



fitcc



Fidelity

★ ★ ★ ★ ★ ★

HOUSTON 2 0 2 3

Fidelity International Trade & Creative Connect

Connecting Nigeria To The World

www.fitcc.co.uk

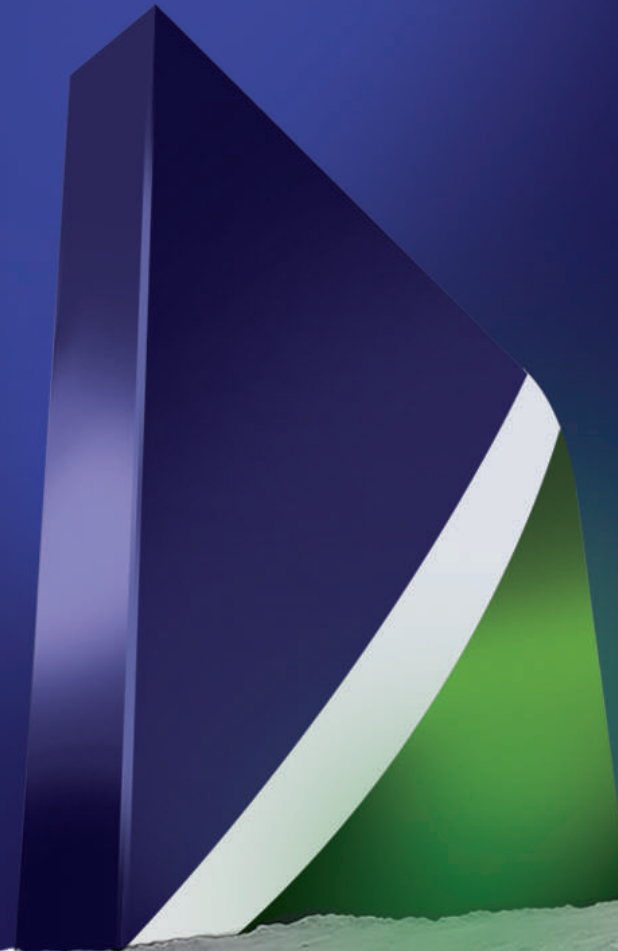


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Leverage our global expertise to grow your
business and take it beyond borders.

- EXPORT & AGRICULTURE ■ PRIVATE BANKING
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We Are Fidelity, We Keep Our Word.



www.fidelitybank.ng

Outline

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Overview

- **Strategic Objectives and Goals of FITCC**

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What We Did in FITCC London

- **Outcome**
- **The Experience**
- **Talk shop, Keynotes etc**
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Why We Are Going To Houston

- **Why Houston**
- **Proposed partners**
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Get Involved

- **Why you should join us in Houston?**
- **Get in touch**



Enabling Stronger Global Partnerships for Nigerian Creators.

Our creative content has travelled all corners of the world and is influencing the global adoption of Nigerian pop-culture in its wake.

Join us at the **2nd edition of the Fidelity International Trade and Creative Connect (FITCC) event in Houston.**



October
24-25, 2023



George R. Brown Convention Center
1001 Avenida de las Americas
Houston, Texas 77010

To register visit www.fitcc.co.uk



Curated
Exposures &
Matchmaking



3000
Guests



Investment &
Strategic
Partnership
Opportunities



US\$250
Million
Deal Size



Brand Exposure
to a Global
Audience



SCAN HERE
TO KNOW
MORE



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1 Overview

- Strategic Objectives and Goals of FITCC



Overview

Fidelity International Trade & Creative Connect (**FITCC**) is a global platform that facilitates the promotion of Nigeria's value-added exports in the global marketplace and integrations to global supply-chain networks via partnerships and FDIs.

As the name suggests, the scope of coverage goes beyond commodity exports to include Creative, Fashion and Fintech sectors of the economy.

FITCC features keynotes and

plenaries, product exhibitions, sector-specific syndicate/breakout sessions, deal/meeting rooms, media room for executive close up interviews, art exhibitions, themed theatrical performances, networking cocktails and side fashion shows.

In 2022, the pioneer event held at Novotel London, United Kingdom with over 100 exhibitors, 90+ speakers, 1,000 footfall per day and a total trade and investment deal of US \$250 million closed.

