



# Made in Niger Expo

"Let's consume Nigerien"

7<sup>th</sup> edition, from May 31<sup>st</sup> to June 5<sup>th</sup>, 2023



KAWAR AND DJADO OPPORTUNITIES IN THE SPOTLIGHT

At the Mahatma Gandhi International Conference Center  
of Niamey

## Justification

Niger, like all the other emerging economies, aspires to the transformation of the rural world, the development of the private sector, internal and external trade in order to ensure consumer satisfaction and producer performance.

Engaged since 2011 in a dynamic of exponential increase in agricultural production through, among others, the 3N Initiative, Niger is today at the crossroads towards its food self-sufficiency but also, the satisfaction of basic needs in various goods. . All things that contribute to the viability of an industrial fabric of local transformation, by the creation of mass production units. For this, it is necessary to support the national supply of goods and services by a strong and growing demand in time and space.

However, faced with strong competition from imported products, their real attractiveness (packaging, availability, price, etc.), it is urgent to innovate in the approach to building national demand for goods and services.

To do this, it was launched in 2017, by the TactDev company, the concept of MADE IN NIGER and a campaign "let's consume Nigerien" to support a national dynamic based on a consumption-production dialectic.

This is fully in line with the desire to guarantee the construction and competitiveness of a national offer with an international vocation, and comes at the right time in a context where the African Continental Free Trade Area (AfcFTA) has already come into force, for which African States are currently in the implementation phase.

Niger, which was the first country to sign the agreement, played a leading role in the entire process of negotiations, the drafting of protocols relating to trade in goods and services, as well as the rules and procedures for settlement of disputes .

In this context which offers a sub-regional market of more than 380 million and continental market of 1.2 billion consumers, the strengthening of the competitiveness of craftsmen and Nigerien companies will make it possible to satisfy domestic consumption, increase exports and increase job creation.

It is in this perspective that TactDev, in collaboration with the Government of Niger, is organizing this 7<sup>th</sup> edition of the Made In Niger Expo, with the ambition of institutionalizing the initiative "Let's consume Nigerien", through a workshop reflection.

## The Made In Niger Expo

Organized in the form of a trade fair, Made in Niger Expo brings together craftsmen and self-employed entrepreneurs, as well as small and medium-sized enterprises that exploit and process local products and market them. A major event to contribute to the development of the tertiary sector, agro-pastoral and fisheries value chains.



From May 31<sup>st</sup> to June 5<sup>th</sup>, 2023, at the Mahatma Gandhi International Conference Center, around hundred exhibitors will promote "Let's consume Nigerien" and contribute to strengthening the offer of attractive, quality products. This dynamic also contributes to substituting certain imports with products that exist in Niger.

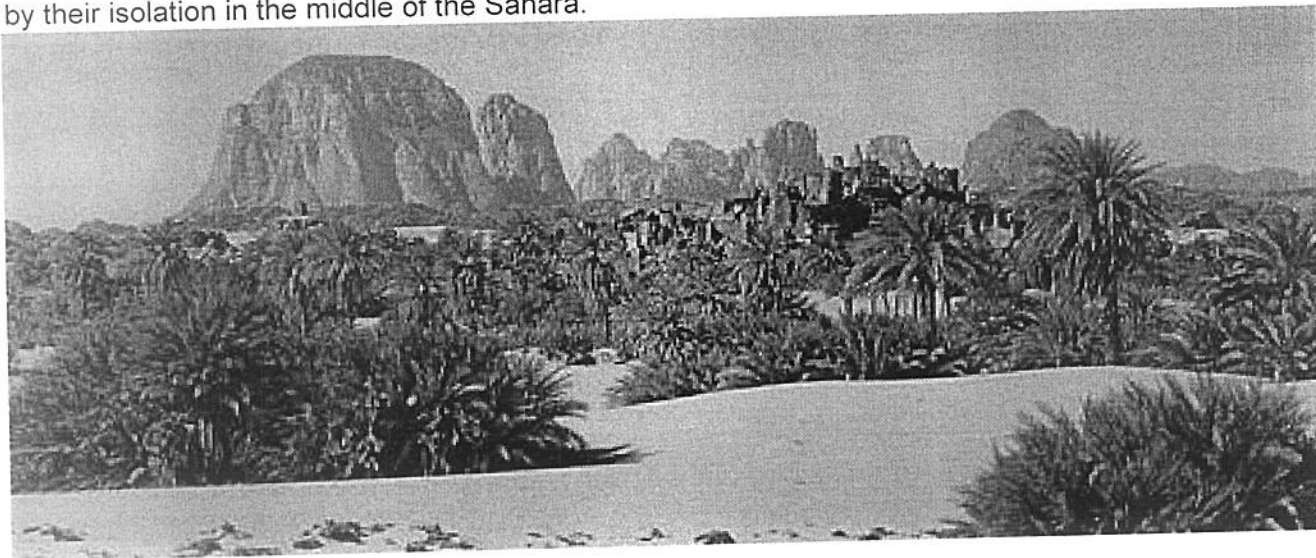
Stands will allow visitors to discover, try and taste the products, as well as discuss with the exhibitors. This fair is an opportunity to magnify local know-how, to stimulate national production and consumption.



