



OYO BUSINESS FORUM 2026

CONCEPT NOTE



Investment and Export Promotion

for Arts, Craft, Culture and Creative Economy Businesses in Oyo State

Wednesday 11 – Thursday 12 November 2026

📍 **Ministry of Local Government Hall, State Secretariat, Agodi, Ibadan, Oyo State**

Photos: Aso-oke weaving, Ayodele Adeniji; Ibadan skyline, Omoeko Media. Both CC BY-SA 4.0, via Wikimedia Commons (cropped, recoloured).

The Forum at a glance

Date	Wednesday, 11 November and Thursday, 12 November 2026
Time	9:00 a.m. – 5:00 p.m. daily (exhibition opens 8:00 a.m. on both days)
Venue	Ministry of Local Government Hall, State Secretariat, Agodi, Ibadan, Oyo State
Format	In person (about 300 participants), with livestream and a follow-up online export catalogue
Chief Host	His Excellency, the Executive Governor of Oyo State, Governor Abiodun Seyi Makinde
Convener	Honourable Commissioner for Culture and Tourism
Curator	Tunde Odunlade Culture, Art Galleries and Creative Economies Limited

01 Background

Oyo State has a long tradition of craft and culture. Examples include aso-oke weaving in Iseyin, textile dyeing, fibre and wearable arts, carvings, calabash and leather work, visual arts, music, film and heritage sites. The wider creative economy now also includes fashion, digital media and content production.

Most of these businesses are micro and small. They have the skills and products but often lack four things: access to finance, readiness to export, links to offtakers outside the State, and visibility to investors. The African Continental Free Trade Area (AfCFTA) and growing international demand for African creative products make this a good moment to close those gaps.

The Oyo Business Forum 2026 brings these businesses together in one room with investors, offtakers, financiers, export agencies and the diplomatic community. Its purpose is to turn interest into specific business leads, and to make sure every lead is followed up.

02 Objectives

1. Present investment-ready and export-ready creative businesses from Oyo State to investors, offtakers and financial institutions.
2. Connect businesses with export programmes, financial institutions and market-access support offered by federal agencies, development-finance institutions and international partners.
3. Create direct business leads through pre-arranged one-to-one (B2B) meetings and business pitches.
4. Present OYSIPA as the single point of contact for investors in Oyo State, show how the State supports investors after they arrive, and work with the Forum's curator, Tunde Odunlade Culture, Art Galleries and Creative Economies Limited, to develop business opportunities for Oyo creatives around the world.
5. Record and follow up every lead using the Investment Tracking System and the Investor Services Framework.

03 Participants

Group	Examples	Their role at the Forum
Oyo creative businesses	About 40 selected exhibitors and 8–10 pitching businesses in craft, textiles and fashion, visual arts, film, music and heritage tourism	Exhibit, pitch, take part in B2B meetings

Group	Examples	Their role at the Forum
Federal agencies	Nigerian Export Promotion Council (NEPC), Nigeria Export Processing Zones Authority (NEPZA), Nigerian Investment Promotion Commission (NIPC), Federal Ministry of Art, Culture, Tourism and Creative Economy, AfCFTA national coordination office	Speakers; present export and investment programmes
Finance	Bank of Industry, NEXIM Bank, Afreximbank, World Bank, World Trade Organisation, African Development Bank (iDICE programme), commercial banks	Speakers; present finance products; B2B meetings
Diplomatic and trade community	Commercial and cultural sections of foreign missions; bilateral chambers of commerce; trade promotion agencies	Attend; introduce offtakers and partners
Cultural institutes	British Council, Goethe-Institut, American Corner Ibadan (U.S. Mission), Alliance Française (Ibadan), Institut Français	Programmes, grants, exchanges
Offtakers and platforms	Galleries, importers, retailers, online marketplaces, festival organisers	B2B meetings; orders and listings
Government	Ministry of Culture and Tourism, OYSIPA, SABER Secretariat, other MDAs	Host; investor services desk; follow-up
Media	Business, arts and diaspora media	Coverage

Nigerian missions abroad will be asked to share the livestream and the export catalogue with offtakers and Nigerians in their countries.

