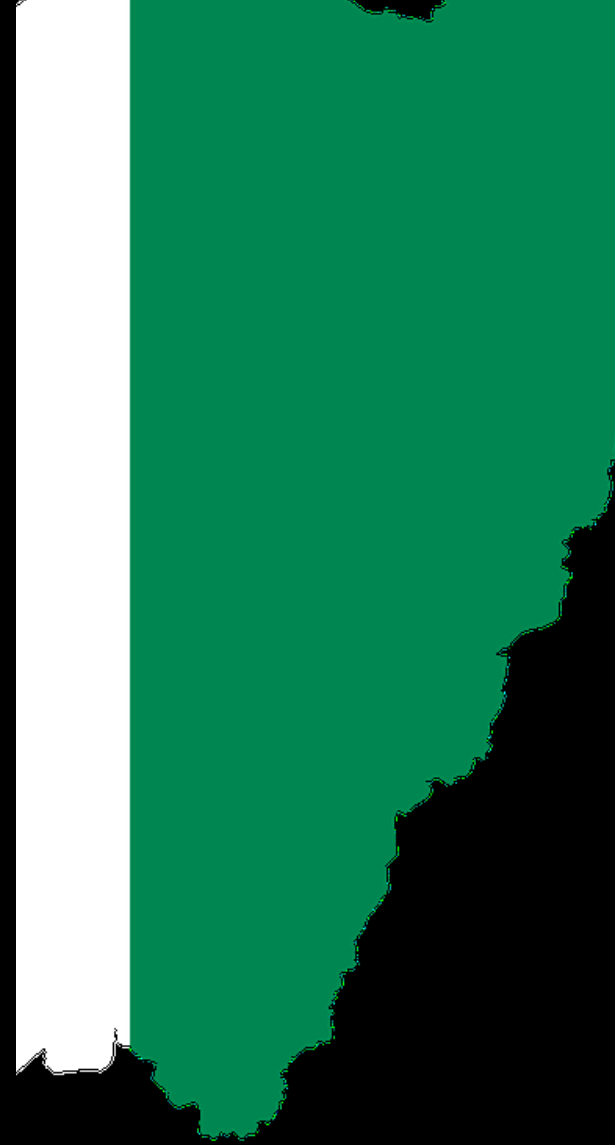




Nigeria

Intercultural Communication

Jessica Amiesimaka



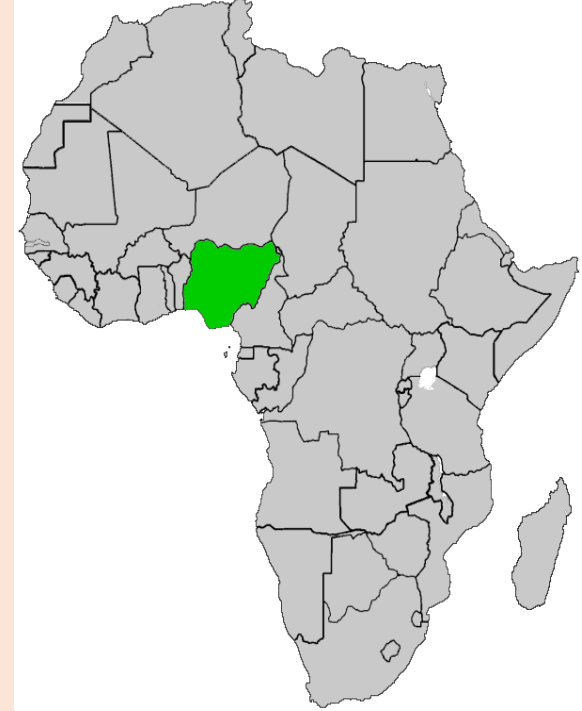
Content

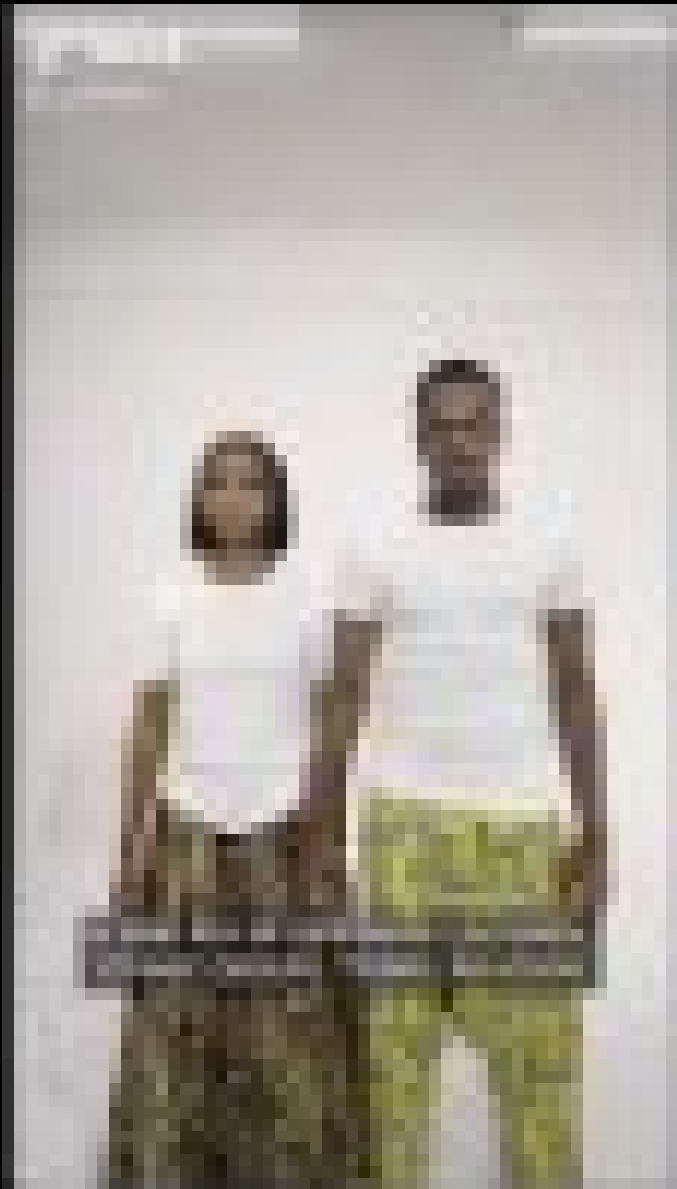
- Introduction
- Culture
- SWOT
- Business tips & things to know
- Discussion and questions