## Kawar and Djado in the spotlight

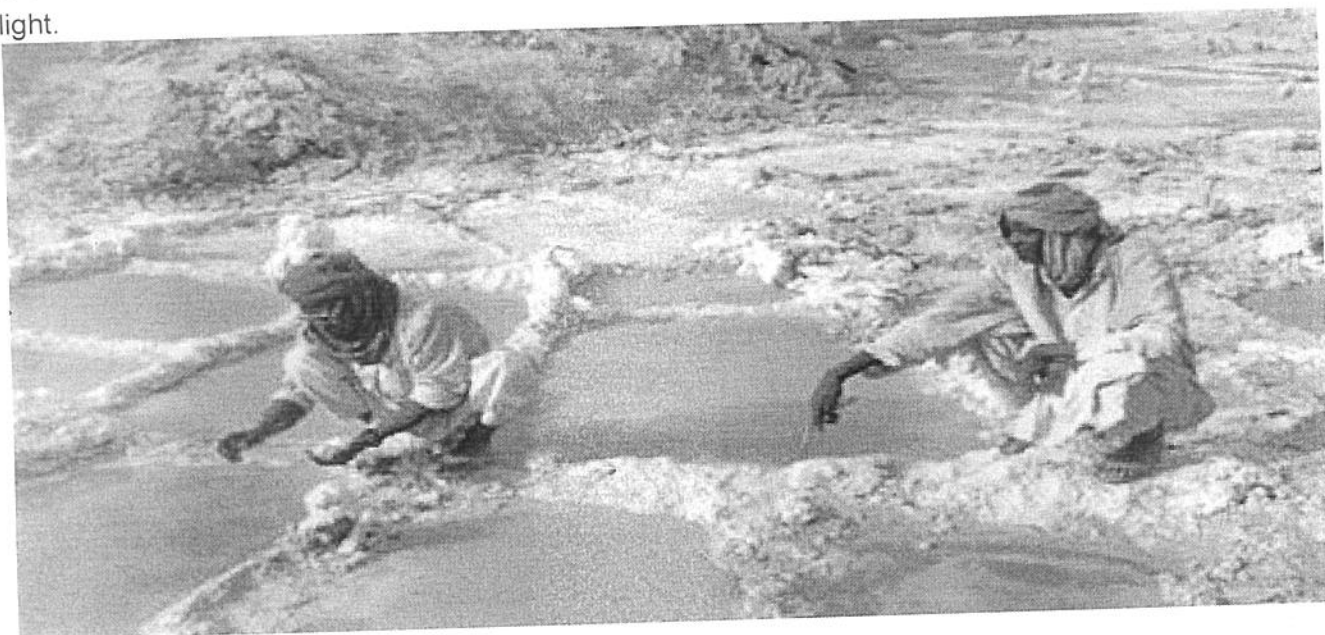
Majestic and poignant, Kawar and the Plateau of Djado are among the furthest regions from the capital. Unknown geographically, they are also culturally, historically and economically.

At the edge of the Ténéré desert, the verdant oases are surrounded by sand dunes as far as the eye can see and equally arid mountains. They are animated by Toubou and Kanuri cultures, caravans and travelers, but also by their isolation in the middle of the Sahara.



The natural resilience of the communities that have succeeded one another has allowed them to live while adapting to the extreme geographical and climatic context of the region. Although the latter is 600 kilometers of desert from a true urban center, its natural resources and its wealth of craftsmanship, its geographical position and its political weight, have for centuries impregnated the commercial and social relations of the Sahara and the Sahel.

This area abounds in significant economic opportunities, in particular through the main activities of local communities such as the exploitation of salt, natron, dates, gold, livestock breeding and crafts. This is why, on the occasion of the 7<sup>th</sup> edition of Made in Niger Expo, TactDev wanted to promote this region by putting it in the spotlight.



## Main objective

The main objective of Made in Niger Expo is to accelerate the creation of local production through local promotion in order to accelerate the process of industrialization and economic diversification of the country.

