

Title of Article: Effectiveness Of Government Export Support Programmes In Nigeria: An Exploratory Inquiry

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Abstract Current statistics indicate a considerably untapped potential in overseas markets – particularly for Nigerian Exporters. The role of government is apparently relevant. Hence, this discourse assesses the effectiveness of the government support programmes to Nigerian exporters. In pursuit of this objective, data were generated from practitioners and policy makers as well as inspiration from the experience of other countries which embarked on export marketing development to crystallize the findings. The findings indicate that the government export incentives in Nigeria have not been effective. Based on this discovery, a number of recommendations have been made.