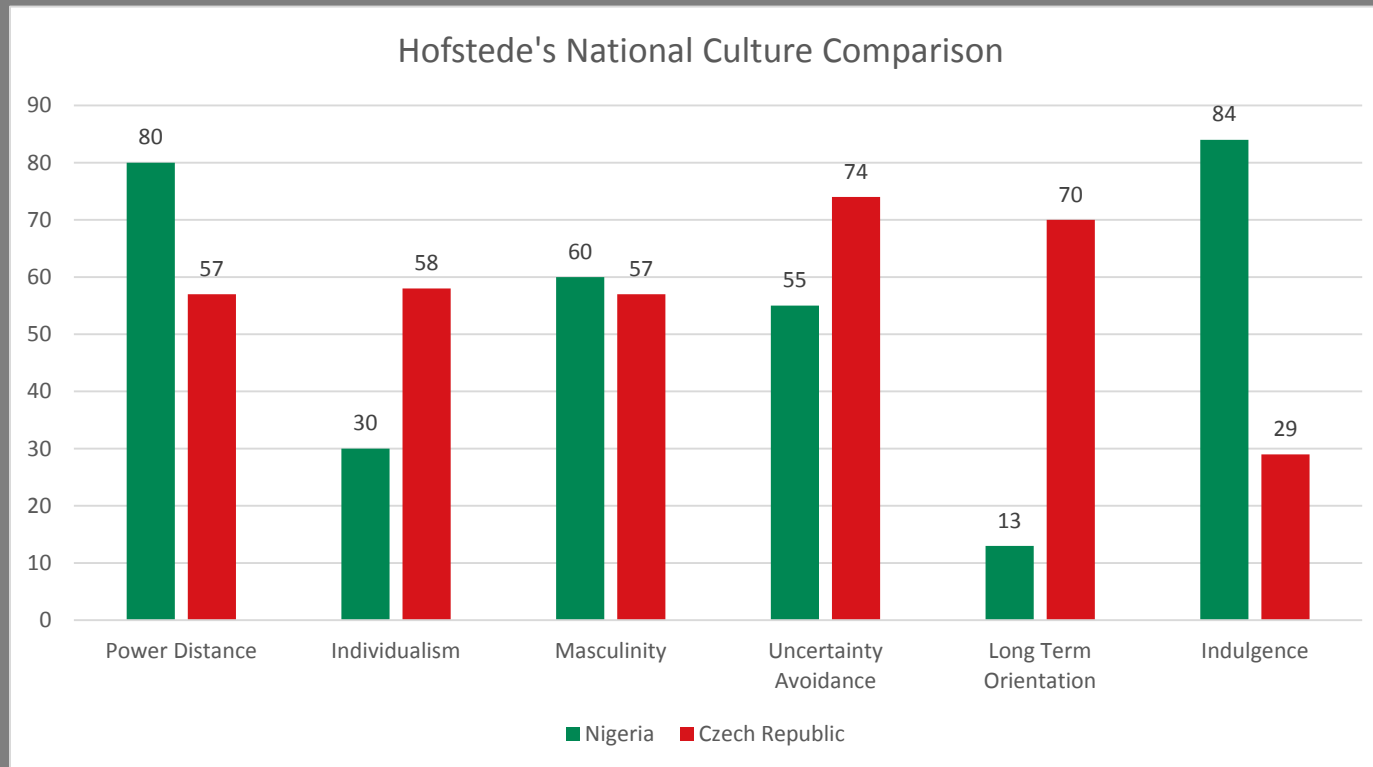
Introduction

- Nigeria - West Africa
- Land size – 923,768 km²
- Capital – **Abuja**; Economic capital - **Lagos**
- Population – 206.14million
- Over 250 ethnic groups (Hausa and Fulani 29%, Yoruba 21%, Igbo (Ibo) 18%, Ijaw 10%, Kanuri 4%, Ibibio 3.5%, Tiv 2.5%)
- Languages: Official – **English**; Major native – Ibo, Yoruba and Hausa; over 500 estimated
- Religions: Muslim 50%, Christian 40%, indigenous beliefs 10%
- Resources – Oil (12th largest producer), natural gas, tin, iron ore, coal, limestone, niobium, lead, zinc and arable land
- Currency: Naira; 1 USD ≈ 410 NGN





Culture



- Nigerian society portrays **hierarchy** especially in terms of power relations.
- Rooted in a **collectivist** culture.
- **Masculinity** - competition, quality, equity and continuous improvements.
- **Short-term focus**: Quick results and timely returns
- Highly **indulgent** society

Strengths

- Strong banking and financial sector

- Availability of young, active and mobile labour force

- Investment competitiveness and profitability

Weaknesses

- Inadequate infrastructure

- Insufficient research

- Lack of market diversification

Threats

- Crime rates, fraud, scams and corruption

- Threat of import effects on the local markets

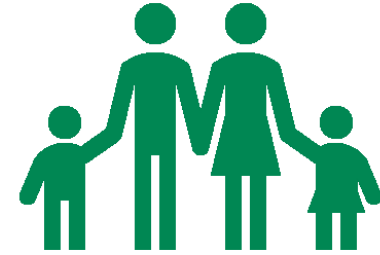
- Increasing competitors in the local markets

Opportunities

- A growing population creates high demand for products and services

