

# THE **FRANCHISE** EXECUTIVE

SHOWCASING FRANCHISING BEST PRACTICES IN NIGERIA **NOV/DEC 2021**

A Publication of the Nigerian International Franchise Association

## Governor Obiano, Top US Hotel Management Chain, and NIFA Consult on Establishing Marriott International at Anambra International Airport

By Nonso Ndumanya

**T**he Governor of Anambra State, Chief Willie Obiano, is in consultation with top United States hotel management chain, Marriott International Inc. and the Washington office of the Nigerian International Franchise Association (NIFA) over the possible establishment of Marriott International hotel at the Anambra International Airport, Umueri.



**Chief Willie Obiano**

Marriott International, Inc. is a multinational company that operates, franchises, and licenses for lodging including hotel and residential properties. With its Headquarters in Bethesda, Maryland, Marriott is the largest hotel chain in the world by the number of available rooms.



**Anambra State International Airport**

Obiano met with a four-man delegation of hotel management experts, including the immediate past president of the Nigerian International Franchise Association (NIFA), Dr. Augustine Egbunike and Dr. Ijeoma Omekam, senior special assistant to the Anambra State Governor on Diaspora Affairs, in July 2021 during his working visit to the United States. At the meeting which lasted hours, the C-level executives discussed the potential of the new world-class Anambra International Airport.

It is interesting to note that Governor Willie Obiano has nearly completed one of the most modern airports in Africa. The Anambra International Cargo and Passenger Airport has a runway 60 meters wide and 3.7 kilometers long - the second longest runway in Nigeria, next to only Murtala Muhammad International Airport Lagos and has a committed investment of USD 100 million. Since it was designed and built to enable landing from either side, the runway has a slight edge over Lagos.

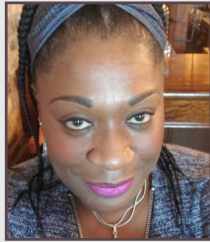
The airport is almost ready for public use, barely one year after construction commenced on the site. Work on the airport began in January 2020 but the world soon slid into a dark tunnel when COVID-19 struck. Doubts rose over it as folks wondered how the dream would survive the global shutdown. But it saw the light of the day.

On Friday, April 30, 2021, two commercial aircraft belonging to Air Peace and a corporate jet belonging to the Chairman of the Anambra State Investment Promotion and Protection Agency, Ike Chioke, staged test landings at Anambra International Cargo/Passenger Airport, an event that was greeted with great enthusiasm by the whole nation, ecstatic at the incredible progress of Nigeria's most modern airport. Apart from being the first time jet planes have ever landed in Anambra State, the airport has seized the national imagination because it was built up to global standards in just 15 months without financing from any institution anywhere in the world, a press release by Don Adinuba, State Commissioner for Information and Public Enlightenment, says.

Confirming his interest in welcoming an international hotel chain like Marriott to be built at the airport, Obiano said the move is in sync with the State Government's vision of making Anambra a first-choice investment destination and the most preferred location to site new industries in Nigeria. According to Obiano, the project is proof of his administration's mission to attract both indigenes and foreigners to seek wealth creating opportunities in Anambra State.



**Dr. Augustine Egbunike**



**Dr. Ijeoma Omekam**



**Dr. Bankole Sodipo,  
NIFA President**



**Demola Quadri  
NIFA US Office**

The Governor has directed Dr. Ijeoma Omekam, Senior Special Assistant to Anambra State Governor on Diaspora Affairs, Culture and Tourism to carry out the implementation modality, working with Demola Quadri, director of International Relations at the Washington Office of the Nigerian International Franchise Association (NIFA).

The former President of the Nigerian International Franchise Association (NIFA), Dr. Augustine Egbunike, commended Governor Obiano for embarking on the capital-intensive project, noting that the Anambra airport project will further attract many economic actors to the state thereby increasing its prosperity and growth considering Anambra's place as a hub of commerce and industry.

Dr. Egbunike thanked the Governor for the willingness to leverage the nation's diaspora acumen and capabilities, affirming that the Nigerian International Franchise Association (NIFA) working with relevant local and international partners would provide the complement to the State Government's efforts at creating a first-choice investment destination.

Commenting on the prospect of the collaboration and its impact on franchise development in Nigeria, Dr. Bankole Sodipo, President, NIFA, said the NIFA endorses Governor Willie Obiano's bold initiative to embrace the franchising model in the commercialization of the new and modern Anambra International Airport, Umueri. This move will encourage foreign direct investment, transfer of knowledge, create jobs and generally boost the economy of Anambra State.



**FRANCHISE EXECUTIVE AT THE TOP**

NAME  
**Mrs. Abosede Ayeni**

POSITION  
**Managing Director / CEO**

BRAND  
**Tantalizers**  
(Leading Nigerian Quick Service Restaurant / Franchisor)

CATEGORY  
**Business Format Franchise**

ANNUAL SALES  
**US \$2.43 Million**

TRADE ASSOCIATION AFFILIATION  
**Nigerian International Franchise Association**

## OPPORTUNITIES

# International Franchising Opportunities

More than 3,500 different brands offer franchise options in the U.S. More than 800,000 franchise units operate nationwide generating about \$750 billion in revenues and employing more than 9 million people. Here are three great U.S. franchise opportunities for Nigerian investors to consider:



**Mathnasium**  
Math Learning Center



**Subway**  
Submarine sandwiches, salads and beverages



**Maaco**  
Collision repair and auto painting

## ON THE MOVE

The Future of Franchising In Nigeria

# Franchising Big Idea Ten-Year Strategic Plan 2021-2031

NIGERIA CURRENT  
POPULATION:  
**196 MILLION**

INTERNATIONAL BRANDS:  
**30,000**

POTENTIAL NUMBER OF  
FRANCHISES:  
**80,000 UNITS**

POTENTIAL NUMBER OF  
JOBS CREATED:  
**2.1 MILLION**

INDIGENOUS BRANDS:  
**50,000**

POTENTIAL INDIRECT JOBS  
(Spending on Goods and  
Services):  
**8 MILLION**



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