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# ENUGU FOOD & FASHION FEST MAGAZINE

(THE MAIDEN EDITION)

5 REASONS TO  
**INVEST**  
IN ENUGU  
BY ARINZE CHILLO

• **ENUGU**  
CONTENT CREATORS  
WE LOVE

• FOOD • FASHION • ENUGU CULTURE



## EDITOR'S LETTER

In September 2018, I wrote an article about the exodus of brilliant young people from the southeast to the other part of the country with perceived greener pastures. You know that part of the country, the one with endless traffic and yellow danfo buses. I argued then that it was unwise to wait for regional stability before great projects could be executed here in the southeast. I projected then, that those who stick around to invest in the southeast would reap bountiful benefits in the near future. Today, as I sit here and pen these words down, I feel almost like a prophetess who caught a glimpse of the future. I smile now as I write, proud to be affiliated with one of the pioneers championing the growth and advancement of the southeast region.

Food Meets Fashion which has, over time, metamorphosed into 'Southeast Food and Fashion Festival', is the brainchild of Jasmine Naza Onyia, the CEO of Nasmine Media Group, with the aim to celebrate, promote and explore the rich culture of Ndi Igbo, our cuisines and indigenous fashion brands. This year's event is bigger, better and ushered in the first edition of our magazine. This maiden edition is an ode to all the trailblazers in Enugu, the ones who are changing not only the narrative but contributing to the economy of the state with their brilliant ideas.

We caught up with the multifaceted salesman and entertainment consultant Mc Ohis, who shared his unique Enugu story with us. We also listed our favourite Enugu based digital content creators, a solid five-pronged reason why investing in Enugu is a wise decision from the desk of Arinze Chilo-Offiah, the special advisor to the governor of Enugu state on SME Development and facts about Enugu you probably didn't know. We also featured amazing trailblazing women, who are pillars of inspiration and strength to the younger generation.

I'll leave you to discover the rest on your own. From food to fashion, we're giving you a taste of everything. I hope you saved your appetite because there's a lot for you to digest.

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