KADUNA INTERNATIONAL TRADE FAIR COMPLEX

THIS IS A THESIS SUBMITTED TO THE DEPARTMENT" OF ARCHITECTURE AHMADU BELLO UNIVERSITY, ZARIA

BY:

ABDULBAQI, ANWAR YAKUBU

IN PARTIAL FULFILMENT OF THE CONDITIONS FOR THE AWARD OF DEGREE OF MASTER OF SCIENCE IN ARCHITECTURE

DEDICATION

This thesis is dedicated to the entire members of my family for bearing with me throughout my years of studies.

Special regards are given to my father and mother for launching me into this world.

Worthy of mention also are my brothers Muhammed Kabir Yakubu and Muhammed Munir Yakubu whose moral and financial support pushed me through my studies.

PHILOSOPHY

ARCHITECTURE IS THE ART AND SCIENCE OF creating spaces (shaped or enclosed) for human purpose. Percieving architecture requires participation and the aesthetics of architecture is the response of the mind to and perception of the physical environment.

Thus aesthetics of architecture should be both functional and artistic as found in natural environments. Architects should therefore take a cue from nature and combine the aesthitics of function with that of perception.

DECLARATION

I Anwar Yakubu Abdulbaqi hereby declare that this thesis KADUNA INTERNATIONAL TRADE FAIR COMPLEX, 1987 is a result of my own efforts through research into various materials and that it has never been presented to this or any other University as a thesis.

Anwar Yakubu Abdubaqi

CERTIFICATION

THIS THESIS ENTITLED KADUNA INTERNATIONAL TRADE FAIR COMPLEX BY ABDULBAQI, ANWAR YAKUBU MEETS THE REGULATION GOVERNING THE AWARD OF THE DEGREE OF MASTER OF SCIENCE (ARCHITECTURE) OF AHMADU BELLO UNIVERSITY, AND IS APPROVED FOR IT'S CONTRIBUTION TO KNOWLEDGE AND LITERARY PRESENTATION.

NAME AND SIGNATURE DATE

CHAIRMAN, SUPERVISORY COMMITTEE

MEMBER, SUPERVISORY COMMITTEE

MEMBER, SUPERVISORY COMMITTEE

HEAD OF DEPARTMENT

DEAN, POST-GRADUATE SCHOOL

ACKNOWLEDGEMENTS

I thank all those that took part directly or indirectly in accomplishing this work.

Moreover I thank the members of my supervisory group for their help particularly my mentor Arch A.A. Mbina for his advice and constructive criticisms. I also thank the staff of the Kaduna chambers of commerce Industry and agriculture charged with the management of the Kaduna International trade fair for their cooperation in releasing all necessary information for the thesis. Hence I make particular mension of Alhaji Muazu Isa, the director general of the fair (1987); Alhaji Yahaya, excutive secretary and Mr. Ushieme an assistant executive secretary; for the time they sacrificed discussing relevant issues with me.

Further more I thank my numerous friends who took interest in the work and reigned evalanche of constructive criticisms.

Worthy of mension are Dangiwa A.M. (ahi zabga) Ibrahim, S. (asha shayi); Ali, M.K. (Yallabai); sufiyanu, Y. Salisu Sami (man Salis).

Most of all my thanks go go Allah for giving me the ability to undertake this work.

ABSTRACT

THESIS TOPIC: KADUNA INTERNATIONAL TRADE FAIR COMPLEX

The Kaduna trade fair is an annual trade show that last for about a week and is organized by the Kaduna Chamber of comerce with assistance from both the Kaduna State and Federal Governments. It was started in 1974 as a local fair and attained International proportions in 1979. The fair has a good attendance and sales record and in recent times it has attained the level of a festival that draws regional spectators on the social scale.

Like most events of its kind it was concieved as a means of providing forum for businessmen and exchange of ideas, open market for new products, attract foreign and local investment, expose new inventions and educate the public at large. Even though it is one of the two trade fairs sanctioned by the Federal Government as international (the other being that of Lagos), it has no permanent site but holds on a piece of land at the Murtala square Kaduna by the grace of the National sports Commission. This is the biggest impediment of the fair.

The goal of this work therefore is that of providing a fitting exhibition centre for the fair that will go well with its activities by providing properly planned facilities that will reflect the exhibits, climatic condition and its socio-cultural status as a festival. Since the period of main usage is there abouts of a week, the centre will be adoptable to other uses, So that it doesn't become a ghost town when no exhibition is taking place. The study also intends to make policy and organizational suggestion to improve the fair generally.

To achieve the stated goals the research will be geared in this directions:

i) Evolution of trade fair and trade fair designs,

ii) The socio-cultural value of the fair as regards its present form and any bearing it may have on its antecedant (the Local market days is rural areas weekly and by-weekly which are mini-trade fairs in their own rights.)

iii) Possible derivation of forms that will enhance its image on the social scale without divorcing its function as mainly

that of exhibition,

iv) Ways in which climatic factors will best be taken care of.

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DEFINITIONS

Fairs in ancient times were periodical gatherings for exchange of goods sandwitched with religious and civic rites.

The word fair was derived from the latin word feria meaning a religious feast. However the German word for the fair 'messe' is considered the most appropriate discription and it means a religious as well as economic ceremony. This definition is valid for the ancient and madieval times.

Another aspect by which the fair is defined is that it has a large coverage area and it essentially deal with long distance trade. As an off-quoted 13th century writer put it "fairs deal with large things and to them come men from a far. Markets are for lesser things, daily necessities of Life..... and only people from near at hand come". Thus most of the long distance trade of the old days is considered as a fair.

However the oxford illustrated dictionary defined the fair as a periodical gathering for the sale of goods, often with shows and entertainments at place and time fixed by status or custom.

The religious aspect of the fair is glaringly absent thus suggesting this definition to be that of fairs after the industrial revolution.

In current times a trade fair is an annual event open to all sections of the economy (manufacturing and service industries) and participants exhibit their wares for the purpose of selling, getting supply orders of creating markets. The public are also free to attend.

A different kind of fair that is often confused with a trade fair is the exposition.

An exposition is an erratic large scale gathering of nations exhibiting in most cases aggresively - their progress in science, technology and culture. It is essentially political with little commercial purpose. Some of the differences are tabulated below.

DIFFERENCES BETWEEN EXPOSITIONS AND TRADE FAIRS

TRADE FAIR	EXPOSITION
A regular event that takes place annually at same venue.	Erratic with no regular periodicity and hardly holds at a venue twice.
Highlight trade and technologies from specific industries	Highlight politics and achievement of countries.
Exhibitions take place in stands constructed in exhibition halls	Exhibitions in self-constructed pavillions.

CHAPTER I

INTRODUCTION

In my search for a field of study for my thesis I came across a literature of the Kaduna chambers of commerce, Industry and agriculture in which there was a proposal to change the venue of the Kaduna International Trade Fair to a permanent site.

The proposal was restated by the director general in his speech at the opening ceremony of the 9th Kaduna international trade fair in February, 1987 where he said "we have recently signified our intention to move this fair from the present site to our permanent site on the Western by-pass. This move will be accompolished by 1993". In his own address at the same occassion the president of the chamber said: "The director general has made mension of our proposed change of venue by the year 1993. This is going to be a major investment for the Kaduna chamber of commerce which would consume a considerable amount of the chambers resources. We are going to use our own resources of course (SIC) and borrow from the bank if we can". From the preceding discussions, it can be said that the chambers is seriously committed to the

establishment of a permanent trade fair complex for its use.

MOTIVATIONS

Nonetheless, the merits of such a study are regorously examined on the basis of:

i) The importance of the fair to the nation (and its immediate environment in particular) economically and socio-culturally.

ii) Its' relevance to the field of architecture and

iii) The feasibility of the project.

1. ECONOMIC IMPACT OF THE FAIR

Nigeria has since independence been on the drive for industrialization like most other developing nations and not much has been realized so far. However a lot of policies have been introduced which are often aggressive towards achieving this goal. It is in view of this that the stated objectives of the fair are of great interest. The chamber stated the objectives as:

i) Encouraging and promoting the establishment of manufacturing industries in Kaduna particularly and Nigeria in general.

ii) providing opportunities for business contracts and interections between Nigerian and foreign business organizations.

iii) To act as a window for Nigerian goods thus exposing them for exports.

The government has recognised the economic importance of the fair. The Chief of general staff rearіadmiral Augustus Aikhomu speaking on behalf of the president at the opening ceremony of the 9th Kaduna international trade fair said "The trade fair is a unique opportunity for an assesment of the nations march towards industrialization". Further on he added that "Increase in the number of participants at the fair this year indicate the rising tempo of economic activity in the country and the growing confidence of the international economic community in Nigeria's economy".

Socio-cultural functions of the fair

The fair is a popular event and is a local point that draw crowds of visitors from all over the country as well as from abroad.

A festive atmosphere generally consumes Kaduna during the fair with increase in vehicular and pedestrian traffic going to and from the fair.

The reports on the fair in the newspapers, radio and television station generally help to augument the festive atmosphere. Moreover the scream of VIP siren notifying their arrival is also an aspect of the occasion.

The cultural dances staged for the visiting dignitaries educate the citizens on the culture of their fellow country men thus encouraging the aspect of adhesion while at the same time serving as a tourist attraction.

Further more the consuming public are provided with an array of competitive manufactured goods thus placing them in a better position of purchase.

