

Entrepreneurial Experiences in Nigeria: A possible role for IP in driving competitive enterprises

Ndidi Okonkwo Nwunelii



SMEs Play a Critical Role in all Ecosystems



Over 80% of the food consumed in most emerging economies are sourced, produced or distributed by SMEs



SMEs are the drivers of innovation, growth and employment in most economies



SMEs have closer ties to the grass-roots, are nimble and can pivot quickly

According to the Africa Agriculture Status Report 2019, published by the Alliance for a Green Revolution in Africa (AGRA), the African private sector handles 80% of the food consumed on the Continent.

Referred to as the “hidden middle,” these companies are the drivers of growth and innovation, providing inputs, logistics, processing, and distribution of critical food and cash crops, livestock and all other support services.

LEAP is Inspiring, Empowering & Equipping a new Generation of Leaders in Six African Countries

LEAP Africa is a youth-led organisation addressing challenges facing the youths in Africa. Some of our programme interventions include:

iLEAD

Through this programme, LEAP engages teachers, school administrators and graduates to equip underserved youth in public secondary schools in order to successfully transition from school to higher education or employment

Young Leadership Programme (YLP)

LEAP equips and support young change leaders with the knowledge, skills, and systems needed to grow and scale sustainable social enterprises.



Social Innovators Programme

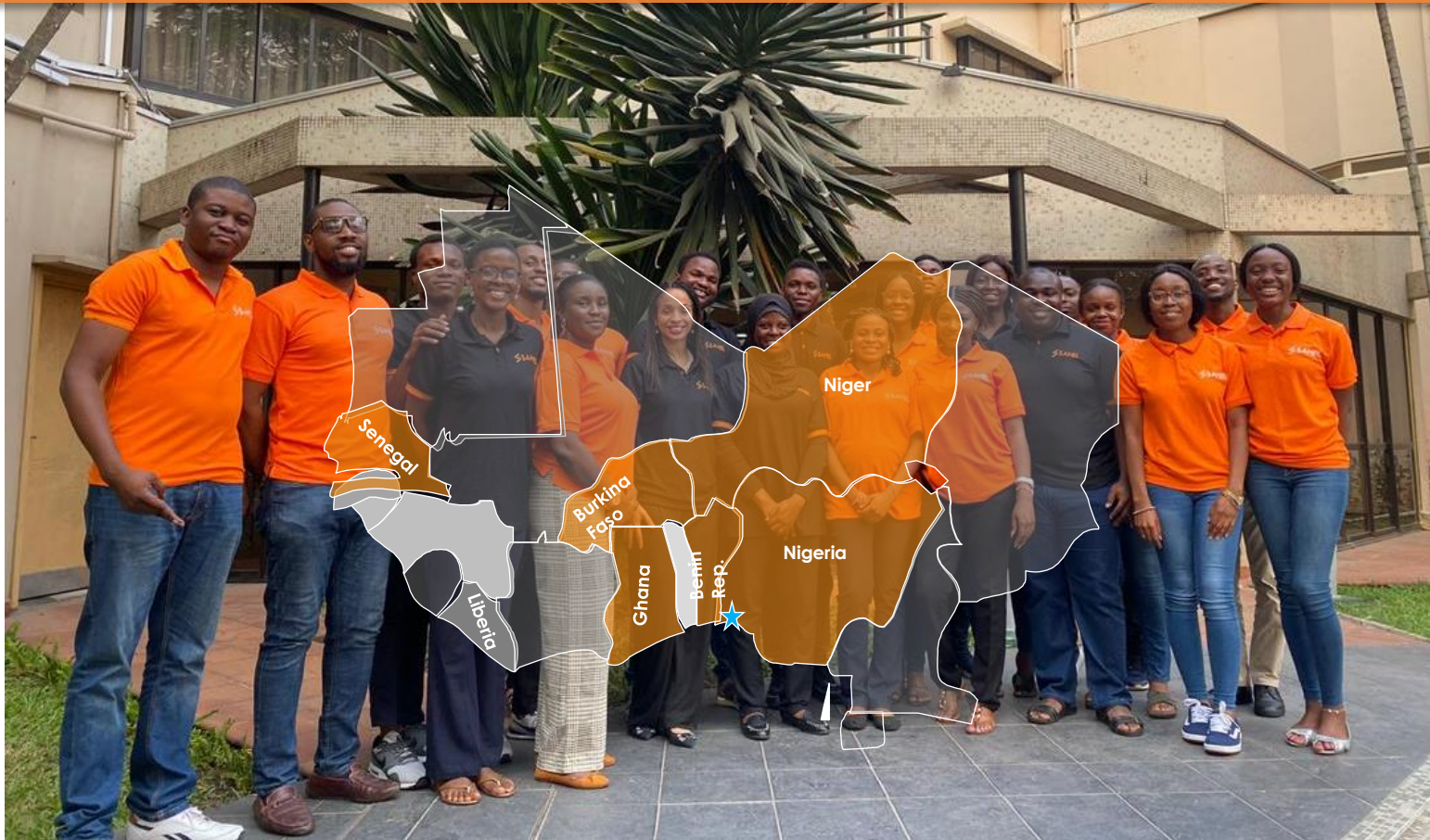
SIPA supports the growth of innovative youth-led social enterprises and opportunities to the global community of social innovators.