## Specific objectives

- Promote the creation of an inclusive market by facilitating meeting and synergy between Producers - Manufacturers - consumers;
- Contribute to promoting the consumption of locally made products by highlighting the various products available on the local market;
- Participate in strengthening the processing industry by connecting the players in the value chain;
- Contribute to the creation of a platform for sharing knowledge and experiences , to the launch of the networking of the Made in Niger value chain (distributors, producers, processors, partners, transporters, etc.);
- Promote to processors the availability of tools and necessary skills for the promotion and expansion of purchases of their products;
- Contribute to the strengthening of competitiveness at all levels, and more particularly at the levels of industry and companies;
- Participate in the development of new and existing markets for startups and SMEs;
- Contribute to highlighting the socio-economic wealth and making the realities of Kwar and Djado better known;
- Promote the institutionalization of the Made in Niger initiative;
- Participate in strengthening the attractiveness of Kwar-Djado and its economic development.



## Planned Activities:

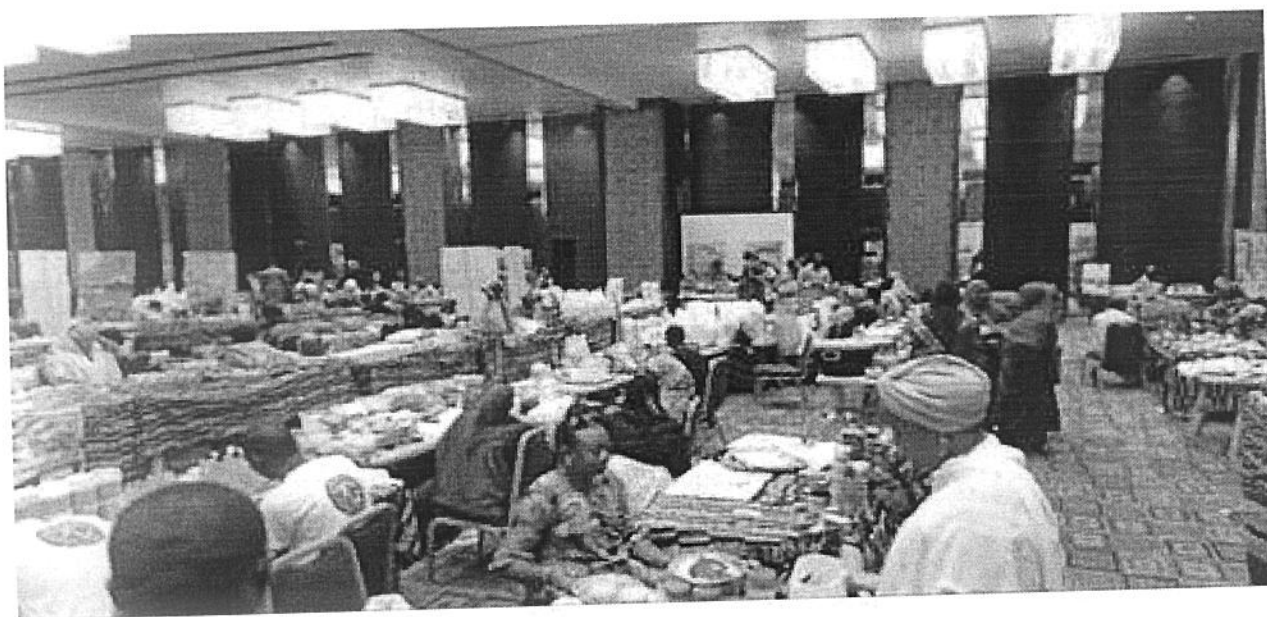
Several activities will take place throughout the week of the show, in order to highlight the economic and cultural opportunities of these regions, in particular:

### 1. Exhibitions of products made in Niger

Several stands will be set up to welcome exhibitors, who will allow visitors to discover, taste and buy "made in Niger" products.

Resulting from local processing and creation, whether utilitarian or agri-food, the products presented will be opportunities for collaboration, partnerships and development for promoters, national and local institutions, as well as the country's technical and financial partners. .

More than 5,000 people are expected during the 6 days of Expo Made in Niger. Exhibitions and sales, fashion shows, culinary tastings, conferences.

