

Fulcrum

VOL. 2 ISSUE 3

Ibom Air Inflight Magazine



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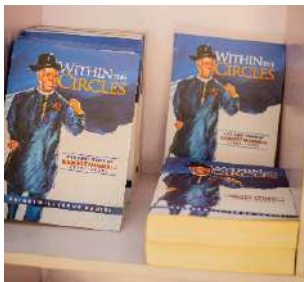
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A MESSAGE FROM THE CEO



Dear Valued Customers,

7th June, 2022 marked 3 years since Ibom Air began scheduled flight operations. We are all very excited to reach this milestone. I'm pleased to report that in this short period, Ibom Air operated more than 22,000 flights, carrying more than 1.5 million passengers, while building a reputation in the market. These earned us several recognitions and awards. For this, the team and I are very thankful to you, our highly valued customers.

The fact that we are still standing in spite of all the serious obstacles we have had to overcome in our first three years, is truly remarkable. I'm referring to the challenges of Covid 19, #Endsars, the

effects of the Russia-Ukraine war, the recent and sustained out-of-control rise in the price of aviation fuel and of course the significant devaluation of the Naira against the US Dollar.

While the team has rallied to face and surmount these obstacles, I must say that it has not been an easy ride. However, from what we have seen so far, we believe strongly that we have a great opportunity to build a successful, world class regional airline and our business plan reflects this focus. Hence, we will continue to follow the plan, by expanding our footprint within the domestic space and venturing into the West and Central Africa regions during this second half of 2022.

Therefore, I must take the opportunity to assure you that Ibom Air remains committed to continuing to deliver on your high expectations of us, even as we expand our operations this year. We will not forget where we are coming from and why you continue to patronize us. Instead we will strive to keep innovating and finding new ways to make your travel experience more pleasant and deserving of your continued patronage.

Apart from celebrating our third anniversary as an airline, this edition of Fulcrum is rich in travel related content. I'm sure you'll find it not just entertaining, but also quite educative. Please sit back and enjoy it.

On behalf of all of us at Ibom Air, I thank each and every one of you for the immense confidence you have invested in us and for your continuous patronage of our services. Know that Ibom Air is grateful!

Happy travels!

Yours,
Mfon Udom



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Happy 3rd Anniversary to us!

It is almost hard to believe how fast the years have gone, and how far Ibom Air has come, in just about 3 years of operations. On the 7th of June 2019, history was made, hope was restored, and I dare to add, skepticism was finally put to rest. This date will forever go down the annals of history and will remain indelible in the hearts and minds of every Akwa Ibomites and indeed, Nigeria as a whole.

Reliving the video of that inaugural flight from Uyo to Lagos, the screams and applause of the teeming crowd that had come to witness for themselves was infectious, as the sleek, fresh-off-the (painting) -mill bombardier CRJ 900 aircraft made her majestic rounds on the runway, preparatory for take-off, the chants of praises and prayers for both the state, the governor and of course longevity for the airline, were infectious and heartwarming. That day, Ibom Air took to the sky for the first time from Uyo to Lagos, and since then, have not looked back.

Three years down the line, attempting to compact the impact the airline has made so far, would leave one humbled and grateful. Most significant is the visible impact her presence has made in bolstering the economic fortune of Akwa Ibom state, reinstating hope in the Nigerian aviation space and generally impacting her corner through several timely corporate social responsibility initiatives.

Indeed, it calls for some modest celebration.

Our first anniversary in 2020 fell right in the thick of the global lockdown occasioned by the Covid -19 pandemic, a situation which resurrected the skepticism, and gave rise to fear in several quarters, who wondered if such massive investment by a state government was a good idea after all. The general atmosphere of June 2020 ensured we could not celebrate, not even with an honorable mention! The world was literally fighting for their lives in the battle against Covid 19.

At about the same time in 2021, even though the lockdown had eased a bit, the aviation industry globally was in recovery,



not knowing if the business environment will ever get back to normal. With the Covid protocol still firmly in place and the business undergoing recovery, a celebration was the last thing on our minds. However this time, there was a mild mention and some minimal customer-centric activity to commemorate the day.

You could say that 2022 is the year that has presented the most conducive environment to celebrate (third time being the charm), even though today's economic reality has been riddled with situations threatening the life of aviation businesses in the magnitude of a pandemic in Nigeria, with the skyrocketing cost of JET A1. And so, in the light of all this, we gave ourselves the permission to party just a little, fete our customers, partners, and friends, and gave thanks to the Almighty for the grace to weather the back-to-back storm we have experienced since inception.

In this special anniversary edition, we have taken the time to tell our story, and shared clips of our 3rd anniversary celebration, without compromising some of our regular columns. This edition presents a very interesting read, trust me. Once again, Happy anniversary to us, thank you for sticking with us through this 3 years and happy reading.

Don't forget to leave us your feedback!
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Annie Essienette
Managing Editor



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PUBLISHED BY
Demtrixglobal for Ibom Airline Ltd.

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Discover NATURE'S SECRET

*There's no shortage of memorable scenery whenever you visit the land of promise (Akwa Ibom State). Whether you are choosing to stay in the city or tour the countryside like a diamond necklace, you're never far from a memorable view. For most travellers, the first piece of the striking landscape they're likely to come across after leaving the victor Attah International Airport isn't golden, but green- the waving fields of lush palm trees. In this edition of fulcrum magazine, **Nsikak Akpan** takes you on a trip to discover some amazing must-see destinations.*

The Viridis flumen (The Green River)

A short drive to the northeast of Ibesikpo Asutan local government area, near the famed local breweries, lies the green river in Ikot Akpa village a 20 KM drive from the Airport.

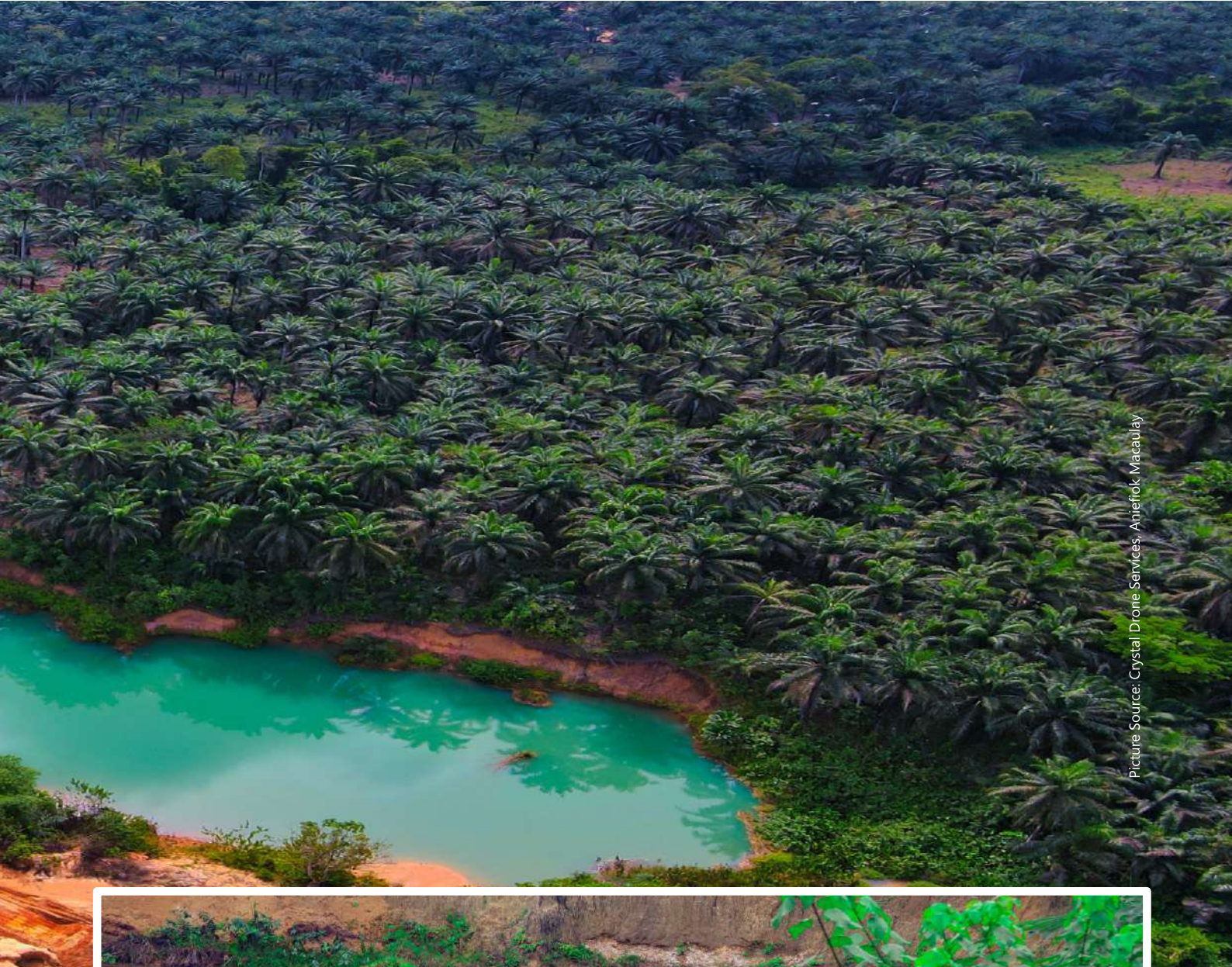
Interestingly, this river originates from a rocky hill, which is greener in

dry seasons, but less green during the rainy season due to rainwater washing the soil down the hills into the river. Magically, this water when put into any plastic container appears white. The question is, why is the river green at sight but white when in a bottle?


