

# Catalysing investments and financing that unleash impact

Many viable investment opportunities are being missed in Northern Nigeria, a dynamic, diverse region of more than 90 million consumers and part of a domestic market of 200 million people—the largest economy in Africa. Much of this has to do with the complexities of doing business in any emerging economy, where business infrastructure and reliable information can be hard to come by. As with any investment, some complexities are specific to Nigeria and the North.

## That's where LINKS come in ...

Funded by UKAID and implemented by Tetra Tech, a leading supplier of consulting services globally, our team of Nigerian experts on the ground and international advisors are ready to help every step of the way. We spot and vet opportunities, connect all the right players, package and broker deals, reduce risks and market entry costs and improve the likelihood that investments will be not only profitable, but sustainable. We do this by bringing together the private sector, investors, lenders and government. Together, we help businesses grow to their fullest potential while helping investors and financiers discover and capitalise on profitable opportunities that create lasting income, jobs and livelihoods in the North. These can also create opportunities and impact beyond the North.

### Investments that create *impact*

Every project we facilitate is designed to create **impact**—improving the lives of people and their communities while delivering sustainable, long-term benefits to society, the environment, the economy and investors. The business opportunities we are helping to launch are playing a crucial role in raising the incomes of millions of people, creating thousands of jobs and boosting government revenues to improve public services. This is already creating a more equitable distribution of wealth and investment, while unleashing the untapped potential of the region to act as a powerful engine of economic growth and sustainable livelihoods.

### LINKS – Catalysing Economic Growth for Northern Nigeria

Funded by UKAID through the Foreign, Commonwealth & Development Office, and managed by Tetra Tech, a global business working across Africa, we act as **facilitators**. We help close the gaps between suppliers of financing and those who need capital to create *impact*.

## How we facilitate investment and blended finance deals

LINKS facilitates new ventures through hands-on work with businesses, investment agencies and policy makers while supporting investors and financiers directly. Our international and local experts combine a deep understanding of local realities with valuable, enduring relationships. We draw on insights informed by many years working across the public and private sectors to find, package and help deliver profitable opportunities that deliver impact. Where LINKS excels:

- **Enhancing** the quality and quantity of investment and market intelligence to support decision-making.
- **Brokering** innovative financing for new ventures and expanding existing businesses.
- **Supporting** broader state and sectoral investment attraction and retention programmes.
- **Packaging** and promoting individual projects and investment opportunities.
- **Guiding** partners through the entire investment process-- facilitating public/private sector interactions in accordance with global best practice and ESG principles where applicable.

## Project Highlights

Despite the challenges of a fragile investment climate due to Covid-19 and other factors, LINKS facilitating several investment projects in the North. Working with international and domestic investors, government officials, local partners, commercial banks and international financial institutions, we moved some deals and conversations forward substantially while keeping other projects alive when they might otherwise have stalled or been dropped.

- **Securing investment and innovative financing**

- LINKS is providing advisory expertise to help an oil, gas, transport and logistics group develop a business plan to secure investment for a \$150 million project to expand its business to the North.
- An agro-tech company needed a loan to provide financing to 250,000 farmers to boost production of maize, rice and soybeans. LINKS helped the investor develop the deal sheet, pitched the deal to several banks and helped close the \$6.5m loan.

- **Accessing land**

- LINKS is supporting a UK-Nigerian JV to seal their £113 million investment in agro-processing and livestock and poultry production by facilitating site visits and land access while coordinating stakeholder engagements needed to keep the project on track.
- A UK energy company were struggling to finalise a deal for a 2.5 MVA solar plant. Working with its State Government partners, LINKS got the \$50 million project back on track and the site has been inaugurated.

- **Facilitating market entry**

A Canadian company was keen to collect, treat, and process medical waste, but lacked any history or presence in the State making it difficult for the investors to engage government officials and establish the partner networks needed to operate. LINKS helped the company get registered, access decision-makers, find qualified local partners and acquire key data needed to scale the investment and production.

- **Securing approvals to start-up production, remove barriers to key imports & boost impact**

A French company sought to set up a factory to produce fortified food products used by humanitarian agencies for malnourished children across West Africa. LINKS convened meetings with the Senate Committee Chair and the investors to gain approval to import powdered milk, an essential ingredient for their production facility. LINKS is also facilitating Central Bank approvals.

- **Supporting investment promotion, Identifying priority sectors**

- LINKS works with the Kaduna Investment Promotion Agency to identify 'investment ready' sectors and assess state-specific competitiveness issues to match investor priorities with the government's development objectives. LINKS also highlighted reforms needed to make other sectors 'investment ready'.
- LINKS supported InvestJigawa to hold an investor event in Abuja attended by over 70 potential and current investors as part of its ongoing Outreach and Engagement Strategy.

- **Packaging turn-around deals**

LINKS is partnering with the CBN, Manufacturers Association of Nigeria and KanInvest, the Kano IPA to facilitate a turn-around project for up to 40 companies.. This will involve compiling a portfolio of businesses with growth potential and facilitating funding from commercial and development finance institutions to help turn struggling businesses into profitable ventures in the coming years.

## For more information on how we can help

We're always looking for new partners to collaborate on profitable projects that deliver meaningful impact. If you'd like to discuss ideas for doing that, please get in touch at [info@links-nigeria.com](mailto:info@links-nigeria.com) or [www.links-nigeria.com](http://www.links-nigeria.com)