Lead The Way (LTW)

Our focus is on empowering teenagers between the ages of 13-18 with soft and entrepreneurial skills needed to achieve their full leadership potential.

Sahel Consulting is Leading Food & Nutrition Transformation across West Africa

Established in 2010, Sahel Consulting Agriculture and Nutrition Limited is committed to transforming Africa's agriculture and nutrition landscape. Sahel partners with government agencies, private sector companies and leading international development organizations to conduct in-depth market research on key value chains, analyze and shape policies, develop strategies, launch innovative business and ecosystem solutions, organize convenings and provide training programs that promote sustainable agricultural development across Africa.



AACE Foods Spices is Addressing Malnutrition, Displacing Imports, Enhancing the Lives of Farmers and Driving Exports



Top Level: Curry, Black Pepper, Chili Pepper, Turmeric, Suya, PepperSoup, Yellow Pepper, Garlic, Ginger, All Purpose

Lower Level: Curry, Fried sachet and bottle, Jollof bottle and sachet and All purpose

ACE Foods' Complimentary Food

SoyaMaize: Product is a blend of Yellow Maize and Soybean and fortified with vitamins and minerals

Beans Flour: This is 100% Cowpea

Benefits:

- High in protein
- Rich in fibre
- No artificial colourant nor preservative
- Easy to prepare and very affordable
- Filling and satisfying
- High energy food for the whole family

Uses:

- ACE's Foods SoyaMaize can be taken as breakfast cereal by the whole family
- They can be used both as complementary and supplementary food for toddlers
- They can be used by pregnant and nursing mothers as whole meal



Nourishing Africa is Enabling SMEs to Scale



Nourishing Africa is a one-stop knowledge and membership hub for entrepreneurs in the agriculture and food landscapes, leveraging innovative channels to help entrepreneurs scale their businesses:

- 🔗 **The Hub:** Nourishing Africa provides critical links to funding, data, learning resources, events, technology, talents, inputs and other resources that entrepreneurs need to scale their businesses.
- 🔗 **Membership Portal:** Nourishing Africa is an online community for entrepreneurs where they can access tailored opportunities, connect with each other and other stakeholders, and share experiences toward facilitating peer learning and build partnerships.
- 🔗 **Knowledge and Capacity Building:** : Nourishing Africa facilitates strategic online and offline convenings and trainings for agrifood entrepreneurs across Africa, partnering with local organizations to deliver relevant content in the entrepreneurs' communities and areas of focus.



