

# NIGERIA

Africa's Investment Magnet



## Bright investment climate

*Rich in natural resources and human capital, Nigeria is driving forward at pace as the ambitious republic invests massive oil and gas revenues in new infrastructure and introduces reforms that are facilitating trade and attracting fresh foreign direct investment, particularly from leading international development partners like Japan.*

Africa's economic powerhouse and one of the world's leading oil and gas producers, Nigeria is fueling its rapid socioeconomic development with the valuable support of Japanese technology, finance and investment.

Blessed with a wealth of natural resources and the continent's largest population—more than 150 million people—Nigeria is securing record foreign direct investment (FDI) as it benefits from a sustained period of political, social and economic stability.

These three core pillars are at the heart of President Goodluck Ebele Jonathan's strategies and policies as his business-friendly and forward-thinking administration looks to maintain the economic momentum generated in recent years by soaring oil and gas exports.

The sale of these natural resources produces vast revenues, and with Nigeria estimated to have reserves totaling as much as 35 billion barrels, the



Emeka Okwuosa  
Group Managing  
Director and CEO  
Oilserv Limited

free trade zones, power stations and state-of-the-art information and communications technology (ICT) networks.

New schools, hospitals and clinics are also being constructed and used to coordinate social programs aimed at raising the quality of, and access to, education and health care facilities that in turn lift living standards.

"We have a growing population of young people and, as a government, have an enormous responsibility to plan and prepare for their future," says President Jonathan, who took office in May 2010 having been named acting president three months earlier.

"Greater foreign investment will help us create more gainful employment for them and we

areas are now open to foreign investors as the country opens its doors to international companies and organizations.

While acknowledging Nigeria faces several domestic challenges, such as power shortages, security concerns in the oil-rich Niger Delta region and a lack of infrastructure, President Jonathan maintains that significant progress is being made to address these issues.

### Strong bilateral bonds

Japan and Nigeria enjoy strong bilateral trade and political relations, with the Asian country a leading supporter of important social projects dotted throughout the vast republic.

Moreover, many Japanese businesses are operating across its diversified economy, including enterprises with operations and activities in the oil and gas, agriculture, transport, manufacturing, banking and energy sectors.

In addition, a broad range of Japanese-made technology, components and raw materials are used by local and foreign companies in Nigeria.

During a visit to Nigeria in early November with a group of businessmen, Japanese lawmaker Yasutoshi Nishimura held talks with local business chiefs and politicians. He suggested Nigeria launch a "one-stop-investment agency" to facilitate the flow of FDI into the nation and tighten social and economic ties between the two countries.

He added that Japanese firms plan to increase their investment in Nigeria, particularly in the energy generation, mining, and oil and gas sectors, with Japanese companies keen to refurbish oil refineries in order to boost the domestic supply of petroleum products.

According to statistics from the Japanese government, imports

of Nigerian goods, such as oil and gas, totaled ¥52.6 billion (\$630 million) last year, while Japanese exports to Nigeria, mainly vehicles and steel, reached ¥49.9 billion (\$600 million).

"Nigeria is a leading nation in Africa and regarded as a major power in every respect," says Toshitsugu Uesawa, the Japanese ambassador to Nigeria. "Both Nigeria and Japan want to further enhance the special partnership that already exists between them, and cooperate in solving problems, not only in a bilateral context, but also in a global context on issues such as climate change, food and energy."

### Indigenous companies

Formed in 1992, Oilserv Limited is an indigenous oil and gas engineering, construction and maintenance company that provides services to the sector through its pipelines and associated gas transportation facilities.

The Port Harcourt-headquartered firm pools the expertise of experienced engineers and technicians to provide efficient services and is expanding its reach beyond the Nigerian border to other countries in West Africa.

Its operations focus on pipeline construction, repair and maintenance for local and foreign customers involved in the lucrative oil and gas industry. These include oil giants Shell and Total.

"We are a very credible business with a lot of experience. Our pipeline activities cover land and swamps, and we also carry out shallow offshore projects," says Oilserv CEO and group managing director, Emeka Okwuosa.

"Nigeria is a huge producer of energy and Japan a major consumer so this creates an opportunity. Japan has the technology that Nigeria needs so

there are plenty of opportunities for Japanese companies here."

