUSES OF REJECTION

High concentration of pesticide BEANS
Weevils

Aflatoxin and Mycotoxins: Groundnut, Egusi,
Sesame seeds, Cocoa Beans, Cocoa Beans:

Polyaromatic hydrocarbon: FISH

Trogoderma granaries pest

Use of chemicals (Sniper &co)



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CASE STUDY 1: BEANS



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PRESENTATION NOTES

Products differ from one to another. We have many products that can be exported- beans, maize, hibiscus, cashew, cocoa, palm oil and fish. Name it all, each of these products have its own peculiarities which have to be considered when dealing with them in terms of exportation. We also need to consider the country we are taking them to in especially with regards to our packaging or the weight of the container. If your container is overweight, you will be charged in the US or UK and you will lose money. Today we want to focus more on our agricultural products, such as beans.

We have what you call the Dyclobos.

The Dyclobos is a pesticide used to preserve the products, and a percentage of it is permitted to exist in the product, such as beans.

If you exceed the permitted amount, your beans will be rejected. In the Western world that you are exporting to, they do not understand your level of competence or the information that is available to you. That is why before you enter into your exports business, you need to know all that entails in that business. If you do not adhere to the instructions in the exportation business, it will be called carelessness or negligence.

In the case of beans, the percentage of pesticide that is allowed is 0.01 micrograms. Do you see how minute it is? And they were finding points 0.3, or 0.4 micrograms in our beans which is a high pesticide residue.

And so when the container gets to the port in the importing country, they'll take samples.

In our case, a rapid alert was sent to the agricultural quarantine office because it's agricultural produce.

They are the ones that deal with agricultural produce in that context. It is now for them to disseminate to the public what other countries are saying about our products so that we can manage the issues better and together.

What we did was before we send the beans out was take samples of these beans and send them to a laboratory in the UK. If the pesticide levels are not okay, we're not going to send the beans out.

By May 2015, we were able to get the levels of pesticides down to the correct levels, and so we, started the shipment.

We did three different containers with other items in them. When the first one got there, it was the night before the pronouncement by the EU to ban Nigerian beans.

We became victims of a policy change.

Remember where we started from competitiveness.

If your price is high, you can be rejected if there is gridlock and you are delayed. Your product can be damaged in the container, and you can be rejected. Now we are talking about policy, and we're also talking about the pesticide used in preserving the product and causing the adverse problem.

In terms of egusi, we have what we call aflatoxin. From all my experiences, I realized that is the process that is causing the rejects. It is not because we don't have good products in the first instance, but the process of post-harvest.

When you have harvested, what procedure do you put in place? How do you process it to become the dry egusi?

Aflatoxin or mould or micro toxin will set in, in the process of drying if there is still water or moisture.



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NOTES Continued

So this happens frequently.

And the only way out is that you need to be informed over every product you want to export so that you don't run yourself into that level of error.

The case of aflatoxin can occur in maize, cocoa, egusi, cashew, or any product that you have to dry before export.

There's another one -fish, the aromatic hydrocarbon in the smoke, the volume of smoke that goes into your fish.

It is being tested when the fish gets into the other side because high levels of hydrocarbon can lead to cancer, and the system there is to protect their citizens

So they have to consider what you're bringing in is safe for consumption. So there is a need for us to be well informed.

We try to ensure that there is enough information or share the information so that other people don't run into the same problem tomorrow.

What are the possible solutions?

The process has to be taken care of.

Consider the risk before starting. Every business needs to consider the possible risk in their business and how to mitigate it so that whatever product you want to export, you need to go in to check the potential risks involved and how to address them.

Yes. Take cocoa and cashew; for example, there are many parts in the processing, depodding, the fermentation process, the drying process. When you crack your pod, what knife do you use? If any of this process critical points is compromised, it will be a failure.

What is the environment that you are using? How competent are your workers, how informed are they?

You need to sensitize them about the importance of what you are doing and put all that together before you go to fermentation.

What are the containers you use? Is this the stainless, or is it a drum?

Some were using paint drums leading to metallic contamination of your products.

The drying should also be mechanized as much as possible. Even if it is just a solar by which you create solar that looks like a house roof; you can easily collapse the roof when the rain is coming.

Once the water drops on your dry produce, aflatoxin will set in unless you take your time to go through it, one after the other, to ensure that it is adequately dried before you export.

It needs to be graded for cashew, and you can not mix the different grades in one batch.

Indeed, you can resolve many problems by sorting even in egusi you can sort out many issues.

And you can also have a scanner in your warehouse where you scan your produce using infrared to pick the red zone from your egusi or any of your products so you can remove it.



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NOTES Continued

Palm Oil

Some people bleach palm oil to make more money.