With assumed answers such as; the river is green because it is mirroring the green palm fruit environment. Others, the river being filled with

algae were also considered. Nonetheless, these hypotheses may be inaccurate. Findings show there's a mystery behind the green river. Theologians believe it is the hand of God.

As tourists continue to make this spot a destination to visit, we await hydrologists' official reports on the true nature of the green river in Akwa Ibom state.



Picture Source: Crystal Drone Services, Aniefiok Matabulay

IBOM AIR OPERATES DAILY FLIGHT FROM:

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TOP
An aerial shot of the
green river

BOTTOM RIGHT
Locals taking a boat ride
across the popular river





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C O V E R S T O R Y

Ibom Air @

an interview with the COO, George Uriesi



AIRBUS A220-300

The month of June is a month of significant excitement for the Ibom Air family as it is the month that marked the beginning of their commercial flight operations. It's been three years already and we took the opportunity to sit with the COO – George Uriesi who has been there from inception, to share with us how it all began.

How did it all begin?

They say “nothing without first a dream”. It all began as a dream from a visionary and purposeful Governor, thinking about how best to transform his State's economy from totally oil and government dependent, into a private sector driven, productive economy. His plan to do this involved an 'Industrialization Program' supported by a 'Visitors Program' both working together to create conditions for more people to visit the State for business opportunities as well as leisure travel.

Adopting existing success models such as Emirates and Ethiopian, he conceptualized Ibom Air as the vehicle to provide the much-needed ease of access in and out of Akwa Ibom, to facilitate both programs. But not just that, he also saw the need for an airline as the critical 3rd leg of the tripod of major investments by the State Government in aviation, which include the Victor Attah International Airport and the world class Maintenance, Repair and Overhaul (MRO) facility within the airport.

He could see clearly that without a well-run airline based at the airport, these critical and very expensive investments would struggle to be able to offer the 'high hopes' returns expected of them. Thus Ibom Air was born.

How do you feel about Ibom Air, 3 years later?

Thankful, mostly. Thankful to God for the modest success the brand has achieved thus far. Thankful to our Board, Management and Staff. Thankful to our Customers. Thankful to our Shareholder- the Government and people of Akwa Ibom State! Thankful to all Nigerians for the massive embrace of our brand. And thankful to all our stakeholders for their support.

But I also feel very hungry and impatient for us to get to the next stage and the next stage and the next stage...

How have you weathered the storm of the aviation industry so far?

This is an industry of tempestuous storms. One moment you're faced with the existential threat of a total lockdown due to a totally unforeseen pandemic. You think to yourself, “is it that we chose the wrong time to start”? Then you survive and soon start recovering only to experience #endsars! Again you manage to recover.

And then the price of aviation fuel suddenly takes you on a roller coaster ride where you find yourself

are not to mention the depreciating naira and unavailability of forex that the business depends on.

It has really been a hair-raising, roller coaster ride. But we have no intention of rolling over and dying anytime soon. We will just keep weathering it and working hard to succeed in spite of these obstacles.

All the awards, a fluke or an actual testament?

Personally, I don't take any of our awards for granted. Each award represents to me, a genuine mark of acknowledgment of our efforts, at the very least. But most importantly, as we receive them, each one of them reminds me that getting here has been the easy part. Its staying here that is the real heavy lifting. These awards encourage us to continue to ensure that Ibom Air maintains the high standards we have come to be known for.

What would you consider your major milestone?

Hmmm. I think apart from the modest successes we have achieved in various areas of our business (and I can quote numbers for you), Ibom Air's biggest milestone must be the manner in which our brand has been embraced nationally, in such a short time. It is a massive privilege, which we do not take for granted and for which we are totally humbled. We are determined not to let our teeming customers and growing followers down.

“
**Because of Ibom Air,
so many Akwa Ibomites
are now professionals in
various areas of the
industry**
”

hanging on for dear life without a clear sense of how long it will last and how far it will go. All of these



Where do you see Ibom air in. the next 10 years and beyond?

We are generally a highly ambitious and audacious company. So when you ask me this question, I fear not to come across as overly ambitious. But in all modesty, we see ourselves 10 years from now, taking pride of place alongside the very best African airlines, with an international profile akin to that of the very best on the continent. Of course, not as big as some of them in the next 10 years, but definitely amongst the very best of them, brand wise. We will be flying all over the continent, offering a safe, reliable, dependable and consistent service to the whole of Africa.

What can you tell us about the new terminal in Uyo, the MRO and Akwa Ibom as an aviation hub?

The investments by the State Government in these two critical, supporting infrastructure projects, are part of the big picture to make Uyo an aviation hub. The MRO will allow us to fully maintain our aircraft right here in Uyo, while

offering commercial aircraft maintenance to other airlines. The terminal, which will be the best in Nigeria when completed, is designed to support our home-base hub strategy. Together, the airline, the airport and the MRO will combine to establish Uyo (and by extension Akwa Ibom State) as a repository of aviation industry talent and 'know how', not just for Nigeria, but also for Africa and beyond.

Expansion plans beyond Nigeria?

Definitely. We will venture out into the region in the coming months and will soon extend our footprint throughout the continent. But at this point in time, we do not have any ambitions for long haul operations outside Africa. That's a place, young airlines like us go to die. Instead, we will partner smartly to extend our reach out there through others who are well established. Maybe one day, when we feel sufficiently grown up and ready to venture out into the wider world, we will change our minds. But for now, we will remain true to our vision, which is "To be a World Class, African Regional Airline".

Finally, the question many think about but are not asking: what happens after 2023?

I am not Nostradamus now (laughs). But jokes apart, we get this question all the time.

Our view is that Ibom Air has delivered very well against the expectations of our shareholder, in this very short time. And this is tangible. The benefits of Ibom Air's existence are manifold. For starters, Victor Attah international Airport, Uyo, is the fastest growing airport in Nigeria because of Ibom Air. Because of Ibom Air, so many Akwa Ibomites are now professionals in various areas of the industry, including cabin crew, airline customer service representatives, etc. They mostly wouldn't have had these opportunities in Uyo, if the airline did not exist.

But more than just these, Ibom Air is the first airline in Nigeria to certify Nigerian Aircraft Maintenance Engineers on the Bombardier CRJ900 aircraft, even when we were not the first to use the aircraft type. Among the now 21 young, certified CRJ900 engineers, 15 of them are young Akwa Ibomites, employed fresh out of university engineering school. At the moment, the State government has invested in training the first crop of 10 fresh pilots at the world renowned Airbus Pilot Training Academy in France. These young people are being trained straight as airline pilots and will join Ibom Air upon qualifying in about 2 years time.

On the impact on the local economy, Ibom Air spends billions of Naira in procurement of supplies within Akwa Ibom State yearly, that would never have been spent here if



not for the airline. We have built and grown businesses, which have employed many people in order to keep up with our requirements, such as preparing and supplying our on-board catering and water, etc. Because of the ease of access into Akwa Ibom by air, hotel occupancy in Uyo is at the highest ever. The golf resort and hotels around the State are booming with corporate and association conferences, executive breakaways, group tours, etc on a weekly basis, as never before. The direct and indirect economic spin-offs of this boom in visitors cannot easily be quantified.

Also, the reality of a State Government-owned airline starting-up so professionally and operating so efficiently, has attracted the notice and earned the applause of a significant segment of the traveling and general public. It represents a major change of the game in Nigeria. The feedback and accolades we continue to receive from across the country affirm this sentiment.



“

Ibom Air spends billions of Naira in procurement of supplies within Akwa Ibom State yearly

”

In the same vein, the immense pride and ownership exhibited by Akwa Ibomites not just when they fly with the airline, but in their words and deeds online and in person

everyday, cannot go without mentioning. As Ibom Air management, we are deeply touched by these gestures of love and are very proud of our State and our shareholder.

So in conclusion, I will answer your question by saying that we are confident that based on this legacy, the interests of our shareholder will always be an efficient and stronger Ibom Air.

ROYALTY

APARTMENT



Over a century now, Eket, an oil wealthy coast-land stretching from the Atlantic Ocean into the Akwa Ibom mainland, has been a hub of hospitality excellence in Nigeria. In fact the city earned the accolade; 'Home for the Whites' from its culture of friendship, warmth and lush natural tourism friendly landscape which were features that enticed the expatriates into its abode,

besides the oil and gas business. Up until today, the city takes the lead in hospitality business.