2. ARCHITECTURAL CONSIDERATIONS

Exhibition architecture has been of some help in the development of architecture because it sometimes serve as a testing ground for materials and techniques. For example it was in an exhibition building that large scale use of steel and glass as building materials was employed. Besides it provides freedom of architectural expression and Vocabulary, Dramatic design immediately associated with exhibition architecture has wide application in architecture in general especially in tuning the mind to the purpose of the edifice.

1.14. FEASIBILITY OF THE PROJECT

The trade fair on its own generate a lot of revenue through sales of tickets and exhibition space. Other sources include advertising sales and gate fee at miss trade fair show. The money generated is in no way small. For example in 1984 the amount generated was in the neighbourhood of ₦300,000. This has risen to over ₦1 million in 1987. The profit out of the 1987 figure was around ₦300,.000. Thus the fair is an economic event.

However to reduce overhead costs other revenue generating activities will also be accomodated at the site. Further more posibility of using the site for such activities as specialized fairs, indoor sports and television film studio will be explored.

Thus from the discussions above the Kaduna International trade fair deserve study.

1.2. AIMS AND OBJECTIVES OF THE THESIS

1.2.1. AIMS:

i) To study historical and architectural evolution of fairs.

ii) Study the importance of fairs in Nigeria and architecture.

iii) Study the problems of the Kaduna international trade far.

iv) Study the architecture of trade fair grounds

1.2.2. OBJECTIVES

i) To design a trade fair complex that will adequately serve the activities of the Kaduna international trade fair.

ii) Easily expandable pavillions to cater for sudden increase in participants.

iii) Multi-functional pavillions design to offset capital costs.

iv) A park-like setting for the pavillions to augment the recreational aspect of the fair.

v) To employ human aesthetics worthy of exhibitionsm.

vi) To make recommendations on improvements that can lead to full exploitation of trade fairs.

CHAPTER 2

2.1 EVOLUTION OF FAIRS

Antagonists of trade fairs believe that these events are a costly burden on organizers and participants alike. They also claim that with the coming and spread of such formidable advertising medium as the electronic media (radio and television) the advertising aspect of the fair is weakened. Added to these are the modern marketing methods of market research and engagement of salesmen to open new markets to products, which further weakens the purpose of fairs. They therefore concluded that the demise of fairs is not far from sight.

However fair protagonists counter with such arguments that; trade fairs are by far cheaper as maketing madia than advertisements. This is so because hundreds, thousands and sometimes hundreds of thousands of potential customers are exposed to the wares of the participants, whom otherwise wouldn't know about the existence of such product.

Furthermore the media itself is galvanized into giving coverage to the fair when the event is on, further widening the potential market of products.

The fair also provides medium of intimacy between the potential customer and the product in that the product can be subjected to test with all five

sences (seeing, feeling, smelling, testing and hearing) as the case may be thus creating intimacy.

Its this factor of intimacy and choice (from competitive products that provides the key to the success of trade fairs).

Three periods of development of trade fairs are easily recognisable. These are the ancient and madieval times, the industrial revolution era and the modern trade fairs.

2.2. THE ANCIENT AND MADIEVAL ERA

The idea of trade exhibitions must have been as old as civilization (that is creation of cities) which must have started between 6000 and 5000 Bc. At this time trade was mainly between the cities and their hinterland. Items of exchange were mainly food items (from the hinterland and craft objects and farming impliments from the cities.

However regular international trading started at trading sities like Byblos and Alexanderia under the control of the Egyptians. Alexandria was the most important trading site where timber was barted against art objects and precious metals.

Athen took over from Alexandria and became the trading centre for asiatic, Egyptian and Italian traders. Objects of trade were wines, oil, fruit and

vegetables. With the decline of Greek civilization the Romans took over the control of trade. The port of Ostia was the main trading centre where wines and precious metals were exchanged for silk and glassware from china and gum spices and perfume from Arabia and India.

So far what has been discussed is trade with no particular reference to a fair.

It was probably the Romans that invented fairs (though on a local scale) which they called the nundinae which were held on the ninth day of each month. It is said that they use these fairs in gripping the newly conquered areas.

At these fairs timber, wool and animals (for religious sacrifice) brought from the rural areas where bartered againsts artifacts and crafted objects like farming implements.

Other ancient fairs existed in the east such as found at Mecca (Saudi Arabia) and Itababad (India). At Mecca, trade was accompanied by religious poetry and dances.

During the Islamic era, a lot of trading stations (originally built as resting places for merchants along their routes) sprang up, these places became fair sites. Some of the important ones are found at Konya and Aksaray both in Anatolia.

In Europe, the fair resurfaced in the middle ages. Around 1511 a permanent fair site was established in paris, France, known as the fair of saint German. A large rectangular hall built of stone was used and it was divided into regular compartments by six parallel and longitudinal aisles and a set of five parallel aisles across its width. Stands were erected along the aisles. There was also provision for open air exhibition, Where stands were erected in the open.

Merchants were classified according to their industrial categories mainly clothing, foods leisure and arts. The participants were not only french merchants but there were foreigners as well. A theatre was added to the site later thus laying down foundation for present day fair sites.

Through out the period discussed free movement of merchants and their goods was assured by the authorities of the fair town. This encouraged free trade. It was only through the fair that luxury items such as procelein faiences, silk and lace were purchased at the time.

In Europe the fairs took two major axes. One started from Genoa and venice through the mediterranean and Atlantic to Bruges and London and the

second started from Italy again through the rhine on which lies the Ghart and Frankfurt fairs.

2.3. INDUSTRIAL REVOLUTION ERA (700-1925)

This represents the period of industrialization in the west, which started in the 16th century when the conglomeration of workshops named 'Manufactura' replaced single workshops and division of labour was introduced. These increased production to meet the level of demand at the time.

But in the 18th century high rate of economic growth increased demand of products which was not met by the manufacturers. The industrialists then experimented the use of machine tools (as opposed to hand tools) for manufacturing and they succeded. This was the beginning of industrialization which has now been achieved in many nations but which others (the developing countries) are striving to achieve.

In the late 18th and early 19th century, industrialization caused surplus production of goods beyond the immediate markets of the industrializing nations. This forced them to look for ways in expanding their markets.

It was the French that opened the avenue of exhibitions as means of expanding markets. Alot of national exhibitions were organised in Paris in the 18th century where mostly french industries exhibited their wares.

However the first international exhibition was held in Hyde park, London, England in 1851. It was recorded that a total of 13 937 exhibitors participated and that 6,039, 205 visitors were recorded. Also the exhibits were estimated to be over 100 080.

It generated excitement and furor in Britain. Throughout its five and a half months period visitors came from all over England including the rural populace. Industrial products such as the steam engine, sugar retining apparatus, steam turbine etc. were exhibited. There were artitacts as well, mainly sculptures and furniture.

The exhibition was very popular and it boosted international trade in general and Britain's export in particular. It became a pacesetter and was widely immitated by others. In 1854 an international exhibition was convened in U.S.A. in New York, where a miniature of the crystal palace (used for the London exhibition) was erected. At this exhibition, the invention of the elevator was

publicized. There were alot of international exhibitions that followed such as the ones in 1855 and 1868 both held in Paris, Frances. However among the most famous of these exhibitions was the one held in Paris in 1889 which exhibited the effiel tower (a high steel structure that held world record for tallest structure for quite sometime) and the first building to span over 100 metres (the gallerie des machines) was part of the exhibition structures.

Then came the chicago columbia exhibition which was a great exercise in town planning but this aspect was over shadowed by the use of neo-classical forms in the exhbition pavellions which one of America's best known Architect of the time (Louis Sullivan) claimed would set American architecture back by a century.

At the turn of the century (early 20th century) the fairs became more of political events where exhbition pavillions and exhibits are such that either the host country or participating countries aggressively show their might. Thus the exhibitions became political bullying grounds.

One of such exhibitions took place in Paris in 1900 and another was staged at st. Louis in 1904.

It occupied 1000 acress and it exhibited the washington University.

The industrial revolution fairs (1700-1925) increased international trade in general and that of the industrial countries in particular.

For example the London exhibition of 1851 boosted British exports.

The fair encouraged trade liberalization thus reducing protectionism.

It served as a good place for generating ideas since noteworthy inventions of the times were displayed e.g. The elevator was exhibited in New York of 1854. Thus it is often called the 'shop-window exhibition' era and catalogue of the industrial revolution.

2.3.1. ARCHITECTURE

This period of fairs saw the creation of the crystal palace out of the architectural confusion of the period. It was agreeably a most imposing edice and the first building of its' size to explore the use of iron and glass as building materials. The dimensions of the edifice were as follow:

Breadth of the main building was.

It used a total of 4500 tons of iron, 600,000 ft^3 of wood and 900,000 ft^2 of glass area it had a total of 989,924 ft^2 exhibition area.

It was a vast greenhouse whose green house effect was reduced by the use of coated glass for the roofing.

It was without doubt a head of most of its contemporaries at least in the use of building materials. Another noteworthy building of the period was the Galerie des machines in the 1889 Paris fair. This was a large building and it was constructed using wrought iron arched lattice girdes placed at intervals. The span of the building was 115m which was a world record for clear span at the time.

These two buildings opened avenue for large scale use of iron and glass for building as well as techniques for achieving large span.

The Effiel tower is another outstanding structure which used wrought iron as the main building material. It was an engineering as well as architectural achievement.

