

Explore Akwa Ibom

Volume 1, Number 1



UGE: Building an Akwa Ibom for all



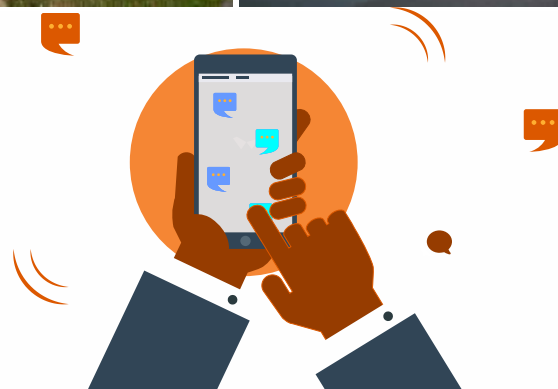
Akwa Ibom: ■
An Investment
Destination
People, ■
Arts & Culture

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Akwa Ibom

AKWA IBOM

Quick facts

Area: 7,249 Square kilometers

Location: Lying between Latitudes 4°32" and 5°33" North and Longitudes 7°35 and 8°25 east. Bounded by Rivers, Cross River, Abia States and the Gulf of Guinea on the East, West, North and South respectively

Population: About 7,000,000 people

Vegetation: Green foilage of trees and shrubs with 129km coastline from Oron to Ikot Abasi.

Climate: Dry season (November - March), Wet season (April - October) Average temperature ranges from 23° to 31° centigrade.

Political Setting: 31 LGAs with Uyo as the State Capital

Main Economic Activities: The main economic activities of the people are fishing (for riverine and coastal dwellers), farming (mostly for upland dwellers), trading, artisanship and white-collar services. A robust public sector employs significant proportion of the state labour force.

Growth Rate: Akwa Ibom State average growth rate is estimated at 3.2%



Ibom
Connection, Uyo



Dakkada Tower, Uyo



IBOM ICON Hotel &
Golf Resort, Uyo

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EXPLORING NIGERIA'S BEST KEPT SECRET



“

this state is the only state to own and operate an airline in the entire continent; the most intelligent building in the country (Dakkada Tower) is sited here; this is the home of the most beautiful Christmas village in the country and the originators of the biggest carols festival in the world (with a Guinness Record to back up).

”

Treasures are usually hidden, even by nature. Precious stones and materials are carefully hidden far beneath the surface of the earth, making extraction an onerous task. From experience, the mining and exploration of minerals and other precious gems have been a result of man's intentional search and strenuous digging.

Nigeria's best kept secret is her treasure- a land of promise, Akwa Ibom State. This piece of God's own real estate is carefully hidden at the bottom of the map of the country, bordering the Atlantic Ocean and providing a strategic gateway to the country from any part of the world. The land is very fertile and is rich with humongous natural resources. The people remain the best resource of the land, they are industrious, intelligent and remarkably hospitable.

The state is the safest place in the country, defined by beautiful scenery all through the stretch of the geographic boundaries. This is a state that has always

earned a prime spot in history- the colonialists landed here, the amalgamation decree was signed here, Christianity found an entry route through here, the first community organized scholarship scheme was birthed here and so much more. History has always been made here. In contemporary times, this state is the only state to own and operate an airline in the entire continent; the most intelligent building in the country (Dakkada Tower) is sited here, this is the home of the most beautiful Christmas village in the country and the originators of the biggest carols festival in the world (with a Guinness Record to back up). You are about to explore history and if you may, be a part of it.

We hope that away from this publication, you'll take out time to physically explore the abundant beauty, lavishly spread on this piece of God's own real estate, which has remained and will for ages remain, Nigeria's best kept secret.

Comrade Ini Ememobong

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05 Enslane
Akwa Ibom



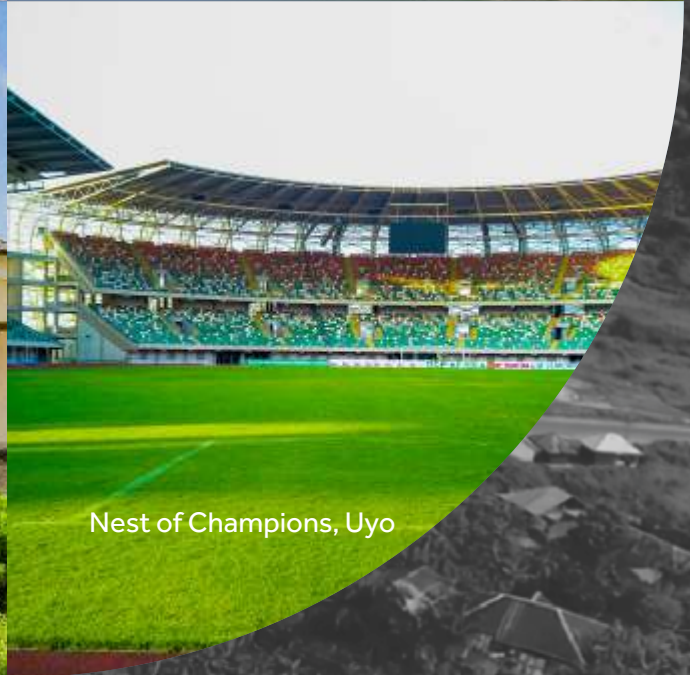
Bridge of No Return, Ikot Abasi



Unity Park & Museum, Uyo



1929 Women
War Memorial,
Ikot Abasi



Nest of Champions, Uyo

- Beautiful landscape
- Abundant resources
- Vast opportunities
- Home away from home



AKWA IBOM STATE

THE PEOPLE AND CULTURE ...POTENTIALS

Akwa Ibom, Nigeria's 21st State was created on September 23, 1987 by the promulgation of Decree 24 of that year by the then President, Commander-in-Chief of the Armed Forces of the Federal Republic of Nigeria, General Ibrahim Badamosi Babangida.

The people of Akwa Ibom are culturally homogenous with a common identity and

linguistic heritage, the presence of many local languages spoken by the ethnic groups in the state.

