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At the
confluence of
two springs

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Leading Woman

Zainab Sani Ahmed
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WEEKEND

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HealthBusiness & Living
‘There is a big health market in Nigeria
that is untapped’ - Khama Rogo P. 19

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BRIST CRUDE	US \$97.90
GOLD PRICE	US \$1,388.90
COBALT PRICE	US \$2,323.00

CURRENCY RATES

PARALLEL	
USD	157.00
POUND	240.00
EURO	200.00

MARKET WATCH

NSE Close	
	-645.44
	32,887.45

DAILY ELECTRICITY DATA 25/03/13

Peak Generation	4,189.6mw
Lowest Generation	3,070.3mw
System Collapse	Nil

Multi-brands strategy: Guinness, NBL build potential profit boxes

DANIEL OBI

Two major players in the Nigerian brewery industry, Guinness Nigeria Plc and Nigerian Breweries Plc are building potential profit boxes with expansion and acquisition of other breweries. Analysts, who assessed their recent acquisition strategy, say that the brewers are diversifying their likely profit pool more than they would have if they were limited to

one brand. Though the brewers could have the challenge of keeping their multi-brands apart so that they don't end up cannibalising sales, the analysts say the strategy if well managed could potentially help grow their profits by north of 20 percent or more per annum. Industry watchers said that warding-off competition in Nigeria's lucrative beer industry and the appetite for gains were largely the overriding reasons the dominant brewers embarked on the mas-

sive expansions and acquisitions of brands. Fear of sticking to one flagship brand and its consequences in the face of the entry into the market of a South African and world number two brewer, SABMiller may have made the dominant Nigerian brewers create multi-brands through acquisition of brewing companies to continue to keep their market share. SABMiller had in 2009 bought Pabod Breweries, Port Harcourt, with controlling interest of about

57 per cent, Voltic Nigeria Limited (Voltic produces table-water), Lagos, owning 80 per cent of the company, and Standard Breweries in Ibadan. Analysts say SABMiller used these acquisitions as a means of soft-landing into the Nigerian market. John Audu, a Lagos-based media and marketing analyst, said the companies (Guinness and NBL) are facing competition as they

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HR firms sees rise in business amidst power reforms

After reduced patronage from the banking sector

IFEOMA ONUOHA

The ongoing reform in Nigeria's power sector, which has created almost 20 successor companies to the Power Holding Company of Nigeria (PHCN), is gradually generating a lot of businesses in the human resources and management field, especially for recruiters, BusinessDay has learnt.

With the emergence of the new sector players, human resources companies have started receiving hiring briefs in the past few weeks, which analysts say may spiral when the companies are finally taken over by the new owners, who are currently in shadow management of their respective acquisitions.

Chinedu Duru, managing consultant at Hamilton Lloyd and Associates, a human resources firm, disclosed that the power sector companies are currently recruiting senior executives who will drive their new business.

"The power sector is the next 'GSM', although it is still at the infant stage. From the HR point of view, we are expecting a boom. The expected job demand from the sector has started coming in trickles as some of the companies hire senior executives that would drive the business. We are expecting recruitment and selection.

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L-R: Wale Goodluck, corporate services executive, MTN Nigeria; Ornobola Johnson, minister of communication & technology, and Foluso Phillips, chairman, Nigerian-South African Chamber of Commerce, at the chamber's breakfast forum sponsored by MTN in Lagos. Pic by Udo Ogbonna

fritickets

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Arts

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Quiet: The Power of Introverts in a World That Can't Stop Talking by Susan Cain

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The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg

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A new place for art

■ FUNKE OSAE-BROWN

The hot March sun shines brightly as I walk briskly into the large courtyard of Eko Hotel & Suites last Thursday. There's a project that the hotel has kept under wraps for months. It isn't its unveiling yet, but I'm privileged to be among the first few people to see it. It's an exclusive preview.

Walking through the hallway that leads to the new expo centre at the hotel, a turn to the left leads you into a breathtaking space – a space that is only befitting for art.

It is a beautiful open space managed by Art21 and located on the ground floor of the new Eko Hotel & Suites boutique hotel. The space is infectious and gives a good view of the works of Olu Amonda that are currently exhibited. It perhaps offers the right atmosphere and setting for the very best of Nigerian contemporary art to be viewed and appreciated.

"There is a synergy between the work and the space," says Amonda, who has been a little laid back to have his work exhibited just anywhere and anyhow. "I have works that I have done since 2006 and I have not been able to find the right space for them. Some of my works have been shown to the wrong audience and put in the wrong space."

This singular move by Art21 and Eko Hotel & Suites is a step to change the way art is perceived and patronised in the country. Around the globe, and Nigeria is not an exception, hoteliers are working with artists to create environments with a sense of style and authenticity, a move that designers have described as an explicit change to the boutique hotel formula.

This new space is expected to bring the art community and people, generally, together from across the globe to participate in creative arts, design, and culture.

"Eko Hotel has been interested in the arts," says Danny Kioupourogrou, the hotel's general manager. "All our rooms have artworks in them including the convention centre. We have supported the Lagos photo festival. I have been in Nigeria for eleven years and most of the artists we have showcased have become household names. The Nigerian art has to move because there is a kind of sophistication with the art. It must become eclectic and move away from the populist form."

It was a chance meeting with one of the works of Amonda that brought owner of Art21, Caline Chagoury, and the artist together. "Sometime in 2009 when I produced a piece in a remote part of America," recalls Amonda, "I then sent the piece to Nigeria. I didn't know who bought it. It was in 2010 that someone told me someone wanted to meet me."

That someone turned out to be Chagoury, the lady who bought



Amonda's work titled 'Queen of the Night'. This meeting between the artist and the lover of his work birthed the idea of the new space.

"We are trying to do something different," explains Chagoury. "A year ago, I started looking for space that will inspire art. I stumbled on the space at the hotel. I love Olu Amonda's works. I like how he thinks through and how he analyses his subject. He is interesting. I met him for a month when I first chose him."

No doubt, the Art21 space will provide a platform for renowned Nigerian and African artists to showcase their talent on a platform which makes no apology for radical and bold experimentation with the aim of commanding audience from far and wide.

"I am thrilled to be able to bring such a platform to a wonderful city that I have always treasured," adds Chagoury, "and even more so

to the incredibly talented people that are born in this great country. My art consulting firm focuses on creating artistic spaces, bringing artists together, being part of the movement to create a real art market on the continent, and giving the world a taste of the Lagos I know and love. I hope that a space like this will inspire many, bring people together, and show the world what we are capable of. I want the space to be open to people from all walks of life. I want children to come and learn about arts through educational programmes, and I hope to create a bridge between Lagos and the rest of the world."

Amonda's exhibition was opened to the public last Saturday, April 13, at Eko Hotel & Suites and it will be on for five weeks. Subsequently, the gallery will host a programme of exhibitions such as Chicago-based Nnenna Okore.