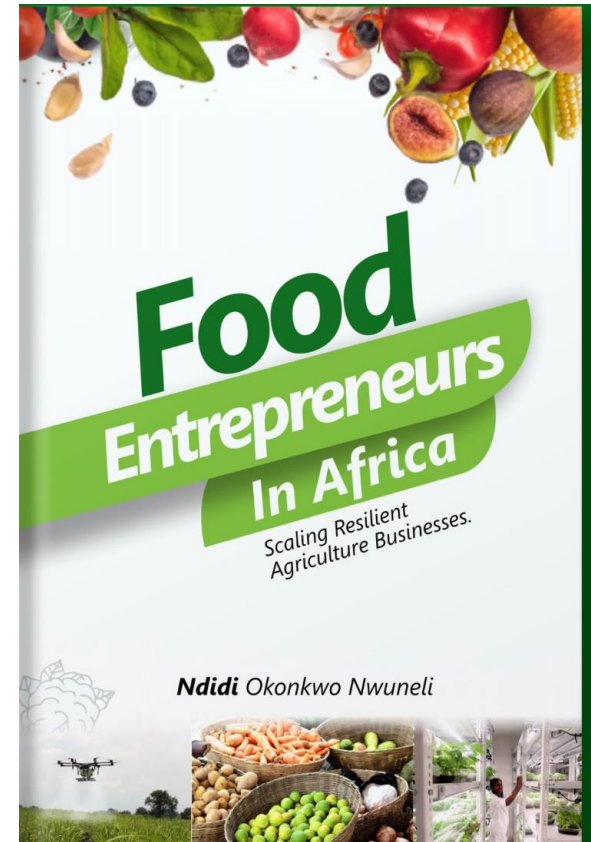
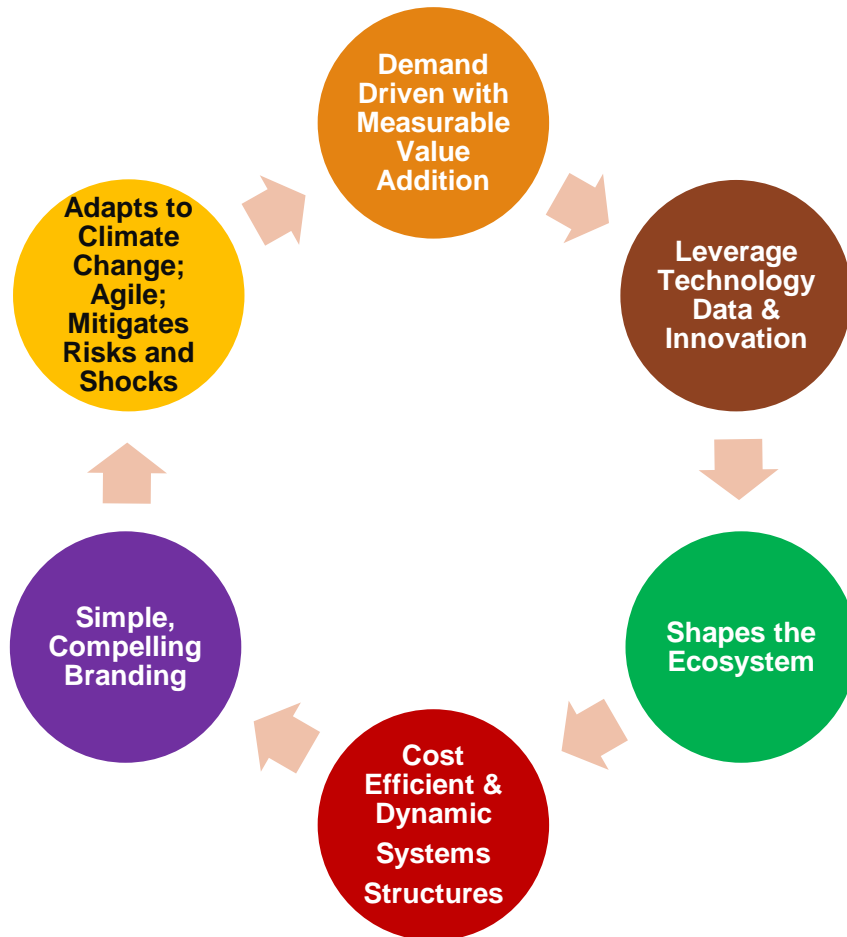
Nourishing Africa Works Across Africa