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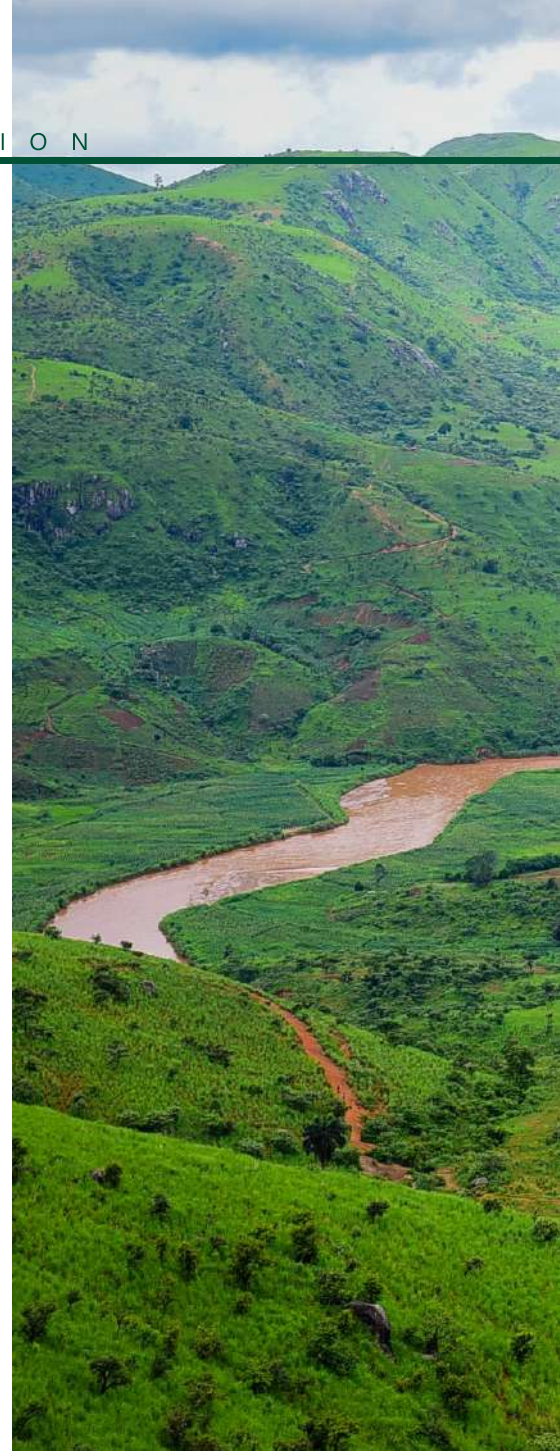
Words by **Nsikak Akpan**

The Mambilla Plateau with an average elevation of 1,600 meters above sea level has a different ambience from the entire northern region, it is endowed with one of the best weather conditions in the country. Providing a perfect backdrop to the holiday of a lifetime. Get to see Nigeria's highest plateau, a spectacular wildlife site which you don't have to be a nature buff to appreciate. Some of Mambilla's wildest and most wonderful spots may only be explored on foot.

Nature trails up into the mountains like the Chappal Waddi peak with a height of 2,419 meters above sea level, is the highest plateau in Nigeria & West Africa and is very well laid out. The Mambilla plateau measures about 40 KM wide and 96 KM along its curve length with an escarpment of about 900 meters high in some places. The Mambilla plateau covers an area of about 9,389 square kilometres.

For a more tranquil experience, plan to visit one of Africa's biggest tea plantation. A magnificent waterfall. Explore numerous historic sites — such as the famous cave in Mbamnga — Ndumyaji Cave. Another spot to look out for is the rock with a giant foot print of an ancient warrior at Kabri, the rock with a horse footprint Hienary, and the historic site of the ancient blacksmith that existed before the modern one at Killa yang.

There is no shortage of choice spots whenever you visit the Mambilla with spectacular wildlife site such as the Ngel Yaki mountain forest and the Ndum-yaji forest that are home to very rare species of birds and trees and have attracted lots of researchers from around the world to Taraba State as the Nature's Gift to the Nation welcomes you.



BOTTOM LEFT:

The Mambilla Plateau made up of Mambilla, Kaka, Fulani, Kambu and Panso Tribes adorn in their traditional basket for their daily activities.



📍 A view of the Mambilla tea farm which is one of Africa's biggest tea plantation



Picture Source: Adedotun Alabade

Mambilla Plateau Rolling Hills Mbara Rock and Chappal Waddi also known as 'Mountain of Death' at 2,419M above sea level West Africa's Highest Mountain And a snake-like river Donga. 📍



Outlook of the numerous waterfall to visit in the Mambilla Plateau. 📍

MALABO: SIGHTS OF THINGS TO COME

Beautiful Equatorial Guinea, is one of the smallest countries in Africa located on the Gulf of Guinea, bordered on the north by Cameroon, on the east and on the south by Gabon.

The official language is Spanish and the architectural style of its buildings is reflective of eighteenth-century Spanish Baroque. Speaking to it overwhelming Spanish influence.

Equatorial Guinea has two regions, ***the mainland region of Río Muni with capital at Bata and the Insular Region with capital at Malabo***

Bata

Bata is a port city on the mainland of Equatorial Guinea in Central Africa. A long, palm-fringed esplanade stretches along its waterfront. The colossal, futuristic Freedom Tower overlooks the Gulf of Guinea. The colonial-style Bata Cathedral dates from the 1950s. The city's busy markets sell clothing, crafts, fresh fish and produce. Just outside the center, Bomé is a popular beach lined with restaurants and bars.

Malabo

Capital of Equatorial Guinea

Malabo, on Bioko island, is a port city and the capital of Equatorial Guinea. Spanish colonial architecture includes the neo-Gothic, twin-towered Santa Isabel Cathedral. The dark green Casa Verde is a 19th-century house that was prefabricated in Belgium. The Equatoguinean Cultural Centre has gallery and performance spaces. To the south, densely forested Parque Nacional del Pico Basilé surrounds Pico Basilé Volcano.





Malabo 
Equatorial Guinea capital on Bioko Island

EAT

The staples of Equatorial Guinea foods, as in all the region's countries, consist of tubers such as cassava, sweet potato and plantain. These products are consumed in various ways, but often boiled or mashed accompanied with meat, fish or vegetable dishes with their sauces. As in all the countries of tropical Africa, "bushmeat" is an integral part of traditional food.

Akwadu

This simple breakfast dish consists of sliced or halved bananas or plantains that are doused in melted butter and shortly baked in the oven until golden. They are usually drizzled with orange and lemon juice, brown sugar, and honey, while the top is typically covered with shredded coconut.


Succotash

Succotash is the widely eaten national dish of Equatorial Guinea. This meal is made of a mixture of corn, lima beans, and tomatoes. It is high in protein and starches, and is a perfect combination of ingredients that covers almost all of your dietary needs in one dish! Southern states in America commonly eat succotash.



Picture Source: www.britannica.com/place/Malabo, www.196flavors.com, www.tasteatlas.com, www.foreignfork.com



Monte Alen National Park 

The leisurely places allow for more time to look at wildlife and take pictures.

Monte Alen National Park is one of the best places to go hiking and trekking in the country. The steep and rugged terrain makes the climb challenging, yet conquerable.


Travellers may get the chance to meet mandrills, gorillas, forest elephants, and several species of birds along the way. If you are interested in more challenging routes, Pico Malabo is a good choice.

The volcano has a range of secluded hiking trails and has become a popular destination for mountain climbing, too. Malabo Island is another notable trekking spot in Equatorial Guinea where visitors can explore an active volcano's slopes.

Thanks to Equatorial Guinea's rich rain forests and wildlife, safari tours are a popular pastime for visitors. Anstar Safaris offers photography and overland tours where travelers are accompanied by experts in the field.

Its wealth of beaches makes Equatorial Guinea a great destination for swimming. Ureca is quite



Santa Isabel Cathedral in Malabo 

popular during the dry season, as turtles come ashore to lay their eggs.

There are rugged cycling opportunities because most of the roads in Equatorial Guinea are unpaved. Renting a bicycle is a great way to familiarize yourself with the culture, surroundings and the locals, but be careful when passing roadblocks and inspection points.



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ADMISSION IS ONGOING



The new mother eating Ekpang Nkukwo in a tray

NKUHO UMAN:

THE BIRTHING CULTURE

Words by **Stephen Godwin**

Nkuho Uman is a traditional, ancient Efik/Ibibio custom. You could see it as some sort of special care for new mothers, which can be likened to Mbokpo (Fattening).

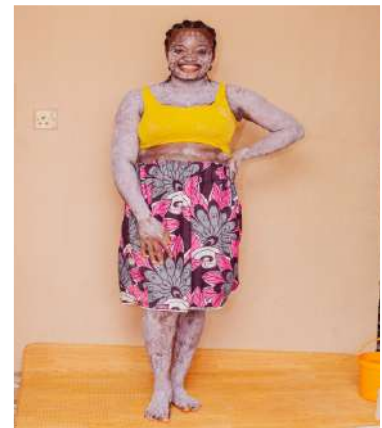
Although fattening is the premarital preparation of the bride by her parents before being presented to her groom, it is a mark of honour to the bride's parents as they send a strong message to the groom that they were able to take proper care of their daughter and as such, do not

expect anything less by the man. Nkuho Uman on the other hand is postpartum care by the mother inlaw (mostly the bride's mother), to put her daughter who has just recently delivered a baby through the process of fully assuming her role as a mother. This process however takes a period of two to three months.