Okwuosa, who has worked in Libya, Ghana and Senegal, believes now is the ideal time for Japanese firms to take advantage of the many business openings in Nigeria.

"My message is that Nigeria presents a very good opportunity. The key is understanding the Nigerian system, understanding how business is done and understanding the opportunity."

Staff and executives of oil and gas companies are the main customers of leading airline and aviation company Aero Contractors Company of Nigeria Limited. Founded in 1959, the firm provides fixed-wing and helicopter services as well as extensive technical maintenance.

"We assure you of Aero's determination to always deliver high quality services without compromising safety standards" says Obaro Ibru, CEO of Aero.

Richard Boswell, MD of Aero Contractors' rotary-wing division, adds: "We are the oldest airline in Nigeria but also have a helicopter operation that gains

99 percent of its work from the oil and gas industry.

"We have been around for a long time so people know us and trust us to do things properly, which is important."

### Gateway to West Africa

One of the largest cities in Africa and the main international gateway to West Africa due to its excellent transport links to Europe, Asia and beyond, Lagos is a thriving business metropolis.

Ensuring visitors have a memorable stay in Lagos is the showcase Southern Sun Ikoyi Lagos luxury hotel, part of the giant Southern Sun Hotel Group that operates hotels in Africa, the Middle East and South Asia.

Situated close to the city's international airport, the newly built Southern Sun Ikoyi boasts 195 comfortable rooms and presidential suites.

Guests can use the hotel's modern gym, pool, sauna and steam room, unwind in a cocktail

bar or sample a range of international cuisine from a high-class restaurant.

In addition, Southern Sun Ikoyi is a popular business conference venue with executives able to use a boardroom, two smaller meeting rooms, a large function room and high-speed Internet services.

"We are the largest hotel group in the Southern Hemisphere and our premier business hotel in Lagos offers outstanding facilities and easy access to the international airport," says the hotel's general manager Mark Loxley.

"We also offer a lot of value-added services, such as shirt pressing on arrival, which is extremely convenient if guests need to attend business meetings straight after a long flight."

Loxley, who has been involved with the hotel since it was constructed, adds: "We provide peace of mind in terms of safety and security, with guards on every floor and security cameras throughout the entire hotel."

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Emeka Okwuosa  
CEO and Group Managing  
Director, Oilserv

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**"Foreign investment will help us create more gainful employment for our youth and we will do all we can to promote it."**

Goodluck Ebele Jonathan, President of Nigeria

republic looks set to achieve its Vision 2020 goal of becoming one of the world's top 20 economies by 2020.

Sweeping reforms to the sector are expected once a new Petroleum Industry Bill (PIB) is approved by the government. The PIB, which will increase efficiency and revenues across the sector, is forecast to come into law before the end of this year.

These significant revenues are being reinvested in the West African nation's short- and long-term future through major infrastructure projects like highways, ports, business parks,

will do all we can to promote it."

The federal government is committed to economic development and is implementing a comprehensive range of policies and measures that will encourage and attract fresh FDI to Nigeria, with business openings and FDI opportunities available in abundance. It is also intent on reducing the nation's over-reliance on oil and gas revenues. Ministers are particularly eager for foreign investors to focus on emerging sectors such as energy generation, transport infrastructure and aviation.