So, guys, there is something called F. F. A. The fatty acid.

If it's more than 7%, it will be detected when the test is carried out.

And that will make you lose your market.

And I've interviewed the primary producers at the grassroots level and I discovered a few things in the palm oil line. They believe that they get more oil if they leave the palm oil for some days before processing. But when you do that, the FFA goes beyond that 5%. When it goes beyond the 5%, there is a problem.

So there is a need for us to go back to our primary producers level to educate them.

Educating them took a lot of my time working with rural farmers to let them know why they should not do it the way they had been processing the palm oil and how it will lead to losses.

Please click the video below to watch the presentation

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Date: Saturday, September 4th
Time: 12 noon ET / 5 pm WAT

Meet The Speaker(s)

Host/Convenor:
Femi Boyede, CTP
CEO KGS & FemiBoyede Consulting

Moderator/Anchor:
Lady Kay
Immediate past president, Nigerian Canadian Association, Toronto

Guest Speaker:
Mrs Elizabeth O. Nwankwo
CEO/Director Oklan Best Foods

Panelist Trade Expert:
Mr. Abdulhadi Sidi Aliyu CEO A.S. Dynamics Ventures Ltd

Topic: Scaling the Hurdles in the Export Business: An Exporter's Case Study

Zoom Link: <https://bit.ly/ExportCaseStudy>

Date: September 4th 2021
Time: 12 Noon (US & Canada) 5pm (WAT)
Theme: Scaling the Hurdles in the Export Business: An Exporter's Case Study

To Register for Webinars: <https://bit.ly/ExportCaseStudy>

11:07 / 20:07

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Guest Speaker
Mrs E Nwankwo
CEO/Director
Oklan Best Foods

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CASE STUDY: COCOA

The steps to be taken in cocoa processing:

Depoding,
Fermentation,
Drying
Storage,

Any failure in any of these stages may lead
to rejection.



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GOING FORWARD

**CRITICAL CONTROL POINT : Method of
processing**

EGUSI (Moisture, mold etc)

Palm oil (FFA)

Pepper (Mold)

Cashew (Color, sizes, weight)



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SOUND BITES FROM THE EXPERTS

The problem of product rejection has very big implications on exportation generally from the country.

It's not only that particular company whose product was rejected that is involved, but it's the entire image of the country that is at stake.

So even if your products are okay and duly certified for exportation, there is also the stigma that has already been attached to the Nigerian products, and you discover that you still have a lot of hurdles to overcome.

What I recommend in the future is to see how we can invite at least two or three key players of such agencies responsible for coming up with a policy that will stop or reduce to the barest minimum the rejection of Nigerian products.



Mr Abdullahi Sidi Aliyu – Guest
Trade Expert
CEO, A.S. Dynamic Ventures
Limited



Scaling the Hurdles in the Export Business: An Exporter's Case Study"

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SOUND BITES FROM THE EXPERTS

You may not be an actual exporter of physical goods, and We probably have some people thinking of going into services exports.

Are you aware that your final product can also be rejected even if it is a service?

Are you aware that it is faster for the brand to go down than for it to be built up in this new global business environment driven by technology?

Suppose you are writing a book, a short story. In that case, because you want to show the culture in a country where you see that the children are growing up who were born there and don't know the Nigerian culture, you are already also an exporter of that particular service.

Suppose you're in Nigeria, for example, making a packaging and export contract, even on behalf of a Nigerian exporter for an importer in Brazil. In that case, you are already a part of the export value chain.

What kind of English do you use in writing the export contract?

If you are a journalist and write a short script for a television station in Rwanda, for example, you are a services exporter.