During this time, the mother ensures that she guides the new mother to ease into Seat-baths, hot water therapy, which involves

soaking a cloth in hot water and using it to massage the new mother's belly. What the new mother needs to eat to help with milk production for the baby's consumption, and even what to wear will be determined by the mother-in-law who is more experienced.

The mother also teaches her how to carry the baby, breastfeeding positions and even sitting positions may look like simple things everyone should know, but



wait until your mother-in-law teaches you the simplest thing as how to sit all over again.

Without a doubt, one of the most recommended foods for new mothers within the Ibibio milieu is Ekpong Nkukwo; made from cocoyam, water yam and fresh leaves, spiced with periwinkle, ikpa enang (what is known as kpomo), fish (either fresh or dry) and most importantly, red oil to give it a relishing taste.

Traditional research has shown that garri, soaked with much water (as seen in the custard container) generates fresh and adequate breast milk for the baby. This we

may not learn at Harvard.

Now, Ndöm, the clay (popularly known as White-chalk) dissolved with water and applied to the skin as powder help clean, smoothen and revitalize the new mother's skin. The Mkpín (miniskirt), hand-made from wrapper material is what the new mother wears to enhance her free movement some of the routines involve a regular body check to determine how healthy she is.

Note that within this period, the mother and the baby go through a thorough routine massage to strengthen and revive the body from the inside out; and this also

helps restore the new mother to her original body shape.

All of these are carried out solely for health benefits and have zero fetish implications. It's rather sad that this culture is slowly fading away.

However, it is a thing of pride and quite appreciable to see those who still understand and practice this rich culture.



ART IN UNUSUAL PLACES

Celebrating Enugu's creativity and imaginations

Enugu has earned an admissibly excellent reputation as one of Nigeria's finest tourism destinations on account of its serenely beautiful and pristine art environment, jealously protected over many decades to ensure that its sustainability remains intact for the future generations of locals and tourists alike. In this edition of fulcrum magazine, **Peace Bassey** talks about one added dimension of the Enugu holiday. Sharing an insight into the art and wonders of the coal city: blessed with a Vibrant waterfall; vast Pine Forest and caves that, until now, have only been accessible to locals and tourists, take a look at some of these art pieces whenever you visit.

Otigba Sculpture

This giant Otigba statue is a giant drummer beating an equally gargantuan drum carved in 1980 by Aruba, a then third-year student of IMT and was strategically placed at the junction where Chime Avenue (New Haven) meets Ogui Road. The drummer took over the spot as a landmark for the area and subsequently renamed Otigba Junction.





Monkey Sculpture

The Reticent Baboons (Monkey Junction) in Independent Layout have become memorable landmarks in the coal city. This sculpture was also carved by an IMT student with its location at Ozubulu Street. These are sitting on the fence, with their famous "see no evil, hear no evil, speak no evil" gestures. A second attribute of the artworks is that many of them represent the history of Enugu.

Coal Miners' Strike

Along Ninth Mile Expressway is a depiction of the 1949 coal miners' strike. It shows a politician joining a group of miners protesting the condition of the mines. It is believed that about 49 miners were shot dead by the British taskmasters during the famous strike.

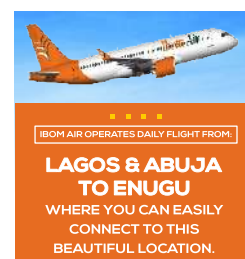


Picture Source: enugumetro.com/famous-artworks-in-enugu-city



IMT Art Garden

Decorated with famous artworks done by students of the Institute of Management and Technology (IMT) Enugu. In essence, art is a way of expressing emotions in a non-generic way, whatever your reason for a visit to the coal city Nnool



ORON MUSEUM

Words by **Nsikak Akpan**



Oron museum is a unique representation of the ethnocultural riches of Nigeria. Situated in Oron just opposite the Oron river, the museum was established in 1958 to accommodate eight hundred known ancestral figurines (Ekpu) of the Oron people which are believed to be one of the oldest and finest surviving wood carvings in Africa.

History of Oron Museum

The ancestral figurines referred to as Ekpu by the Oron natives date as far back as the early 19th century. It was all a process whereby an

esteemed Oron leader was elevated to ancestral status. The wood sculptures were invoked to play an essential role in assuring the well-being of their offspring. They were seen as protectors and the museum was built to house these precious mini gods.

Unfortunately, during the civil war, the museum was looted and many of the figurines were missing. However, in 1975, Oron museum was reconstructed with the help of British anthropologist Keith Nicklin whose statue is at the entrance of the museum.

Today, Oron museum houses the remains of the wooden sculptures and other ethnographic materials from across Nigeria.

Apart from the Ekpu carvings, Oron museum is also the home of unique skin-covered and horned head masks; the powerful Obasi Njom masquerade from upper Cross River area, old manilla currency, water spirit masquerade relics, traditional raffia and metal works, the traditional pottery. Also, bunkers used during the civil war are on display. These artworks and materials of antiquity inspires your



imaginations and gives you a bit of connection to the Oron culture. The tour guides are good and very knowledgeable narrators, they bring the artworks to life with their excellent storytelling abilities.

Within the premises of the museum is a crafts village. On the site of Oron museum are two de-commissioned oil wells which means the museum grounds were once oil-rich. The Oron museum complemented by the free-flowing waters of the Oron river bank is an impeccable combination. Go with friends and family and appreciate the cultural and historical riches of the Oron people.

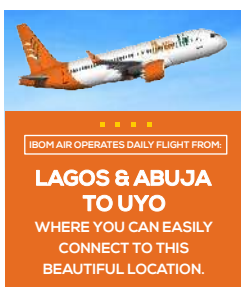
How to get to Oron Museum?

The closest airport to Oron Museum is the Victor Attah International Airport. Moving from the Airport to Oron Museum is a 45minutes drive, a distance of 37.2 km. More so, commercial buses are available in Oron to convey tourists to the museum location.

Things to do at Oron museum

Contrary to popular opinions that there isn't a lot to do at museums, Oron museum doesn't fit into that space as there are a handful of activities to engage in including:

1. Taking a look at some of the last surviving figurines and other relics.
2. Engaging yourself at the crafts village by observing the locals.
3. Relaxing at the Oron river waterfront after your museum tour.





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10 SIMPLE HACKS TO LOWER YOUR SALT INTAKE



Emem Udom is a health coach and Graves' Disease Fighter who loves sharing recipes and lifestyle approaches that can help you achieve your health goals sustainably. When she's not writing articles for Fulcrum Magazine, she enjoys reading,

travelling, eating modest amounts of dark chocolate, listening to Puccini, and spending time in her garden! Catch up with Emem for more health inspo on her Instagram page, **@wellness_with_m.**



Current WHO guidelines recommend five grams of salt a day for adults, which is just under a teaspoon. However, most people exceed this recommended daily limit by leaps and bounds. If you're used to the rich taste of Nigerian cuisine, then cutting back on salt could seem pretty daunting.

Try these simple hacks to lower your salt intake without skimping on flavour:

1. Cook Your Food Yourself

Most dietary salt comes from eating processed food, so cutting out fast food will get you more than halfway there. This means investing more time into preparing home-cooked meals so you can control how much salt you're adding.

2. Use Fresh Ingredients

The other benefit of making your own food is that you can use the freshest ingredients possible, and we all know that freshness and flavour go hand in hand.

3. Amplify Flavours with Lemon Juice

Adding some lemon juice to your food will brighten it up and enhance the other flavours in the dish. This means less salt overall.

4. Explore the Great, Big World of Vinegar

Like lemon juice, vinegar adds acidity to a dish, and there are so many kinds to choose from. Add flavour and mild acidity to vegetable stir-fries with some rice wine vinegar and replace store-bought dressing with apple cider vinegar and olive oil for your salads.

5. Add Shellfish

Crayfish is a familiar presence in traditional Nigerian cuisine where it adds sweetness and enriches recipes so that you need less salt. However, as the taste of crayfish can be a bit strong, be light-handed with it in continental dishes or add small pieces of shrimps, prawns, crab or lobster instead. Whichever you choose, shellfish packs a punch even when used sparingly.

6. Upgrade your Dish with Garlic

Oh, the wonders that this 'stinking rose' will do to your food! Like shellfish, garlic adds a richness to food that means you can get away with less salt, and even dry, powdered garlic is not half bad either. Note that other alliums such as onions, shallots and spring onions will also spice up your dish, but if you ask me, garlic is king. P.S. It's also excellent in salad dressing!

7. Ditch the stock cubes

Most stock cubes contain lots of refined salt as well as other undesirables such as hydrogenated fat, sugar and preservatives. Additionally, some of these products may contain Monosodium Glutamate or MSG, which is a rather controversial ingredient. Now I'm not saying you should never have Party Jollof made with stock cubes, but there's a big difference between occasional and regular consumption.

8. Ditch the Refined Table Salt, Use Sea Salt Instead

Chuck the refined table salt in the same pile as the stock cubes, and opt for sea salt or rock salt instead. Quality really does matter when



you're trying to cut back on salt, and there are various sea salts or rock salts to choose from, which not only taste better than refined table salt, but also contain trace minerals that may be beneficial for health. However, salt is still salt, so season away, but in moderation!

