



**1<sup>st</sup> Virtual International Trade and Investment Summit**  
**Theme: Food Processing and Preservation**

***Nigerian-USA Chamber of Commerce***

October 27, 2021

**Nigeria-USA Chamber of Commerce (NUSACC) Advertisement and Program Sponsorship Booklet for Display in your own designated Virtual Room!**

The Nigeria-USA Chamber of Commerce (NUSACC) welcomes you to its first virtual bi-annual International Trade and Investment Summit, in collaboration with the Collaborative Chambers Alliance (CCA) which is an Alliance of more than 16 Chambers of Commerce, including the Chinese, British, French American Chambers, Global Cleveland and other Domestic American Chambers of Commerce.

The Summit will be held on October 27, 2021.

Past Summits held in the U.S had attracted more than 150 organizations, the last held in the US in Cleveland, Ohio in 2018 while the last Summit was held in Nigeria in 2013 attracted more than 300 Business and Government representatives.

Notables about Nigeria:

- Nigeria's population of more than 200 million is the largest in Africa.
- One of every four Africans is a Nigerian.
- Nigeria's GNP in 2019 was \$433.5b and its GDP in 2020 was \$412.81b or 1.28% increase over 2019, when the growth rate was 2.21% compared to 2.16% for the U.S. in the same period.
- The U.S. Ex-IM Bank described Nigeria as one of the best nine countries in the world for the US to do business.
- Overseas Private Investment Corporation (OPIC) is currently financing more than \$500M in projects in Nigeria.
- Nigeria is U.S. largest trading partner in sub-Saharan Africa, largely due to the high level of petroleum imports.
- More than 60 per cent of Nigeria's population is young adults (29 and 35 years old) and they want exactly what their age group demands across developed countries.

Yes, you could reach and make your presence known to more than 160 million Nigerians. That journey begins with the awareness of your company and organization to the Nigerian public through your presence in the program event

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booklet for the 1<sup>st</sup> NUSACC Online International Trade and Investment Summit.

As a sponsor or advertiser, you would have a designated virtual room at the Summit to exhibit your product and/or Service Offering Banners. Your messages will be targeted to prominent Organizations, Entrepreneurs, Business and State Government leaders in Nigeria and the USA, who will be attending the 2021 Summit; and generate substantial exposure for your organization for future business negotiations and spreading the name of your company.

Below is a copy of the *Program Booklet Advertising Order Form*. It contains information on advertising spaces, rates, and payment methods.

To improve your chances of being featured in the *Program Booklet*, we encourage you to submit your completed form and Ad Copy at [www.nusacc.us](http://www.nusacc.us), not later than **October 22<sup>nd</sup>, 2021**.

P.S. See Form below.

Thank you

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**Nigeria-USA Chamber of Commerce (NUSACC)1st Hybrid  
International Trade and Investment Summit  
On Thursday October 21, 2021**

***PROGRAM BOOKLET ADVERTISING ORDER FORM***

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*Please type or print and fill out completely. RETURN NO LATER THAN OCTOBER 22<sup>ND</sup>, 2021.* In the US, Questions to Dr. Primus Igboaka at [pigboaka@nusacc.us](mailto:pigboaka@nusacc.us), Mobile; (216) 298 –3505: Mr. Tony Okoro at [tokoro@nusacc.us](mailto:tokoro@nusacc.us). Mobile (216) 780-1769, Mr. Chuck Nnabuife at [cnnabuife@nusacc.us](mailto:cnnabuife@nusacc.us), Mobile: (216) 509-6431 or Mr. Lee Kareem at [lkareem@nusacc.us](mailto:lkareem@nusacc.us), Mobile: (440) 263-5584

In Nigeria, Questions: Dr. Tony Nwadiubu at [tnwadiubu@nusacc.us](mailto:tnwadiubu@nusacc.us) or Mobile: +234 803 313 8471, or +234 814 775 6205

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

***PLEASE CHECK ALL THAT APPLY BELOW***

**Advertising Space:**

**Banner Format \$2,500 (US) OR N625K (Nigeria)**

**Full Page \$1,500( US) OR N375K (Nigeria)**

**Half Page \$ 1,000 (US) OR N250K ( Nigeria)**

**PAYMENT METHOD**

Pay online through NUSACC

Website: [www.nusacc.us](http://www.nusacc.us).

