

“Lagos International Trade Fair 2019” Japan Pavilion “Japanese Brands for Women” Zone

Japanese products & services for Nigerian women at Japan Pavilion!!

JETRO is setting up a special zone featuring a collection of products and services by Japanese enterprises interested in the women’s market in Nigeria within the Japan Pavilion at the Lagos International Trade Fair.

Every year, a great number of Nigerian women visit Lagos International Trade Fair, and booths which introduce products and services targeted at women (e.g., cosmetics and tableware) attract many of these visitors. At the “Japanese Brands for Women” Zone in the Japan Pavilion, related products and services will be introduced and events will be held to draw an even stronger turnout and promote the Japan brand.

Nigeria is the largest economy in Africa, and its female consumer market is expected to continue blooming thanks to rising income levels. Come and see what opportunities await in this exciting frontier.

Outline

1. Services offered:

- ① JETRO will set up an area in the Japan Pavilion at the Lagos International Trade Fair where you can exhibit your products and services targeted at women.
- ② A stage will be set up next to the exhibition area, where you can hold demonstration and promotional events.
- ③ Booth attendants will be offered by JETRO who will guide visitors interested in your products to your booth in Japan Pavilion.

2. Sector: Products and services targeted at women

E.g.) Cosmetics, hair styling products, sewing machines, baby goods, educational products, clothes and accessories, stationery, daily necessities

- #### 3. Conditions:
- (1) Participants must exhibit within the Japan Pavilion at the Lagos international Trade Fair
 - (2) Product samples or advertisement materials must be submitted to JETRO

4. Participation fee: Free

How to apply

When applying for the Japan Pavilion, please check (✓) “Yes” to the question “Would you like to participate in the ‘Japanese Brands for Women’ Zone?”

◆◆**DEADLINE: July 22, 9:00 am (Nigerian time)**◆◆

Inquiries from Nigeria or other countries except Japan

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Inquiries from Japan

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About Women's Market in Nigeria

● Nigerian women are very fashion-conscious, something evident in the fashion reports released by major newspapers every weekend. In addition to clothing, they are also particular about accessories and hair styles.

● The annual growth rate of the cosmetics market in Nigeria was 10% on average between 2010 and 2015. In 2015, the market size reached 17.8 million dollars. Due to the improvement of women's income, the market will continue to grow.

● Lifestyle in Africa seen from photos
(In Japanese)

<https://www.jetro.go.jp/world/reports/2016/02/0ff8432f2afb7beb.html>

● Japanese enterprises have already broken into the Nigerian market in fields like hair extensions and seasoning, and development of markets is also expected in growing areas such as cosmetics and beauty products, cooking products and baby goods.

“Nigeria – 5 Tips for Marketing”

(In Japanese)

https://www.jetro.go.jp/ext_images/jfile/report/07001945/07001945.pdf



Examples of the areas women tend to be involved in according to their life stage

	Single	Married without children	Married with children	Independent with children
Manufacturing	Cosmetics, clothing, home appliances			
		Furniture, cars		
		Children's clothing, baby goods, toys	Wigs, extensions, anti-aging cosmetics	
Service	Beauty salons/spas, fashion information, classes (including fitness), restaurants, delivery services			
		Housing, interior, life insurance		
	Travel, eating out, matchmaking, weddings		Education, amusement	Medical services, travel