9. Don't Forget Herbs & Spices

Herbs and spices are a great way to add another flavour dimension and cut back on salt. Some herbs such as parsley lose the bulk of their flavour when dried and there's something so special about adding a fresh sprig of rosemary to your cooking. However, feel free to experiment with both fresh and dried herbs and spices depending on what you're trying to create in the kitchen. Herbes de Provence, Chinese Five Spice, curry and jerk will upgrade your home cooked meals, but pay attention to the ingredients in pre-mixed seasonings as some of them are loaded with salt, sugar and additives.

10. Get Acquainted with Toasted Sesame Oil

I just may have saved the best for last! Popular in Asian cuisine, this gem of an ingredient is extremely versatile and will finish up almost any dish by adding a wonderfully delicious, nutty and toasty burst of flavour that's truly unique, whether it's added to salad dressing or drizzled over steamed vegetables or roast chicken. Be sure to buy 'toasted' sesame oil as the untoasted kind wouldn't take your palate places!

Why not try a few of these hacks together in the same recipe? Maybe ditch the stock cubes and add some sea salt, garlic and lemon to your stew instead? Finish off with herbs such as rosemary and basil and share the results with me on Instagram (@wellness_with_m) or Facebook (@wellnesswithm). I'd love to see the wonderful creations you come up with!

Cheers!



The Perfect **Banana** *Bread*

Words by **Cynthia Ubani**

The walk to optimal wellness begins with the simplest things. Often times it's easier to get baked goods off the shelves but there is that amazing feeling that comes with knowing you actually baked or made your own food ... more like an accomplishment... and better still when it comes out perfect.

The secret to any amazing pastry or baked goods is getting the perfect measurement and procedure. My love and escapades on baking the perfect banana bread began before the pandemic and I have been able to curate over ten banana bread recipes with the best "add ons" in them over time.

My all time favorite remains the dark chocolate banana bread with granola bits. Every single note of flavor compliments the other and you can be rest assured that this recipe is extra moist and super quick.



You Would Need...

- * ¼ cup softened unsalted butter
- * ¼ cup of canola oil
- * 1 cup white granulated sugar
- * 2 eggs
- * 1 tsp vanilla extract
- * 1 ¼ cups overripe banana
- * 1 ½ cups of All-purpose flour
- * 1 tsp baking soda
- * 1 tsp salt
- * ½ cup sour cream/ yogurt
- * ½ Dark chocolate chips/ chunks
- * ½ granola bits

Chocolate Drizzle (optional)

1. Add dark chocolate to a dry stainless bowl and place over hot boiling pot water.
2. Continue to stir until chocolate is completely melted.

3. You can use a piping bag or a spoon to drizzle the chocolate over your banana bread.

Quantity: You can get a loaf and a few cupcakes from this.

Further Instructions

1. Preheat oven to 160 degree Celsius
2. Cream together butter, oil, white sugar, eggs and vanilla extract.
3. Mix in mashed banana.
4. Sieve in flour, baking soda and salt and mix with a spatula.
5. Add in sour cream and fold in until well combined.
6. Fold in your granola bits and chocolate chips.
7. Save a little for the top crust.

8. Transfer mix into a loaf pan or dish and bake for 50-60 minutes (depending on your outer crust preference).

Heads Up!!

So here are some little tips that could help you.

1. Use over ripe bananas.
2. Mash your banana thoroughly.
3. Do not over mix your batter
4. Don't open your oven halfway.
5. Wrap your loaf immediately it cools off. Helps retain texture.

Picture Source: www.unsplash.com

INFUSED WATER;

BEYOND THE BASICS

WORDS BY: **CYNTHIA UBANI**

From the sizzling and undeniably delicious meals you get served in the comfort of your home or a restaurant; there is always the inevitable mind battle between getting a glass of water or a drink, which runs rent free through your mind.

EVER TRIED INFUSED WATER?

I call it the perfect balance and the best of both worlds. Infused water is the combination of water and any fruit of your choosing. In fact over time this amazing discovery has evolved to accommodate herbs and vegetables. My love for infused water started out when I decided to help diabetic patients experience the best of both worlds. So here are two of my top infused water. Hope you try it!

YOU WILL NEED...

- Distilled water/ sparkling water "zero sugar"
- Beetroot (In cubes)
- Watermelon (In cubes)
- Lemon (In slices)

- Or-
- Distilled water/ sparkling water "zero sugar"
 - Orange(In slices)
 - Cucumber(In strips)
 - Lemon (In slices)
 - Blueberries (split in two)

GET INFUSING!

- Add all fruits and vegetable to an empty bottle or container.
- Pour the water and allow the water get infused for at least 4 hours or overnight.
- Enjoy chilled or warm.



Picture Source: www.unsplash.com





FACIAL AESTHETICS: WHAT IT'S ALL ABOUT

The natural ageing process, lifestyle pattern and the environment all contribute to unwanted wrinkles, fine lines, age spots and uneven skin tones. Facial aesthetics, otherwise known as facial rejuvenation treatments is the term used to describe non-surgical procedures that reduce the signs of ageing on the face.

Why would someone need facial aesthetic treatments?

Facial aesthetic treatments are done to give people a more youthful and radiant appearance. These treatments can soften wrinkles, contour the face and define certain facial features.

What does facial aesthetics involve?

There are several facial aesthetic treatments to reduce ageing and enhance facial features. Some of which include:

Wrinkle reduction

Otherwise known as Botox, this involves injecting a natural substance derived from a micro-organism which relaxes muscles and reduces the appearance of fine lines and wrinkles, like frown lines that appear between the eyes, crow's feet and forehead lines.

Dermal fillers

Dermal fillers offer a safe and natural cosmetic treatment to

restore volume and fullness to the skin and improve the skin's appearance. This is ideal for deeper lines and wrinkles. Fillers can also be used to improve the definition of facial features like the lips and cheeks so that they appear fuller.

Automated percutaneous collagen induction therapy (PCI)

PCI or micro-needling is a procedure where small, sterile needles perforate the upper and mid-layers of the skin causing micro-trauma. The needle prick wounds induce a healing process that stimulates skin cells to produce new collagen and skin cells. Results are immediate and natural, with two



or three sessions normally being required to achieve the desired result.

Platelet - Rich Concentrate (PRC)

PRC is a natural healing serum that we carry in our blood. By isolating PRC from our blood, we can use this to stimulate skin cells to produce collagen and elastin to give us more youthful skin.

Combining PCI and PRC therapies works well and these treatments are non-invasive and natural, eliminating the risk of an allergic reaction to man-made treatments. These treatments do however require a series of sessions, spaced out over several weeks.

How do I prepare for facial aesthetics?

Before any aesthetic procedure, they will talk to you about your medical history, discuss your concerns and assess your skin and skincare regime. your aesthetician will then suggest the most suitable treatments for you and develop a treatment plan from there.

Some treatments such as Botox are not suitable for pregnant or breast-feeding women.

What does post-operative care look like?

Post-operative care depends on the procedure undertaken but in comparison to surgical procedures for facial rejuvenation such as a facelift, recovery time is much faster. Usually, clients can return to normal activity on the same day or the day after the procedure.

Possible side effects of Botox might include pain and tenderness around the injection site, headaches, and flu-like symptoms. If symptoms persist for a long period, revisit your doctor for a check-up.

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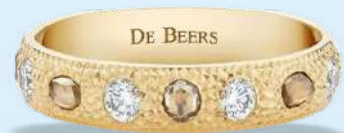
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GADGETS – BUSINESS READY

Technology was traditionally judged on its functionality, with little regards for aesthetics until about some years ago when savvy companies like Apple and Samsung proved that gadgets can enhance not only our efficiency, but our personal lifestyle.

The MacBook Air is the best MacBook for most people. This

latest model demonstrates the capabilities of Apple's M1 chip, which transforms the Air from an underpowered entry-level option to one of the fastest laptops on the market, period. It's a complete turnaround for a laptop that was just barely getting by each year.

Best of all, the MacBook Air still costs only \$1555.18, and yet, you get unrivaled performance

along with 14 hours and 41 minutes of battery life. This is a combination you'll only find on the very best Windows 10 laptops, and even they can't compete in head-to-head performance.



Bang & Olufsen Beoplay Portal

Stylish gaming headphones sounds like a contradiction in terms, but Bang & Olufsen are doing things a little differently. The audio giant's new wireless Beoplay Portal matches understated design with the kind of technical features you need on a Modern Warfare session: lossless connection, four separate mics for impeccably crisp communication, surround sound with Dolby Atmos and active noise cancellation. Getting relentlessly ridiculed by American teenagers has never sounded better.

Bang & Olufsen Beoplay Portal, £449

Fitbit Charge 5

The fifth iteration of the Fitbit Charge is less angular than its predecessor, and has introduced a stainless-steel case to proceedings, but the real visible change is in the screen quality: an always-on colour AMOLED touch display, which only the brand's pricier models have boasted before this point. Beyond that, it's added plenty of cool health apps like the electrodermal activity (EDA) sensor, which reports levels of stress, as well as the electrocardiogram (ECG) app, which checks for irregular heart rhythm. As a fitness tracker, it's up there with the very best.

