



**Nigerian Association Of Chambers  
of Commerce, Industry, Mines and Agriculture  
NACCIMA**



# Create in **Nigeria,** Scale to **Africa.**

**Investor Guide to the Nigerian Creative  
and Digital Economy**

**November 2025**



# Foreword

Nigeria stands at an inflection point. Our creative and digital talents are shaping global culture and powering new business models, while market-opening reforms and regional integration are lowering the barriers to build and scale from here. This 'Investor Guide', “Create in Nigeria. Scale to Africa”, sets out a simple proposition: Nigeria is a compelling base to originate valuable IP, technology, and services for West Africa and the wider continent.


As President of the Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA), I see daily evidence of what disciplined capital can achieve when it meets credible partners and a clear route to market. From studio production and fashion manufacturing to fintech rails, SaaS, AI, and creator-economy tools, the deal flow is real, and growing. Our national Chamber network exists to convert this momentum into investable opportunities and sustained outcomes: jobs, exports, and shared prosperity.

This Investor Guide is both a map and a mechanism. It highlights opportunities in the Creative and Digital Economy, explains how to enter and operate, and points you to the people who will help you move quickly and compliantly. In partnership with the Nigerian Investment Promotion Commission (NIPC) and its One-Stop Investment Centre (OSIC), we will coordinate investor onboarding, due diligence, and aftercare. We also maintain a live feedback loop with policymakers so that issues encountered by investors, whether on permitting, payments, IP, or talent, translate into practical fixes.

NACCIMA is launching this campaign with a clear national ambition: to mobilize \$100 billion of investment into Nigeria’s Creative and Digital Economy over the coming years. Hitting that target requires a whole of-ecosystem approach. Our state and city Chambers are equipped with this toolkit, our Creative and Digital Economy Trade Groups will curate pipelines, and our partners across ECOWAS/AfCFTA will help portfolio firms expand regionally with speed and confidence.

If you are exploring Nigeria for the first time, or ready to deepen your commitments, I invite you to engage us early. Book a diligence call, schedule a site visit, and meet the studios, dev hubs, and manufacturing partners who are building Africa’s next generation of global brands and platforms.





NACCIMA will be your concierge from first conversation to growth and regional scale.

Welcome to Nigeria, where creativity meets code, and ambition meets a market of hundreds of millions. Let's build!

**Engr. (Dr.) Jani Ibrahim, FNSE, FAEng., mni, OON**

National President, NACCIMA

Abuja, Nigeria.

November 2025

# Why Nigeria

## 01 Scale & Growth



Nigeria combines continental scale with youthful demographics and deep mobile reach—fertile ground for rapid creative/digital monetization.

**Population & youth:** ~230 million people, projected to exceed 400 million by 2050; median age ~18.1.

**Mobile market:** Africa's largest—~150 million active cellular connections in early-2025 (≈64% of the population), enabling mobile-first consumer acquisition, streaming, gaming, fintech and creator commerce.

**Policy momentum:** Investment facilitation via the One-Stop Investment Centre (OSIC) and broader reforms (e.g., Business Facilitation Act), improving entry speed, transparency, and cost predictability.

## 02 Creative Power



A diversified creative complex—film/TV, music, fashion/beauty, publishing, advertising, gaming/animation—already shows outsized GDP, jobs and export effects.

**Sector breadth & weight:** Creative industry spans 20+ sub-sectors with material GDP and employment contribution; Nollywood ranks among the world's largest by volume.

**Box office surge:** Q1-2025 cinema revenues hit N3.48bn, up 54.7% YoY, reflecting rising quality, distribution and consumer spend.

**Music exports up:** Global demand for Afrobeats and Nigerian catalog drove a 49% rise in music exports over three years

**Fashion visibility:** A US\$4.7bn domestic fashion market (2024) plus growing global runway presence signals scalable design-to-manufacturing plays for investors.

## 03 Digital Momentum



Lagos anchors a large, fast-iterating tech economy with improving talent pipelines and enabling statutes.