2.4. MODERN TRADE FAIRS (FROM 1925 UPWARDS)

As stated earlier, at the turn of the 20th century fairs became too rampant. In order to coordinate fairs (so as not to let them degenerate into uselessness) a body was formed by some major fair towns such as Brussels, Frankfurt, Leipziq, Zagreb etc. The body was charged with the responsibility of standardizing fairs of international refute. It recognised two types of fairs.

2.4.1. TYPES OF FAIRS

Worlds fair, international exhibition, exposition:-

These refer to the erratic international exhibitions where nations gather to exhibit their technological advancement and culture. These events are mainly political and have no fixed venue but shifts from one country to another at no fixed intervals. Only very large companies of the host country are allowed to erect their own stands outside the national stands but all other business establishments from whatever country exhibit their wares within their national stands. Recent examples of these events are the 1967 exposition in Montreal Canada and the 1970 Osaka exposition in Japan. As stated earlier these events were mainly for political prestige, but

they have little economic value and were the off-shoot of the 19th century international exhibitions.

TRADE FAIRS: This class of exhibition was a revival of the ancient type of fairs immediately after the first world war. As stated in the definition of fairs these events had fixed venues and fairly fixed periodicity and are mainly economic events. They are mostly seen as international periodic markets. At these events participants are provided with pavillions and other complementary facilities for the purpose of exhibiting their wares.

It is this latter category; the trade fair; that is the subject of this study.

2.4.2. THE BOOM IN TRADE FAIRS

Since the end of the first world war the ancient made of international trading was revived mainly in old trade fair centres such as Paris, and liepzig etc. This was due to the fact that there was proliferation of industries and cheaper means of marketing than the prestige seeking international exhibition was necessary.

The second world war disrupted the development of these fairs. However at the end of the second world war fair monopoly by traditional fair cities like Frankfurt was broken by a non traditional fair sites like cologne.

Fair centres sprang up all over Europe such as in Dusseldorf, Hannover and others. The United States, Eastern Europe and Russia were not left behind.

For example, the United States institutionalized annual trade fairs in all Its State capitals.

The 60s and 70s saw the establishment of many trade fair centres all over the world especially in the newly independent states.

Thus the fair business became important and was estimated at about $8,000 million by the close of the 70s. The developing and under-developed countries of the world all saw it as an avenue towards immediate development and industrialization. Thus trade fairs are found in Sao Paulo lima and Bogota in South America. Casabalance, Algiers and Cairo are some of the fair centres in North Africa. Dakar, Lagos and Kaduna are some of the centres in the West African region while Dares Salam and Nairobi are the leading in East Africa. In asia specialized exhibitions are established in Japan while general trade fairs are organized by the Chinese. In the near east Damascus, Baghdad, Tehran and Tel aviv are trade fair venues.

Thus the trade fair has become fully entrenched as an arm of world trade network and it's spread point the direction of its success.

2.4.3. TYPES OF TRADE FAIRS

THE GENERAL TRADE FAIR (HORIZONTAL EXHIBITION)

This is an event in which participants are drawn from all sectors of the economy. Thus manufactures,businessmen and service industry participate and its open to the public throughout its duration. It is the most popular fair and is usually held anually at fixed venues.

At this kind of event businessmen and even governments can establish rapport with one another and support or partnership in projects can be acquired.

Participants (exhibitors) are given the chance to find the competitiveness of their products and its acceptability.

The consumer on the other hand can see the product in action, handle it, smell it or try it out as the case may be. Further more he is provided with an array of competitve products from which he can make his choice.

SAMPLE FAIR

This is a fair at which immediate purchase of products is not made, but orders (normally in large quantities) can be placed for future delivery. These are more or less .specialized fairs.

SPECIALIZED FAIRS (VERTICAL FAIRS)

Because of growth of industries dealing in varipety of products the specialized fair was evolved. This event devouts attention to a particular industry say Agriculture or even a sector of an industry e.g. machine

tools sector of the engineering industry. The participants have clear cut marketing objectives and the visitors are selected specialists in that industry or sector. 'Vertical fairs affer management, technicians and other professionals of a particular industry the latest technology and equipment in use in that sector. This kind of fair is often carried out hand-in-hand with technical symposia and other such events to augment it.

It is mainly for marketing purpose not for immediate sale. They are held at regular intervals at fixed venues.

COMMERCIAL FAIRS

In this kind of event a representative number of companies participate with the intention of convincing specific audiance to buy, use or specify their products. This kind of exhibition is not regular but are staged to meet particular marketing needs.

SEMI-PRIVATE EXHIBITION

This is an event in which only a single manufacturer is the exhibitor and is staged to a particular audience.

For example; car manufacturer launching a new model with the dealers as the visitors of audience.

TRADE MART:- This is a year round show room for products of one or more industries and can be incorporated in trade fair site.

2.5. TRADE FAIRS IN DEVELOPING COUNTRIES

It has been stated earlier that the fair resurfaced in the form of international exhibitions in the 18th century to serve the then industrializing countries as a tool of boosting markets for their products. Besides this main aim it also created awareness, generated ideas and served as a venue for industrialist to discuss new ventures.

The role of trade fairs in the industrialized countries have remained the same (mainly marketing medium for products especially new ones). Besides they have also become a business and is generally considered as part of the tourist trade.

However, in developing countries the aims of fairs are quite different. Most of the developing countries were under the auspices of colonial masters and they generally got their independence after the second world war. Because throughout the colonial period their economies are tied closely to their colonial masters after independence moves were made to break away the colonial strangle hold on the economy of these nations. Also the colonial masters left a legacy of importation of manufactured goods in their former colonies thus making them dependant upon them.

It is with this in mind that national government of these countries embarked on policies that are to make their economies self-reliant. The impact of trade fairs in developing countries can be broadly speaking

economic and social.

2.5.1. ECONOMIC SECTOR AND THE FAIR

The impact of the trade fair on the economy of a developing nation is through:-

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

The (UNIDO) see the fair as a tool through which developing nations can achieve industrialization. The key to the success of the fair as a tool of industrialization is the integration of the fair with other arms of the industrial policy and thus gearing its theme to that of the industrial policy of the country. Also during fairs wide range of technological processes are displayed and the country in question can then choose from these array of technologies an appropriate model for its use.

The fair often directly lead to the establishment of a new industries and generate ideas in the visiting public.

DIVERSIFICATION OF TRADING PARTNERS

A lot of the developing countries were tied to one main trading partner through colonialism. Participation of a number of countries open avenue for establishing trade partnership between developing and developed countries, and between developing countries themselves.

increase in external trade

At trade fairs developing countries exhibit their products and interested businessmen from foreign countries may take interest in importing the product to their countries or setting up an affliate industries in their

home state. Moreover, the exhibitor from the developing country may deal directly with a foreign government interested in his product.

INCREASE IN FOREIGN INVESTMENT

Most developing nations have wealth in Agricultural and natural resources but lack the technology and or the financial strength to embark on the exploitation of these resources.

At fairs organized in these countries foreign businessmen are exposed to the economic potentials of the country, its peoples and its laws thus enabling them to be in a position to analyse the possibility to invest in the country.

TECHNOLOGY TRANSFER

The idea of technology transfer is often mate with sneer in developing countries because nothing of this kind has been achieved in these countries. However, technology transfer can be achieved through careful selection of basic industries to be establishment especially those in the engineering industry particularly the machine tool sector. Such basic technologies are often on exhibition at trade fairs and can thus be employed by developing countries.

1.5.2. SOCIAL RELEVANCE OF FAIRS

Tourism:- Internal tourist trade in developing countries is a very small one. But more often than not a lot of people attend fairs in their country located very far away from home. Usually the visitors and participant

room the fair town to get the feel of the towns thus boosting the tourist trade of the town.

Education:- The fair serve as a forum where a vast number of citezens are educated about the progress of the world and such things as government policies can also be picked up at fairs.

Students (especially those in the primary and post primary level) can broaden their minds and expand their intellect at such events.

Also since symposia are often run congruently with the fairs university dons business men students and even policy makers are brought together to exchange ideas.

Festival (Socio-cultural):- Fairs are often accompanied with incessant visits from government officials and on whose behalf cultural dances from various regicns of the state are staged thus bringing to light the various culture merged together to form the country.

This is very important in often volatile colonized countries where artificial boarders were created and in some cases hostle communities were merged in the same country. This can help in increasing understanding and national unity. The hub-hub created by visit from top government officials and the cultural dances and other shows merge to create festive atmosphere in the host town.

Thus the trade fair is both an economic and social event in developing countries.

It has been seen that the fair play an important role in the economic and industrial development of developing countries. Besides it often become a socio-cultural and recreational event as well.

The prolifaration of trade fair in these countries clearly show the success of the event.

2.6. THE ARCHITECTURE OF TRADE FAIR CENTRES

Two periods of development of almost all trade fair centres are clearly marked. These are:-
Temporary structures (period mostly associated with the time the fair is erractic normally at its early stage).
Permanent structures:- This is the final phase by which time the fair has become stabilized.

2.6.1. TEMPORARY SITE

The logic is that the success of the fair is tested at the early stage and when the fair prove to be a success then a fair site is established. However in an established fair town a new fair site doesn't necessarily go through the first phase.

2.6.2. PERMANENT SITES

It has been mentioned earlier that the first known permanent fair site was established in the 16th century at the Saint German fair site in Paris. The exhibition hall was a rectagular stone editice divided into rectangular compartments by six parallel aisles running longitudinally and another set of five aisles running across. Stands were then erected along the aisles.

Thus even at the time the need for orderly standardisation of the fair was realised.