Fitbit Charge 5, £169.99





Samsung Galaxy Z Flip3

This is the first foldable phone that might be worth a go. The first few iterations of foldables were marred with reliability issues and huge price tags. However at £949, this phone is likely to cost as much on contract as the latest Apple or Google devices. There's no sacrificing on processing power or features to make the phone work at this price either: the Flip3 comes with an octa-core processor inside, plenty of RAM and a 120Hz display. Plus it's waterproof.

Folding the phone will split the display in two, so you can, for example, sit the phone on the table to watch videos. There's also a small screen on the back so that you can see notifications when your phone is shut. We'd give it a few months to see if anyone reports any hardware issues with the screen, but we personally can't wait to see what they do with foldable tablets next...

Samsung Galaxy Z Flip3, £949

Asus Zenbook 17 Fold

With Samsung taking the helm, the world of foldable devices seems to be flourishing recently. We've seen plenty of brands launch their own folding smartphone but at CES 2022, Asus went a step further by unveiling a folding tablet. The Zenbook 17 Fold is, as the name suggests, a 17-inch folding tablet. It can be folded completely over for easy storage, or you can even bend the display at any angle. Asus has crammed in fancy features like AI noise cancellation, Dolby Vision Atoms and Vision for high-end streaming and, surprisingly for a folding tablet, a lot of ports! However, while no price has been announced yet, we would expect the Zenbook 17 Fold to be pretty expensive on its launch.

• **Buy now from Amazon (£2907.58)**



Surface Pro X

Tablets have come a long way, and it doesn't get much sleeker or more powerful than the Surface Pro X. Whatever line of work you're in, Microsoft's machine can make things easier for you – and it goes without saying that it makes keeping in touch over Zoom a lot more satisfying (it's essentially all-screen).

Microsoft Surface Pro, £999, microsoft.com



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UYO FASHION WEEK 2022

Launched in 2015, the Uyo Fashion Week's mission is to encourage Nigeria's fashion designers to add a cultural dimension to their creations. This is coming at a time when globalization calls for mixed culture, especially in the arts sector.

Seven years down the line, the show has taken an international dimension. This year, designers, stylists and models were invited from around the world to share their latest creations inspired by their respective cultures. On the sidelines of the annual fashion show, the organizers also work closely with young and upcoming fashion entrepreneurs, they are committed to showcasing new faces in the industry as they also seek to empower them with startup grants towards boosting their business. This year alone, out of the 36 models on the catwalk, 20 made their debut.

"The event is a superb platform for new models who are starting, a hub for emerging fashion designers to showcase their respective creative talent," said Mae Edmond the progenitor of the Uyo Fashion Week 2022.

In terms of culture, it is worth noting that the venue décor included elements of African cultural heritage, the models displayed traditional hairstyles and their outfits draw inspiration from various tribes in Akwa Ibom and its royalties.

This year's event was hosted by top Nigerian icons such as Nancy Isime, Ike Osakioduwa and was graced by celebrities such as Ini Edo, Eve Essien and the wife of the Governor Akwa Ibom State her excellency Dr Mrs Martha Udom Emmanuel who had in her entourage Her excellency Mrs. Funmi Idongesit-Nkanga and other government personalities in attendance. The high point of the event was showcasing the talent in and around Akwa Ibom and introducing them to mentors from outside of the state. The UFW 2022 also featured a keynote speech by Pastor Imo-Abasi Jacob, Chairman of Ibom Air, master class sessions with George Uriesi and William Anwana as well as a business pitch competition.

Host: Nancy Isime

Designer: Beautiful Imaginations

Photography: Aniefiok Macaulay

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CORPORATE OFFICE: Shop 53, Delta Mall,
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LAGOS OFFICE: Shop 30/31, Atlantic Center,
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A CHAT WITH OLUMIDE AKINSANYA- TROPICANA MALL



A Visit to the re-modelled shopping mall which is a public-private partnership (PPP) between the Akwa Ibom State government and Median Construction Development Limited, who are the major investors, in a 25 % to 75 % ownership respectively. We had the opportunity to chat with Engineer Olumide Akinsanya, the Chief executive officer of Median Construction Development Limited. The busy CEO graciously made out time to interact with our managing editor, on the impact of Ibom Airlines Limited on his business investment and other major

occupants of Tropicana Entertainment center, such as Markets square who are the major anchor.

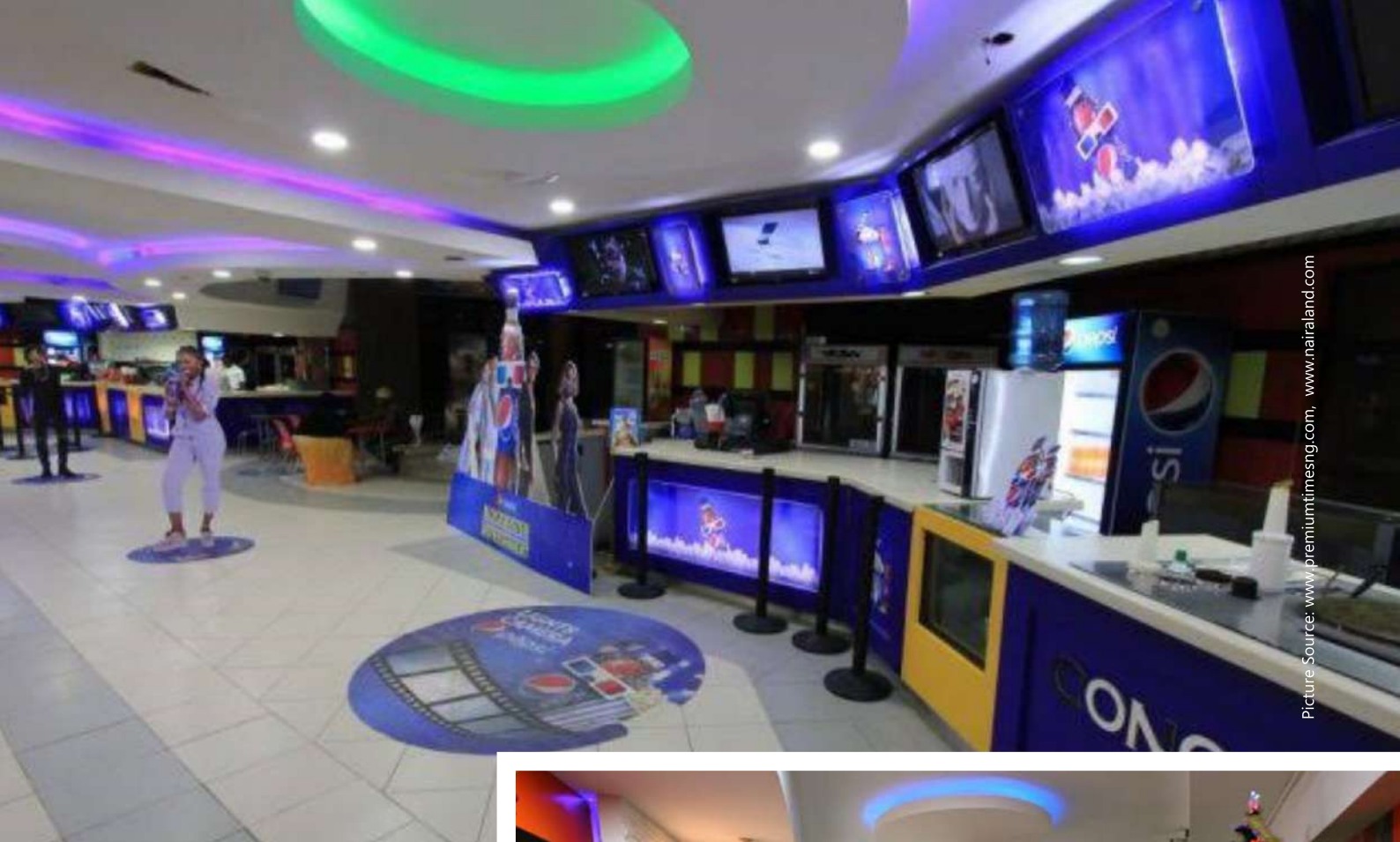
On Market square he said.

They are currently trading in over 20 locations in Nigeria, which makes it one of the highest numbers of stores by a supermarket chain in the country. When we open they were trading at their sixteen stores and today, it has an additional two outlets in Eket. We believe that market square can drive major

traffic to the mall, and we are doing very well to encourage them. We have been able to develop fantastic tenants rent, and also brought in local and national brands into the mall.

How do you promote this mall?

We want to create a place where as you come into Uyo, this is the only place you can come to do any kind of thing you want, like eat, shop, and be entertained. We intend to put all of that under one roof,



Picture Source: www.premiumtimesng.com, www.nairaland.com

there's a lounge that is near completion. We are doing massive promotions across Nigeria, so that when you are coming in from Lagos or Abuja, you will have where to get everything at once. We intend to build on into the existing infrastructure that has been created by the state government.