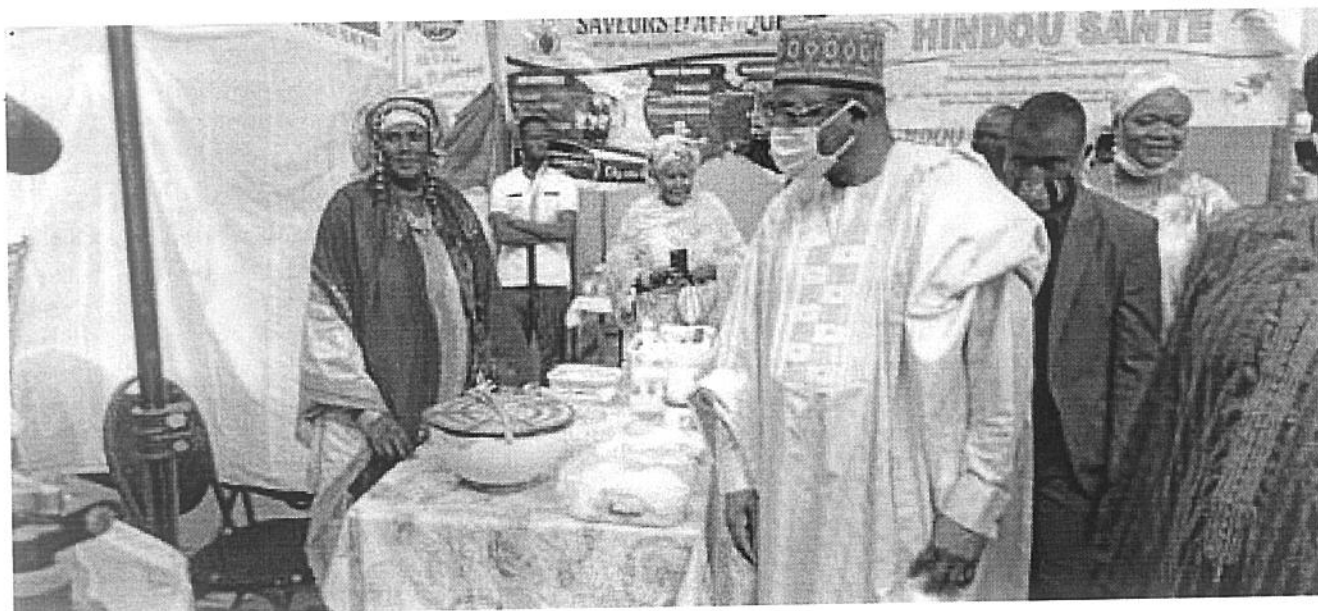


## 2. Workshop for the institutionalization of let's consume Nigerien

Such a campaign consists of guiding and motivating the Nigerien consumer to favor the national product. It is a question of adopting an efficient strategy which will make it possible to cultivate a state of mind, to favor national production in the face of fierce competition from imported products.

Translated into major actions in the General Policy Statement of the Prime Minister, the ideals of the "Let's consume Nigerien" and "Made in Niger" campaigns are perfectly in line with the growth model that the public authorities are considering today, which consists of gradually replacing imports with a quality supply and generating export surpluses.

In this regard, a workshop will be organized during the Made in Niger Expo, with a view to promoting the institutionalization of "let's consume Nigerien". Around the promoter, technical executives from several ministerial departments and national institutions concerned, representatives of the private sector and technical and financial partners, the exchanges will make it possible to identify a process that will lead to the institutionalization of the dynamic.



## 3. Training in marketing and product labeling in the context of AfCFTA

A 3-day training will be provided to a number of identified prospects in each region of the country.

The program of this training will give the opportunity to the candidates to learn fundamental notions and to familiarize themselves with the useful techniques to carry out an efficient marketing, as well as to know the processes of the labeling of products and know-how.

## Conference on the history of Kwar and Djado

The region is also characterized by an extraordinary profusion of vestiges of the past, in particular, several centuries-old citadels which bear witness to the historical importance of the area, fossils which attest to a humid period in this arid space, prehistoric art facts which illustrate the ingenuity of those who preceded us.

All this cultural wealth is unknown to Nigeriens and deserves to be shared to enrich the youth, support the improvement of education and the political project of cultural renaissance.

This is why, as part of the week of "Let's consume Nigerien", a conference on the historical, geographical and cultural heritage of Kwar-Djado will be led by eminent archaeologists, historians and sociologists from Niger and abroad, such as Boubacar Adamou, Idé Oumarou, Thierry Tillet or François Paris.



## 4. Kwar-Djado World Heritage Photographic Exhibition

Endowed with an exceptional natural and cultural heritage, the Kwar and the Plateau du Djado are among the attractions and major tourist products of Niger. An exhibition of photographs by Maurice Ascani will show the public the splendor of the landscapes of this little-known region.

An auction will be organized during this week of "Nigerian consumption", which will finance a discovery trip to promote Kwar and Djado. Influencers, media and travel agencies will be invited to visit the area to help promote internal tourism and its economic opportunities.



