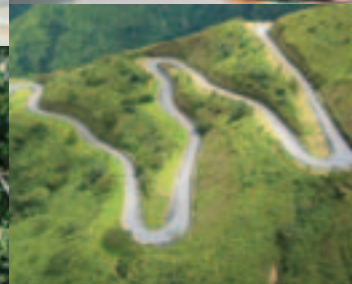


# Nigeria



## LOCATION:

Cross River State is located on the southeastern coast of Nigeria, bordering Cameroon to the east

## CREATED:

Previously known as South Eastern State, Cross River adopted its current name from the eponymous river in 1976

## PLACES OF INTEREST:

Cross River State National Park, Agbokim Waterfalls, Refome Lake, Kwa Rapids and Afi Mountains Nature Reserve

## CAPITAL:

Calabar

## POPULATION:

3,104,446 (July 2005 est.)

## AREA:

7,782 square miles

## Cross River State – Africa's showpiece tourism destination

The Atlantic coastal state of Cross River derives its name from the eponymous river that dissects Nigeria's southernmost region. However its popular moniker is more indicative of the esteem with which Nigerians – and the international community – hold it.

The People's Paradise is more than just a sum of the parts. A state of slightly more than three million inhabitants, Cross River boasts natural beauty in abundance and a wealth of natural resources. Its perceptive leadership has successfully implemented a series of core reforms that have ushered in an era of stability and prosperity that is set to propel Cross River to the forefront of tourism and investment activity in western Africa.

Elected to the office of Governor in 1999, Donald Duke has overseen the collective effort to integrate Cross River's ample resources into a viable, and sustainable, investment opportunity for the international community. Cash and sustenance crops such as cocoa, palm oil, cashew, livestock and fruits form the basis of Cross River's

economy. Yet tourism is rapidly becoming the *raison d'être* for a state that boasts a national park of such diverse plant and animal life that the United Nations has named it one of the 25 most valuable bio-diversity hotspots in the world – small wonder when Cross River National Park is the last West African stronghold of endangered species such as the mountain gorilla, leopard and chimpanzee.

Coupled with the Duke administration's commitment to all-inclusive education, urban renewal, and an impressive record in tackling crime – the state has one of the lowest indices of crime in Nigeria – Cross River State is leading by example in its efforts to become a hotbed for foreign investment in West Africa and a tourism epicentre on a global scale.

"There is a lot of history here," says Mr. Duke. "The people of Cross River are laid back and just want to have fun, and we want to capitalise on that – our history and our people." ●



**Donald Duke**  
Governor of  
Cross River State

## INTERVIEW WITH DONALD DUKE

### "The cardinal aim of our tourism initiative is to create wealth and employment"

#### How is Cross River State different from other states in Nigeria?

A lot has to do with having the leadership to drive perceptions and to highlight opportunities. Everybody has his or her passions. I don't think there's a governor anywhere who will not talk to you about a programme of action, but what it hinges on is the level of passion that is invested in it.

#### We have seen this passion manifest itself in the way that Cross River State has grown.

When we were elected we decided to dedicate four years of our lives to Cross River, to see if we could make a difference. We set ourselves challenges to see what we could achieve. I like to tell people the story of the cable car. It wasn't strictly necessary for commuting because we have good roads, but

I just wanted to show that it could be done. We are building a monorail link from the airport to Tinapa, and now, as a result of the cable car, nobody doubts that it can be done.

#### What message does it send to Nigeria as a whole when you complete a project that was thought essentially impossible?

We challenge our collective abilities. Cross River has a lean resource base and yet we can achieve great things if we work hard at it. That is the message that we want to send to Cross Riverians, and to Nigeria as a whole. We want to develop a "can do" spirit that reaches across Nigeria. ●

## TINAPA BUSINESS AND LEISURE RESORT

## Africa's premier trade and tourism resort vies with Dubai and Hong Kong for global business

March 2007 will see the unveiling of the Sacred City of Tinapa, Nigeria's integrated business and tourism resort. The \$350-million, 250-hectare development is the one of the single largest projects — outside of the oil and gas industries — ever to have been undertaken on African soil.