The mall right now is facing an upsurge in traffic where people are asking for more stores. Not too far away from the mall is the 21-storey building which will be occupied soon, so you can imagine the traffic where the occupant and visitors will come in search for stores offering medication, clothing, jewelry and restaurant even movies and more.

On Amenities

As you can see, the animal ride in the mall is a new introduction towards boosting activities within the shopping centre, so that whenever one choose to visit, there will be no shortage of things to do.



On job creation

Because everything is made available here, a young graduate that is finishing school does not also need to leave the state to seek a better job, because the mall also provides employment. Outside of the mall Industries are coming up, there's the Syringe Factory, and the Coconut Factory offering employment as well thereby creating a new middle class who will find the idea of the mall attractive. The state has been deliberate and has invested heavily on this

initiative for instance Although we will not see the value today, but those of us that are into business have seen it beyond what it is, whatever was spent to build the Coconut Factory cannot build that factory again today because of the current price of dollars. On synergy between Ibom Air and Tropicana mall Ibom Air is a strategic initiate of the state in that it has provided more needed access for both business and leisure travelers and the mall is here to provide entertainment after their business.

AT THE PRIVATE VIEWING OF THE MOVIE : TOP GUN MAVERICK TO MARK IBOM AIR @3

**CELEBRATING
THREE
YEARS OF
SERVICE
EXCELLENCE**



The past 3 years have been a journey, giving us a footprint into the aviation industry, many thanks to the vision of His excellency, governor Udom Emmanuel. the governor of Akwa Ibom State.

We are a community because of you all, your patronage is why we are here, join us as we take off to a hundred years more.

Mr. Imo-Abasi Jacob - Chairman Ibom Airlines Limited



Those who run Ibom Air are more than 580 staff, we are now a community creating an ecosystem, of aviation excellence.

We have passed through three [3] difficult years, and Ibom Air is programming to be a world-class regional Airline company starting with 3 destinations in central Africa and 7 in western Africa. With Uyo to South Africa coming soon, the smart international airport terminal where Ibom Air will depart from with our new Airbus aircraft starting the first quarter of 2023. I thank all our partners for coming. Cheers!

Mfon Udom - CEO Ibom Airlines Limited



Ibom Air is 3 years old, but they are operating like they are 100 years old, operating like European airlines.

Guy Murray Bruce - President Silverbird Group







CHRONICLES OF IBOM AIR @3



ON AVIATION

The Ibom Air brand ethos remains schedule reliability, on-time departures, and excellent service. In staying true to this value proposition, a first of its kind in Nigeria reporting system was instituted by Ibom Air with the introduction of the monthly on-time performance score card. The target is to deliver on time performance in the ninety-percentile month-on-month, which was the case until recently with fuel scarcity. Despite this, the commitment to provide excellent service at every point of our service delivery remains unwavering.

Official statistics for 2021 revealed that we delivered the second-highest number of domestic flights as well as the overall best on-time performance for 2021.



ON HUMAN CAPITAL DEVELOPMENT

With over 500 staff in her employment, Ibom Air in collaboration with the Akwa Ibom state government has embarked on the training of 100 ab initio pilots in batches. The first batch of young pilot trainees are already studying abroad, while the second batch will be leaving for their training at Airbus in France in a few weeks.



ON BUSINESS

The influx of business and leisure travelers to and from Akwa Ibom state have increased tremendously. Hotel occupancy has peaked at unprecedented levels around the state as major national and international conferences, trade shows and sporting events to mention but a few, have come to choose Uyo as choice destination. Ibom Air has also contributed immensely to the thriving aviation ecosystem empowering several suppliers through repeat business and prompt payment.



AWARDS

Humbled and grateful, Ibom Air is a testament to the fact that there is indeed reward for hard work and dedication. As a brand that has maintained its promise to the travelling public, it has been the recipient of an avalanche of awards, including the prestigious African Travel Magazine 'Nigerian Airline of the Year' award for 2020 and 2021, LEADERSHIP COMPANY OF THE YEAR AWARD, INDEPENDENT AWARDS 2021: AVIATION COMPANY OF THE YEAR just to mention a few.





ON LIFESTYLE

Through timely and strategic partnerships with major event organizers, Ibom Air is proud to throw her weight behind major lifestyle events. From renowned stage play director Joseph Edgar- the Duke of Shomolu who has brought in two highly acclaimed stage plays into Uyo- Ibiom and Ufok Iban, to the Uyo fashion week, and several comedy shows. Ibom Air was also one of the partners to the Akwa Ibom Christmas village where it empowered local talents to headline the event.

To mark her 3rd anniversary, Ibom Air treated friends, customers, and partners to a private viewing of the 2022 aviation themed movie, **Top gun** at the Silverbird cinemas located inside the prestigious Ibom tropicana entertainment center Uyo, on the 5th of June 2022. It was a night of glitz, glam and appreciation.



ON SPORT

Ibom Air has also partnered with the home-grown football team of Akwa Ibom state, Akwa United during the 2021 league season and was the official airline for their CAF encounter in Algeria, with plans of deepening the ties even further on subsequent engagements. Another sport in focus is the game of Golf. Ibom Air has partnered with several golfing events in and outside Akwa Ibom state in the last 3 years and will continue to do so.

Tennis is also an area of sporting interest, and so in partnership with GEUF TENNIS ACADEMY (GTA) in Akwa Ibom, Ibom Air is helping to identify and train future Olympians for the nation. The foundation trains young tennis players from the age of 5 to 14 and has enjoyed the support since its inception.

It is interesting to note that the access provided by Ibom Air paved the way for the adoption of the state's stadium- the Nest of Champions, as the stadium of choice that played host to the 2022 CAF Confederation Cup final.



ON CORPORATE SOCIAL RESPONSIBILITY

One of our corporate social responsibility thrust is education and literacy. In the last three years, Ibom Air has partnered with, and sponsored the annual Award Ceremony for teachers and students in Akwa Ibom State through the Inoyo Ito foundation and partnered with the Idongesit Nkanga foundation to sponsor indigent senior secondary school students by paying for their final national exams (NECO) examinations. The Company is also very quick to respond to initiatives that promote the reading culture with support to organizations such as the Network of Book Clubs and Reading Promoters in Nigeria / Uyo Book Club, the launch of the historic book, the Ibibio Nation. it has also adopted some schools and orphanages in her host community where needed food, provisions and school supplies are provided regularly.

The second thrust of Ibom Air's Corporate social responsibility is focused on health. To this end, Ibom Air has partnered with the Medical Women's Association of Nigeria- Uyo Chapter to raise awareness on cancer by sponsoring and participating in their annual cancer walk.

On children's day 2022, Ibom Air partnered with habitat for humanity – a not-for-profit organization to perform congenital heart surgery on over 20 children.

To mark her 3rd anniversary, Ibom Air gave back to communities in her area of operations by donating commercial size parasols to small scale vendors. The choice of the parasols was due to a needs assessment to ascertain the most impactful way of giving back to a vast majority of the community, a gesture that will continue for some time to come



Ibom Air @

AND THE ROLE FOR SUSTAINED AKWA IBOM BASED BUSINESSES



DR ELIJAH AKPAN

Most persons do not really take interest in the investment process of the state, our Managing Editor took out time to meet with a key player, in the developmental drive of this administration to discuss the projects and programme of the completion agenda with the introduction of Ibom Airlines limited, and her three years impact in the economy of the state. A meeting with a key player in the Akwa Ibom investment corporation (AKICORP), provided interesting insight into how well invested Akwa Ibom state is, what gave rise to Ibom Air and the impact it has had in three years since her commercial operations commenced. The vision of AKICORP is to promote sustainable industrial transformation of Akwa Ibom State.

Meet Dr. Elijah Akpan – Executive Chairman, Akwa Ibom Investment Corporation (AKICORP).

Could you share with us the general overview of what your role entails? Some of the parastatals under your division, with a focus on the mall?

AKICORP was established by an Act of the Akwa Ibom State House of Assembly in 2012 under a perpetual

succession and signed into law in 2013 by the Executive Governor of the state, with the sole purpose of overseeing the investment portfolio of the state under a single umbrella body. This body, AKICORP functions as a holding company for the government of Akwa Ibom State in all the investments. Part of our responsibility is to enhance the accelerated industrialization agenda of the governor, His Excellency, Mr Udom G. Emmanuel. Amongst other visible investments

“

The vision of AKICORP is to promote sustainable industrial transformation of Akwa Ibom State

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such as Ibom Air, we have invested in agricultural, manufacturing, power, housing, and the oil and gas sectors. We serve as watchdogs for Government investments and therefore, are constantly on the lookout for non performing investments or moribund companies owned by the state Government to revive or restore

them back into operation. We own every investment of the State Government like Ibom Air, Ibom Deep Sea Port, etc.

Tropicana Entertainment Center – The Mall as you like to call, is one of such state investments. The State Government owns 25% shares while Investors own the other 75%. It has become a rallying point in the heart of Uyo, a one stop shop for groceries, grooming, high and low end shopping as well as fine dining. While Ibom Air brings the visitors and investors into Akwa Ibom, the mall offers relaxation and entertainment.

With the influx of people from the airport who need a place to get entertained, what is your message to tourists and intending visitors?

