

Gendel Group appointed to brand and market Tinapa Free Trade Zone in Nigeria

The development of the brand for Africa's most exciting Pan-African commercial and tourism development, the Tinapa Business Resort and Free Trade Zone, was commissioned by the Government of Cross River State in Nigeria. This \$120m project was launched to investors and the media in Lagos on 3rd of February and will open in 2006. Gendel Advertising and Gendel Interactive have also been awarded a 30-month contract for the marketing of Tinapa, as well as the event management role for all live events, including the Presidential Forum in Abuja in March.

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