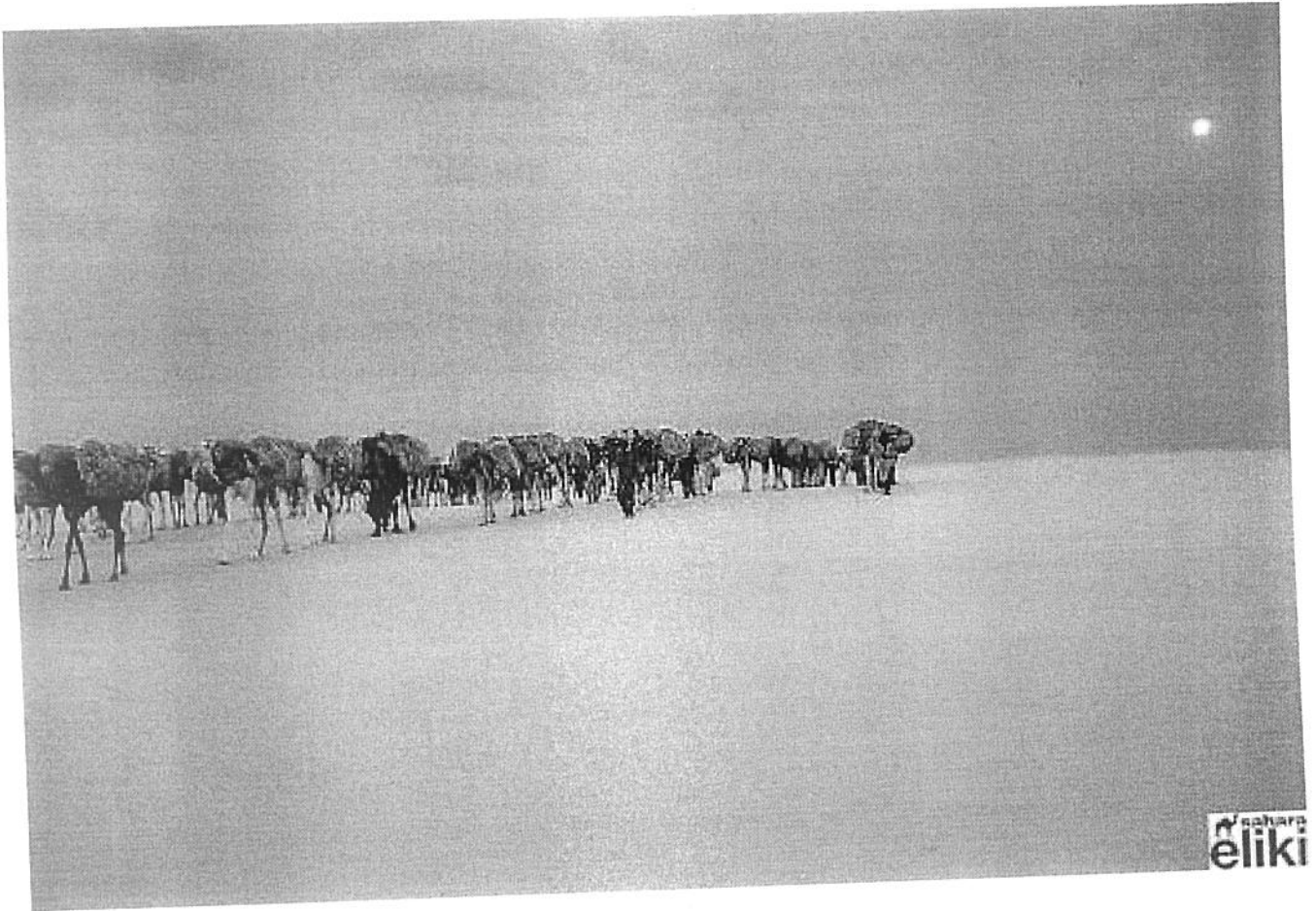
## 5. Caravan to the Future

For centuries, caravans have crisscrossed the Sahara and the Sahel to transport goods that are traded between regions and peoples.

In Niger, the caravan that starts in Aïr crosses the vast Ténéré desert for a month bound for Kowar, in order to barter goods and head south, in particular to Zinder, Maradi, as far as Kano in Nigeria.

After a journey of four months, which saw the peoples concerned meet and get to know each other better, the caravan returns to the Aïr with rare and essential products in the region.

Mrs. Alissa Descottes-Toyozaki accompanied the caravan throughout its journey and will present, through photos, a film and her experience, this aspect of the culture and economy of the territory, which is also one of the historical vectors of social cohesion in Niger.