The cultural homogeneity is also epitomized in the similarities in folklore, songs, dances, foods beliefs and mythology. Akwa Ibom people are very industrious, resourceful and hospitable. Majority of the rural populace

engage in farming. Other traditional occupations of the people are fishing, trading, hunting, woodcarving, raffia works, blacksmithing, pottery, iron works, arts and craft creations. Based on the 2019 projected population figures, the state has an estimated population of about 7,000,000 people. The annual growth rate of the population is projected at 3.4%, with

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Akwa Ibom

the average population density of 680 inhabitants per square meter.

Akwa Ibom State is a reservoir of wealth. It is like a beautiful bride beckoning on tourist and investors. The State's fond sobriquet: land of promise is not misplaced. With clement weather and a fertile

the country, it is also a very rich source for a wide variety of fishes and sea foods including catfish, barracuda, blue marlin, squid, sardine, croakers, shrimps, prawns, crayfish, snappers and oyster. It also offers huge opportunities for maritime development and admiralty matters.

and gypsum. The State is also endowed with rich deposits of limestone,

gravel, salt, silver nitrate, silica sand and kaolin that can be commercially exploited.

"Its 129km coastline is not only the longest in the country, it is also a very rich source for a wide variety of fishes and sea foods including catfish, barracuda, blue marlin, squid, sardine, croakers, shrimps, prawns, crayfish, snappers and oyster. It also offers huge opportunities for maritime development and admiralty matters."

land measuring 7,249 km, the State holds a promise of exciting and splendid opportunities for leisure, investment and wealth creation.

Its 129km coastline is not only the longest in

The State plays host to some multinational companies and is one of the largest oil-producing States in Nigeria. Certainly, its alluring features make the State an inviting

destination for investors and tourists from all over the world. Solid and industrial minerals which abound in the State include; clay, glass and silica sand; bentonite, limestone, gravels, sodium chloride



Aerial-view of year 2020 Christmas Village,Unity Park, Udoudoma Avenue, Uyo



Dominic Utuk Avenue, Uyo at night



Ibom Golf Course

Source: Directorate of Information, Ministry of Information and Strategy

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Night view of Dakkada Tower

THE 21 STOREY DAKKADA TOWER

By Glory James

The 21 storey Smart office complex, located in the Central Business District of Uyo, Akwa Ibom State capital, has a tower as high as 108.8 meters. The Five Star business accommodation occupies an area of 18, 639.50 meters square on a massive site area of 48,200.00 meters square, making room for a 350 capacity car park.

The Tower has 4 elevators, 2 emergency exits, fire protection sensors and aviation wing. The ground floor is designed to accommodate banks and canteens while the mechanical floor controls sewage and takes care of waste disposal.

From the second to the twentieth floor office accommodations are provided to end - users while the twenty-first floor is a terrace where guests, tourists and investors can stand to have a glimpse of the beautiful landscape of the capital city.

It has an access control with such components like, the card reader, biometric control keypads, central stand-alone server workstation, electric lock hardware cabling for doors, boom barrier for cars, automated cards, automated turnstiles, fire protected doors and time attendance readers.

For the fire system, the tower boasts of fire electric pumps, diesel pump backup, Fire extinguisher hose reel, technical rooms E30 cabling for S90 fire, protection sprinkler system, intelligent smoke detectors and fire alarm panel connected to the CCTV room. The state-of-the-art communication gadgets of the intelligence building are in place with all accessories of a public address system including: speaker, combine audio+media via sms for evacuation, control station, UPS and amplifiers.

Other unique features are the LED lighting, Touchscreen control KNX

occupancy and motion sensors, Digitally addressed lighting interface (DALI), network switch for outdoor lighting motion sensor, Solar fitted nano type facade panel to power facade light at night as well as Perimeter fence light.

The 21 storey smart building makes room for video conferencing, thus putting in place necessary cameras and efficiently managed workstation. With a chiller system of chilled water sensor, infrared toilet system, automated facade sprinklers and cleaner and automated Rain gauge.

It has Humidity and temperature sensors in all the floors.

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NOW, AKWA IBOM IS HOME

- Idris Mabadeje

But for curiosity and the desire for adventure, I could have missed the opportunity of a life time to have a personal and true Akwa Ibom experience. I was naturally happy when I received my call up letter to proceed to Akwa Ibom State for the 1998/99 service year. However, almost everyone I mentioned Akwa Ibom to as my next destination felt sorry for me. Why? Many people in my ethnic circle believed Akwa Ibom people



were hostile, based on unsubstantiated tales they had been told by other ignorant people. I was inundated with many other supposedly good reasons why I should influence my posting out of Akwa Ibom

State.

The plethora of negative stories notwithstanding, I was excited about my NYSC posting to Akwa Ibom State. For one, my experience in Edo State as a student of Auchu Polytechnic for my ND and HND programmes, not only took me out of Lagos, where I was born and bred, it also exposed me to the socio-cultural dynamics that define the people. So, I had another opportunity to experience another part of Nigeria better by

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NOW, AKWA IBOM IS HOME

accepting to serve in Akwa Ibom State.

Although, I had the opportunity to make a move for my posting to one of the outstanding establishments in the state, I did not. Alas! I was posted to a community secondary school in a remote and rural part of the State -Odio-Eket in Eket Local Government Area. I was definitely on my own. But thank God I did not run away like many fellow corps members did. I served the Community Secondary Commercial School and the larger Odio community to the best of my ability. That began the story of my permanent residence in Akwa Ibom State. Not only did I live, eat and drink with the locals, I discovered the truth for myself. Akwa Ibom people were not hostile as I had been wrongly informed by many genuinely concerned people, but who were largely uninformed about the people of this serene State in the South-South region of Nigeria. Also, I came to understand the difference between Akwa Ibom and Calabar people. It is generally believed in the South West of Nigeria that Akwa Ibom people are Calabar people.

My service in the rural community school helped me to

appreciate the contributions of the NYSC scheme to national development. Thus, I was inspired to author a book: Youth Service and National Development. Luckily for me, the public presentation of the book in Eket was supported by the State Government of Arc. (Obong) Victor Attah, local government authorities and well-meaning individuals and corporate bodies.

