



MINISTRY OF COMMERCE AND INDUSTRY

STRATEGY AND GUIDELINES OF STATE COMMITTEE ON EXPORT PROMOTION (SCEP)


Strategy and guidelines of State Committee on export promotion (SCEP)

Strategy:

1. **Market Identification:** Identify potential export markets for Plateau State products through comprehensive market research.
2. **Product Development:** Support local businesses in developing products that meet international standards and market demands.
3. **Policy Advocacy:** Engage with relevant authorities to advocate for trade policies that favor and promote exports from Plateau State.
4. **Capacity Building:** Provide training and assistance to enhance the capabilities of local businesses engaged in export activities.
5. **Networking:** Facilitate connections between local exporters and international buyers, distributors, and partners to expand market reach.
6. **Financial Support:** Collaborate with financial institutions to secure funding and incentives for exporters, fostering economic growth.
7. **Technology Adoption:** Encourage the adoption of modern technologies to enhance efficiency and competitiveness in the global market.
8. **Promotion and Branding:** Implement promotional campaigns to raise awareness of Plateau State products and brands in international markets.
9. **Risk Management:** Provide guidance on risk mitigation strategies, including managing currency fluctuations and addressing geopolitical and market uncertainties.

Guidelines:

1. **Compliance:** Adhere to all relevant national and international trade regulations and standards.
2. **Transparency:** Maintain transparency in operations and decision-making processes to build trust among stakeholders.
3. **Stakeholder Engagement:** Collaborate with businesses, government agencies, and other stakeholders to ensure a coordinated and effective export promotion effort.
4. **Evaluation and Adaptation:** Regularly evaluate the impact of strategies and guidelines, making adjustments as needed to address changing market conditions.


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