Olufemi Boyede, CITP
Host / Convener
Talking Trade Webinars



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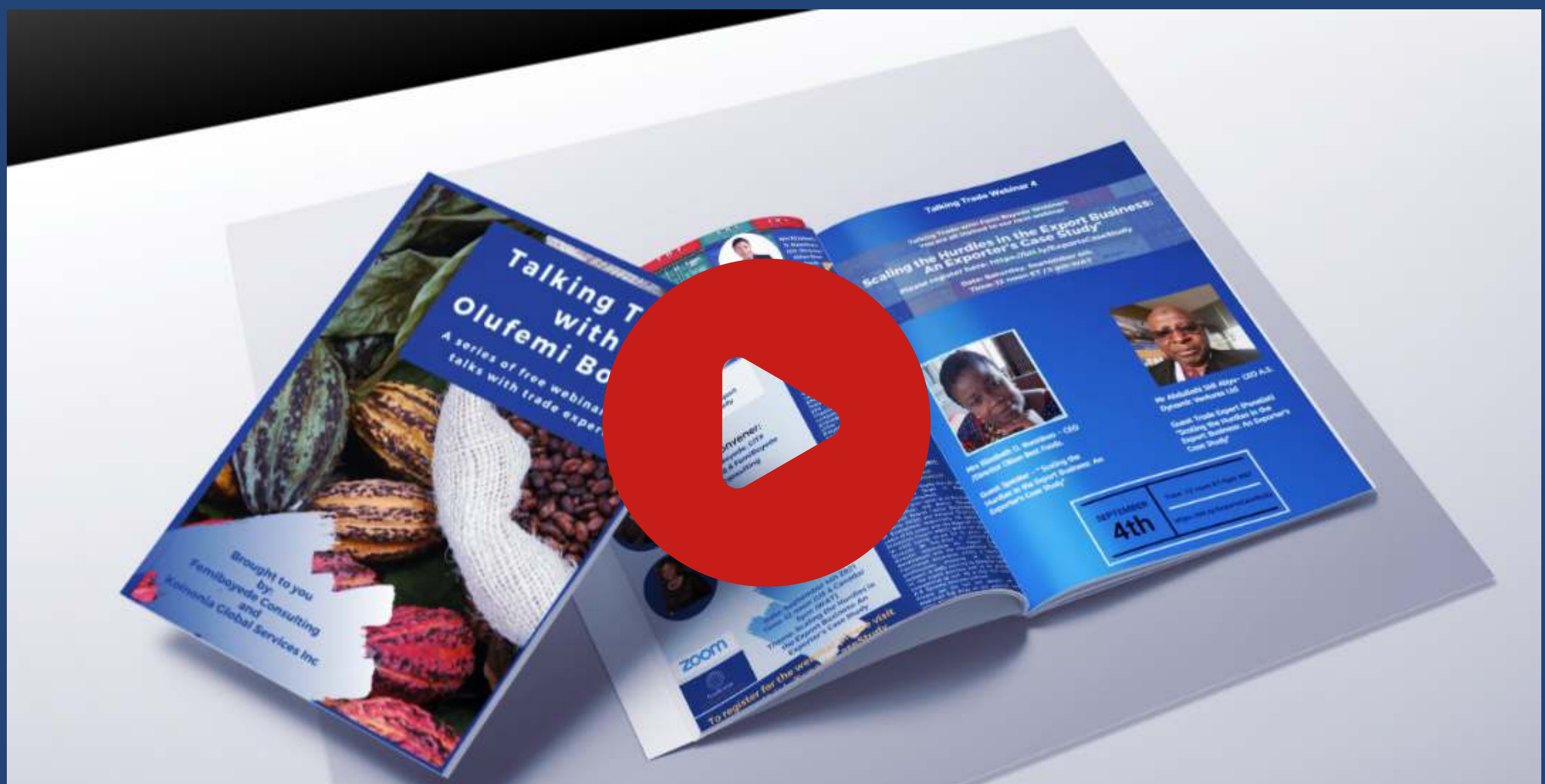
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Webinar Videos Playlist

Click below to Watch the full
Webinar on YouTube



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Talking Trade with Femi Boyede

Thanks for your time.

Our webinars hold every first Saturday of the month. You can find the details for the next Talking Trade webinar at <https://femiboyedeconsulting.com/events>

The Premise

According to David Suzuki, "Global Trade has advantages. For starters, it allows those of us who live through winter to eat fresh produce year-round". Investopedia posits that international trade allows countries to expand their markets and access goods and services that otherwise may not have been available domestically. Trade is the most proven potent catalyst for economic reconstruction and recovery.

But trade is competitive. The international trade space is a battlefield raging with fierce competition for market share and countries must arm their (trade) soldiers with the best weapons in order to succeed in this economic environment. Providing such support has been the major enabler of the success of those countries controlling the trade space, and a herculean task for economies in transition or development as they struggle to play in the space. Orchestrating a healthy environment for trade by regulating the imbalance in this competition is one of the major missions of the World Trade Organization. Securing a fair share of the space is the major reason for specialized trade blocs and preferential trade agreements. To succeed, a player, a firm or a nation in this battlefield must arm itself with all the information they can get. The developing economies in particular, must understand how the game is played and how they can enhance the competitiveness of their traders.

Talking Trade with Femi Boyede has been set up to discuss, in a professional manner the various angles related to all the issues that a firm, an individual, or a country can expect to confront as they design, implement or modify their strategic process to manage the trade. It is a virtual platform for engaging discussions on international trade from its components, through the values it offers to individuals, corporations, and countries, reducing poverty, creating employment, growing national economies, increasing corporate profitability, etc).



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