**Ecosystem signal:** Lagos consistently ranks as Nigeria’s #1 startup ecosystem and a leading hub in Western Africa; it offers “immediate scale” from a dense consumer base.

**Capital flows & depth:** Nigeria attracted multi-billion-dollar tech investment in recent years across fintech, SaaS and e-commerce enablers—supported by a strong founder and operator bench.

**Policy tailwinds:** The Nigeria Startup Act (2022) establishes definitions, incentives and support structures for high-growth firms; the 3 Million Technical Talent (3MTT) programme builds a national talent backbone for product, data, cloud and AI roles.

## 04 Regional Access



Nigeria is a natural springboard into West Africa and the wider AfCFTA market.

**ECOWAS + AfCFTA:** Preferential access and deepening market integration unlock scale for content distribution, garments and digital services.

**Trade infrastructure:** Flagship PPPs such as Lekki Deep Sea Port strengthen logistics and export capacity for creative goods (e.g., apparel) and digital-adjacent hardware.

# Creative Economy

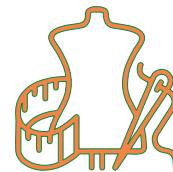
## Nollywood & Streaming



Nigeria produces ~2,500 films/year (~50 per week), with rising Subscription Video on Demand (SVOD) quality thresholds and cinema demand. Q1-2025 box office hit N3.48bn, up 54.7% YoY, signalling headroom for slate financing, facilities, and distribution tech.

Opportunities: studio soundstages, post/VFX, IP development funds, receivables/Gap finance, dubbing/localization and rights-analytics platforms, and smarter theatrical/OTT booking tools.

## Fashion & Beauty



Consumer spend is multi-trillion-naira: fashion ~N2tn and hair/beauty ~N1.52tn annually (indicative sector tallies). Nigeria's fashion market is valued around US\$4.7bn (2024) with strong brand visibility but limited local manufacturing.

Opportunities: garment hubs in Special Economic Zones, working-capital facilities, brand accelerators, cross-border e-commerce logistics, and DTC enablement.

## Advertising / TV /Radio & Publishing



Large revenue pools across ads, TV/radio and publishing are undergoing digital migration.

Opportunities: adtech modernization, measurement /attribution tools, broadcast-to-OTT transitions, and IP management stems that improve yield for creators and publishers.



## Music & Live

Global demand for Afrobeats is translating into export earnings and streaming royalties. Spotify reports ~49% growth in Nigerian music exports in three years, with royalty payouts to Nigerian/South African artists reaching ~\$59m in 2024.

Opportunities: touring/venue JVs, event tech & ticketing, publishing admin, neighbouring-rights collection, and live-event insurance.

## Events, Tourism & Venues



Lagos has historically hosted ~20,000 events/month (2015 benchmark), underscoring deep demand for organized venues and services; an anchor for festivals, expos and live entertainment.

Opportunities: venue upgrades, Meetings, Incentives, Conferences & Exhibitions (MICE) platforms, crowd-safety & insurance tech, and regional touring circuits.



# Digital Economy

## Venture Capital-Backable Platforms

Nigeria remains a magnet for fintech, SaaS and commerce enablers, with US\$2bn+ fintech investment in 2024 and Lagos ranked among global top-100 startup ecosystems.

**Opportunities:** corporate venture/growth equity, B2B SaaS (payments, compliance, creator-economy tooling), and Build-Operate-Transfer (BOT) shared-services centers leveraging youth talent.

## AI & Creative Tech

Nigeria's National AI Strategy (NITDA/NCAIR) sets direction for AI adoption across finance, health, agriculture and media. Creative-adjacent whitespace includes dubbing/localization, generative post-production, content safety, and rights/royalty analytics.

**Opportunities:** AI labs with studios/labels, model-as-a-service for local languages, and compliance frameworks via Chambers.

## Gaming & eSports

A youthful, mobile-first audience is pushing games and eSports forward; prize pools surpassed ₦90m (2024), and analysts project rapid growth in users and revenues.

**Opportunities:** tournament/IP platforms, arenas and studios, publisher partnerships, and culturally resonant game pipelines.