Moved by the need to impact the school and community of my primary assignment, I channeled the proceeds from the book into buying text books for the library of Community Secondary Commercial School, Odio; and also bought two giant water tanks to support the water project started in the community by a multi-national oil company.

The one year service proved rewarding, as some of us received the State NYSC Honours Award, with the state government adding automatic employment in the state civil service, as a show of appreciation for our selflessness during the service year. As a Lagos boy, it was not easy choosing to accept the job offer, especially with other options waiting for my acceptance in

Lagos. Again, thank God I chose to accept the job offer. With the benefit of over 20 years' residential experience, I can, to a great extent tell anyone who cares that Akwa Ibom is a State for all. By reason of my job, I have been to the nooks and crannies of the State. I have seen the State transform into a more cosmopolitan status, with the indigenes co-existing harmoniously with people of other ethnic groups. Given the growing community of non-indigenes, Akwa Ibom has become home for many Nigerians from different walks of life. Socio-economic and physical infrastructure have grown in leaps and bounds, with increasing number of Nigerians and other global citizens - individuals and corporate, thronging to take advantage of the many opportunities that abound here.

So, if you are looking for a peaceful place to live, work or invest, you can place your bet on Akwa Ibom State. From a loving and accommodating people to exquisite cuisines and peaceful environment, devoid of religious and ethnic clashes, I welcome you to Akwa Ibom State.

Indeed, Akwa Ibom is home away from home!

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Akwa Ibom

AKWA IBOM IS HOME TO FOREIGNERS



Alhaji Hassan Sadauki, Leader,
Hausa Community

I have lived almost all of my life in Akwa Ibom State, which

therefore means that I can tell the story of Akwa Ibom from administration to administration.

My love for Akwa Ibom cannot be quantified because it is a peaceful and accommodating state. Anyone who has experienced the hospitality of the people would affirm that it is

indeed a home for all peace loving people.

The ingenuity of the present administration has further made the state more attractive to Nigerians who wish to do business in a safe environment. Today, the state is one of the fastest developing states in Nigeria.

AKWA IBOM IS A DESTINATION FOR ANY SERIOUS BUSINESS PERSON

The enabling business environment created by the administration of Governor Udom Emmanuel has made Akwa Ibom state the prime destination for business in Nigeria.

This position was made by Fidelis Iteshi, an Ebonyi born Lawyer who has lived and practiced law in Akwa Ibom state for eighteen years.

Iteshi, who said he came from Lagos to Akwa Ibom state for his National Youth Service Corps in 2002, had not returned to Lagos because of the hospitality and friendly business environment



Barr. Fidelis Iteshi

he met in the state.

He said that if Akwa Ibom was not business-friendly, he would have long left the state. He confessed that many non-indigenes have prospered in the state, because of the welcoming and friendly disposition of the state government and

indigenes.

"The people patronize businesses, not minding where the business owner is from. For example, I'm Igbo by origin, but 80% of my clients are Akwa Ibom people. They make business flow easily here, thereby creating prosperity." He said "Akwa Ibom is the prime business destination for any serious minded business person, because of the enduring peace that is here. The government has shown serious commitment to the sustenance of peace. I am a witness and I can tell you, non-indigenes find Akwa Ibom a second home."

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TOURISM

From the time of settling in its present day location, the people of Akwa Ibom state have been blessed with historical facts which have made us proud in so many facets. The historical evolution has today become our heritage.

THE BRIDGE OF NO RETURN



Bridge of No Return, Ikot Abasi

In the late 19th century, Nigeria's best brains were taken out of the country for the purpose of slavery in America, Europe and the Caribbean's. Slave markets were found and

slaves were sold through auction to rich European traders in the region. Human beings were treated as goods or commodity and as such they were kept in ware houses awaiting sales or ferried abroad to develop the new found land.

As the name implies, the Ikot Abasi Bridge of No Return played a major role in the story of slavery because, slaves who passed through the bridge and were kept in the dungeons could no longer return to Nigeria. It is therefore on record that a sizeable number of the slave who passed through the Bight of Biafra were ferried from the Ikot Abasi Bridge of No Return.

IBENO BEACH

Ibeno beach, situated in Ibeno, Akwa Ibom State, is a good and serene relaxation spot for tourists and lover of water sport.



Ibeno Beach, Ibeno

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Akwa Ibom

IKOT EKPENE, THE RAFFIA CITY

Akwa Ibom has many historical artefacts, valuable resources and other attractions.

Historians, book makers agree that local government administration has a root in Akwa Ibom. An Akwa Ibom community, Ikot Ekpene is reputed to have had the earliest seat of local government development and administration.

