

## Marketing Services

### **Governor Lawal's China Visit Sparks Strategic Partnerships for Zamfara's Development**

As part of the Zamfara State Government's ambitious development agenda, *Building Your Future*, Governor Dauda Lawal led a high-powered delegation on a five-day working visit to China from August 18th to 23rd, 2024. The mission, which included key government officials and an investment promotion team led by the Zamfara State Investment Promotion Agency (ZIPA), aimed to attract strategic investments and foster bilateral cooperation to transform the state's economy.

Upon arrival at Daxing International Airport in Beijing, the delegation was warmly received by their host, Mr. William Lui. Governor Lawal was accompanied by Hon. Abdullahi A. Turaji (Principal Private Secretary), Prof. Ahmed Mohammed Bakori (Commissioner for Agriculture & Livestock Development), Alhaji Adnan Na Habu (Commissioner for Trade, Commerce & Investment), Zamfara Investment Promotion team among others.

Throughout the visit, the delegation engaged with top-tier Chinese government officials and industry leaders across sectors such as renewable energy, agricultural mechanization, and industrial manufacturing. Notable engagements included meetings with Sinotruck International and Jinan Zhongnihaihe, as well as visits to agricultural machinery giants like Shandong H.T-BAUER, Guitai Group, YIJIA Machinery, and LOVOL. These interactions focused on modernizing Zamfara's agricultural sector through mechanization, irrigation systems, and advanced farming technologies.

A major highlight of the visit was the strategic dialogue with Shandong Min Sheng Group, where discussions centered on boosting soybean and sesame exports via the Funtua Dry Port and exploring mining ventures. These talks are expected to culminate in the signing of a Memorandum of Understanding (MoU) on September 5, 2024, formalizing the partnership.

In addition, the team explored collaborations with manufacturers of solar panels, power tillers, and solar water pumps—critical components for enhancing agricultural productivity and improving rural livelihoods across Zamfara State.

The participation of ZIPA was instrumental in facilitating these engagements, showcasing Zamfara's investment potential and ensuring alignment with the state's long-term economic goals. The Zamfara State Government remains optimistic that the visit will yield transformative partnerships and sustainable investments that will accelerate industrial growth and improve the quality of life for its citizens.



## **Governor Lawal Strengthens Global Agricultural Partnerships at 2024 World Food Prize**

Governor Malam Dikko Umar Lawal of Zamfara State has reaffirmed his administration's commitment to agricultural transformation and global collaboration at the prestigious 2024 World Food Prize event in Des Moines, Iowa. Joined by representatives from the State Investment Promotion Agency (ZIPA), the Governor showcased the state's innovative approach to Special Agro-Industrial Processing Zones (SAPZ), positioning Zamfara as a rising hub for agribusiness investment.

ZIPA played a vital role in engaging with international stakeholders, participating in high-level business forums and networking sessions to promote Zamfara's investment-ready agricultural ecosystem. Their presence helped amplify the state's message of openness to strategic partnerships and sustainable development.

In his keynote presentation, Governor Lawal emphasized the importance of targeted investments in driving food security, economic growth, and job creation across the agricultural value chain. He also reiterated Zamfara's commitment to adopting global best practices and leveraging international expertise to unlock the full potential of its agro-industrial sector.

This collaborative effort between the Governor's office and ZIPA marks a significant step toward attracting foreign direct investment and accelerating inclusive growth in Zamfara State.



## **ZIPA Launches Sponsored Campaigns to Promote Zamfara's Investment Potential**

The Zamfara State Investment Promotion Agency (ZIPA) is excited to announce the launch of **sponsored and targeted advertising campaigns** across Facebook and other leading social media platforms. These campaigns are part of our strategic effort to spotlight Zamfara State's vast investment potential and attract both local and international investors.

### **What We're Promoting:**

- The transformative benefits of the **Zamfara Green Economic Zone (GEZ)**—a purpose-built hub for sustainable industrial growth.
- **Key priority sectors** including agro-allied industries, solid minerals, construction, light manufacturing, and services.
- **Incentives and support packages** available to investors, including access to land, tax reliefs, and streamlined regulatory processes.
- The state's rich **agricultural and mining resources**, offering profitable opportunities for value addition and export.

Through these digital outreach efforts, ZIPA aims to connect with entrepreneurs, investors, and development partners who are ready to be part of Zamfara's economic transformation.