The fairs of the industrial revolution era mostly used temporary structures because the fairs were intermediate between expositions and trade fairs. They were erratic and it was only in a few cases that a host town enjoy the previlage of being a host to again.

The modern trade fair buildings were mostly erected after the second world war and they will be examined under the following headings:

i) LOCATION:- After the second world war trade fair locations shifted from traditional fair centres to other competitive areas strategically located in terms of international airports, ports railway and roads. Accessibility in modern terms became the key. However in most developing countries national capitals are the main fair centres. However, Recently competitiveness is also becoming important in these countries too.

THE SITE

The site is normally choosen with the following considerations:-

Goods access:- The site should be easily accessible at least by road to railways, seaports and airports.

Infrastructure:- The site should be close to facilities like hotel for accomodating exhibitors and visitors alike.

Access:- The regional and inter-regional traffic should be examined to facilitate **arrival of visitors.**

Services:- Services like water works and electricity should supplied to the site.

The site should be firm and large enough to house the facilities required including expansion possibilities.

EXHIBITION HALLS

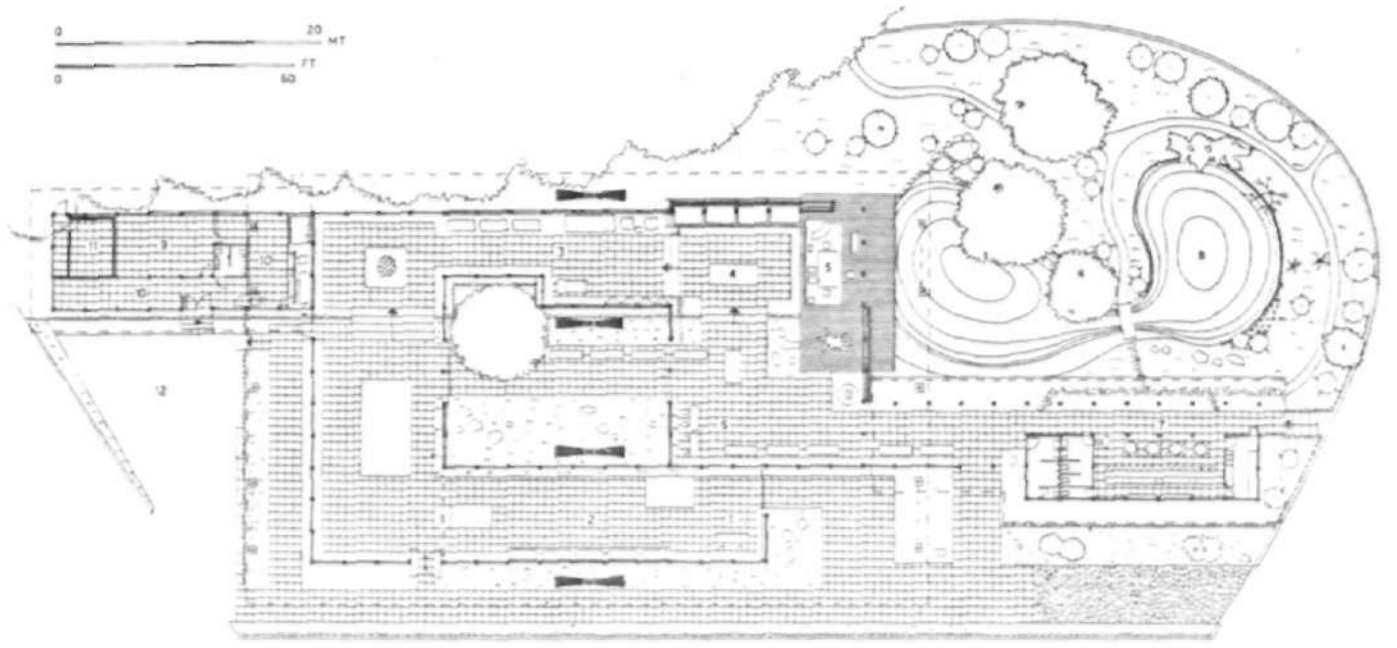
planning:- There are various approaches and concepts used in planning exhibition halls but the basic principle that almost all sites cater for is the arrangement of halls in such a fasion as to provide continous route throughout the exhibition.

Supply yards must be provided so that exhibits can be transported to the exhibtion halls easily.

The planning of exhibition halls can be broadly divided into two:- The single hall type and the grouped halls (multi-halls) type.

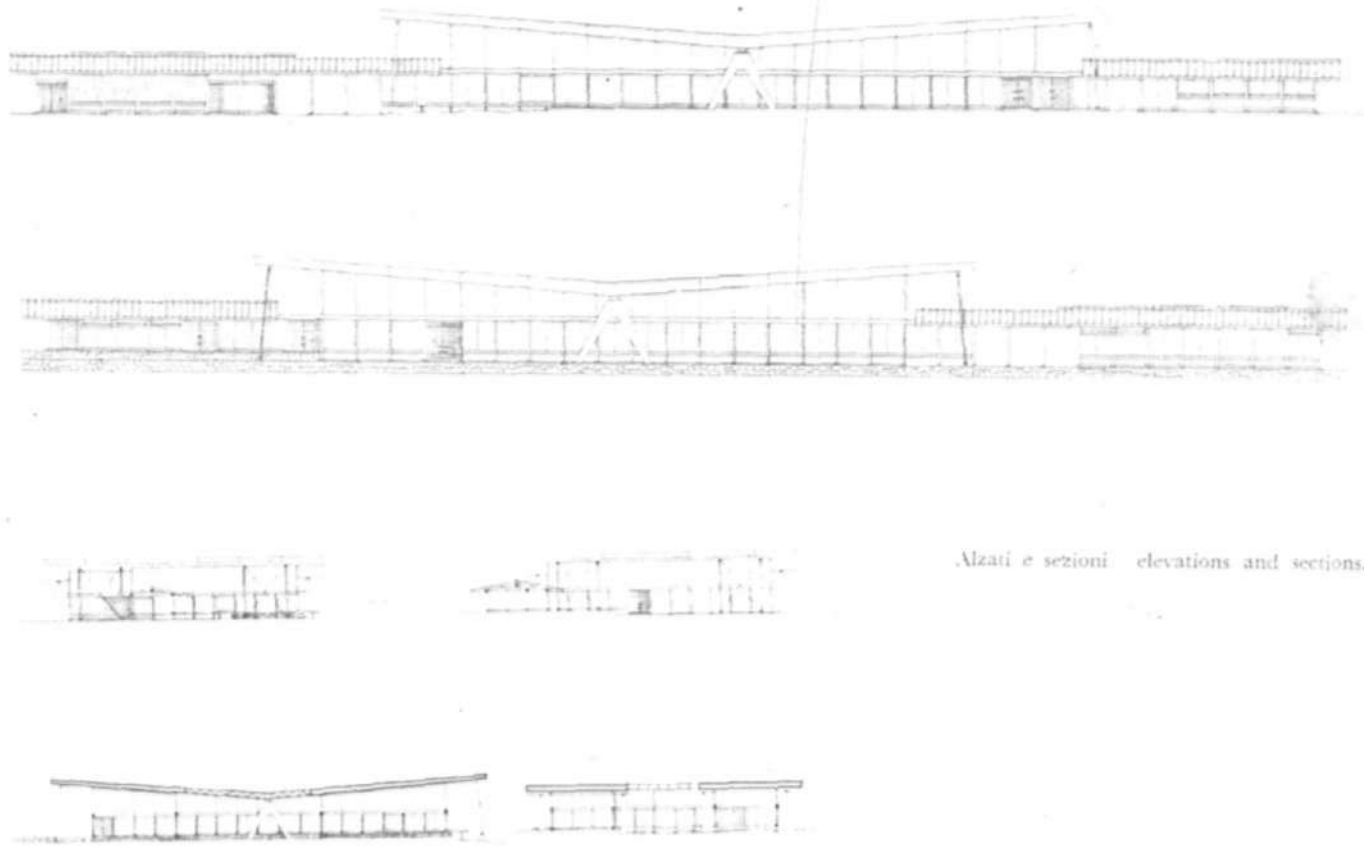
The single hall type:- A large hall is provided to serve as the exhibtion hall and all participants are alloted their exhibition space within these hall. This is remniscent of the madieval hall discussed previously. However in recent times it is used mostly in America, USSR, Hong Kong etc.

The disadvantages are easy fire spread and it cannot hold several different exhibitions at the same time. Further more excessive use is made of large span structure to cover the halls. However it has the advantage of centralising services.



Pianta plan

1 ricevimento reception – 2 oggetti tradizionali tradition – 3 tecnica industriale industrial technique – 4 ceramiche, tessuti, lacche ; ceramics, textiles, laquers – 5 sala di soggiorno giapponese Japanese living room – 6 la vita di domani to-morrow life – 7 ristorante restaurant ; 8 giardino garden – 9 ufficio office – 10 deposito storage – 11 stazione ausiliaria substation – 12 parcheggio parking.



Alzati e sezioni elevations and sections.

JAPANESE PAVILLION AT THE 1958 EXPOSITION IN BRUSSELS

The grouped hall type:- This is the most widely used planning principle for trade fair sites especially in recent day:
The advantages are: Independent exhibitions can successfully take place at the site; the spread of fire is reduced and depending on the size a hall may become a cosy exhibition atmosphere. The main disadvantage is the necessary decentralization of facilities.

