

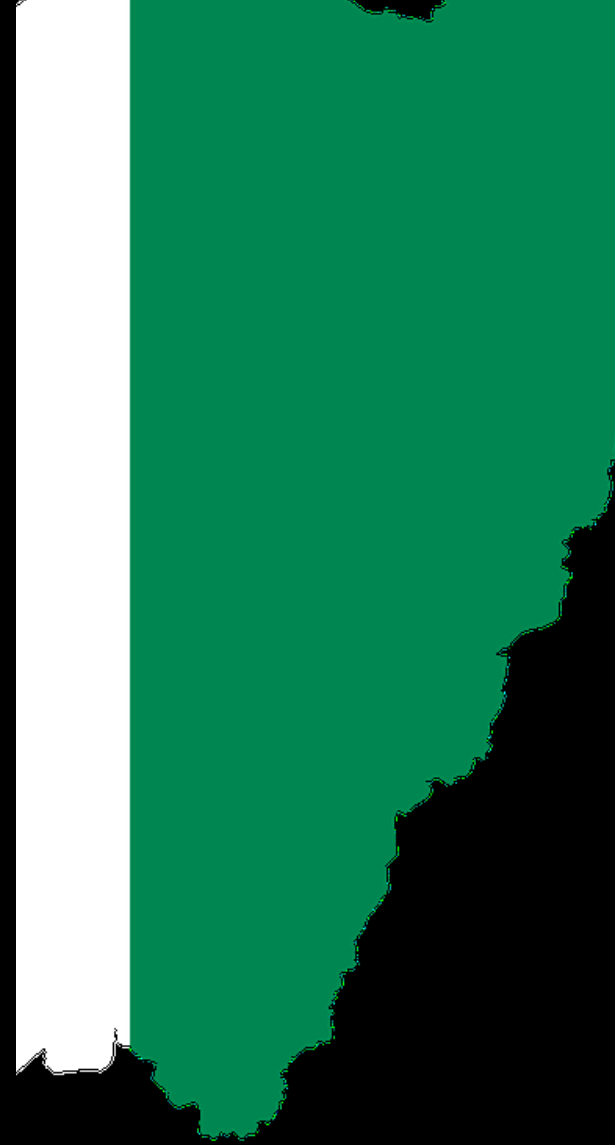


# Nigeria

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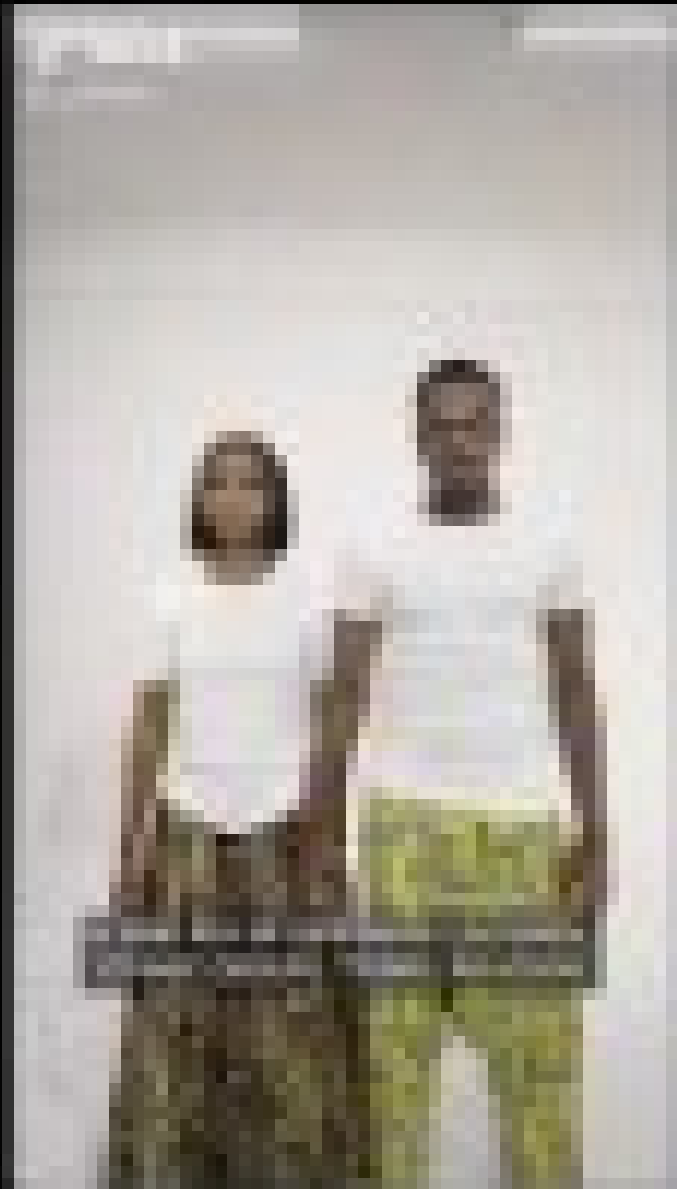
Intercultural Communication