32 of 54 Countries in Africa

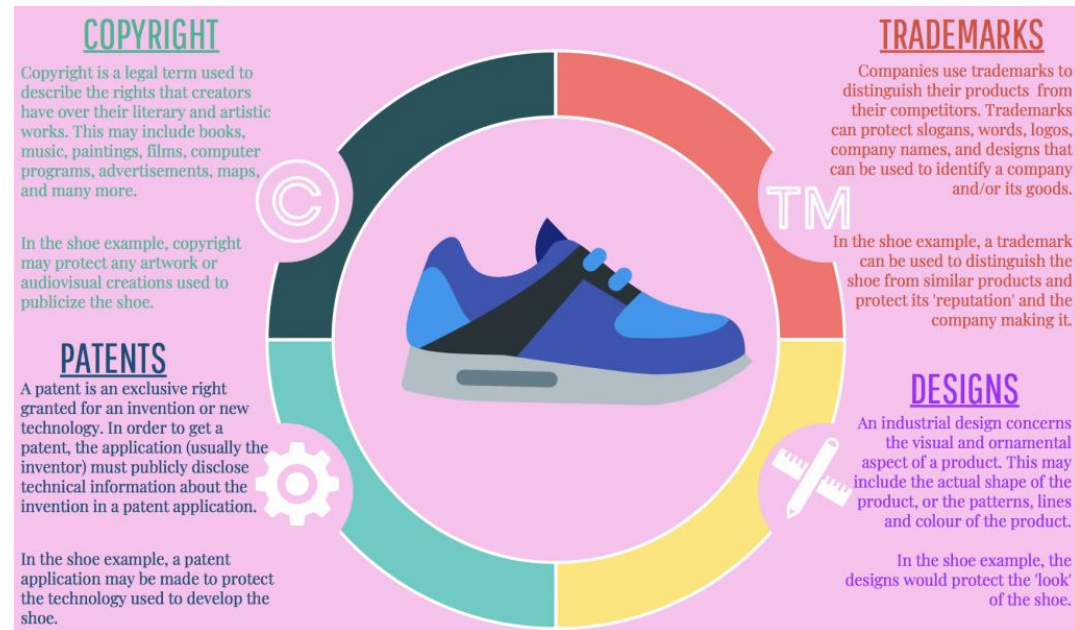
1000+ Members



IP is Integral to every Component of Successful SME Business Models that enable Scaling



IP Unlocks Growth, Builds Trust, Ensures Sustainability



IP effectively enhances the overall worth or value of the business firm or organization in the eyes of the investors and safeguards unique innovations, ideas, and concepts, from theft and infringement by competitors.

Source: [Pull Up A Chair. Be IP Aware: The Importance Of IP For SMEs – According To A Law Student](#)

SMEs Need Support for IP Compliance

AACE Foods' Experience

AACE Foods was created propelled by passion and a sense of urgency rooted in three facts:

- Over 90% of the processed food that is consumed in Nigeria is imported, even though 60% of the population is engaged in agriculture. Not unconnected, over 57% of household income is spent on food.
- 20-50% of grains, herbs, fruits, and vegetables are wasted due to poor post harvest practices, lack of appropriate packaging and storage facilities, inadequate distribution mechanisms and limited local processing.
- 37% of Nigerian children under 5 years old are classified as stunted, according to the 2018 Demographic and Health Survey.

Our Mission: To provide nutritious and tasty food products made from the best of West Africa's fruits, herbs, cereals and vegetables.

- **Our Vision:** To be the preferred provider of food in West Africa, thereby contributing significantly to the improved nutritional status of our people, and better the livelihoods of our farmers.



Case Study: Product Fraud

Food fraud is worth billions of Naira and affects all citizens! When the barriers to entry are low and there are little/no repercussions for “bad behavior” fraud thrives

“Five trucks of about 56 assorted unregistered cosmetic products, worth over N60m were successfully evacuated from the warehouse. The NAFDAC DG said that the products were allegedly imported from China, Malaysia, the Philippines and Dubai.

[NAFDAC confiscates N60m fake cosmetics from Lagos warehouse - Punch Newspapers \(punchng.com\)](https://punchng.com/nafdac-confiscates-n60m-fake-cosmetics-from-lagos-warehouse/)

Case Study: The Creative Industries

According to a textile dealer in the popular Tejuosho Market in Yaba, Mr. Shina Odunsi: “They have changed the game now. The worst thing is that they fake our designs. At the edge of the Chinese fabrics, you will see, ‘Made in Nigeria’, or ‘Made in Ghana’, with the logos of the relevant country on the Ankara.



Music

Movies

Fashion

Designs

Paintings

Others

Punch Newspapers

[Chinese ankara chases Nigerian brands out of market - Punch Newspapers \(punchng.com\)](https://punchng.com)

Urgent Requirements for Change

Clearly defined and communicated processes for IP protection – with the deployment of transparent online portals, inclusive of special windows for SMEs

Cost effective processes for SMEs to register, protect and defend their interests, with support from relevant government agencies

Partnership with the media, SME industry & value chain associations to raise awareness about the impact of IP

Increase awareness about high profile cases related on protection to restore trust in the system

Local, state, federal, and international partnerships to hold other governments accountable for protecting the interests of Nigerian SMEs abroad

“If I tell you my dream, you might forget it.

If I act on my dream, perhaps you will remember it,

But if I involve you, it becomes your dream too!”



nnwuneli@acefoods.com
www.acefoods.com
www.sahelconsult.com
[@acefoods](https://www.instagram.com/acefoods)
[@ndidinwuneli](https://www.instagram.com/ndidinwuneli)



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nnwuneli@sahelcp.com

www.nourishingafrica.com

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