

The best of Nigeria on show in SA

The finest that Nigeria has to offer will be on display at the Sandton Convention Centre from 28 September to 2 October as, for the first time, South Africa plays host to the Best of Nigeria Expo in 2004.

After two successful exhibitions in the UK in 1999 and 2001, (previously named 'Made in Nigeria' or MINEX), the Best of Nigeria comes to South Africa in the spirit of the New Partnership for Africa's Development (NEPAD). The exhibition will provide over 80 exhibitors with a platform to present the finest products and services that Nigeria has to offer - from textiles to tourism, art, culture and even a fashion show.

The Best of Nigeria exhibition is born of a desire to showcase the many constructive contributions that Nigeria has to offer to Africa, South Africa and the world, across various sectors of business. With an official endorsement from President Olusegun Obasanjo, the organisers of the event aim to raise a constructive awareness for the culture, people, values and the history of this often marginalised and mysterious country and its people. Participating entities are from agriculture, textile and fashion, oil and gas, telecommunications, trade, financial services tourism and culture, small scale enterprises and government agencies and parastatals.

"There are positive things about Nigeria and we must begin to identify them and market them with passion", says Dapo Adelegan, CEO of PR Africa International - the organisers of the five-day exhibition with the theme, "People, Products and Potential".

"I believe curiosity will be a factor for would-be investors into the world's 6th largest oil producer and this nation of over 120 million people whose potential remains largely untapped," says Dee Reuvers, President of Midrand Chamber of Commerce and Industry and CEO of Nichepro, responsible for the overall co-ordination of the exhibition.

Organisers are collaborating with several formidable bodies in support of the exhibition, including the Nigerian -South African Chamber of Commerce, South African Department of Trade and Industry, Nigerian Institute of Directors, Nigerian Export Promotion Council, Federal Ministry of Commerce, Nigerian Investment Promotion Council and the Nigerian Embassy in SA. South African market leaders participating include Philips Consulting, Bidvest, Reuters, Johnnic and Eskom, to name but a few.

The exhibition incorporates a gala evening in celebration of Nigeria's Independence Day on 1 October, and will also see the launch of an Africa Trade and Investment Centre in South Africa, with a view to facilitating intra-African trade, as well as developing trade relations and mutual respect between peoples of the two countries.

"The exhibition has the backing of the federal government of Nigeria. It is expected that the organisers will be extended every assistance they require to ensure a successful exhibition," said President Obasanjo in an endorsement letter

personally.

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