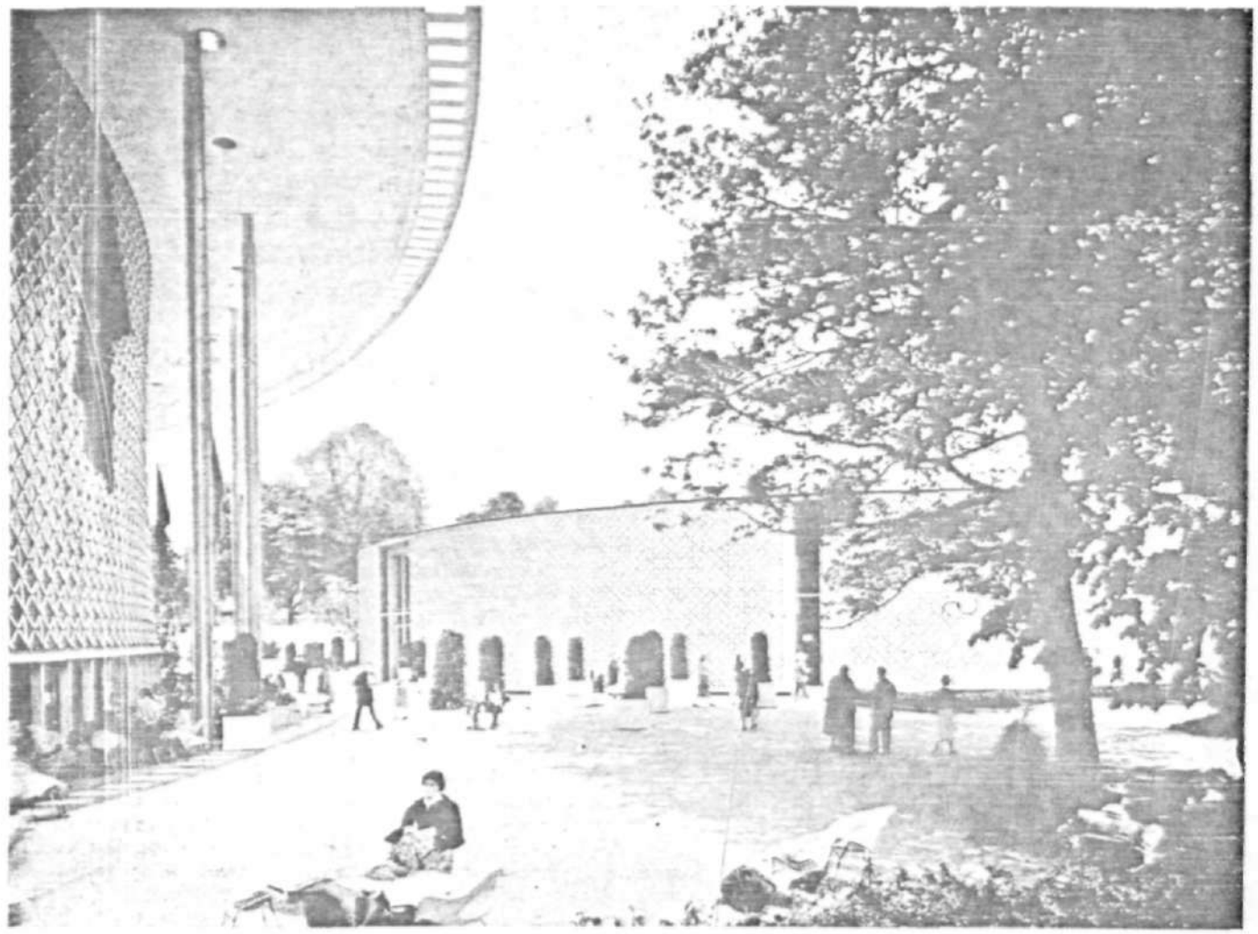
It is necessary when employing this planning concept to provide a continous route through the site. Also the hall, should be so positioned as to be equally accessible.

STRUCTURE:

Large span structures are usually employed for exhibition halls in order to provide large tree space to allow for easy movement of machinery in the hall. This also allows for changes in exhibition.

Inadvertently space frame is the most favoured structural system in trade fair exhibition halls because of its flexibility and its ability to cover large spans.
TECHNICAL DETAILS:- Floors of exhibition halls should be to designed to with stand loads of up to $\underline{10t/m^2}$ and should be hard and wear resistant.
The appearence of the floor should also be pleaseng.
The floor of hall is also mostly used for the purpose distributing such services as electricity, piped water waste water drains, compressed air etc. Condults carrying these services are provided at one per $100^2\ m^1$.

AMERICAN PAVILLION AT THE 1958 EXPOSITION IN BRUSSELS



Vista esterna del teatro circolare, con una capacità di 1.200 posti. – External view of the 1.200 seat circular theatre.

Planimetria site plan

1 *fontana* / *fountain* – 2 *vasca interna* / *internal pool* – 3 *galleria* / *gallery* – 4 *teatro* / *theatre* – 5 *Circarama.*

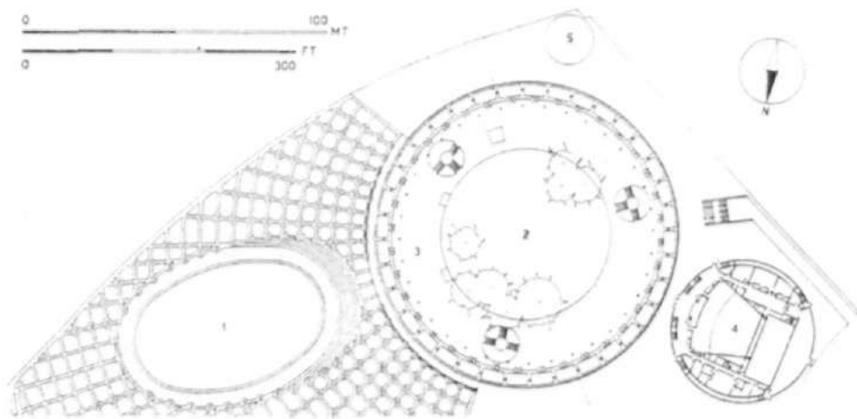
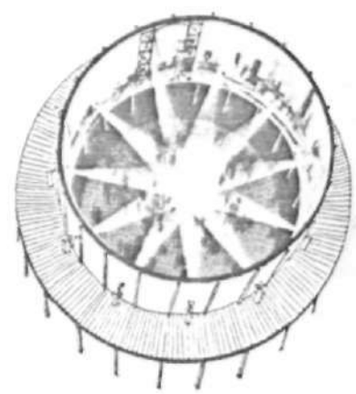


Diagramma del Circarama / Diagram of Circarama.



The wall is mostly made of cladding materials and is used to form an enclosure even though in a few cases it is completely absent.

Door openings should be at least five meters wide and six meters highe. This is to allow for entry of vehicles. Furthermore they are better if door openings are electrically controlled.

THE EXHIBITION STAND

Stands generally may have all or some of the following parts and are of from mine square meters to $15m^2$ basic size.

- Exhibition area
- circulation area
- reception
- Dispatch
- Area for business talks (office)

stores for: clothes
cleaning materials
various equipment

Walls - these are partitions used in demarcating the area of the stand and is non-structural although sometimes it is used for exhibition.

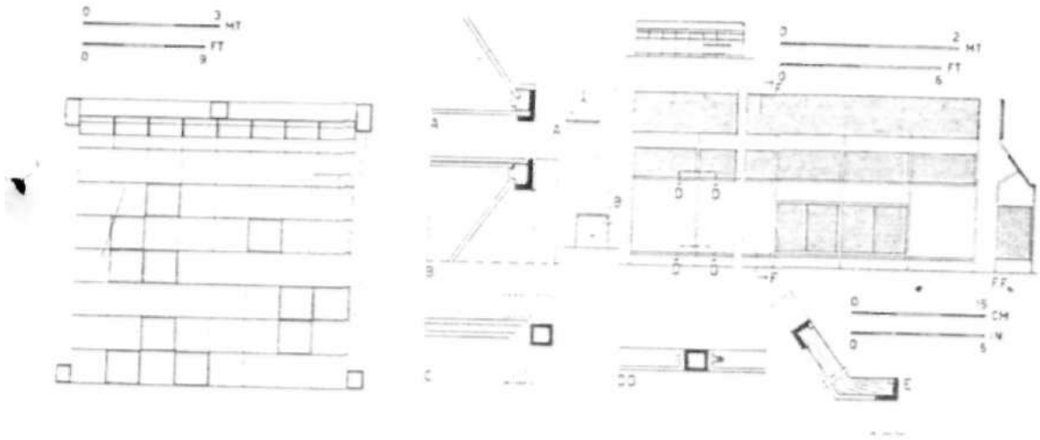
Materials:- metal sheets, plastic sheets in steel or aluminium frame, glass in aluminium frame, plywood, particle board etc Finish - paint, fabric, plastic or or strippable wall paper is used.