## 6. Film screenings made in Kowar

"La captive du désert" directed by the famous filmmaker Raymond Depardon, shot in 1989 in the Djado, with Sandrine Bonaire, a world-famous actress, will be screened several times to the public.

Another landmark film will be screened, "Vents de sable, femmes de roc" by Nathalie Borges, which is similar to a documentary, as it relates the reality of the Toubou women in the area and the caravan they lead through the desert, from villages to camps, to sell the product of their date harvests.

## 7. Fashion show Kawar

An evening will be devoted to fashion through a fashion show around Nigerien designers and stylists who will present collections inspired by clothing and jewelry typical of the region.

Prior to this professional activity, a training workshop will be provided in Kawar for ten tailors and dressmakers in the area, in order to strengthen their capacities, stimulate creativity and contribute to the development of the local economy.

Supervised by a renowned Nigerien stylist, they will be invited to Niamey during the fashion show to present the collections they will have produced during the workshop.



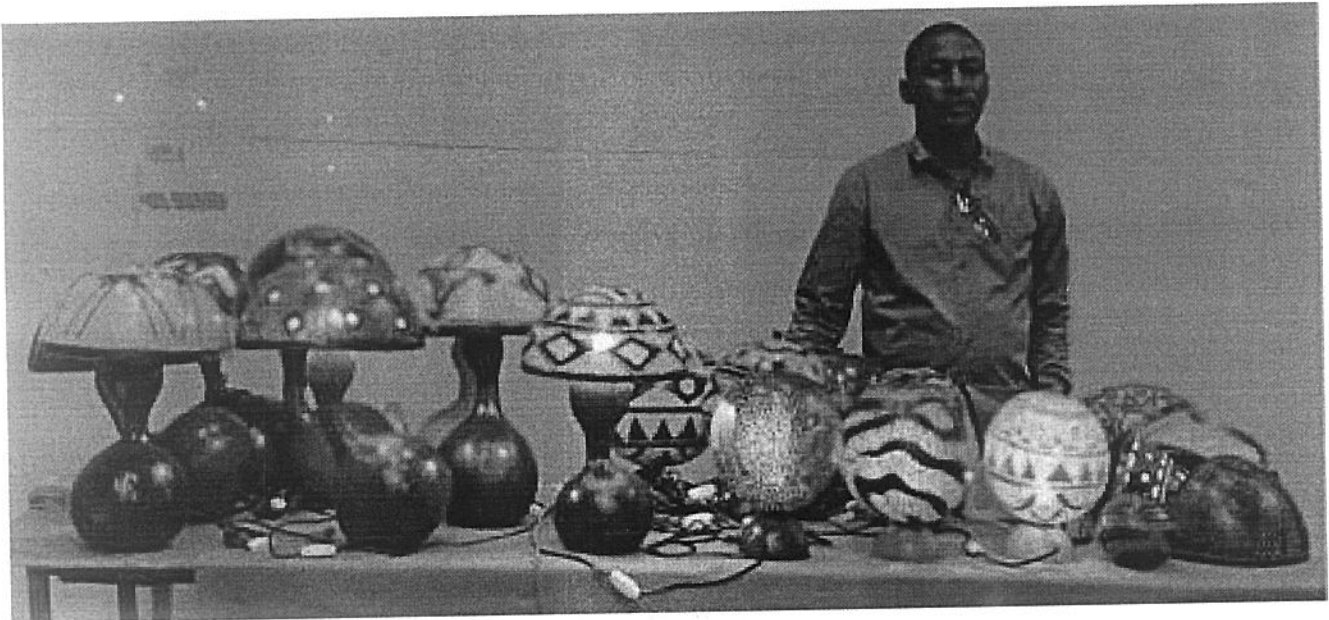
## 8. Kawar dinner

An evening will be devoted to the discovery of the traditional Toubou and Kanuri gastronomy of Kawar. Revisited with the collaboration of a true Nigerien Chef, the flavors of this region will be exalted in order to motivate their integration into the menus of restaurants and hotels, to cultivate a dynamic and to stimulate consumption.

A typical menu will be offered to the guests, who will enjoy taking their taste buds on a journey and participating in a meaningful event. In fact, beyond contributing to the development of Nigerien gastronomy, they will be at the heart of an auction of photographs from Maurice Ascani's exhibition, in favor of socio-economic action which will take place downstream of the show in Kawar-Djado.

## Expected results

- An inclusive market is stimulated and will serve as a framework for sharing, networking and joint ventures;
- The adoption of an agreement for the institutionalization of the Made in Niger initiative;
- Informal actors formalize their activities.
- Nigeriens and residents consume more local products;
- Actors from the crafts and the private sector develop collaborations and networking is encouraged;
- More institutions and technical and financial partners initiate projects to support processors and the private sector;
- Exports are more important in the medium and long term;
- Kowar and Djado arouse greater interest and projects with an economic dimension are increased;
- A framework is created for the institutionalization of the Made in Niger initiative.