Jessica Amiesimaka



# Content

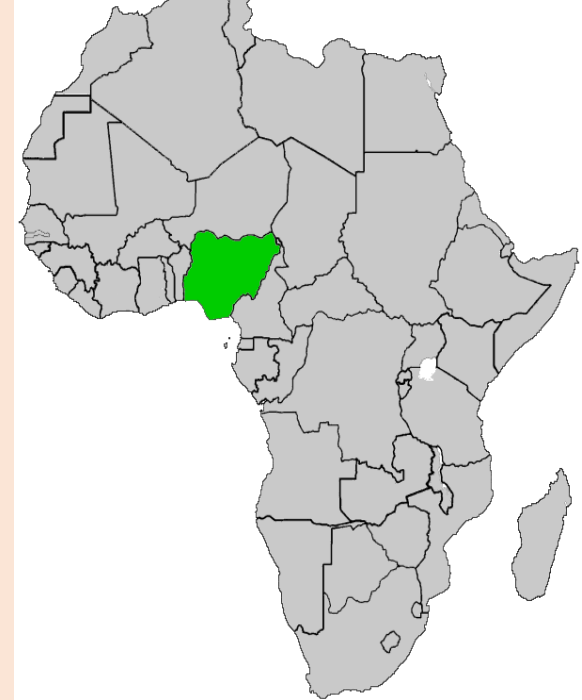
- Introduction
- Culture
- SWOT
- Business tips & things to know
- Discussion and questions





## Introduction

- Nigeria - West Africa
- 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 (12<sup>th</sup> largest producer), natural gas, tin, iron ore, coal, limestone, niobium, lead, zinc and arable land
- Currency: Naira; 1 EUR ≈ 470 NGN