Total Amount Remitted to NUSACC

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## **Sponsorship Benefits**

### **Presidential Sponsors**

**\$10,000( US) or N2.5m( Nigeria)**

- 1-year NUSACC Membership
- Your business name, logo, product, and service offerings displayed on the NUSACC Website
- Your business name displayed on Event Flyers, Programs, social media and Direct Mailing to businesses with operations in the U.S. and Nigeria
- Link to your website, your business point of contact with contact information
- A full-page profile of your business will be featured prominently in the Program Booklet
- Your business will be listed as a sponsor in print, radio and mass email throughout Nigeria

### **Honorable Sponsors**

**\$5,000 (US) or N1.25m (Nigeria)**

- 
- Your business name, logo, product and service offerings displayed on the NUSACC Website
- Your business name displayed on Event Flyers, Programs and Direct Mailing to businesses with operations in the U.S. and Nigeria
- Link to your website, your business point of contact with contact information
- A full page profile of your business will be featured prominently in the Program Booklet
- Your business will be listed as a sponsor in print, radio, and mass email throughout Nigeria

### **Platinum Sponsors**

**\$2,500 (US) or N625K (Nigeria)**

- 1-year NUSACC Membership. Your business name, logo, product and service offerings displayed on the NUSACC Website
- Your business name displayed on Event Flyers, Programs and Direct Mailing to businesses with operations in the U.S. and Nigeria
- Link to your website, your business point of contact with contact information
- A full-page profile of your business will be featured prominently in the Program Booklet
- Your business will be listed as a sponsor in print, radio and mass email throughout Nigeria

### **Gold Sponsors**

**\$1,500 (US) or N375K (Nigeria)**

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- Your business name, logo, product, and service offerings will be displayed on NUSACC Website
- Your business name displayed on Event Flyers, Programs and Direct Mailing to businesses with operations in the U.S. and Nigeria
- Link to your website, your business point of contact with contact information

### **Silver Sponsors**

**\$1,000(US) or N250K (Nigeria)**

- Your business name, logo, product and service offerings will be displayed on NUSACC Website
- Your business name displayed on Event Flyers, Programs and Direct Mailing to businesses with operations in the U.S. and Nigeria
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### **Basic Sponsors**

**\$500 (US) or N125K (Nigeria)**

- 1-year basic Corporate Membership
- Your business name, logo, product and service offerings will be displayed on NUSACC Website

### **Relevant Facts About Nigeria.**

- ⇒ Nigeria's real GDP growth rate in 2019 was 2.21% compared to 2.16% for the U.S. in the same period.
- ⇒ Nigeria signed a \$1.5B financing agreement with the U. S. Export-Import Bank (EximBank) to double Nigeria's Power Output by the year 2020.
- ⇒ The U.S. Overseas Private Investment Corporation (OPIC) is currently financing more than \$500M in projects in Nigeria.
- ⇒ Nigeria is U.S. largest trading partner in sub-Saharan Africa, largely due to the high level of petroleum imports.
- ⇒ U.S. is Nigeria's largest trading partner after the UK.
- ⇒ Nigeria supplies 8% of U.S. oil imports—nearly half of Nigeria's daily oil production.
- ⇒ Nigeria is the fifth largest exporter of oil to the United States.
- ⇒ Nigeria was the 13<sup>th</sup> largest trading partner for U.S. in 2010.
- ⇒ Nigeria's main trading partners (exports) mainly crude oil are U.S. 35%, India 10.4%, Brazil 9.3%, Spain 7%, and France 4.6% (2010).
- ⇒ Nigeria's imports are from China 14.9%, U.S. 8.9%, Netherlands 8%, South Korea 5.5%, U.K 4.6%, France 4.2% (2009).

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- ⇒ U.S. imports from Africa 16% (2010).
  - ⇒ Exxon-Mobil and Chevron are the two largest U.S. corporate players in offshore oil and gas production.
  - ⇒ Nigeria has a growing middle class, currently 23% of the population.
  - ⇒ Need in Nigeria for industry and trade diversification.
  - ⇒ Potential exists in additional sectors including clean energy and power generation, exploration of untapped mineral resources, transportation, agriculture and technology.
  - ⇒ Industries with high potential for U.S. export growth (according to Ex-Im Bank): agribusiness, aircraft and avionics, construction, medical technologies, mining, oil and gas, and power generation, including renewable energy.
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