Unlike in previous years, these

### Pipeline expert Oilserv Limited keeps oil and gas supplies flowing

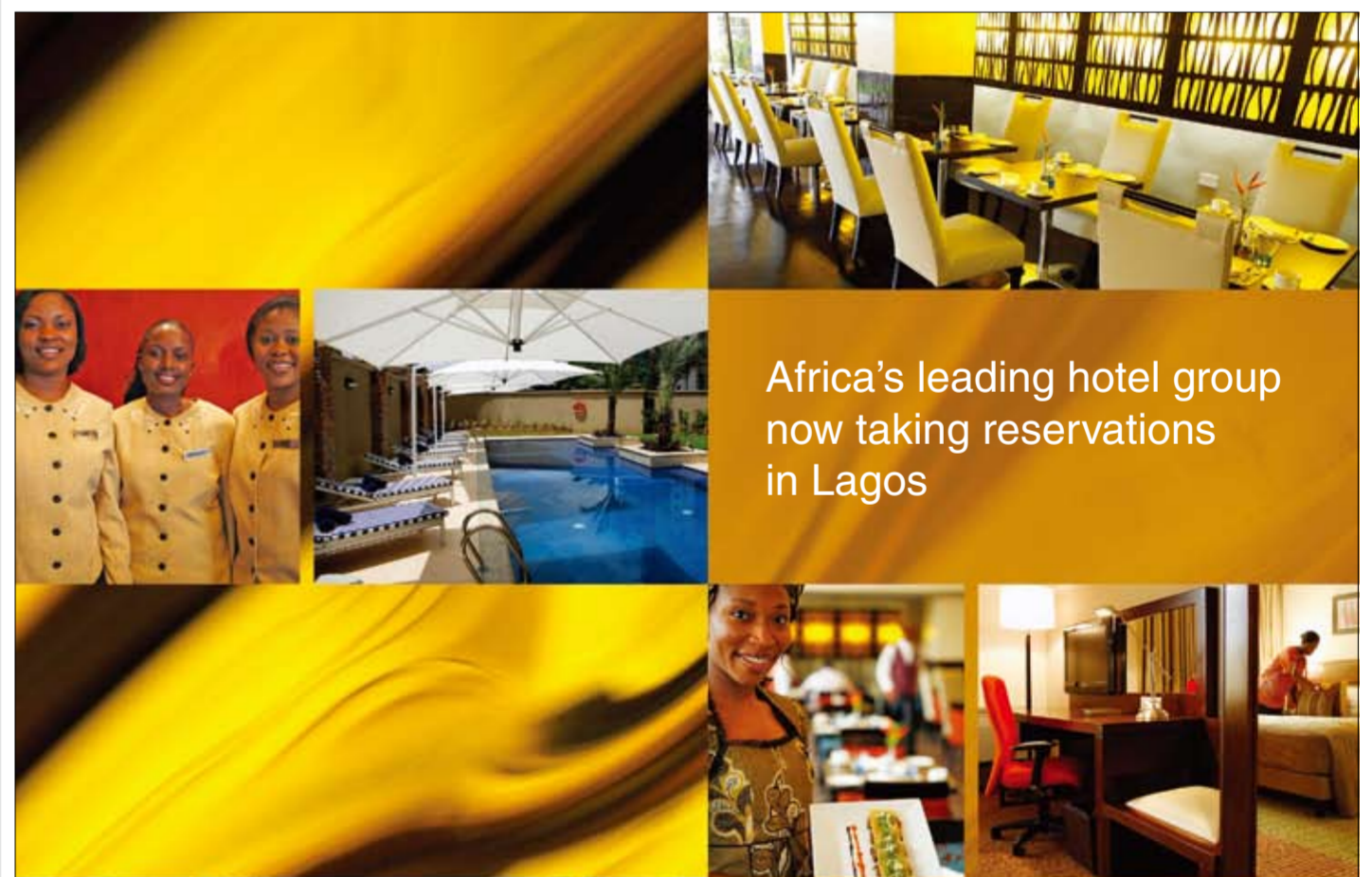
Oilserv Limited offers its proud portfolio of valuable local and international clients excellence in oil and gas pipeline construction, repair and maintenance. An indigenous company, Oilserv's team of experienced engineers, technicians and support personnel boast a range of skills and qualities that have enabled Oilserv to be ISO 14001 compliant and achieve ISO 9001-2008 certification.

Oilserv's other main areas of service include:

- Mechanical/structural fabrication
- Storage tank construction works
- Procurement of materials
- Process piping work
- Manifold construction/installation
- Flow station construction/upgrade
- Gas turbine power plant
- Cathodic protection
- Associated civil/structural works
- Associated electrical/instrumentation works
- Overseas and local procurement



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Africa's leading hotel group now taking reservations in Lagos

Blending 195 contemporary and comfortable rooms with modern facilities and a relaxing restaurant serving top cuisine, the new Southern Sun Ikoyi offers business and leisure travelers the ideal base in the bustling metropolis of Lagos.

Strategically positioned near government buildings, Southern Sun Ikoyi's informal atmosphere ensures foreign visitors feel instantly at home. The luxury hotel's state-of-the-art amenities include free Internet access, a business center, a fitness suite, steam rooms, and a large swimming pool.

**Southern Sun**  
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LAGOS

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