**FIDELITY
INTERNATIONAL
TRADE &
CREATIVE
CONNECT**

fitcc

CONNECTING NIGERIA TO THE WORLD

Introduction



THE MARKET ACCESS & MARKET SIZE PROBLEMS

Fidelity International Trade & Creative Connect (FITCC) is a global platform that facilitates the connection of Nigerian exporters to buyers overseas.

INTEGRATIONS TO GLOBAL SUPPLY-CHAINS.

It ultimately seeks to drive the integrations of Nigerian businesses to global supply-chain networks via partnerships and FDIs.

It also facilitates the promotion of Nigeria's creative content and exchange.

TARGET SECTORS

Target sectors include

- Agro & Mineral Commodities
- Processed Food
- Fashion
- Beauty/Cosmetics
- ICT/Fintech
- The Creator Economy,
- Healthcare
- Clean Energy.

The first edition of FITCC held in London in November 2022.

Subsequent editions will run annually in different countries that meet the commercial and strategic aspirations of our export business play and Nigeria's international trade footprints.

Strategic Objectives & Goals

				
PRODUCT & IDEAS MARKETPLACE	TRADE PARTNERSHIP DEVELOPMENT	BILATERAL & MULTILATERAL TRADE DEAL PIPELINES	DEVELOPMENT FINANCE ACCESS	GUIDANCE ON TOPICAL MARKET SECTOR ISSUES
<p>Curation of a product and ideas marketplace that will bring together Nigerian Businesses and the International Business Community to promote and showcase Nigerian goods/services and to explore product off-take and investment opportunities for Nigerian Businesses.</p>	<p>Provide a platform for stakeholders to share and exchange trade, investment and market information to strengthen and enhance B2B and B2C trade partnerships.</p>	<p>Provide a window to explore bilateral and multilateral trade deals for the benefit of Nigerian exporters and importers of Nigerian goods in the host countries.</p>	<p>Provide a platform for DFIs to share information about their trade finance and trade facilitation interventions.</p>	<p>Provide a platform to drive discussions on topical issues affecting the competitiveness of Nigerian exports in the global marketplace and provide practical and effective solutions.</p>



2



**Trade & Creative Expo
London 2022**

CONNECTING NIGERIA TO THE WORLD

RECAP

- **Partners & Sponsors**
- **The Experience**
- **Talk Shop Thematic Areas & Goals**
- **Feedbacks**
- **Outcomes & Success Metrics**
- **Next Steps**

Outcomes & Success Metrics - FITCC London

Outcomes



Novotel

London West



2

Days



100

Exhibitors



1,000+

Footfall/Day



90+

Speakers



12

Plenary Sessions



13 Activations/
Workshops



Top **5** Twitter
NG Trend

Success Metrics

1



Pipeline deals of over
US\$200 Million

2



Over 2,000 Event
Registrants in Nigeria and
the UK

3



Event day footfall of over 1,000
people per day. Analytics on
the Eventbrite registration
analytics show that we had a
net worth/buying power of
over £269 Million in the room,
outside the corporate/retail
business entities.

4



Ample media coverage (BBC,
Sky News, The Economist, The
Times, Telegraph Business,
Channels TV, etc.)
CNN and Arise TV
Commercial Placements

5



Trended Twitter NG
and made the top 5
trending topic on day 1 and
day 2 of the event.

6



FITCC.CO.UK website had
over 7,000 visitors in 1 week.

Other Success Metrics

Visas were issued to Exhibitors and Delegates in record time, a testament to –

A. the strategic importance of the event to the UK Government and

B. excellent relationship cultivated with the UK Department for International Trade (DIT) and the UK High Commission in Nigeria.





Trade & Creative Expo
London 2022



2 Days
100 Exhibitors
1,000 Invited Guests & Visitors
200 Million US Dollars worth of deals and investment flows projected

A Global Trade & Ideas Marketplace
Re-defining Trade & Creative



Speaking Circuits

- Keynotes/Expert Overviews
- Panel Discussions
- Fire-side Chats
- Breakout Sessions
- Activations
- Workshops/Masterclass
- Interviews

Expand your business foot

Fidelity International Trade
Connect, London, United
15 and 16 November, 2022

Visit www.fidelityba



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TALK SHOPS

From keynote addresses to fireside chats, FITCC London provided the platform to drive discussions and explore practical solutions on topical issues affecting the competitiveness of Nigeria's exports to the UK by stakeholders and subject matter experts.