## Targets

- Public administration and local authorities;
- International institutions and NGOs;
- The private sector;
- Value chains;
- Households and residents in Niger;
- Diasporas;
- Industrial ;

## Methodology

The communication in question here is a mix of direct communication (excluding media) and media communication and via social networks.

- Initially, it will be necessary to promote patriotic consumer behavior by highlighting the intrinsic advantages and the positive effects of local demand on economic life and national well-being.
- Then, promote national producers through direct and massive communication and systematic highlighting in businesses and national acts. Finally, it will be necessary to highlight the direct advantages (quality of Made in Niger, competitive industry, trade balance) and indirect (jobs, taxes, growth, added value)

## COMMUNICATION VIA THE INTERNET & SOCIAL NETWORKS

- All online sales platforms will be used to ensure the aggressiveness and promotion of 100% Made in Niger.
- The core target remains households. However, within this same group, there are as many disparities as there are reasons for consumption. This is why it will be subject to tighter targeting with more personalized messages. In order to guarantee greater effectiveness of the messages, dialogues, conversations will be held with the intermediate targets that are the public order and the value chain acting respectively as a prescriber and as a driver of the initiative. This integration of the value chain will allow easier and effective collaboration to build together a 100% NIGER value chain.
- Discussions between decision-makers (Ministry), Men, Women, and young people contractors.

## MEDIA

Broad communication will be carried out through the national media, television, radio, written press, internet, social networks, all existing tools will be used to promote the event and its ambitions.

### Television and Radio

Many media will be mobilized for an efficient and targeted promotion of the event, of the various activities that make it up, as well as to attract our public.

### Press

We will keep the press regularly informed of progress through press releases distributed to the entire profession. A press kit will also be developed with pages dedicated to partners.

## Indicative budget 2023

Designations	Quantity	Number of days	Unit Price	Total
Mahatma Gandhi Center rental	1	6	3,000,000	18,000,000
Air-conditioned marquee rental and equipment	1	2	1,600,000	3,200,000
Sound system and equipment (conference and fashion show)	1	2	150,000	300,000
<b>Subtotal</b>				<b>21,500,000</b>
<b>Exhibition of Made in Niger products</b>				
Rental of dressed stands	80	6	40,000	19,200,000
Participating transport from other regions	13	FF	920,000	920,000
Travel and catering for exhibitors (for 6 days)	13	6	10,000	780,000
Launching place decoration	FF	FF	700,000	700,000
Stands entertainment	1	6	150,000	900,000
Travel of Toubou musicians from Kawar (Kawar - Agadez - Niamey)	3	2	120,000	360,000
Remuneration of Kawar musicians	3	-	500,000	1.5 million
Remuneration of Kanuri musicians in Niamey	2	6	50,000	600,000
<b>Subtotal</b>				<b>24,960,000</b>
<b>Workshop for the institutionalization of the Made in Niger campaign</b>				
Coffee break	50	1	2,500	125,000
Lunch	50	1	10,000	500,000
Reprographies	100	1	1000	100,000
<b>Subtotal</b>				<b>725,000</b>
<b>Conferences (Historical heritage and Caravan to the future)</b>				
Refreshments	300	2	250	150,000
Speaker plane tickets (Paris - Niamey A/R)	3	-	669,000	1,338,000
Speaker accommodation	3	4	80,000	960,000
Catering	3	4	20,000	240,000
Transportation	3	4	40,000	480,000
<b>Subtotal</b>				<b>3,168,000</b>
<b>Photographic exhibition</b>				
Photo prints + Frames	20	1	390,000	7,800,000
Making tripods and totems	20	1	80,000	1,600,000
<b>Subtotal</b>				<b>9,400,000</b>
<b>Screening of films made in the Kawar</b>				
Producer and actress plane tickets (Paris - Niamey A/R)	2	-	1,908,000	3,816,000
Speaker accommodation	2	4	180,000	1,440,000
Catering	2	4	20,000	160,000
Transportation	2	4	40,000	320,000
<b>Subtotal</b>				<b>5,896,000</b>

## Marketing and labeling training

Prospect transport	22	-	570,000	570,000
Catering costs	22	5	10,000	1,100,000
Room rental	1	3	200,000	600,000
Lunch	30	3	10,000	90,000
Coffee break	30	3	2,500	225,000
Trainers	4	FF	150,000	600,000
Training kit and teaching materials	30	1	11,000	330,000
<b>Subtotal</b>				<b>3,515,000</b>