STAND STRUCTURE

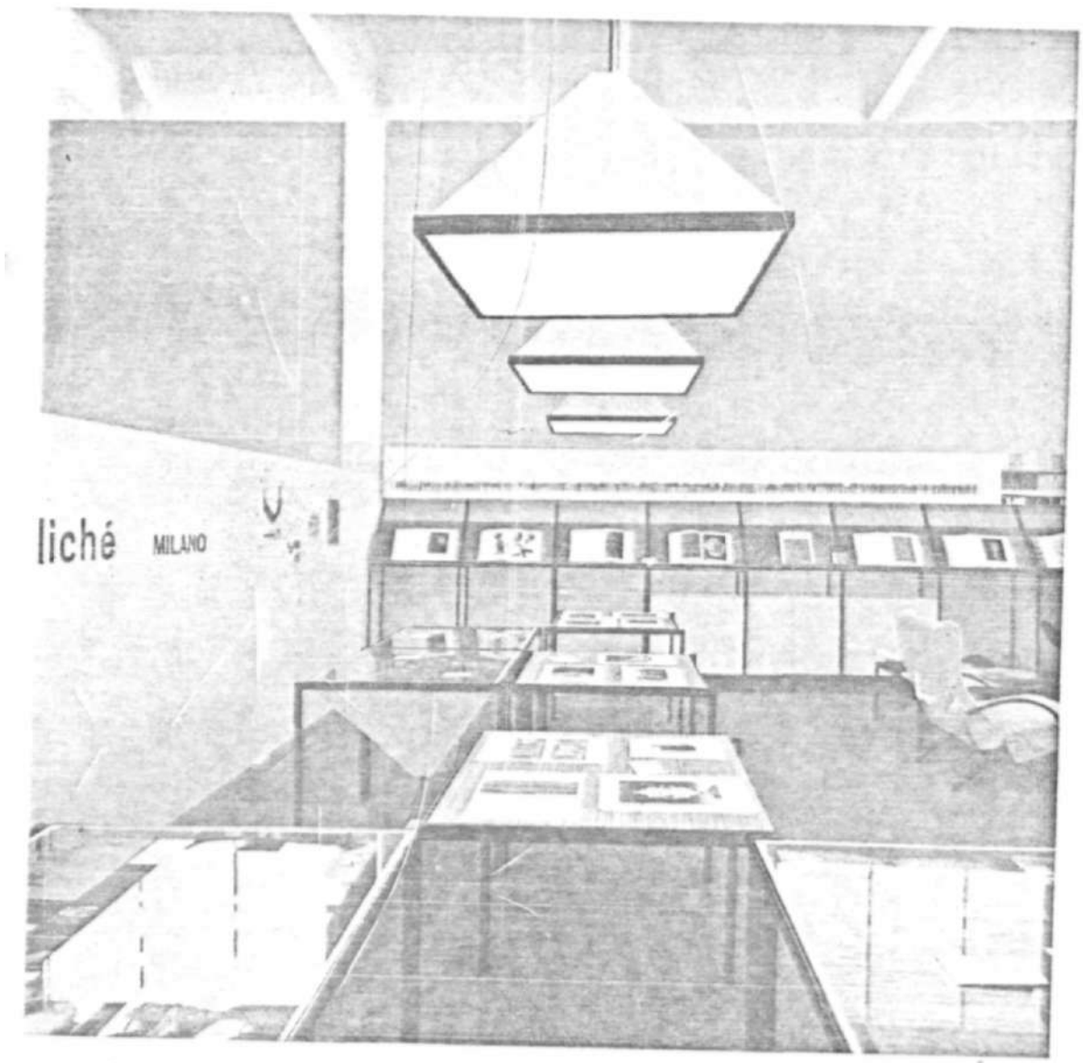
Timber columns, metal tubeswith clamps.

perforated angle profile metal with screw points

metal profiles with spring clips.



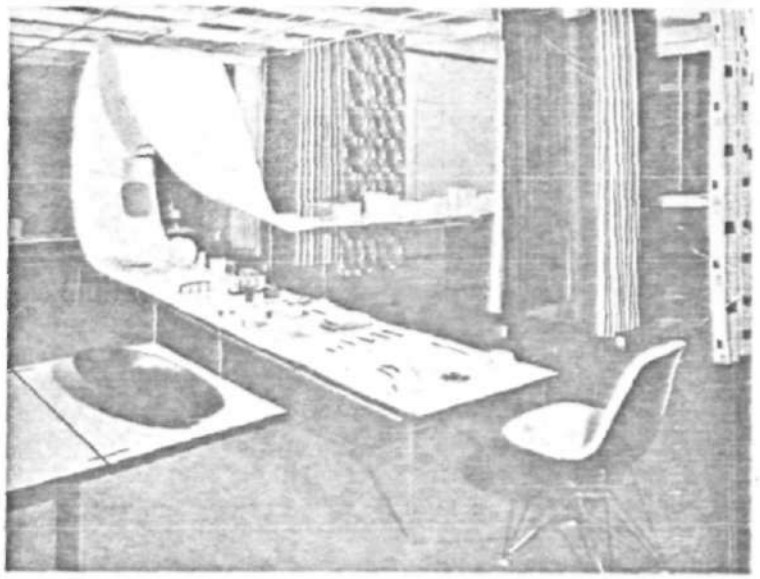
Pianta e sezione - plan and section.



272 STAND DESIGN AND DISPLAY TECHNIQUE
NOTE THE PYRAMID SHAPED PLASTIC SHADE

Il grande nastro di plastica bianco su cui sono esposti gli oggetti.

The large white plastic ribbon on which exhibits are displayed.





Roof:- Roofs are normally absent, however fabric ceiling may be employed when necessary.

Floor covering:- sometimes floor covering of the exhibition stand is the only thing used to demarcate the area of stand.

Lighting:- Incandescent mostly difused light is used especially in lighting exhibits and is best situated at any oblique and sideways position from the direction of viewing.

Fluorescent +

Exhibition equipment:

Windows

boxes

counters

Desk tops

moving turtables

Suspention rods for fabrics

Hydraulic jack etc.

Aesthetics of Exhibition Halls

Trade fairs have no specific aesthetics principle but variety of techniques are employed. However a brief look is taken at some of the techniques employed.

space frame aesthetics

Regional architectural themes

plane or industrial outlook.

Space frame aesthetics:- space frame generally has an aesthetics theme that suggests technological advancement and is representative of the space age. The space frame aesthetics was employed in a new york exhibition centre and Raj Rawal also employed it in the Delhi international trade fair complex though with a view to its similarity with Indian tracery.

Regional architectural theme:- This is sometimes employed in giving the trade fair building a national look. This is mostly employed in developing countries as examplified by the casabalanca fair in Morocco. The Dakar international fair employed the roofing style of Senegalse houses. However even some industrialized countries also employ this method as is the case with the valentia fair in spain.

Plane or Industrial outlook:- This employed in some places in Europe and America. Corrugated cladding sheets, or precast concrete panels with exposed columns which give the buildings industrial look. This is seen in the NEC Birmingham, England, Paris Nord exhibition centre and the Chicago exhibition centre.

Some specific examples of how trade fair centres are designed are treated below.

2.7. CASE STUDIES (i)

2.7.1. NATIONAL EXHIBITION CENTRE BIRMINGHAM U.K.

The national exhibition centre Birmingham was opened in 1976 after three years of construction.

The project was commisioned, designed and built in four years.

Location:- The site is located eight miles from the centre of Birmingham which is roughly at the geographical centre of England. The site is 310 acres in size and it adjoins Birmingham-Elmdon airport, on the west it is bounded by an inter-city rail-line and by major trunk roads and motor ways on the east.

Site plain:- The six exhibition halls were congregated on the Northern part of the site, while two hotels and a lake for collection of rain water are stationed around the middle of the site and the Parking areas are on the Southern part of the site. There is also a wooded reserve area on the Western part of the site.

THE EXHIBITION HALLS

The exhibition area is about a 100 000m^2 and is concentrated in five interconnected halls vadiating from a central Piazza consisting of the administrative offices, shops, pross centre, entrance, banks etc. The sixth exhibtion hall is about a 1000^2 and can be used as a separate entity or in conjuction with the other five..

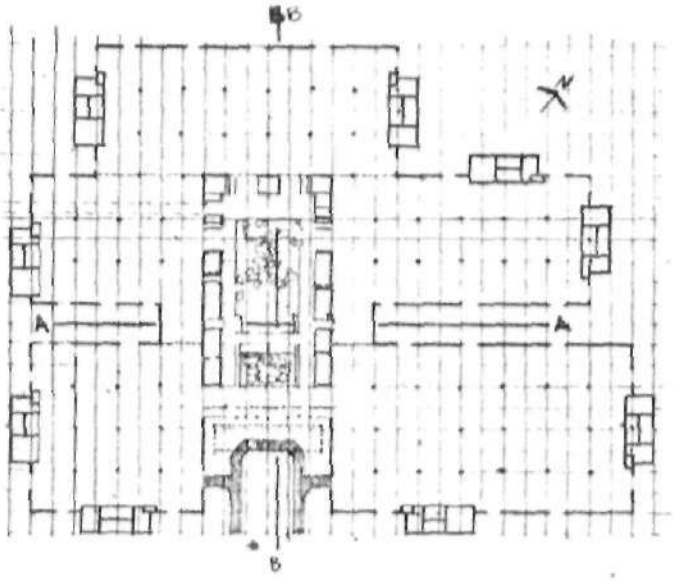
Design:- The halls were designed on a 15x15m module with hollow steel columns at 30x30m centres supporting spaceframe roof in 30m bays supported by steel trusses. The space frame employed the BSC Nodus joint. The halls employ natural lighting through monitor roof light and high level patent glazing. The external walls are clad in precast concrete panels and square corrugated steel sheets.

37 electrically controlled doors allow vehicles entry into the exhibition area from perimeter roads.