There were also discussions around the state of play of the creative space with headline workshop anchored around the afrobeat genre.



FOOD EXHIBITION

The food exhibition and showcase at FITCC featured some of the market leaders in the Nigerian food and agro-allied space as well as emerging brands looking to access the UK market.



FASHION EXHIBITION

FITCC London provided the platform to showcase the latest trends in Nigerian Fashion and curated exposures to enable Nigerian fashion entrepreneurs to explore opportunities in the Nigeria/UK fashion industry supply-chain.



FASHION SHOW



Our Partners/Sponsors–



Attendee Feedback

“

Great Job, Thanks a million to the Fidelity Bank/NEPC Team for making this epoch-making event happen and KUDOS to all our great **Exhibitors for Rebranding Nigeria with the quality of the Made in Nigeria Products you showcased** to the World using the UK as the window. We strongly believe as Mr. Ndukwe rightly puts it, **“This is just the beginning.”**

Mrs Funke Bolujoko, RUCH INVESTMENT LIMITED

“

Very well done to the entire team at Fidelity Bank, execution partners, all the exhibitors, speakers and facilitators. **I am blessed to have connected with so many people and reassured that its only a matter of time, Nigeria will lead Africa** and the world. It was an honour exhibiting amongst great exhibitors and the networking was outstanding.

The team pulled off an excellent event.

Kemi Atijosan, FOUNDER & MD/CEO, EAGLE SOLUTION SERVICES

“

Thank you Fidelity so much for such a great event!
First of many great ones to come and it shall continue to get better! The connections were valuable! People whose products we admire from a distance or heard about, we were able to meet some **and be inspired by many! It was a great eye opener and launch pad!**

Mrs Ejio Jakpa. MD/CEO NICNAX GRANOLA

Marketing, Media & Promotion

1. Even with the time constraints, we managed to turn this around with coordinated and targeted messaging across multiple media channels.

2. Media channels deployed include:

S/N	PRE-EVENT	EVENT DAY & POST-EVENT
1.	<ul style="list-style-type: none">• Social Media (LinkedIn, Twitter, Instagram and Facebook)• International Media (CNN)• Pan African Media (APO Group)• Local Media – TV/Radio (Arise TV, Inspiration FM, etc.)• Print Media (Thisday, Daily Trust, Guardian, Vanguard, etc.)• Blogs (Nairametrics, Proshare, etc.)• Event Aggregation Platforms (Eventbrite)• Fidelity Bank (Newsletters, Website, ATM displays, WOM, etc.)	<ul style="list-style-type: none">• Sky News Online• The Times• BBC• The Economist• Metro• Daily Mail• Telegraph Business• Channels

S/N	MEDIA OUTREACH	TOTAL REACH
2..	Investment UK	462
	Finance UK	799
	Business UK	361
	Business to Business UK	58
	National News Nigeria	124
	Business Nigeria	> 1,000

72%

TOTAL OPEN RATE

From the 2,804 PR outreaches we had a total open rate of **72% (2,018 emails)**.



3 Why We Are Going to Houston

- Why Houston?
- Proposed Partners
- Agenda



OCTOBER 24 - 25, 2023

Expectations





**2
Days**



**100
Exhibitors**



**3,000
Guests/Visitors**



**Total Trade and Investment Deals of
US\$250 Million Closed at the Event
and Post Event.**



Partner Wishlist FITCC HOUSTON

Lead Partners



Institutional Partners



Creative Partners



U.S Business & Retail



Media Partners



Capacity Development



Chamber of Commerce



Technology Partners





Sponsor Wishlist FITCC HOUSTON

HEADLINE SPONSORS



OTHER KEY SPONSORS





Programme Features

S/N	FEATURE
1.	Talk shops
2.	Exhibition
3.	Networking
4	Entertainment

TALK SHOPS	EXHIBITION	NETWORKING	ENTERTAINMENT
<ul style="list-style-type: none">1. Executive Roundtable Discussions (per industry)2. Panel Discussions3. Fire-side Chats4. Keynote addresses5. Instructional Workshops6. Breakout Sessions	<ul style="list-style-type: none">1. Product exhibition2. Art exhibition3. Fashion Show	<ul style="list-style-type: none">1. Business-to-Business Meetings (pre-scheduled)2. Business Matching Sessions3. Cafe Hub (Tea/Coffee breaks for networking, meetings, visit to charging stations, etc.)4. Engaged Networking Sessions5. Post-Surveys	<ul style="list-style-type: none">1. Mini Performance Shows (Creative Connect)2. Stand up comedy3. Dinner



Talk Shop Thematic Areas & Learning Imperatives

① Curated to reinforce the Expo theme of ‘Connecting Nigeria to the World’.

