

3rd Edition: November 2007

NIGERIAN ARTS AND CULTURE DIRECTORY PROJECT

Newsletter



Nigeria Wins Slot in World
Heritage Panel (pg.5)

Nigeria's Tourism
Master Plan Launched (Pg.5)



**NACD Project Management
Receives
South-East Traditional Rulers**



In a Lighter mood

Arts and Culture as agents of promotion of Tourism in Nigeria is rapidly gaining ground among the masses as both government agencies such as the Nigerian Arts and Culture Directory (NACD) Project and private stakeholders engage in organized campaigns to bring this long neglected but crucial sector to the forefront of the drive towards economic emancipation.

This is buttressed by the zeal with which traditional institutions in Nigeria have embraced the concept of preserving the cultural heritage of their different localities.

Ancient arts and cultural relics which previously had been abandoned to decay are now allotted the time and attention needed to bring them to limelight and give them the prominence they deserve.

On the aspect of culture, Nigerians have in recent times come to realize the need for better packaging of festivals, games, music and dances, indigenous cuisines, fashion and traditional institutions. These traditional institutions themselves are major drivers of the sector and their role in this scheme of things cannot be overestimated.

Their positive disposition towards the dream means a giant step in the right direction for the whole Tourism project. Their realization of the need to assist government in its efforts to bring this vision to fruition is a welcome development. It is in line with this synergy of efforts that on the 4th of October 2007, a high-powered delegation of traditional rulers from south-eastern Nigeria paid a courtesy call on the Project Director, Nigerian Arts and Culture Directory (NACD) at the Project's Secretariat located on 5th floor, Block C, Federal Secretariat Phase II, Shehu Shagari Way, Abuja.



Exchange of Pleasantries

The purpose of the visit, according to the Chairman of Mbido Igbo Cultural Association, an organization comprising of autonomous communities in the South Eastern geo-political zone, Mazi Moses Okafouzu who is also the special assistant to Idu II of Igbo-Ukwu, Igwe Martin N. Ezeh, was to thank the management and staff of the NACD Project for the wonderful work they carried out in Anambra State during its research team's recent working visit to the state, particularly, for projecting the Culture and Tourism potentials of the State through the NACD website.





Some of the visiting Traditional Rulers

He paid glowing tributes to the Project's efforts which he said has created new opportunities for exposing the rich culture and tourism potentials of the State to the world.

The delegation was led by His Royal Majesty **Igwe Martin N. Ezeh, Idu II of Igbo-Ukwu**, and included His Royal Highness **Igwe R.N Offor, Ide II of Omogho**, both of whom hail from Aguata Local Government Area of Anambra State.



Others are His Royal Highness **Eze Boniface Chukwuemeka Unogu, the Ishigbo of Owerre-Nkwoji** in Nkwerre Local Government Area of Imo State, representatives from Ebonyi and Abia States respectively and executive officers of the Mbido Igbo Cultural Association. They were received by the Project Director, NACD Project, Prince Chinedu Obi in his office.

Igwe Martin N. Eze, Idu II of Igbo-Ukwu in his address commended the NACD Project team for the revolutionary work they are doing in the Culture and Tourism sector. He stated that the visit is also intended to draw the attention of the



need for rapid development in the sector to provide the needed impetus in Nigeria's quest for socio-economic emancipation considering the vast potentialities it has to offer, both in terms of foreign exchange earning and as an agent of job creation.

He further stated that it will be erroneous to assume that government can carry the vision alone since it requires the contribution of all, from State to Local Government and onward to community levels.

The Idu II of Igbo-Ukwu contends that Igbo civilization which dates back to the 9th century as aptly captured through the excavated Igbo-Ukwu bronze works had attained advanced scientific heights before the evolution of modern science and technology, thus, it has become imperative to show the rest of the world, every aspect of the cultural ingenuity of the Igbo people. This explains why traditional rulers from the zone are at the forefront of this cultural re-awakening.

Another reason for the visit, according to the Idu is to draw the Federal Government's attention to the need for evolution of a new tourism and culture master-plan for the country. With this he argued, government will be able to realise its primary objectives of positioning the sector to play its envisaged role as an instrument of economic development and national re-birth.

In the end, apart from creating the much desired economic regeneration by attracting much needed investment, it will as well help



Project Management and Chairman Mbido-Igbo



The Session

inculcate in the people, values of integrity, particularly in this era of fight against corruption which the government is pursuing with great zeal. Again, investing in the nation's cultural resources and potentials as being done by the NACD Project will help create awareness in its people and help them appreciate their rich diverse and unique culture. This has become important considering the fact that the global economy is now culture and tourism driven and Nigeria cannot afford to be left behind. Finally he called on the NACD management team not to relent in their efforts at preserving and protecting the country's national cultural heritage through the directory project. In his response, the Project Director of NACD thanked the royal fathers for the privilege of

receiving them at the Project's secretariat and enjoined them to continue to champion the cause of the people through the instrument of culture. He used the opportunity to inform the traditional rulers from south eastern Nigeria of the need to ensure that the region's cultural heritage is preserved by making maximum use of the opportunity offered by the NACD Project website. He said they can do this by ensuring that all the cultural and tourist sites in the zone are properly documented and presented on the website. By so doing, they will create the enabling environment to attract the much desired investment to the area and the country at large, this being the cardinal objective of the NACD Project.





Prince Adetokunbo Kayode SAN, Hon. Minister for Tourism, Culture and National Orientation (right) and Dr. Aliyu Idi Hong, Minister of State at the Launch.

Nigeria's Tourism Master Plan Launched

The new Tourism Development Master plan, which in future is to serve as a guide towards the realization of the full potentials of tourism as a major driver of Nigeria's economy has been launched. This event, hosted by the Hon. Minister of Tourism, Culture and National Orientation, Prince Adetokunbo Kayode SAN took place at the International Conference Center, Abuja on Friday, the 19th of October, 2007. Dignitaries and participants at the event included the Minister of State for Tourism, Culture and National Orientation, Dr. Aliyu Idi Hong, the Permanent Secretary, Alhaji Shehu A. Suleiman OON, Directors-General and staff of parastatals under the Ministry and practitioners and stakeholders within the sector.



Nigeria Wins Slot in World Heritage Panel

Nigeria was given a slot on the board of UNESCO's World Heritage Panel on Thursday, 25th October 2007 at the end of a rigorous election process, topping the list of five countries that participated from Africa in the first round of voting. A total of one hundred and fifty-five countries participated in the elections from all over the world. This is a significant achievement for Nigeria's culture and tourism sector if it must remain relevant in the global scheme in which tourism is a major player.



HOTEL DE VILLE ABA