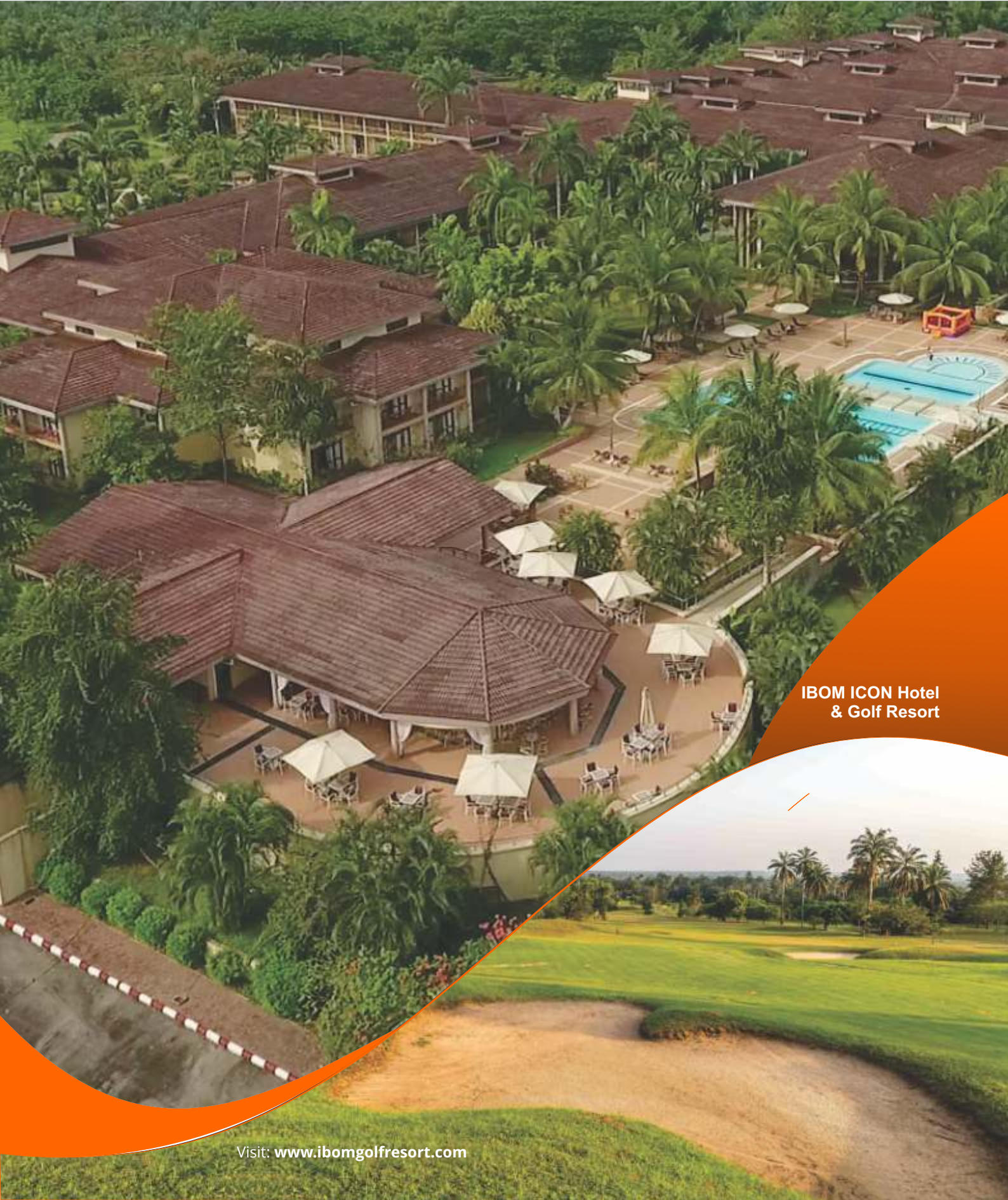
Thanks to the boundless wealth of raffia that abound in the area and how the native people are endowed with the ingenuity of weaving the raffia into various artworks and crafts. This adds to their ingenious skills in carving wood and other items into furniture, decoration and cultural items that depict the richness of Akwa Ibom culture.

Indeed, Ikot Ekpene has a long history of transforming the raffia fibre into cloth. The raffia fibre is also used in making shoes, hats, handbags, mats and can be used with distinctive cultural carvings made out of wood. It is a known fact that raffia materials used in the making of lawyers' wigs in Nigeria are sourced from Ikot Ekpene.

A lot of opportunities for investment in arts, crafts, textile etc abound in Ikot Ekpene as well as other parts of the state.

The trade in raffia, arts and crafts has become phenomenal over the years such that Ikot Ekpene offers a lot of opportunities for investors in raffia works, arts and crafts in Nigeria.

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Tropicana Mall

Tropicana Mall, the first modern leisure and business resort in the capital city of Uyo, has been remodeled by Governor Udom Emmanuel's administration and put on the path of profitability.

The facility, which has been expanded from 5,000 square meters structure to 9,800 square meters with 56 rentable shops provides a world-class shopping atmosphere with utmost comfort for end users.

The remodeled mall accommodates among others, Market Square, a fast growing retail chain in Nigeria. The mall will not only boost the internally generated revenue of the state, but will create employment and stimulate tourism in the state.



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Business



The Completion Agenda

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LIBERTY OIL AND GAS FREE TRADE ZONE/HARBOUR



It is conceptualized to cover an approximate area of 50,000 hectares, with a harbour designed to cater to the needs of the FTZ. The FTZ is supposed to house numerous manufacturing and service companies across various sectors including Oil & Gas, Power, Steel, Metal Fabrication, Office blocks, Residential estates, etc. There are myriads of opportunities here for investments.