② Posers and Learning Imperatives are ideated to drive further conversations on the key fixes needed to achieve the desired goals of a more globally connected Nigeria.

S/N	THEMATIC AREA	POSERS AND STRATEGIC LEARNING IMPERATIVES
1.	Business, Policy and Finance Ecosystems	<p>1. The macro/micro state of play and how the policy decks are stacked to incentivize/de- incentivize exports.</p> <p>2. Shifts in the global geopolitical landscape and impact on supply-chains. Migration patterns ‘japa wave’ and impact on the growing diaspora economy and captive market for Nigeria’s exports in the global market. X-raying the opportunities these emerging developments present for Nigeria’s exports to the US.</p> <p>3. A spotlight of topical business and finance side issues and practical fixes.</p>
2.	Quality and Standards	<p>1. Exports is a game of competitive advantages. Nigeria’s regional and continental neighbours are raising the quality and standards bar. What does this mean for Nigeria?</p> <p>2. Assess how the quality of Nigeria’s exports stack against acceptable global market standards and how we can leverage new insights to explore Quality Control and Quality Assurance process improvements.</p>
3.	Sustainability/ ESG	<p>1. Much has been said about Nigeria’s export growth aspirations. With the increasing number of players in the space, production supply-chains will be stretched to the limits.</p> <p>2. Key to hacking and sustaining growth aspirations lies in supply-chain improvements and the ESG systems around it. How do we move the needle on this front?</p>



Talk Shop Thematic Areas & Learning Imperatives

S/N	THEMATIC AREA	STRATEGIC LEARNING IMPERATIVES
4.	The Creator Economy	<p>1. Trade of commodities and manufactured goods fuelled the first wave of globalization and offshoring. The global creative economy and exchange driven by the ubiquity of the internet is fuelling the second wave.</p> <p>2. YouTube has 2.1 Billion MAU. That is 27% of global population. The content and creative exchange platforms are driving cultural integrations in a manner and pace that was never imagined with orthodox trade networks.</p> <p>3. How can Nigeria tap into its growing diaspora resources to expand the local creative space?</p>
5.	Technology/ Fintech	<p>1. The space is expanding rapidly with three Nigerian origin Fintechs valued as Unicorns. This is an area that Nigeria needs to double down on to enhance its global competitiveness especially as it relates to trade payments.</p> <p>2. AFCFTA presents an opportunity to scale payment infrastructure and services as well as diversification of payment rails. How do we position the ecosystem to attract external venture capital and global partnerships to scale?</p>
6.	Breakouts (Activations and Workshops/ Masterclass)	<p>1. Business sector consultations and deep dives to find solutions to issues of trade barriers e.g. quality & standard and market access issues, governance structures, creative asset IPs, content distribution, financing, branding, etc.</p>



Venue –

George R. Brown Convention Center, Houston, Texas

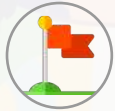
Neighborhood



Situated within and around “Houston’s Theater District”, a major sporting and tourism hub of Downtown Houston

Reference Sites & Landmarks

*Within a five-mile radius of the following:



- Houston Museum of Natural Science
- Discovery Green Park
- Toyota Center

Rating



- 4.5 Star Rating

Facilities



- Over 31,000 Square foot of event space which can accommodate over 500 sitting capacity for each conference hall.

>More than 500-booth capacity exhibition space, media rooms and VIP lounge.