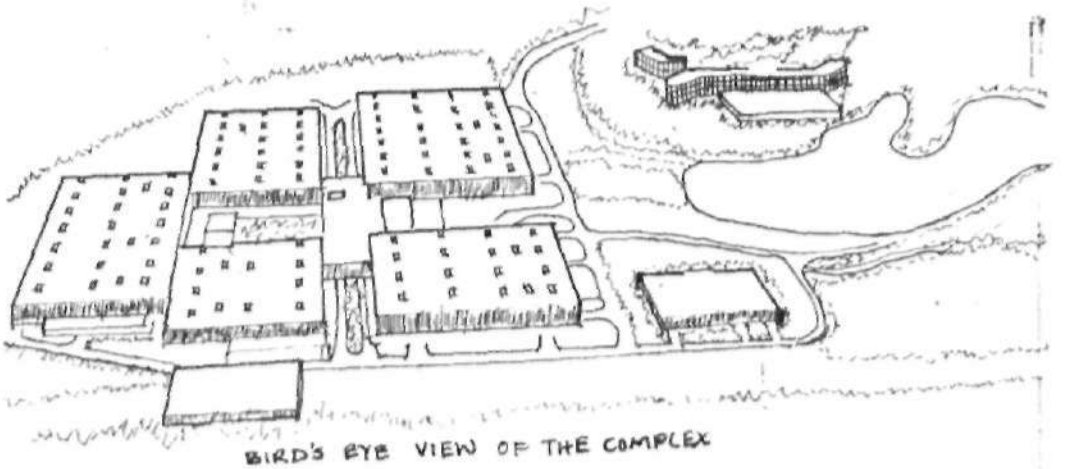
Services:- Each hall has one or two main walkway tunnels which contain services like water gas electricity, drainage, compressed air and telephone. These are connected with service ducts of 300mm diameter at 6m centres.

Exhibition:- During fairs participants are alloted space requested and paid for by them and the exhibitor then arrange his space as is required by his exhibits. Often the exhibits are just arranged in the open.

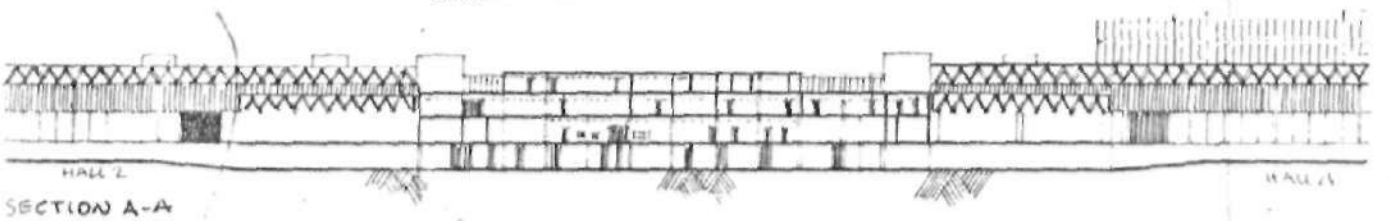
NATIONAL EXHIBITION CENTRE, BIRMINGHAM, U.K



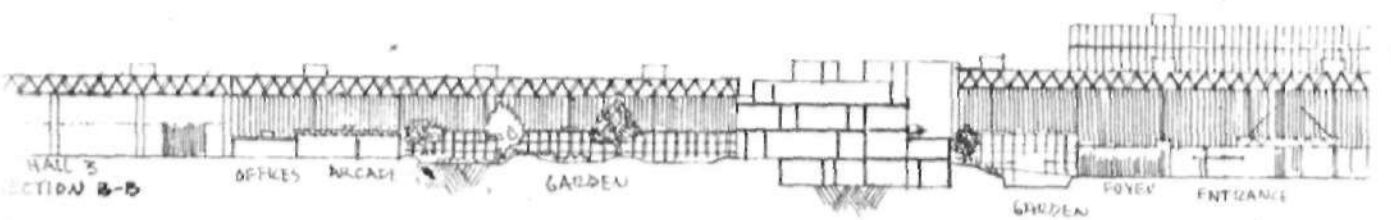
PLAN OF HALLS



BIRD'S EYE VIEW OF THE COMPLEX

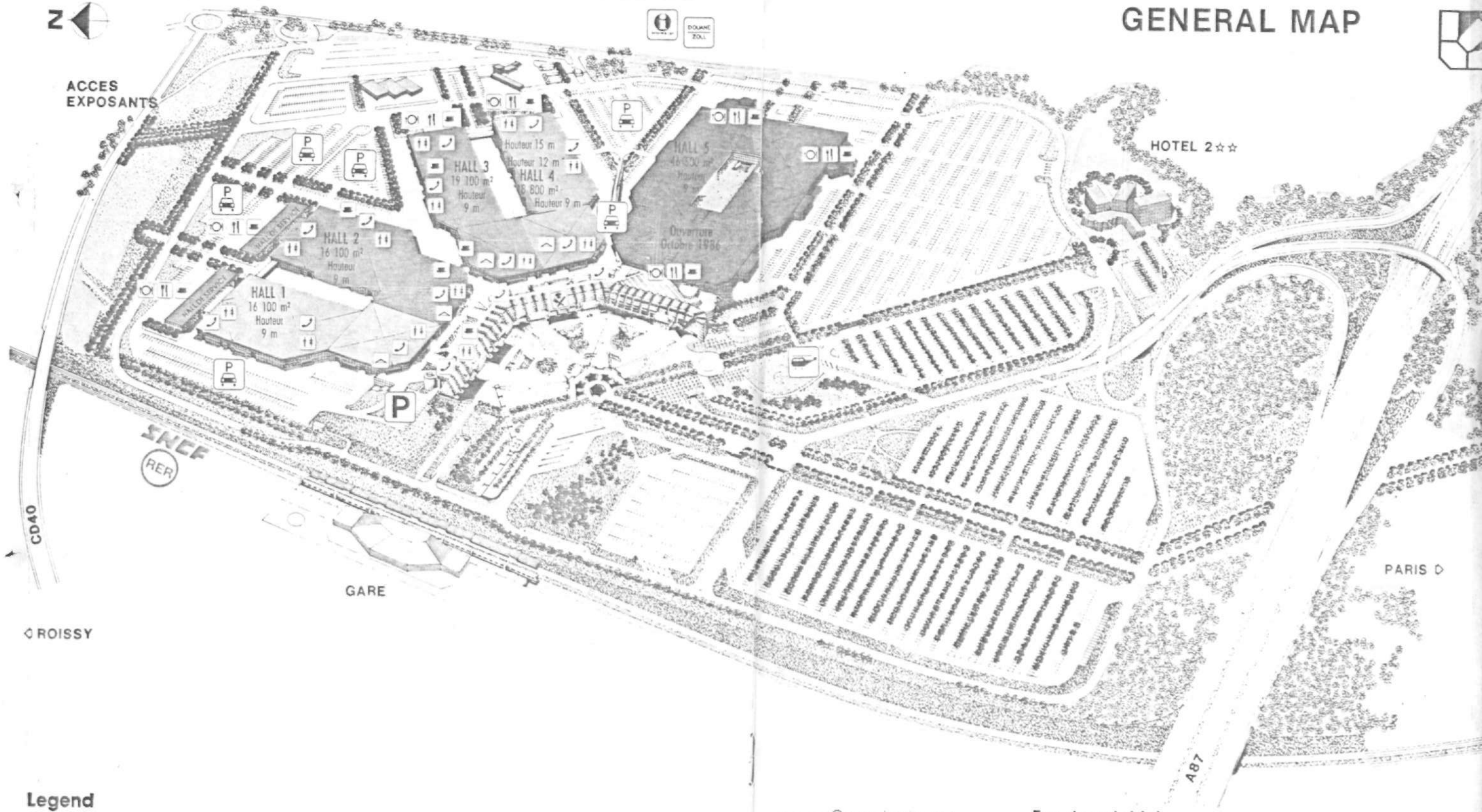


SECTION A-A



SECTION B-B

GENERAL MAP



Legend

- Information Desk
- Customs shed, forwarders and warehouses
- Exhibitors' parking
- Administration parking
- Cloakroom
- Telephone
- Restrooms
- Two-star hotel (now under construction)
- Heliport
- Gourmet restaurant «Le Vieux Marché» (Mezzanine of the reception gallery)
- Restaurant
- Cafeteria
- Bar Cafe

Food and drink at the Paris-Nord Exhibition Center

On the grounds of the Exhibition Center there is a great variety of restaurants and cafes, ranging from the traditional French haute cuisine to the quick economical menus at the cafeterias and coffee shops.
Exhibitors may also avail themselves of a restaurant and reception service that delivers to the stands and organize on-the-spot receptions, cocktail parties, etc.
The Paris-Nord Center wished to emphasize the quality of its restaurant services, and therefore enlisted the services of two top names: Rosell and Raynier & Marchetti.

The site has excellent transportation links. It is at a major intersection of highways leading to European cities.

It is served by the regional express subway and is a few minute from Charles de Gaulle and le Bouget airports.

Site Plan :- In the site plan entrances for visitors, exhibitors and goods were separated to reduce inteferance. Further more it is possible to separate access to different halls so that a number of separate activities can take place at the same time.

The parking is such that exhibitors can park their cars close to the exhibition halls.

Exhibition halls:- The exhibition halls are horse shoe shaped and they radiate from the reception gallery a pan shape structure that symbolises its function of collecting people. The entrance to the exhibition halls is through the reception gallery though other entry points were provided.