POWER GENERATION



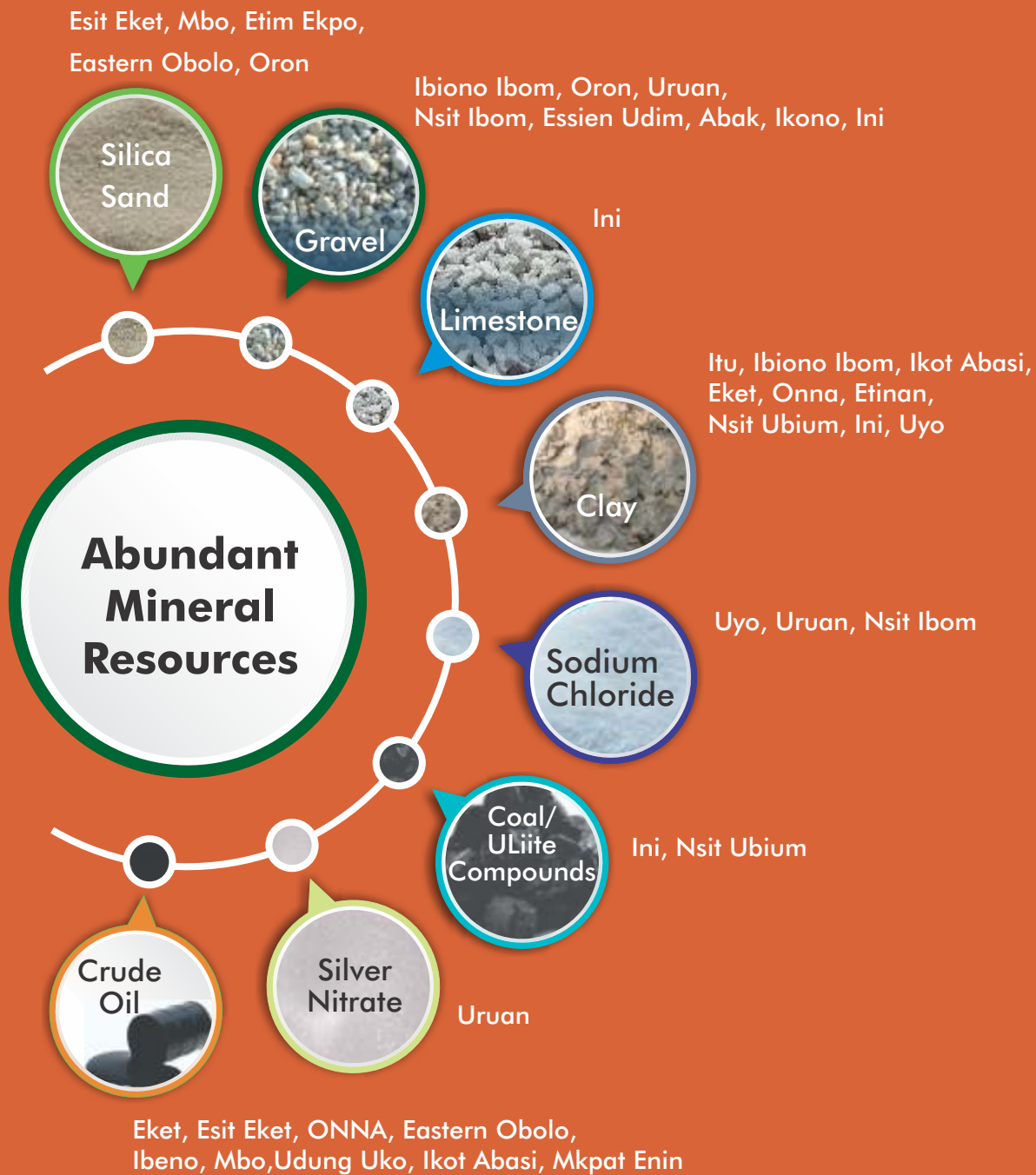
Akwa Ibom offers an ideal opportunity to build a gas-fired thermal power plant to generate 500 megawatts of electricity for injection into the National Grid. The State has the largest reserves of oil and gas in Nigeria. Any power generated is guaranteed to be purchased by the Federal Government. It is also possible to generate for a secluded area (captive power). The gas required to power the plants is available in abundance making it a sure investment area.

CERAMICS FACTORY



Good quality clay is in abundance in Akwa Ibom State. Again, there is no ceramics company producing plates, toiletries, tiles, etc, in the country. This is an excellent investment opportunity.

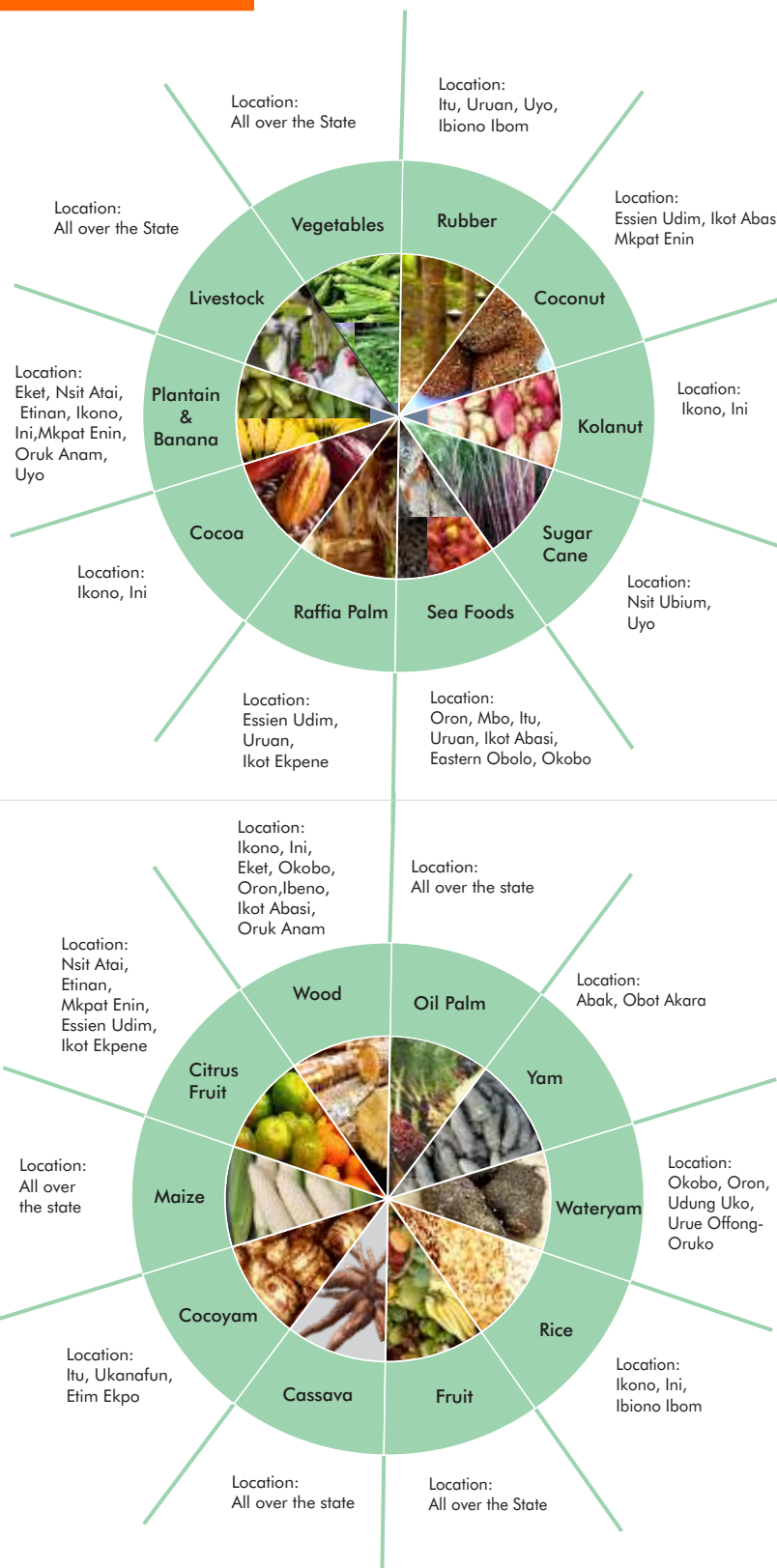
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Agricultural Resources



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UGE: Building an Akwa Ibom for all

By Aniekan Ukpang

In the last couple of years, coming to Akwa Ibom State has been a pleasurable experience for tourists, businessmen cum investors. The influx of this top class human traffic was not unexpected. The advent of Mr. Udom Gabriel Emmanuel(UGE) in the governance of the state in May 2015 truly signalled the beginning of Akwa Ibom that will be home of all.

