

considered adequate compensation for the required investment of capital and personnel. Joint-venture proposals are long-term commitments, and few firms can hope for a fast pay-back.

Purchasing decisions for specialized industrial equipment in Nigeria are usually made jointly by the Nigerian implementing agency and the foreign technical or management partner. Sales efforts should be directed to both parties to ensure best results. In the case of more general purpose equipment the emphasis is on price, reliability and adequate servicing. The latter is difficult to arrange and will likely require extensive distributor support through regular visits and the training of local service personnel.

## Raw and Semi-fabricated Materials

The growth of local manufacturing and processing industries, plus the level of construction activity, have created an interesting market for raw and semi-fabricated materials. Price is the main marketing factor. A large proportion of such materials is bought through intra-company relationships. Some of the trade is through Nigerian affiliates of major European trading houses or brokers.

There is an active wholesale trade in high-volume building materials including structural steel and cement. Many building material wholesalers import directly.

At various times Nigeria has placed certain building materials under import restriction. Exporters should verify whether their products can be imported into the country.

## Consumer Goods

Nigeria provides extensive protection for its food and consumer goods manufacturers through tariffs, licensing and prohibition. Protected items include textiles and garments, furniture, electrical appliances, fruit and vegetables, meat, poultry, beer and soft drinks.

The largest market for Canadian exporters is in basic merchandise for which price and brand loyalty are the main determinants. A smaller prestige market exists