## Cross-cutting entry paths (Creative + Digital)

- Facilities & Infrastructure: soundstages, post houses, garment hubs, creator labs (Special Economic Zones-enabled).
- Financial Vehicles: slate finance, royalties/receivables funds, growth credit for SaaS/commerce enablers.
- Distribution & Data: OTT aggregation, ticketing, rights management, adtech measurement, and multilingual localization.
- Talent & Compliance: pipeline programs (e.g., 3MTT), IP registration/NOTAP, and Chamber-led onboarding via NIPC/OSIC.

## POLICY, INCENTIVES & ENTRY FACILITATION

### **Core statutes (investor protections & business entry)**

Nigeria's investment framework blends company law, capital-markets rules, investment promotion, immigration, and special-zones legislation. Key instruments include: CAMA 2020, Investment & Securities Act (ISA), NIPC Act, Business Facilitation Act (BFA) 2023, Nigeria Trade Policy 2023—27, Immigration Act, NEPZA Act (SEZs), and NOTAP Act (technology transfer). These are referenced in federal investment policy and “Doing Business in Nigeria” guides as the baseline for incorporation, ownership, licensing and investor protections.

### **Incentives**

Nigeria offers a mix of tax holidays (up to five years) for qualifying activities, duty waivers on eligible equipment/inputs, and SEZ regimes (duty-free imports; zero customs on goods produced in-zone). Green-finance levers (e.g., green bonds) and sector-specific schemes complement these measures.

### **Profit Repatriation (FX)**

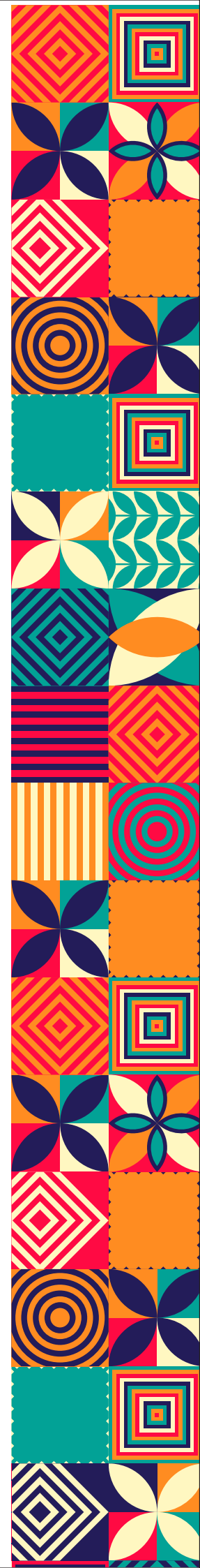
Investment laws provide unconditional transfer of capital, profits and dividends in freely convertible currency via authorized dealers, subject to proper capital registration (Certificate of Capital Importation).

### **One-Stop Investment Centre (OSIC) — “Talk to NIPC first”**

The Nigeria Investment Promotion Council (NIPC) OSIC co-locates 27+ agencies (and now offers e-OSIC online) to reduce approval time and cost, improve transparency, and assist from incorporation to expansion. This is the recommended first touchpoint for investors.

### **Visa / e-Visa (short-stay) & work routes**

Nigeria is automating short-stay visas via e-Visa with 24—48-hour decisions and has phased out legacy Visa-on-Arrival; apply online and receive approvals by email. For longer engagements, Temporary Work Permit (TWP) and Subject to Regularization (STR) remain, alongside Expatriate Quota processes.



## Practical entry pathway (at a glance)

1.



Incorporate (CAC) → FIRS (stamp duties/TIN) → Register with NIPC → obtain Business Permit & Expatriate Quota if applicable → secure sector licenses (e.g., NCC/NAFDAC/SON). Use OSIC/e-OSIC to streamline.

## 2. Select location/zone:

Evaluate SEZ options for duty reliefs and streamlined customs.

## 3. Technology & IP:

Register tech-transfer agreements (NOTAP) and align with IP statutes; use FCCPC guidance where relevant.