As a top class finance expert, Governor Udom Emmanuel on arrival set machinery in motion to open the state for foreign direct investment by quickly adopting policies and implementing programmes that

make the State the darling of global investors. Before the end of 2019, countless industries had been attracted to the state.

Since then the traffic had kept building, more industries are berthing in the state and more businesses are springing up. The traffic is not only limited to industrialists, strategic investors, professional service providers, dealers and traders, other Nigerians as well as foreigners have found Akwa Ibom as the new home and destination to go.

Making Akwa Ibom a home for all is a deliberate agenda of the Udom Emmanuel's

administration, and it's yielding fruits. Understanding the imperative of a purposeful leadership driven by vision, Governor Udom Emmanuel on assumption of office in 2015 set machinery in motion to attain his 5-point policy thrust of Job creation, Poverty Alleviation, Wealth Creation, Economic and Political inclusion, Infrastructural Consolidation and Expansion by holistically embarking on policies and programmes that not only promote good governance, but seek to position Akwa Ibom on the path of sustainable growth and economic prosperity. In the first four years of the administration, impressive



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UGE Building an Akwa Ibom for all

milestones were recorded in the socio-economic development of the state, as evidenced in life touching achievements through job creation made possible by the attraction of industries and viable businesses by the administration.

The second term Completion Agenda, summarized in an 8-point policy focus of Industrialization, Aviation Development, Agriculture, Rural & Riverine Area Development, Human Capacity Development Security, Infrastructure, as well as Small and Medium Scale Enterprises, is a bold step to consolidate on the successes of the 5-point agenda by ensuring many more strategic and comprehensive development across the state.

Today, with the completion agenda meticulously being implemented, Governor Emmanuel is steadily repositioning Akwa Ibom as a

vibrant industrialised economy and tourism haven. The State has become the preferred conference centre for many groups, public and private organisations. Major decision makers, stakeholders and prominent personalities within and outside the country are attracted to the state frequently. This is because Governor Udom Emmanuel has provided the necessary infrastructure and the enabling environment for effective functioning of businesses and social activities in the state.

Annual general meetings, major workshops and National summits planners have found Akwa Ibom as a new centre of attaining their goals. Recently, Akwa Ibom hosted the National Executive Council meeting of the Nigerian Bar Association, shortly after the Nigerian Medical Association had visited the state to endorse the Jubilee Syringe produced in the state. Also, the

Bayelsa State Executive Council Retreat and the First Commanding Officers' workshop 2021 of the Nigerian Army were held in Uyo among others.

The unprecedented level of peace enjoyed in the state since the present administration came on board and the conducive business environment have made Akwa Ibom a centre of attraction for investment and tourism. Unarguably, Akwa Ibom has witnessed an era of industrialisation largely stimulated by the private sector.

Apart from the numerous industries established in the state, the choice of Uyo, the state capital, by Market Square, a renowned brand and national retail outlet, for its business and the recent agreement signed by OCP Africa of Morocco to establish a \$1.4b Fertilizer Plant in the State underscore the fact that Governor Udom Emmanuel is building an Akwa Ibom for all.

contd on page 28



Electric Digital Metering Manufacturing Factory



Kings Flour Mill

UDOM EMMANUEL *in the Eye of Others*



His Excellency, Mr. Moses Ekpo, on Governor Udom Emmanuel

"This is a man who has prepared himself and has proven himself as a leader of his people. You can only give people what you have and if you don't have you don't give to people. So, when you find a man like that who is industrious, who believes in God, who believes in the universality of love, how can you not work with that kind of person? We are enthusiastic about what Governor Udom Emmanuel happens to do for the people, and coming from the kind of background he came from, a background of industrialization and development, we couldn't have asked for a better leader now in Akwa Ibom State"

Mr. Moses Ekpo, MFR is the Deputy Governor of Akwa Ibom State.



Mrs. Bessie Bartholomew Bernard, Trader

"I have been trading for years in this my state, so I have seen how the state has continued to grow and develop with each passing day. The state is peaceful and calm with a favourable environment without security crisis"



Michael Orji, Real Estate Agent

I am a resident in Akwa Ibom State and have seen the state grow as one of the fastest developing states in the southern part of the country. It is a safe state with a peaceful ambience and favourable environment.



Dr. Glory Edet

"Under the leadership of Governor Udom Emmanuel the state has maintained peace and security alongside the development of the economy and increasing growing living standard." "He attaches great importance to the development of Agriculture, as evidenced in the construction of rice mills, construction and cultivation of vegetable green houses, investment in coconut plantations across the state, establishment of coconut refinery, distribution of free farm inputs and interest free loans to different categories of farmers and lots more.



Efe Wealth, Trader

"I have lived in Akwa Ibom, doing business for a long time. I can say boldly very well that Akwa Ibom is a peaceful state, one of the safest states in Nigeria. The state is one of the fastest developing states in the country."

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UDOM EMMANUEL *in the Eye of Others*

Dr. Emmanuel Ekuwem

"I am very happy to say that the gentleman, Udom Gabriel Emmanuel who is occupying the office of the Governor of Akwa Ibom State is one who is moved by the need to change the fortunes of the State for better" To tell you the truth, he wants to turn Akwa Ibom State into the Singapore of Africa overnight or to the Dubai of Nigeria overnight and that kind of passion; that kind of commitment is born out of his vision and what he was before he became the Governor. In addition to that, he is a stickler for time and quality. He therefore has little or no time for primordialism or sentiment or for nepotism, or chauvinism. These positives speak for themselves as far as Udom Emmanuel the Governor is concerned.