- Over 100 meeting and breakout session rooms.
- Over 4,000 Guest Capacity

fitcc 2022				Fidelity	
FLOOR	CITY	AIRPORT CODE	FUEL		
Ground Floor	Lagos	LGA	Exxon-Mob Shell Lampson Oil Nestlé, Lufthansa		
Mezzanine Floor	Abuja	ABJ	Shell, Lufthansa		
	Kano	KNO	Shell, Lufthansa		
	Kaduna	KAD	Shell, Lufthansa		
	Katsina	KAT	Shell, Lufthansa		
1st Floor	Abuja	ABJ	Shell, Lufthansa		
	Kano	KNO	Shell, Lufthansa		
	Kaduna	KAD	Shell, Lufthansa		
	Katsina	KAT	Shell, Lufthansa		










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2022



Department for
International Trade

HACOURT, FIDELITY LOUNGE



idh the sustainable
trade Initiative



4

Get Involved

- Why You Should Join Us in Houston?
- Get in touch
 - Become a Partner/Sponsor
 - Become an Exhibitor
 - Why You Should Partner With Us

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Welcome to  **fitcc 2022**  **Fidelity**
Department for International Trade
ABUJA, JOS, IBADAN, PORT HACOURT, FIDELITY LOUNGE

Become a Partner/Sponsor

Available areas of partnerships include:

- Promotional Partners
- Endorsement
- Project Design & Management
- Speaking Engagement
- Media, Marketing and Publicity
- Technology
- Travels & Logistics, etc.

Sponsorship opportunities include:

1. General Event Sponsorship
2. Sponsorship of Strategic Event Segments or Physical Spaces e.g. Matchmaking Rooms, Café Hub, Close-out Dinner, etc.
3. Sponsorship of Logistics, etc.

***Sponsor packs available on request**



WHY YOU SHOULD BE AN OFFICIAL PARTNER OF FITCC HOUSTON



S/N	OPPORTUNITIES	WHAT THE EXPO OFFERS
1.	<p>Opportunity to Expand Scope of Target Market or Product Footprints (Private Sector Partner)</p> <p>Opportunity to Expand Scope of Government Mandate (Gov Agency Partner)</p>	<ul style="list-style-type: none"> • Presents an opportunity to reinforce the Nigeria and Diaspora Market bridge to widen captive market and resource pool. <ul style="list-style-type: none"> • Nigeria's expanding Diaspora network of circa 15 million represents a captive market for Nigeria's exports. From a strategic view of the market, this expanding market segment presents a quick win for penetration in new market geographies. • The FITCC platform provides access to this expanding market segment.
2.	Extended Brand Exposure	<ul style="list-style-type: none"> • Brand Recognition on all Event Marketing Materials • Company Bio on Event Brochure • Opportunity for Product Advertisements on Event Brochure. • On-screen Marketing Material or Advert on Display Screen
3.	Networking	<ul style="list-style-type: none"> • Projected visitor footfall of 3,000 presents ample opportunity for business networking and business conversions. • Institutional footfalls to include but are not limited to: <ul style="list-style-type: none"> • Multilateral Agencies & DFIs • Government Agencies/Policy Makers • Business Ecosystem Influencers • International Press/Media
4.	Speaking Opportunity	<ul style="list-style-type: none"> • Opportunity for Leadership or Representative of the Institution/Organization to Speak at the Event.

WHY YOU SHOULD EXHIBIT AT FITCC HOUSTON



S/N	OPPORTUNITIES	WHAT THE EXPO OFFERS
1.	Export Market Access (USA)	<ul style="list-style-type: none">• Curated Buyer Side Stakeholder Mapping that identifies and guarantees attendance of potential off-takers of your products.• Visitors to include but are not limited to:<ul style="list-style-type: none">• Produce Wholesale Buyers/Grocers• Commodity Traders/Buying Houses• Tastemakers and Influencers• Fashion Brands & Bloggers• Tech Ecosystem Players• Entertainment Ecosystem Players
2.	Foreign Direct Investment Opportunities	<ul style="list-style-type: none">• Finance-Side Stakeholder Mapping that identifies and promises attendance of fund providers, venture capitals and private equity investors.• Estimated offtake and investment deal size of US\$250 Million to be closed at the event and post event.
3.	Brand Exposure	<ul style="list-style-type: none">• Brand recognition on event marketing materials.• Company bio on event brochure.• Opportunity for product advertisements on event brochure subject to space availability.
4.	Networking	<ul style="list-style-type: none">• Projected visitor footfall of 3,000 presents ample opportunity for business networking and business conversions.




Expand your global market footprints!

Meet potential investors, regulators and partners in Houston.

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Meet industry experts, investors and explore potential partnerships.



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Connecting Nigeria To The World

Join us at FITCC Houston for a showcase of the latest trends in Nigerian Fashion and exposé of the opportunities in the Nigeria-U.S. fashion industry supply-chain.



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24-25, 2023



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