



What 'THE ECONOMIST' says

"Against the background of political stability and remarkable economic growth that have accompanied the achievement of Nigerian independence, the Eastern Region of Nigeria presents one of the most attractive fields for investment on the Continent of Africa.

The Eastern Region not only enjoys excellent natural means of communication but is also in an exceptionally strong position to supply very large areas in the other regions which will become increasingly important markets as the result of developments now in hand. The market is growing at a very high rate, comparable to any in Africa... imports have multiplied threefold in the last decade.

... government fully recognises the need for—and welcomes—overseas capital. Overseas steel interests have been exploring the possibilities of basing iron and steel industry on the iron ore deposits, and the latest discovery in the coking of Enugu coal will undoubtedly bring such an event nearer to fruition. Generous tax reliefs are given to new industries and there are several institutions which have funds for assisting any promising projects."

(From 'Investment Opportunities in Eastern Nigeria', prepared and published by The Economist Intelligence Unit)

Why DUNLOP, Invest in

DUNLOP says

21,000 acres of Rubber are being planted by Dunlop Nigeria Plantations Limited. Prospects are good and the Company confidently anticipates a high crop yield. It is helped in this development by Government plans for improved transport and communication facilities and the eagerness of Nigerian workers to attain the necessary standard of skill.

PEPSI-COLA says

Nigeria is a nation that believes in international co-operation. The policy of Pepsi-Cola is to loan its top personnel to assist in building a strong soft drink and bottling industry in Nigeria where the plants are entirely owned by the people of Nigeria.

Dr. the Hon. M. I. Okpara, Premier of Eastern Nigeria

"At this time of independence, our first feelings are naturally of joy at attaining a long-sought goal. But these feelings do not obscure our gratitude to the many people such as missionaries and administrators who have helped us build up our country. Nor do we forget those men of enterprise who came to trade with us, men who had sufficient faith in our future and invested in it to raise our standard of living and expand our social services. We are now turning our attention more seriously to Industrial and Agricultural development and we hope to find men of enterprise from the United Kingdom and other Nations who are prepared to contribute capital, managerial and technical skills. With their help, we are confident that the Eastern Region will become the future Industrial Centre of West Africa."

A new 10-million market in its own right has been born in Eastern Nigeria, which also provides the economic nucleus for the 35-million mass market of Nigeria as a whole.

The industrialisation of Eastern Nigeria proceeds at a cracking pace; but in this densely populated market none of the strains and stresses so familiar from other emerging States have disrupted the social fabric. The reason is that Eastern Nigeria's constitutional development was superimposed on an already highly organised social structure and has progressed gradually over more than thirty years. In the absence of any deep-seated political, religious or racial schisms, Eastern Nigeria enjoys a higher standard of living, better health and education and a more stable economy than most other African regions.

The Land

The topography and climate of this rich and fertile land also avoids the extreme. The country is almost flat and traversed by broad rivers—nature's own conveyor belts which greatly assist the efficient road and rail system in opening up the industrial and agricultural hinterland to the world of trade from an excellent deep-water port.

Population

Eastern Nigeria is easily the most densely populated region in Africa. Industrious, alert and with a natural gift for grasping the technicalities of the new age, the Eastern Nigerians have

PEPSI-COLA &

Eastern Nigeria

SHELL-BP says

The Shell-BP Petroleum Development Company of Nigeria has been encouraged by the political stability of the region to spend many millions of pounds exploring for oil in Eastern Nigeria. This has led to the rapid development of Port Harcourt which may well become one of the main ports in West Africa.

Williams & Williams says

We are proud to be the partners of the Government of Eastern Nigeria, in a Joint Manufacturing Enterprise at Port Harcourt. The Port Harcourt factory looks forward to the future development of the Region with its large labour force, good communications and its ever expanding market.

Tunnel Portland Cement and F. L. Smidth & Co. say

Nigerian Cement have doubled the capacity of their factory at Nkalagu to over 200,000 tons per annum. The second unit has just started production—less than three years after the first. Outstanding success has been due to the co-operation of Nigerians and overseas firms working in partnership.

Alegbon Industries say

This Greek Company is proud to be associated with the growing prosperity of the Eastern Region of Nigeria to which we contribute by processing local raw materials into consumer products—principally soaps.

THE EASTERN REGION DEVELOPMENT CORPORATION

The ERDC participates in industry in co-operation with local and foreign firms. It finances social, economic and industrial development including commercial and technical training. For full details of the immense investment possibilities in Eastern Nigeria and the practical support offered by the Eastern Nigerian Government, write to The Permanent Secretary, Ministry of Commerce and Industries, Enugu, Eastern Nigeria, or to the Industrial Liaison Officer, Office of the Commissioner for Eastern Nigeria, 9 Northumberland Avenue, London, W.C.2, telephone Trafalgar 1244.



long since harnessed their traditional skills to the rapid industrialisation of their rich country. They mine coal and limestone; they sink oil wells, main railways, build power stations and bridges. They provide an abundant labour force for the Region's cement works, breweries, mineral water and sheet metal factories and, more recently, for the new, tyre retreading, bicycle, food processing and pharmaceutical industries. As their productivity and incomes grow, so does their purchasing power.

Natural Resources

Besides human material, Eastern Nigeria is rich in mineral resources such as oil, natural gas, lead, zinc, coal, iron and limestone. The rivers provide inland waterways and ample power for electricity generation, the forests hold large timber reserves and the land is fertile and easy to cultivate.

Tax Concessions

The Government of Eastern Nigeria has already invested £65 million in industry alone and is stimulating outside investments by generous tax concessions and active support. Further bold but realistic plans are under way to aid industry and commerce to exploit Eastern Nigeria's natural riches. The vigorous and dedicated men heading the elected Government can plan ahead with confidence, secure in the knowledge of a popular mandate and a stable, expanding economy.

SHELL-BP

Small text at the bottom left corner, likely contact information or legal disclaimers.