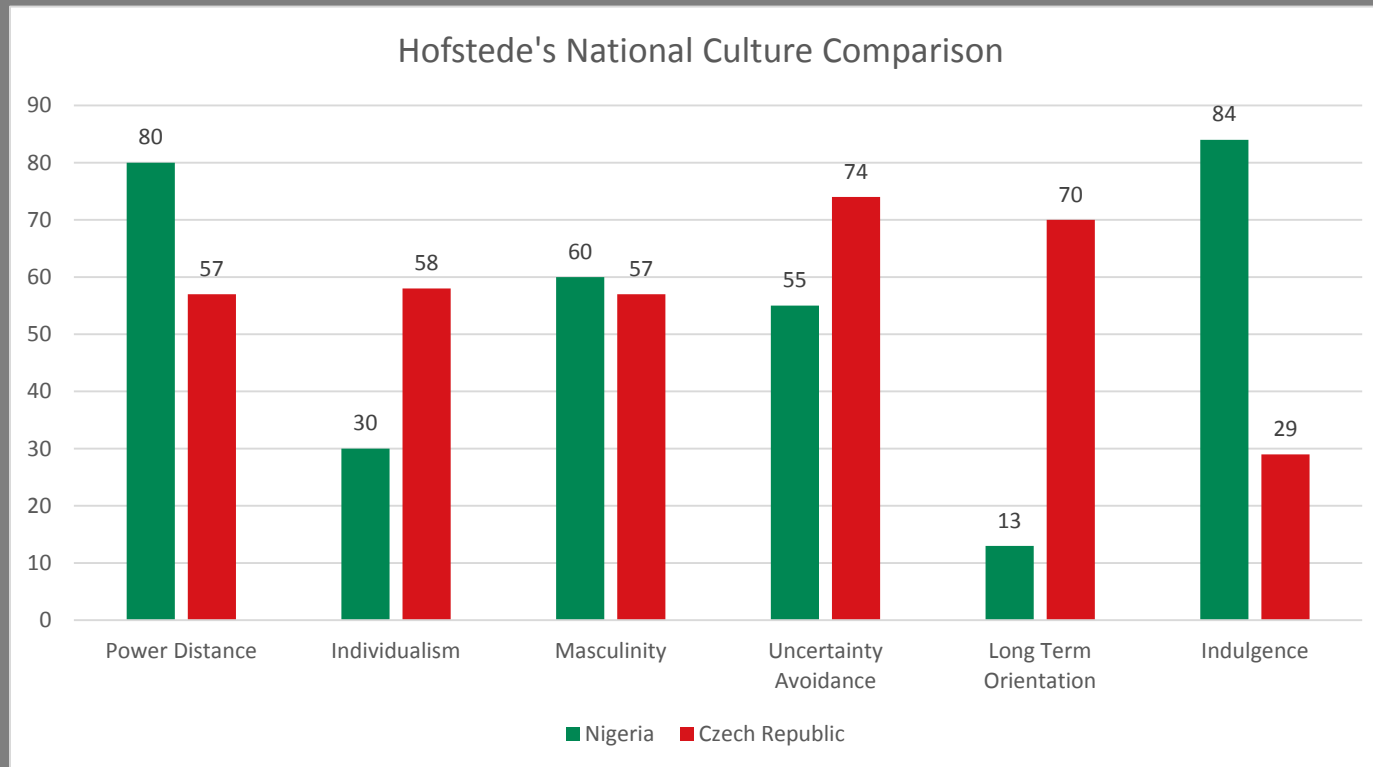
Land size  
– 923,768  
km<sup>2</sup>

## Czech Republic is about 12 times *smaller* than Nigeria.

Nigeria is approximately 923,768 sq km, while Czech Republic is approximately 78,867 sq km, making Czech Republic **8.54% the size** of Nigeria. Meanwhile, the *population* of Nigeria is ~214.0 million people (203.3 million *fewer* people live in Czech Republic). We have positioned the outline of Nigeria near the middle of Czech Republic.



# 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

## Opportunities

- A growing population creates high demand for products and services

- Political improvements create more opportunities as markets develop

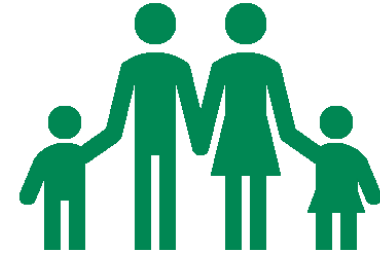
- Opportunities for outsourcing and supply chain development

## Threats

- Crime rates, fraud, scams and corruption

- Threat of import effects on the local markets

- Increasing competitors in the local markets



## Things to know

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



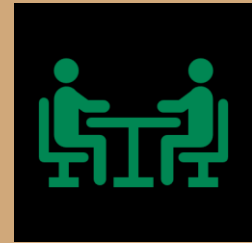
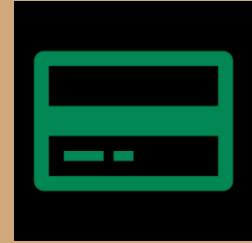
# Business tips

- Greetings – handshakes (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”, generous time frames
- 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 if he climbs a tree.”*