## Fashion Show (Workshop)

Transport prospects Kawar-Agadez	8	2	60,000	960,000
Workshop rental in Agadez	1	10	5,000	50,000
Materials and fabrics for training and collection	FF	FF	1,200,000	1,200,000
Haberdashery	FF	FF	200,000	200,000
Training kit	10	1	2,000	20,000
Accessories and jewelry rental	10	FF	80,000	800,000
<b>Subtotal</b>				<b>3,230,000</b>

## Fashion Show (Mode Defile)

Transport Agadez-Niamey	8	2	30,000	480,000
Perdiem prospects (accommodation-catering in Agadez)	8	20	40,000	6,400,000
Trainer (Ahmata)	1	16	50,000	800,000
Trainer assistant	1	16	25,000	400,000
Mannequins	30	2	20,000	1,200,000
Barbers	FF	FF	300,000	300,000
Backstage	1	2	50,000	100,000
Choreographer	1	2	50,000	100,000
Photographer	2	FF	300,000	600,000
Dressers	2	2	15,000	60,000
Hangers (packages)	10	1	5,000	50,000
Thorny (bundles)	10	1	1,000	10,000
<b>Subtotal</b>				<b>10,500,000</b>

## Catering (Opening and Diner Kawar)

Opening tasting (250)	250	1	6,000	1,500,000
Diner Kawar (250)	250	1	11,200	2,800,000
Servers	20	2	10,000	400,000
Cutlery and equipment rental	-	-	600,000	600,000
Decorations (rugs, cushions, etc.)	-	-	650,000	650,000
<b>Subtotal</b>				<b>5,950,000</b>

**Total** **88,844,000**

Designations	Quantity	Number of days	Unit Price	Total
<b>DESIGN &amp; MEDIA / NON-MEDIA VERSIONS</b>				
Graphic designs	-	-	240,000	240,000
Invitation cards + personalized envelopes	800	-	1,500	1,250,000
Facade panels 6x5.5	2	-	390,000	780,000
4/3 panels	12	1 month	90,000	1,080,000
4x2 Photo call	2	-	215,000	430,000
5x3 Stage Background	1	-	215,000	215,000
Kakemonos	12	-	75,000	900,000
Badges	300	-	3,000	900,000
<b>Subtotal</b>				<b>5,795,000</b>
<b>COMMUNICATION AND MEDIA COVERAGE</b>				
Daily coverage (TV)	5	FF	500,000	2,500,000
Let's consume Nigerien Song	1	FF	2,000,000	2,000,000
Opening Ceremony Coverage	-	-	1800,000	1,800,000
Photographers	2	6	150,000	1,800,000
Spots Design (All media) + Translations + Jingles	FF	FF	2,500,000	2,500,000
TV Spot Broadcast	5	60	20,000	6,000,000
Radio Spot Broadcast	4	500	1,500	3,000,000
Digital communication	1	3 months	60,000	180,000
Reports "LET'S CONSUME NIGERIEN" by RTN	1	-	1,500,000	1,500,000
Participation certificates	1	100	2,500	250,000
Artisanal frames for certificates	1	100	15,000	1,500,000
Prices made by craftsmen	8	-	180,000	1,440,000
Security	FF	6	150,000	900,000
Event site maintenance		5	150,000	750,000
<b>Subtotal</b>				<b>26,120,000</b>
<b>TACT DEVELOPMENT CONSULT SERVICE</b>				
Support, management and sales force team		110,000	6	660,000
Senior Expert service (2 people)		200,000	6	1,200,000
Management fees		2,750,000	1	2,750,000
<b>Subtotal</b>				<b>4,500,000</b>
<b>Total</b>				<b>36,535,000</b>

**Grand Total: 125,379,000 FCFA**

Adopted this indicative budget at the sum of one hundred and twenty-five million three hundred and seventy-nine thousand CFA francs (125,379,000 FCFA)

## Promoter

TactDev is a consulting and support company for VSEs/SMEs-SMIs, which disseminates entrepreneurial culture and promotes entrepreneurship. It is present in different areas, including consulting engineering, operational marketing, market research, product launch, distribution, training, product activation and events. We have been operating in all regions of Niger since 2017.

Our team is led by professionals in various fields, having acquired numerous and rich experiences in national and international structures, particularly in business economics, finance, industry, administration, food processing, distribution or communication, support in marketing, sales and quality.

Our objective is to make entrepreneurship the catalyst for sustainable development in Niger, motivated by our vision of entrepreneurship which is a vector of growth and creator of stable jobs.

Our motto: FORWARD



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