

CORPORATE NEWS

JUNE 2023

EDO STATE TAKES A GIANT LEAP IN TOURISM



Mrs. Obehi Aire-Okafor

The Edo State Government (EDSG), as part of its endeavor to diversify its revenues away from oil dependence, took a giant leap in announcing the appointment of **Mrs. Obehi Aire- Okafor**, as the **pioneer acting Managing Director** of the newly established Edo State Tourism Agency.

The **State Governor, Godwin Obaseki**, had in February 2023, signed an Executive Order birthing the Tourism Agency, as a key element of his vision to harness the rich history and cultural heritage of the Edo people.



Obehi with the MD Diageo Irish Brand Homes, Catherine Toolan, in Dublin

Obehi had served as the Chairman of the Sub-Committee of the Edo State Steering Committee in charge of Infrastructure and Corporate Stakeholder Engagement (SteerCo) in the last two years.

As Chairman, she was able to get in-principle commitments of major corporates cutting across key sectors of the economy, to partner with the State government in ensuring a smooth and seamless take-off of the agency.

The EDSG had through the SteerCo, painstakingly carried out an in-depth analysis of the potential of tourism in Edo state. A tourism master plan was developed by Verraki, the management consulting firm, which worked with the SteerCo.

OBEHI- PASSIONATE ABOUT EDO CULTURE & HISTORY

Obehi is an accomplished Lawyer with an impeccable pedigree. She is a product of the University of Lagos, where she obtained a Bachelor of Laws, LLB. She proceeded to obtain an LLM (Master of Laws) in Corporate and Commercial Law from Queen Mary, University of London, and had spent considerable time in Project Management in the Real Estate Sector, focusing on the major markets within Nigeria and abroad. In addition to real estate, Obehi in the last few years executed brand renewal and transformation of several corporates including Financial Derivatives Company and its affiliates as part of its corporate repositioning. She is also a member of the Institute of Directors, Nigeria.



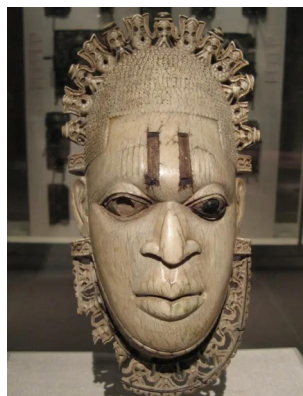
Born in Benin, Obehi hails from Opoji in the Edo State Central Senatorial District, and is the daughter of the renowned scholar, **Dr. John Utomi Aire**, who was the **Bendel State** Commissioner for Trade and Industry from 1975 - 1978. She is a scion of the famous Marcel Borha Family of Ubiaja.

Obehi is passionate about corporate governance, transparency and

accountability. Part of her role as the acting Managing Director and CEO of the agency is to use cutting edge technology and virtual channels to make Edo State the preferred tourism destination in West Africa for both local and international tourists by highlighting the state's unique culture, history and pleasant people.



With Björn Ulvaeus of the iconic music group, ABBA



The mask of Queen Idia



Emotan statue