The mall initially was built as an entertainment centre. Even though it had been idle for a couple of years, His Excellency, Governor Udom Emmanuel came up with a vision to turn the idle Mall into a functional and operational entertainment center. To get to where we currently are, firstly the government needed to create access to a modern facility to allow people to come in for



Picture Source: www.nairaland.com

business and leisure. Then began our quest for investors which thankfully, we succeeded in finding one who was not just willing, but capable of Partnering with Government towards developing and turning it into the mall we see today, complete with an entertainment section, and cinema.

We tried to develop the mall to international standard. Akwa Ibom State is one of the states in the country that attracts most investors in and out of the state. We also want the mall to be very attractive to persons within and outside the state. So if you go to Dubai, Las Vegas, Paris, Washington DC or London, or any of the stores in the malls you visit, you should be able to have the replicant of their brand here in Nigeria.

What is your function in AKICORP as the Chairman.

The Akwa Ibom Investment Corporation has three Directorates. Under these Directorates, we have different departments in charge of diverse responsibilities.

Firstly we have the Operations Directorate under which we have Investment Promotion and Appraisal Department; which takes care of all the investment promotion activities within and outside of the state, both Foreign and Domestic Direct Investments.

Secondly, the Project Monitoring and Implementation Department; in charge of ensuring that any investment that comes in, is followed and supervised from conception to implementation and production.

Thirdly, a department that takes care of new businesses, and also takes to the public useful information, and ensures they plan for recurrent trade shows and trade missions. This is Entrepreneurship and Business Development Department. We also have Agricultural Investment Directorate and Management Services Directorates. We have done a lot of trade seminars in the past years where all the micro and medium ventures were represented. We also do a lot of advertisement in

international fora, several media outlets and newspapers.

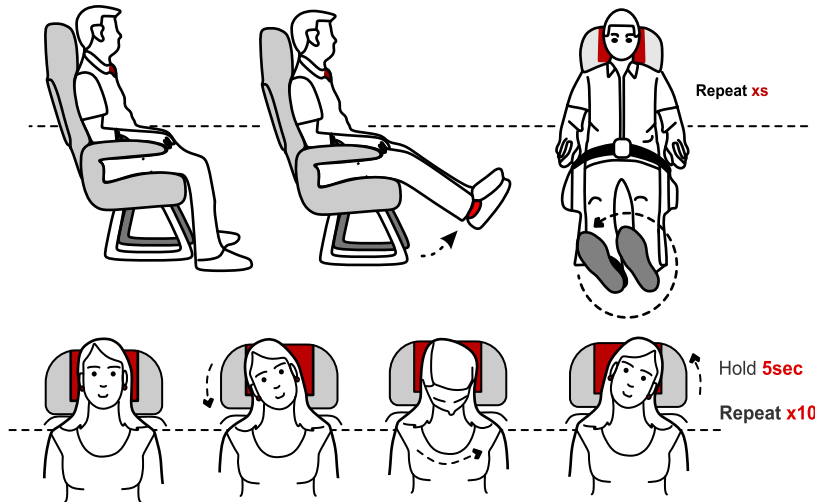
Let's talk about your Antecedent?

I'm a Licensed Clinical Pharmacist by profession, trained in the USA, went to the University of Southern California in Los Angeles, California, graduated, and then went straight into practice. A few years later, started a business in the medical field and I did that for about 15 years before taking up an appointment as the Executive Chairman of Akwa Ibom Investment Corporation in 2015. I owned several other businesses prior, and won several awards in the US. I lived in Las Vegas, Nevada and was a Clinical Pharmacy Consultant and an honorary member of the City Council.

I am a Christian, married with five children. I have been blessed and I give all the glory to God. Currently amongst others, I also serve as the Chairman of Champion Breweries Plc., Anchor Insurance Co. Ltd., etc.

Source: www.premiumtimesng.com, www.nairaland.com

These simple exercises will help to relieve the tiredness and stiffness associated with flying. Check with your doctor first if you have any health conditions which might be adversely affected by exercise.



Nigeria reopens its borders to visitors from across the globe. All visitors are required to present a negative PCR test taken 72 hours prior to departure and stay in certified accommodations. There will be no quarantine requirement nor restriction on movement upon entry into Nigeria. Visitors have to adhere to public health measures, which include the wearing of face masks and social distancing in public regular sanitization or washing of hands. The new measures also give visitors access to all communal area within the hotel premises inclusive of bars, swimming pool: spas and Kid's club.

Shoulder circles

- Sit tall and move forward in your seat.
- Bring your shoulders up towards your ears, then circle back downwards.
- Reverse the exercise by lifting your shoulders towards your ears and drop them back.

Neck rolls

- Sit back in your seat and flatten the headrest.
- Gently and slowly roll your neck to one side, then back through the centre towards the other side.
- Try keeping the back of your neck extended.

Sit up straight

- Place the pillow at the hollow of your back.
- Sit tall in your seat to avoid compressing your spine.
- Do not cross your legs. Instead, try to sit with your weight evenly balanced.

Ankle circles

- Sit tall in your seat, and place the pillow under your thigh, just above the knee.
- Keep your weight even as you circle your foot around, keeping the whole foot as still as possible.

Safety information

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Location of the nearest emergency exit

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Where your oxygen mask will appear, how to start the oxygen flow and how to use the mask



The correct procedure for exiting the cabin in an emergency



Please look carefully at the safety information card located in the seat pocket in front of you



Smoking is not permitted. Federal law imposes fines of \$1,000 for smoking and up \$2,200 for any attempt to disable an aircraft's smoke detectors. We prohibit the use or charging of e-cigarettes and personal vaporizers on our flights.

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The Federal Aviation Administration and Transportation Security Administration prohibit hazardous materials in wither checked or carry-on baggage substantial fines can be imposed for violations.



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Flammable liquids, gases and compressed gases



Liquid and solid explosives



Spare lithium batteries can never be in checked baggage, including gate-checked bags. Stow all spare batteries in carry-on bags. E-Cigarettes and personal vaporizers are also not permitted in checked bags.



It is a violation of federal regulations to drink alcoholic beverages during a flight unless they are served by our personnel. Also, airlines are forbidden to serve alcoholic beverages to anyone who appears to be intoxicated

The Ibom Air logo, featuring the word "Ibom" in orange and "Air" in green, with a stylized orange and green leaf-like graphic above the "i" in "Air".

Ibom Air



HEARTIEST CONGRATULATIONS

to Ibom Air

@3

We celebrate your commitment towards innovation and setting a new benchmark for the aviation industry. We are glad to be a part of this journey and walk this road with you.

Cheers to future achievements..

pcl.



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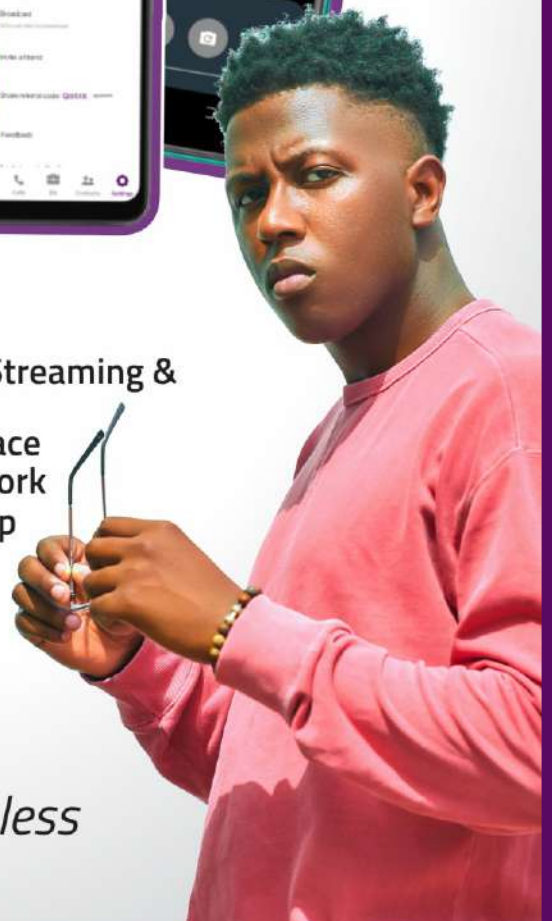


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AKWA IBOMITES

RISE TO THE FAITH OF GREATNESS

Rise to the faith that with God all things are possible
Rise to the faith that Akwa Ibom was created by God out
of greatness

Rise to the faith that as a people, we can move beyond
ethnicity, biases, religion and gender

Rise to togetherness

Rise to the faith of our resources, beyond what others see,
human and intellectual

Rise to chart a new course for us, our children and a
generation of Akwa Ibomites unborn

Rise to the faith that one day; we shall be counted as great
people of a great state with great minds

Rise to the faith that all these are possible and many more
Hold fast the confession of our hope without wavering, for
he who promised is faithful

I rise to the faith that Akwa Ibom was created to be great
I rise to the faith that Akwa Ibom is destined to be great

I am an Akwalbomite, I rise to a faith of greatness
MME DAKKANDA!

AKWA IBOM **ḍàkkáḍà**

— Gov. Udom Emmanuel —