04 Programme

Time	Session	Lead
Day One · Wednesday, 11 November 2026 · Opening, finance and export routes		
8:00 – 9:00	Registration; exhibition opens; networking tea	Secretariat
9:00 – 9:30	Arrival and seating of guests; arrival of dignitaries	Master of Ceremonies; Protocol
9:30 – 9:45	National Anthem; Oyo State Anthem; opening prayers; cultural performance	Master of Ceremonies
9:45 – 10:00	Welcome address	Hon. Commissioner for Culture and Tourism
10:00 – 10:30	Goodwill messages	OYSIPA; federal agencies; diplomatic representative
10:30 – 10:50	Keynote address and formal opening	His Excellency the Governor, or the Secretary to the State Government
10:50 – 11:05	Curator's presentation: Oyo's creative economy and the world market	Tunde Odunlade Culture, Art Galleries and Creative Economies Limited (Curator)
11:05 – 11:45	Group photograph; tour of the exhibition, led by the Curator; tea break	Dignitaries; Curator
11:45 – 12:45	Panel 1: Financing the creative economy	Finance institutions
12:45 – 13:45	Panel 2: From Oyo to the world – export routes for creative products	NEPC, AfCFTA, offtakers, missions
13:45 – 14:45	Lunch; exhibition open	All
14:45 – 15:45	Export clinic: pricing, packaging, export documents and AfCFTA rules of origin	NEPC; AfCFTA national coordination office
15:45 – 16:20	Investing in Oyo State: how the State supports investors, from first enquiry to aftercare	OYSIPA
16:20 – 16:45	Briefing for Day Two: meeting schedules issued to businesses and visitors	Secretariat; OYSIPA
16:45 – 17:00	Summary of Day One; announcements; close	Master of Ceremonies
Day Two · Thursday, 12 November 2026 · Business day: one-to-one meetings and pitches		
8:00 – 9:00	Registration; exhibition opens; networking tea	Secretariat
9:00 – 9:20	Opening prayers; recap of Day One; plan for the day	Master of Ceremonies
9:20 – 11:00	One-to-one business meetings, session 1 (pre-arranged, 20 minutes each)	Businesses; investors; offtakers; finance institutions
11:00 – 11:20	Tea break; exhibition open	All
11:20 – 13:00	Pitch session: 8–10 businesses pitch (7 minutes each, then questions)	Selected businesses; panel of investors and offtakers
13:00 – 14:00	Lunch; exhibition open	All
14:00 – 15:30	One-to-one business meetings, session 2; OYSIPA investor services desk open	All; OYSIPA
15:30 – 16:00	Feedback from the pitch panel; next steps for selected businesses	Pitch panel; Curator
16:00 – 16:25	Summary of leads and commitments recorded over the two days	SABER Secretariat; OYSIPA
16:25 – 16:45	Closing remarks	Hon. Commissioner for Culture and Tourism
16:45 – 17:00	Vote of thanks; closing prayer; National Anthem; close	Ministry of Culture and Tourism

05 Organisation and Roles

Role	Responsibility
Chief Host: His Excellency, the Executive Governor	Keynote and formal opening (or represented by the Secretary to the State Government)
Convener: Ministry of Culture and Tourism	Overall leadership; invitations signed by the Honourable Commissioner; creative-business selection

Role	Responsibility
Co-host: OYSIPA	Investor and offtaker engagement; investor services desk; recording leads in the Investment Tracking System; follow-up and aftercare
Curator: Tunde Odunlade Culture, Art Galleries and Creative Economies Limited	Curation of the exhibition; curator's presentation and exhibition tour; links with galleries and markets abroad

06 Selecting the Creative Businesses

A call for participation will be issued through Ministry and OYSIPA channels and through trade associations. Businesses will be selected using these criteria:

- registration with the Corporate Affairs Commission (CAC);
- product photographs and prices;
- production capacity and ability to supply a sample order;
- export experience or a clear interest in exporting.

Selected businesses will attend a half-day export-readiness session to confirm that they are ready for the Forum.

07 Contact

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OYO STATE GOVERNMENT

Ministry of Culture and Tourism · State Secretariat, Agodi, Ibadan

in partnership with the Oyo State Investment and Public-Private Partnership Agency (OYSIPA)