**Scheme of work**

|  |  |
| --- | --- |
| **Weeks** | **Topics** |
| **1** | **Revision** |
| **2** | **Export promotion in agriculture**  **Definition and objectives** |
| **3** | **Example of Nigerian export production** |
| **4** | **Benefit of export production in agriculture** |

**Week two (2)**

**Definition and objectives of export promotion in agriculture**

**Definition:** export promotion are government policy measure which encourages export activities at all levels.

Export promotion starts with the production of the export product and ends with consumption of such product outside the country. It involves the following:

1. Identification of the country’s export resources or potentials such as in agriculture.

2. Exploitation of the export resource.

3. Development of these export resources.

4. Provision of infrastructure or facilities that aid production, exploitation and marketing of these export resources.

**Objectives of export promotion in international marketing**

The basic objectives of export promotion measure include:

1. To promote the development of export related industries in Nigeria.

2. To promote development and diversification of Nigeria export trade.

3. To promote the implementation of export policy and programmes of Nigerian government.  
4. To coordinate and monitor export production activities in Nigeria.

5. To collect and disseminate to local manufacturers any information on product available to export.

6. To engage in export promotion service.

7. To administer grant and other benefits related to export promotion and development.

8. To maintain adequate and effective representation of other country.

9. To provide technical assistance to local exporters

10.To organize and plan the participation of Nigeria in international trade fairs and exhibition in other countries.

**Week three (3)**

**Example of Nigerian export product**

Export from Nigerian could oil and non-oil produces. There are several items and produce that can be export. Some of include the following:

1. Cassava flour

2. Cotton

3. Snail

4. Ginger

5. Pure honey

6. Shrimps and prawns

7. Sesame seed

8. Leather and foot wear

9. palm kernel oil

10. Charcoal

11. cashew nuts

12. Cocoa butter

13. Shea butter

14. Chili pepper

15. plantain

16. Zobo leaf

17. Garlic

18. Rubber

19. Coconuts

20. kolanuts

21. Timber (gmelina)

22. Palm oil

23. Ground nut

24. Walnut.

**Week four (4)**

**Benefits of export promotion**

The following are basic benefits of export promotion:

1. **Foreign exchange earning :**Export promotion leads to expansion of good for foreign market which are source of foreign exchange.

**2.** **Efficiency in production:** Export promotion encourages industries to produce at high capacity in other to meet up demand from both domestic and foreign markets.

3. **Employment creation:** Increase production through export promotion leads to expansion of local industries. This leads job creation and reduction in unemployment.

4. **Better use of resource:** Increase production of export foster better and efficient use of locally available resource.

5. **National growth and development:** Revenue generated from export can be used by government to develop the country. For instance, it use for providing infrastructures such as road health care service and other social amenties.