- Political improvements create more opportunities as markets develop

- Opportunities for outsourcing and supply chain development



Things to know

- National pride vs tribal pride
- Family & friends
- Trust – no social welfare
- Religion
- Respect: Age and position
- Time: lateness is understood
- Cash transactions & e-commerce
- Short-term gains
- Hard work + knowledge = success

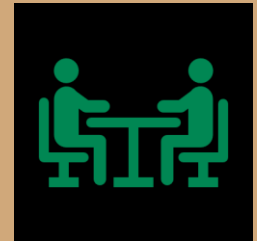
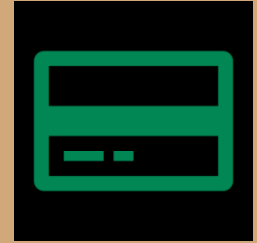
Business tips

- Greetings – handshakes (women extend hands first, Muslims may not shake hands)
- Use the right hand
- Small talk – family, health, personal life
- Use titles – Until invited to use others
- Business cards are acceptable – include role and title
- Gifts are appreciated
 - Offered to parents but provided for the children
 - From men to women requires diplomacy
- Meetings – long discussions, involved negotiations, “beating about the bush”
- Business dressing - formal (sometimes semi-formal)
- Communication
 - Proverbs
 - Humour
 - Loud tones - passion, excitement
 - Body language is important
- Bottleneck bureaucracy

“What an old man sees while lying down, a young man can never see even when he climbs up in a tree.”

“The bird that remembers its flockmates, never missed the way”

“Courage is the father of success.”



Thank you



- Questions and Discussion



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