# What NACCIMA can do for you

**Mandate.** As Nigeria's apex Chamber body with a nationwide network and international links, NACCIMA is positioned to originate bankable opportunities, de-risk market entry, and steward aftercare so investors scale nationally and across ECOWAS/AfCFTA.

## A. INVESTOR ORIGATION & DUE DILIGENCE

**Curated pipelines.** Convene sector roadshows and investor roundtables (creative, fashion, film, gaming, SaaS/AI), underpinned by standardised one-pagers, model term sheets, and diligence checklists. Coordinate entry with the One-Stop Investment Centre (OSIC) at NIPC to compress approvals and licensing.

**Deal rooms.** Host secure virtual data rooms (market sizing, regulatory maps, local partners) and channel investor queries through OSIC/OSIC Lab for quick resolution.

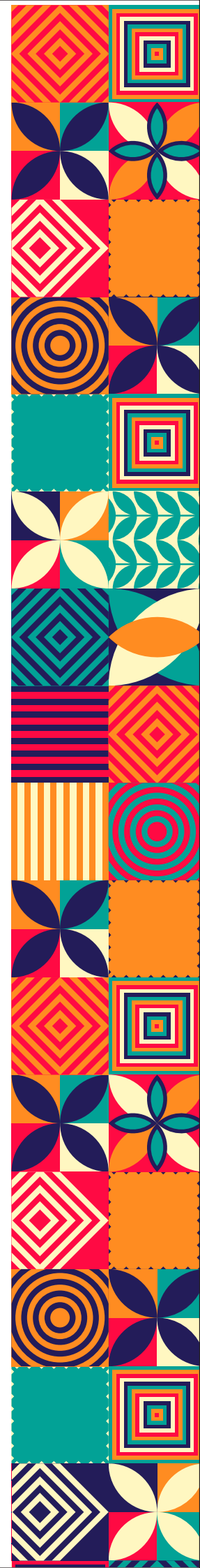
## B. CHAMBER NETWORK ACTIVATION


**Sector Councils.** Stand up Creative, Fashion, Gaming/eSports, and Startup Councils to aggregate deal flow, validate partners, and escalate bottlenecks.

## C. POLICY ADVOCACY & INVESTOR FACILITATION

**Ease-of-entry & transparency.** Advocate consistent execution of the Business Facilitation Act (BFA), Executive Order 001 service standards, and digital disclosure of rules/fees to reduce friction for creative/digital investors.

**IP & creative incentives.** Work with FMITI/NIPC and agencies (NOTAP, NCC, NCCcomms, etc.) on faster IP filings, stronger copyright/royalty enforcement, and export-promotion levers signposted in sector outlooks (e.g., PwC's E&M Outlook).





**Skills & talent.** Support scaling of tech-skills programmes (e.g., 3MTT) and studio-grade technical training aligned to investment pipelines.

## D. Aftercare & AfCFTA scale-up

**Structured aftercare.** Establish an Investor Ombud/Helpdesk within NACCIMA to track milestones, unlock permits, and coordinate expansions with NIPC + State IPAs—in line with Nigeria’s Investment Policy focus on aftercare and OSIC Lab problem-solving.

**Regionalisation.** Use AfCFTA Investment Protocol provisions on national focal-point support to connect portfolio firms to West African partners and harmonised facilitation, enabling cross-border touring, distribution, and SaaS rollout.

## E. “Talk to NACCIMA first” investor journey (how it works)

1. Signal interest → NDA + teaser deck → OSIC pre-screen;
2. Diligence sprint → regulatory/land/IP checklist; partner matches;
3. Terming → local content, skills plans, incentives map;
4. Launch & aftercare → KPI tracking, AfCFTA partner intros, follow-on capital pathways.

# Why this matters now

Nigeria's creative & digital momentum is investable, but conversions hinge on friction-free entry, credible partners, enforceable IP, and regional routes to scale, precisely where NACCIMA's network, OSIC alignment, and AfCFTA-aware aftercare create durable advantage.





For more information, Contact

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