Loveth Essien, Trader

I am an indigene of Akwa Ibom, my state is a nice place and the government ensures the comfort of its indigenes. There is remarkable change in the roads and bridges, and there is more access to money now in the state.


Akparawa Ephraim Inyang-Eyen

"From the vantage position of having been around the administration from the beginning, I can say without mincing words that the Udom Emmanuel led government has been focussed, and has followed the pattern it set for itself. Virtually, every sector has set targets, the industries are up and running, the SMEs are made to come on stream. I think that the government has remained focussed and is determined to achieve its goals."


Shalom Ukaga, Real Estate Agent

I have resided in Akwa Ibom for some years now and can actually attest to the development of the state. Akwa Ibom State is obviously planned. The costs of commodities are cheap and affordable compared to other states.


Elder Effiong Essien

Civil Servants have contributed immensely to the development and growth of Akwa Ibom State for the past 33 years. The Civil Service provides civil servants with the platform to be involved in all innovations that have taken place in the state over the years.


Godspower Gideon, Civil Servant

I want to assure everybody, especially strangers, that our state is a nice place to settle in and is a very peaceful state. It is the highest oil and gas producing state in the country. The presence of good roads network have changed the landscape of the state and largely improved the environment.

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Akwa Ibom to the world

OUR BRANDS



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Akwa Ibom



Redefining the Nigerian airspace

By Aniekan Essienette

The Nigerian Aviation sector has come full circle since the 1985 deregulation of the same.

It has evolved from mainly Government ownership to an almost private sector-only, domestic carriers - dominated industry, which subsisted until 2019 when Ibom Air came into the scene to break the jinx with a disruptive hybrid model of State ownership and independent operator status.

Nigeria, the largest economy in West Africa with the huge potential to be Africa's largest aviation hub and an even larger potential for tourism has continually been faced with the challenges of low passenger and cargo traffic, high aviation

charges, taxes as well as poor connectivity.

The climate one will say did not look too good to a potential investor into the sector when you consider the downside, however for the big appetite investor with a vision, it presented an opportunity to disrupt the status quo, and that is exactly how Ibom Air came to redefine the Nigerian Air space - owing largely to the investment and risk appetite of the current Akwa Ibom State by Governor Udom Emmanuel.

Today, Ibom Air needs little or no introduction, with yet unmatched performance feat recorded over the last 20 months in the Nigerian Aviation Industry, effectively bringing a breath of fresh air to the Nigerian skyline.

From inception, it was clear in the minds of the Airline's Management, the huge impact, and value they were poised to deliver to the Air travel industry. As a direct response to the unstable schedule and little or no on-time performance of Airlines in the country, Ibom Air came into the market with a three-prong strategy to deliver; Schedule Reliability, On-Time Departures, and Excellent Service - the three key yearnings of the Nigerian Air travel passenger in Nigeria. Given that the industry is still in the days when one goes to the Airport according to travel schedule without the

surety of when one would travel, if at all, an Ibom Air passenger has come to expect, experience, and embrace a different reality.

You will agree that the public has come to accept Ibom Air on its merit based on the value we are delivering to our pleasure and business travellers a clear demonstration of how fully committed to our strategy, even reaching a record 500,000-passenger mark as of 1st of March 2021, a feat which could have happened earlier but for the COVID-19 pandemic.

In a continuous strive to



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trump our best performances, we at Ibom Air have come up with a monthly scorecard and have gone ahead to publicly measure our performance against the three performance indicators that make up our value proposition: schedule reliability, on-time departures, excellent service, by keeping daily records of our flights with a commitment to stay above 95% performance across board. This they have achieved to date. To further demonstrate our commitment to these values, we have also deliberately opened and maintained channels of engagement with our growing customer base. Customers can engage with us across all social media platforms, customer contact centres or other corporate communication channels. This is because, at Ibom Air,

feedback of any sort is taken very seriously and often time is a pulse check to measure our customer satisfaction. Ibom Air's reputation for sticking to timelines, a key element of our raison d'être, has met with mixed reactions from the public. Some have even made bold to suggest some level of compromise to the commitment to on-time departure, to the extent that leaving passengers behind due to their inability to meet up their scheduled flight time has been viewed in negative terms. This we find to be regrettable and unfortunate, especially when it turns out as a full-blown smear campaign, but we are not deterred, but instead, we push on, focusing on the large majority, who have come to set their clocks by us.

Let me take this opportunity to re-emphasize that Ibom Air takes departing on-time

very seriously and because of this, our check-in counter closes 45 minutes before the scheduled departure time of a flight. Occasionally, when severe weather or occasional snag due to technicality is experienced, only then would we adjust our time, because we are also committed to putting our passengers' safety before our schedule. This commitment to discipline has been positively embraced and appreciated by most of our customers.

In our quest to add value to our customers, we have recently introduced a unique customer loyalty program, the IBOM FLYER aimed at opening a world of rewards to our frequent flyers. We are very excited to engage our customers this way and we look forward to enjoying a mutually beneficial relationship

with them. The Ibom flyer will get a personalized card and baggage tag and will enjoy exclusive services from our value partners.

We at Ibom Air are determined to make a brand to be a symbol of what is possible and working in Nigeria, to give hope to Nigerian's both home and in the diaspora, that Nigeria and excellence can be mentioned in the same sentence. We are certainly not where we want to be, but we are determined to stay on course and jump back on the horse when we slip.

With a firm belief that things can still work in this country, despite any setback, we are committed to bringing to our customers, world-class service, and to challenge other airlines to do the same.

Aniekan Essienette is the Group Manager Marketing and Communication for Ibom Airlines Limited.

