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## Indian ICT firms passionate about Nigerian market

PTI

27 November 2012: A 13-member delegation of Indian Electronic and ICT firms participating in a buyer-seller meet here have expressed optimism in Nigeria emerging as a major market for products and services from India.

The companies are participating in a three-day business tie-up summit organised by the High Commission of India in Nigeria and the Electronics and Computer Software Promotion Council of India.

"There is a huge business opportunity in Nigeria and India SMEs are ready to do business in Nigeria because the country has a big telecoms market and the next generation will make a huge difference." head of the delegation from India and Managing Director of Telematic4u Services Ltd, Pratap Hedge told PTI after the interaction with Nigerian businessmen.

According to him, the major advantage and facilitator of business between both countries is English as a common language.

He said sectors like telecoms are growing at fast pace in Nigeria.

He added that the large population of the oil rich African country is a big advantage citing instance from India which also has a large population that became advantageous.

"Our Council is in Nigeria to interact with Nigerian buyers of ICT products and services, as well as explore the possibilities of business cooperation and strategic alliances with them," he said.

"As a catalyst for the India ICT industry, our council is here to develop a new mechanism of making our products accessible and affordable to Nigerians," he added.

Managing Director and CEO of Airtel Nigeria, a subsidiary of Bharti Airtel, Rajan Swaroop while sharing his experience in Nigeria with the businessmen said the country has the potential to surpass India in the ICT sector.

"In 1990, India was in the same position Nigeria found itself today but the potential of this African country is huge," he said.

"Information Technology (IT) is one of the thrust areas identified by the Department of Commerce of the Government of India for enhancing trade between India and Nigeria," the High Commission in Nigeria said in a statement before the meeting.

With bilateral trade at over USD 17.3 billion, India is currently Nigeria's second largest trading partner.

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