Stay updated by following our official [Facebook page](#) and other social media handles. Join us in building a vibrant, investor-friendly Zamfara—where opportunity meets innovation.

For inquiries or partnership discussions, reach out via **info@ZIPA.kt.gov.ng** or visit **www.ZIPA.kt.gov.ng**.

<https://www.facebook.com/profile.php?id=6156279555099>



ZAMFARA  
INVESTMENT  
PROMOTION  
AGENCY  
(ZIPA)





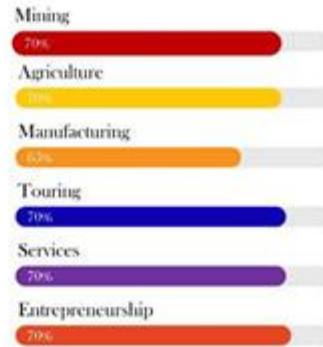
Zamfara Investment Promotion Agency



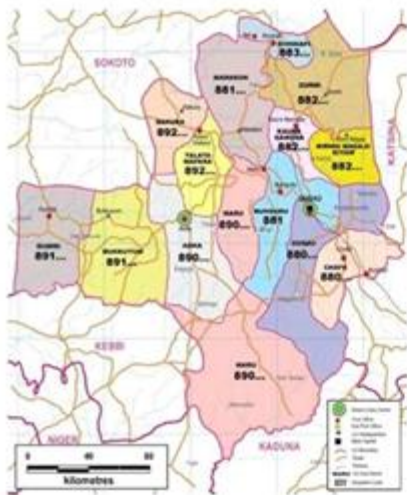
### OPERATIONAL FRAMEWORK



The framework score on our **ECONOMIC DEVELOPMENT** target will reflect the following by the end of the first 4-year term.



### OPERATIONAL FRAMEWORK



The framework score on our **SOCIAL WELFARE** target will reflect the following by the end of the first 4-year term.



**Zamfara State Showcases Investment Potential at 9th Nigeria-EU Business Forum**

At the 9th Nigeria-EU Business Forum held on July 2, 2024, in Abuja, Zamfara State, led by Deputy Governor Malam Faruq Lawal Jobe, demonstrated its dedication to international cooperation and sustainable development. The state was the only one fully represented at the event themed “*Investing in Jobs and Sustainable Future.*” Executive Director for Development Partners, Mrs. Maryam Yahaya Musa, stressed the importance of direct engagement with states for impactful results. Commissioner for Basic and Secondary Education, Hon. Hadiza Yar’Adua, highlighted reforms in educational infrastructure and youth empowerment. Dr. Kabir Masanawa, Executive Director for Economic Development and Investment, outlined Zamfara’s investor-friendly policies and economic opportunities. Chief Economic Adviser, Hon. Khalil Nura Khalil, emphasized the state’s strategic economic vision under Governor Lawal’s leadership. Zamfara’s active participation reflects its commitment to fostering partnerships, sustainable growth, and job creation.



**GOVERNOR LAWAL, DG ZAMFARA STATE INVESTMENT PROMOTION AGENCY AND OTHER KEY OFFICIALS AT THE WESTMINSTER AFRICA BUSINESS GROUP (WABG) IN THE UK PARLIAMENT.**

Governor Dauda Lawal of Zamfara State highlighted the state’s economic potential during a keynote speech at a lunch hosted by the Westminster Africa Business Group (WABG) in the UK Parliament. He emphasized opportunities in agriculture, sustainable mining of lithium, gold, and iron ore, as well as investments in energy, healthcare, and education, particularly for disadvantaged children. The Governor was accompanied by key officials, including Hajiya Bilkisu Sulaiman Ibrahim, Director General Investment Promotion Agency Hajia Mariam Yaro, Executive Secretary of the Zamfara State Development Management Board; Hon. Jabiru Abdullahi Tsauri, Chief of Staff; Mouktar Mohammed Lugga, Principal Private

Secretary; Lawal Umar Maradun, Chief Economic Adviser; and Ibrahim Musa Gusau, Chairman of Zamfara Football Academy. The delegation, guided by lead consultant Haroun Abba, toured the historic Houses of Parliament to observe parliamentary proceedings. The event was hosted by Andrew Rosindell MP, with WABG Chairman Laurence Robertson and Vice Chairman Tim Johnsen present.