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Akwa Ibom



Akwa Ibom State Council of Chiefs Chamber, Uyo

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His effort in building a sustainable, peaceful and prosperous Akwa Ibom for all is an indication of the administration's determination to make the state an industrial hub which has taken root with the establishment of numerous industries. Some of the

industries are: Syringe Manufacturing Factory, Flour Mills, Electric Digital Metering Solutions Factory, Plywood & Timber Factory, Fertilizer Blending Factory, Plastic Manufacturing Factory, Pencil Factory and Toothpick Factory. Others include resuscitated

Ibom Paints Industry, Tissue Paper Production Factory (Bamboo to Tissue), Rice Mills, Palm Kernel Crushing Plant, Palm oil Processing Mills, Cassava Processing Mills and the ongoing Coconut Refinery and Automobile Assembly Manufacturing Plant.

Ibom Deep Sea Port



Model of the proposed Ibom Deep Sea Port

Ibom Deep Seaport offers opportunity for Nigeria and indeed the entire gulf of Guinea

to have an enhanced maritime business. The efforts of Governor Udom Emmanuel's administration in ensuring the fruition of this project paid off with the final approval by the Federal Government for the commencement of

the construction of the Deep Seaport in the state, which is part of the Industrial City. The State is sure to experience

numerous economic activities associated with the maritime sector.

Apart from decongesting the other ports especially Lagos, Ibom Deep Seaport holds a lot of revenue potentials for Akwa Ibom State and Nigeria. Also, the multiplier effects will create availability of job opportunities and wealth creation for Akwa Ibom people and Nigerians at large.



Model of International Worship Centre, Uyo (Under construction)

Some Places of Interest

Churches

- Christ the King Cathedral, Willington Bassey Way, Uyo
- Immanuel Methodist Cathedral, Itiam Etoi, Uyo
- Church of Christ, Aka Road, Uyo
- The Apostolic Church Field Headquarters, Obio Imo Street, Uyo
- Qua Iboe Church, Ibeno
- United Evangelical Church, Nsikak Eduok Avenue, Uyo
- Insight Bible Church, Nsikak Eduok Avenue, Uyo
- St. Anne Cathedral, Ifuho, Ikot Ekpene
- Full Life Christian Centre, Uyo
- Winners Chapel, Ikot Ebido Oku, Uyo.
- Groves Memorial Methodist Cathedral, Ikot Ekpene
- Power City International Church, Nwaniba Road, Uyo
- All Saints Anglican Church, 41 Gibbs Street/Dominic Utuk Avenue, Uyo
- Redeemed Christian Church of God, Edet Akpan Avenue, Uyo
- Deeper Life Bible Church, Federal Housing Estate, Abak Road, Uyo
- The Salvation Army, Uyo Central Corps, 37 Udotung Ubo Street, Uyo
- The Presbyterian Church of Nigerian, 73 Willington Bassey way, Uyo
- Solid Rock Kingdom Church, Uyo
- Word Tabernacle, Osong Ama, Uyo

Hotels

- Ibom Hotel and Golf Resort, Nwaniba Road, Uyo
- Monty Suites, Edet Akpan Avenue, Uyo
- Watbridge Hotel and Suite, IBB Avenue, Uyo
- Luton Park Hotel and Suite, Udo Udoma, Uyo
- De-Castle Hotel, Ewet Housing, Uyo

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Some Places of Interest

- EEMJM Hotel, Brook Street, Uyo
- D Angelo Hotel, Ekpe Nkereuwem Close, Ewet Housing Estate, Uyo
- Davok Suite F Line, Ewet Housing Estate, Uyo
- Signature by Royalty Hotel, G Line Ewet Housing Estate, Uyo
- Villa Marina Hotel, Marina Road, Eket
- St. Nath's Hotel, Uyo Road, Ikot Ekpene
- Macaire Hotel, Old Itu Road, Ikot Ekpene
- New Point Hotel, Atiku Abubakar Way, Uyo
- Eden Hotel, Eket

Restaurants/Bars

- Food house, Ekpenyong street, uyo
- Gems Grand, F line, Ewet Housing, Uyo
- Eni stores, Edet Akpan Avenue, Uyo
- Uyo Kitchen 202 Oron Road, Uyo
- Jess Lounge
- M'E-lounge, Asong Ama, Uyo
- Kilimanjaro, Oron Road, Uyo
- Tantalizers, Abak Road, Uyo
- Spring Garden Restaurant 113, Atiku Abubakar Way, Uyo
- Oliver Tweest Food, Ekpo Obot Street, Uyo
- Cold Stone/Dominos, Ikot Ekpene Road, Uyo

Night Clubs

- Place Terrace
- ME Lounge
- D' Angelo Café
- Watbridge Underground, IBB Avenue, Uyo

SOME MAJOR EDUCATION INSTITUTIONS IN THE STATE

Tertiary:

- University of Uyo, Uyo
- Akwa Ibom State University, Mkpato Enin

- Obong University, Obong Etim Ekpo
- Ritman University, Ikot Ekpene
- Topfaith University Mkpatak Essien Udim
- Akwa Ibom State Polytechnic, Ikot Osurua
- Heritage Polytechnic Eket
- Uyo City Polytechnic, Uyo
- College of Education, Afaha Nsit, Nsit Ibom
- College of Science and Technology, Ikono

Secondary

- Methodist Boys High School, Oron
- Cornelia Connelly College, Uyo
- Etinan Institute, Etinan
- State College, Ikot Ekpene
- Holy Family College, Abak
- St. Marys' Science College, Abak
- Government Secondary School, Eket
- Regina Coeli College Ikot Abasi
- Federal Government College, Ikot Ekpene
- Federal Government Girls College, Ikot Obio Itong, Mkpato Enin
- Federal Girls Technical College, Uyo
- Topfaith International School, Mkpatak, Essien Udim
- Tower of Ivory International School, Abak
- Rayfield International School, Uyo
- Monef International School, Uyo
- Noble International School, Uyo
- St. Columbanus Secondary School Ikwen, Obot Akara
- Notre Dame Girls Secondary School, Urua Edet Obo
- Police Secondary School Ukana, Essien Udim
- Airforce Comprehensive Secondary School, Ibesikpo Asutan
- Command Science Secondary School, Efa, Etinan
- Navy Military School, Ikot Ntuen, Ekparakwa Oruk Anam



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