*“The bird that remembers its flockmates, never miss its way”*

*“Courage is the father of success.”*





Interswitch 

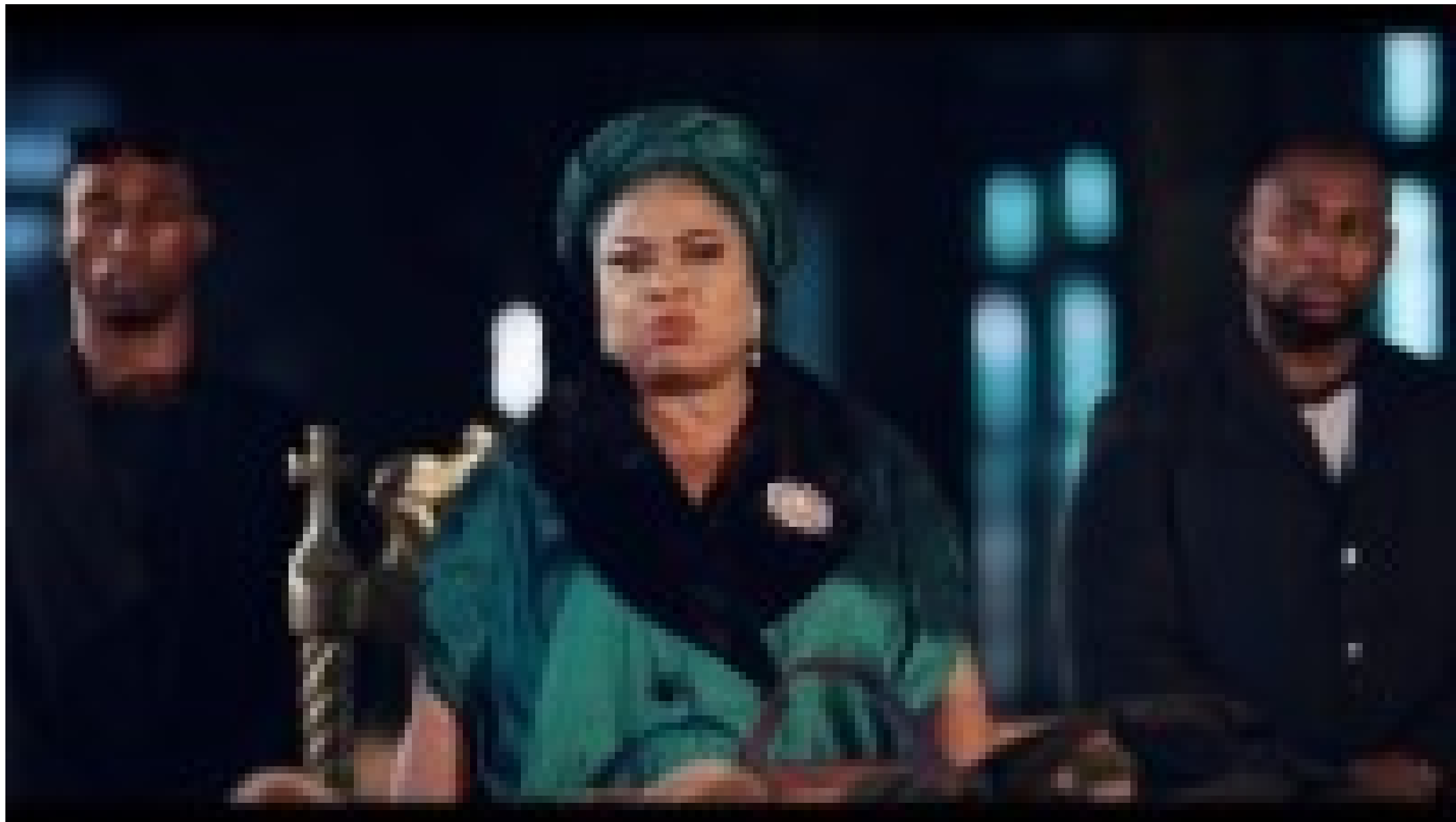
 **paystack**



- Creative industry
  - Movies (Nollywood/Netflix)
  - Music (Grammy winners)
  - Fashion (Lagos Fashion Week)
- FinTech industry
  - Payment platforms (Paystack, FlutterWave, Interswitch)
  - Online/Mobile banking (Kuda bank)
  - Savings platforms (Piggyvest)

A woman with dark hair, wearing a black, long-sleeved, form-fitting dress, is captured in the middle of a backflip. She is positioned in the center of the frame, with her body arched and her feet tucked towards her head. The background is a plain, light-colored wall. The lighting is soft and even, highlighting the contours of her dress and her hair. The overall aesthetic is clean and minimalist.

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Thank you



- Questions and Discussion



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