Located next to the Calabar River and within touching distance of the Calabar Free Trade Zone, Tinapa is perfectly positioned to become a business and leisure resort to rival the world's established duty-free trade zones — a significant draw for the estimated 20 per cent of Nigerians who currently travel to Dubai for satisfy their retail urges.

Closer to home, the development is good news for Cross River State and its inhabitants, several thousand of whom will be directly or indirectly employed by Tinapa Resort. The project will also act as a catalyst for social reform and economic development, as foreign exchange starts to filter through to the wider economy and the increased exposure of Nigeria to the global community attracts further investment and greater numbers of tourists.

"Tinapa as a concept is geared towards changing the landscape of Nigeria, and of Cross River State," explains Sam Anani, Chief Executive Officer of Tinapa Resorts. "I believe that Tinapa will start a chain reaction and become a reference point for other state leaders, for Nigerians in other states and for Nigeria in general — even at a federal level." The scale of the Tinapa project is quite unprecedented in Africa, and even on a global scale. The shopping complex alone houses four wholesale shops, 20 retail outlets, a cinema com-



**Sam Anani**  
CEO of Tinapa  
Business and  
Leisure Resort

plex, fast food restaurants, a cinema complex and a bowling alley. Also incorporated are an internet café, a children's play area and an administrative centre, in addition to ample on-site parking. Vast, landscaped open areas with an interconnecting pedestrian walkway, additional restaurants, themed bars and a nightclub, a 150-room hotel and a 200-unit self-catering apartment hotel, a water park, a go-kart circuit, an arts and crafts village and a croc-

odile farm are indicative of the sheer scale of Tinapa's ambition. An estimated two to three million visitors per year during the first five years of operation are vindication for the vision and commitment of Tinapa Calabar and the government and people of Cross River State.

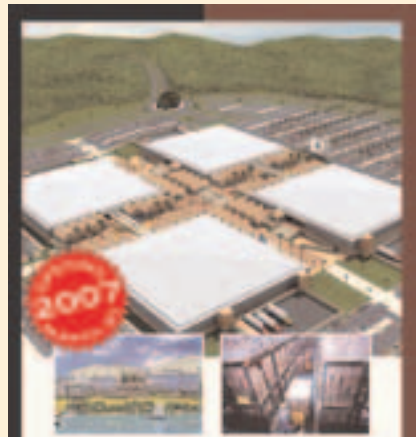
"This is not something that has been done overnight," asserts Mr. Anani. "From

when the governor was elected in 1999 to the initiation of the project in 2003, we were adamant that we were serious about doing this — that it wasn't just a case of putting together some bits of paper. The private sector was impressed with governor Duke's record, and from there he was able to encourage private sector involvement. This in turn created a sense of comfort in the public sector,

which began to view the role of the state government differently.

"It has been about leadership and proving that we can, collectively, get things done. President Obasanjo has been very supportive and passionate about the idea. We all put forward our plans and ideas, and the private sector came in with the resources to support us. Tinapa is the realisation of a collective dream — the first integrated business leisure resort in Africa." ●

**Cross River State has pumped nearly £30 million into its tourism development strategy**



TINAPA  
CALABAR

**AFRICA'S MOST  
EXCITING  
RETAIL  
OPPORTUNITY!**

**With the creation of the first integrated business and leisure economic free zone in Calabar, Nigeria, Tinapa is set to become the new trading hub of West Africa.**

Over 80,000 m<sup>2</sup> of gross lettable area for retail and wholesale shopping, restaurants, leisureland, a hotel, an eight-screen digital cinema, a casino, a movie studio and other world-class facilities, Tinapa will satisfy over 300 million brand-hungry consumers with more to spend than ever before.

Come to Tinapa and see for yourself!

Contact  
**TINAPA BUSINESS RESORT LIMITED**

5th Floor, Okoi Arikpo House  
10 Calabar Road  
Calabar, Cross State River  
Website: [www.tinapa.com](http://www.tinapa.com)

Tel: +234 87 232069  
Fax: +234 87 234274  
Cell: +234 803 4030354  
[info@tinapa.com](mailto:info@tinapa.com)

**FOR MORE INFORMATION CONTACT: PRESS TRIBUNE, 405 Kings Road, Chelsea, London, SW10 0BB**  
Tel: +44 (0) 207 493 5599, Fax: +44 (0) 207 629 5825

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