A typical hall may have up to 24 access points, is 234 meters in length and 78meters wide.

The structure is a 39mx39m steel column grid supporting girders that in turn support space frame roof decking.

Monitor roof lights are used in lighting the interior of the exhibition hall. The general level of lighting is 300 lux.

The floor is based on a 3m grid which represents the basic exhibition stand size.

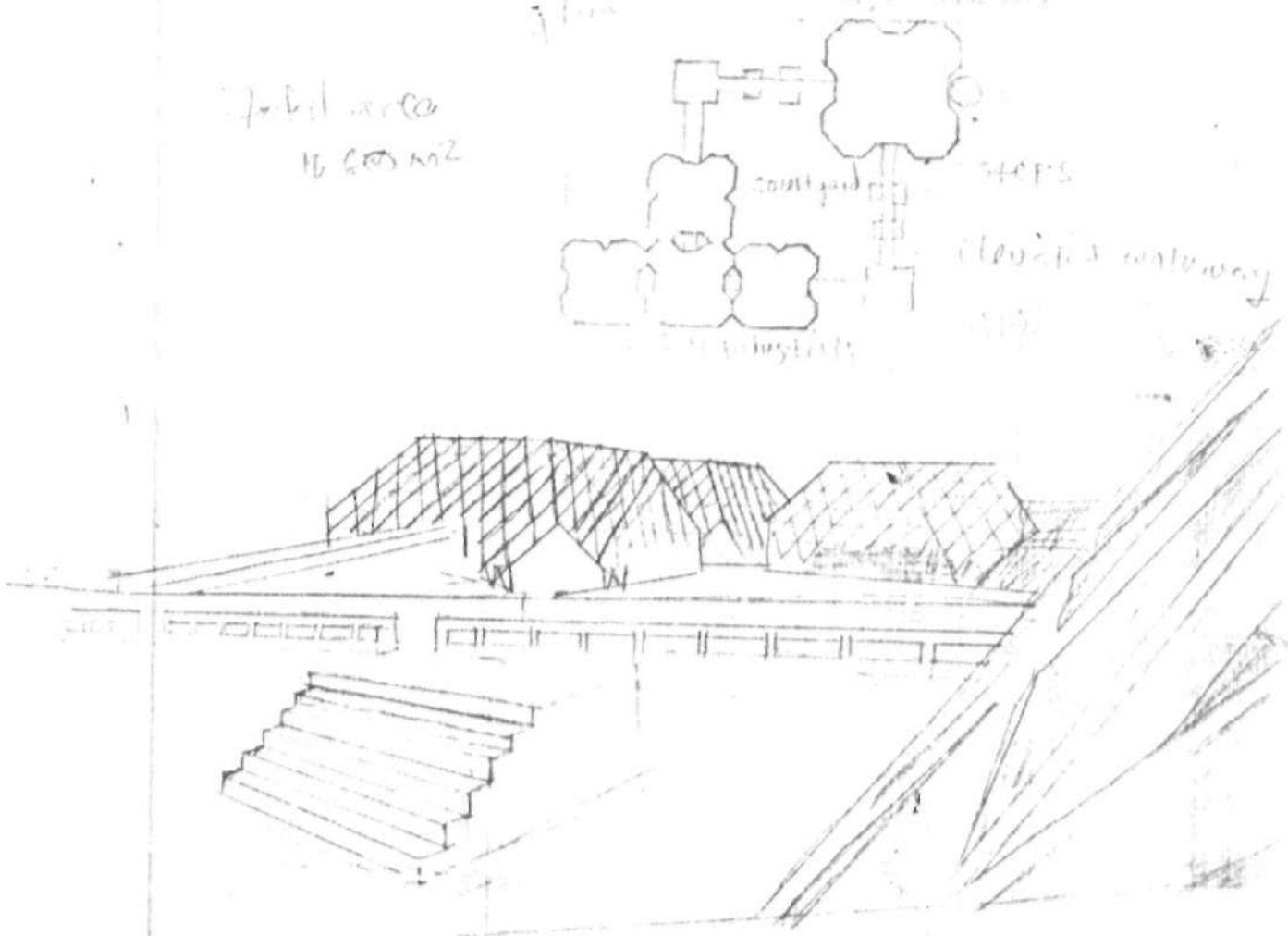
The aesthetics of the halls is the industrial buildings look which is employed in European trade fair buildings.

Area of site	178 ha
Main accesses	two by road, one by rail and a helipad
Parking	9,530 spaces
Reception gallery	20 000m^2
Number of halls	6
structural grid	39mx39m
basic design grid	3mx3m
Roof structure	space frame
Basic stand size	9m^2
Restaurants	7
Total number of seating	3,240 places
Exhibitors club	200m^2
Conference facilities	1,710 places

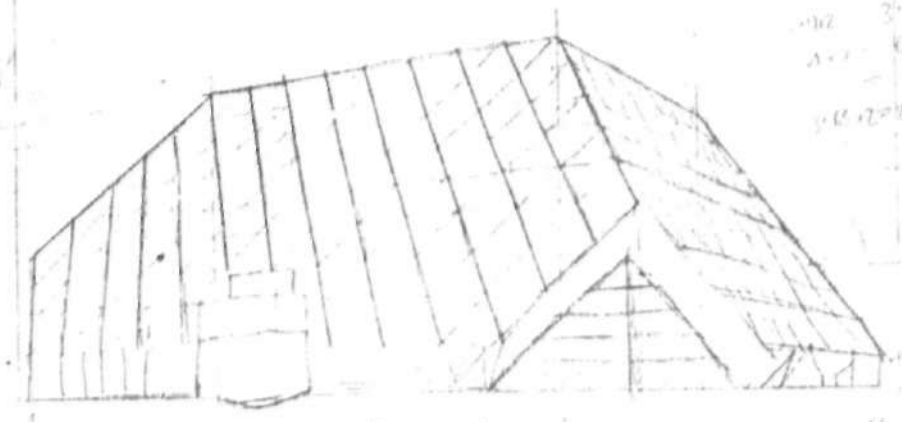
2.7.3.INTERNATIONAL TRADE FAIR GROUND NEW DELHI, INDIA

The Delhi international trade fair complex was a project of the Indian government in which the Indian architect Raj Rawal was commisioned to do the design.

DELHI INTERNATIONAL TRADE FAIR COMPLEX, INDIA.



Concrete space structure



Hall of nations

The exhibition pavillions located in a 130 acre site are made up of five halls. All halls are square and four are of the same size while the fifth one is the largest. The large halls is 78m x 78m and is called the hall of nations while the smaller ones of 44 x 44m form the hall of industries.

The two halls are connected by walkways and together they provide 13 828m^2 exhibition area.

The plan form is a abstracted from the Mughal period of Indian architecture specifically from the Taj Mahal. The structure is a space frame designed by computer that acts like a dome. The delicacy of the space frame suggests extension of Indian traditional architectural tracery.

2.7.4. INTERNATIONAL TRADE FAIR COMPLEX TRIPOLI LIBANON

Oscar Niemeyer was commisioned by the lebanese government to design an international trade fair complex and is sited to boost the development of the area surrounding the site.

The most interesting part of the proposal is the pavillion designed as one long curved floor area covered by a roof with no walls. The proposal was for exhibitors to exhibt there wares under the same roof thus providing unity without variety of roof heights.

CHAPTER 3

TRADE FAIRS IN NIGERIA

Modern trade fairs in Nigeria are a direct importation of the European model and are not as a result of evolution of traditional fairs that existed in this country before the coming of the Europeans. These fairs were in the form of local periodic markets and international periodic markets evolved along trade routes. The background trading pattern before the arrival of the Europeans well be examined to see how these fairs were.

3.1. TRADE AND TRADITIONAL FAIRS

Fairs are associated with long distance trade and are essentially periodic markets. In the light of this rural periodic markets and the caravan trade known as the trans-saharan trade are fairs under this definition.

Trade in Nigeria like other parts of the world must have started as a function of urbanization which created specialization (division of labour) hence the need for exchange. This mainly refers to local trade. Between rural-urban and urban centres.

3.1.1. TRANS-SAHARAN TRADE

The trans-saharan trade which originated in North Africa, crossed the desert and reached the savannah region of Nigeria had as important stop overs such as Kano and Katsina. However Kano was more important of the two and its Kurmi market was the leading market in the region. The trade

routes were North-South and East-West in the North it connected with Murzuk (Morocco), Ghat and Tripoli (Libya). In the south it branched south west to Ilorin, Ilaro, Eruwa and Ogbomosho and south east to Igbira and Igbo land.

In the east trade reached Bornu and in the west it went to the coast through Timbuktu.

Trade items included moorish dresses, Egyptian linen, salt, Sword blade from the North were exchanged for cotton cloth and Indigo produced locally and Ivory imported from the south. There was also trade in slaves with North Africa.

With the coming of the Europeans some of the North bound trade was eroded and the south bound trade was increased especially in the south-west which led to the growth of markets along this route.

In the trans-saharan trade, caravans organize themselves in groups (using camels as the main transportation medium) which makes it easier in travelling through the perilous desert, as well as to defend themselves against attacks. Normally they managed to get word through to their contacts at such important stop overs as Kano to prepare accomodation and reception for them. The king of course assure them of the safety of their lives and properties once in his kingdom.

The traders display and sell, their wares at the market and the local traders buy the items for selling locally at rural periodic market or taking down south.

Thus this trade had the touch of a fair in its being long distance, periodic and a socio-cultural event.

However a more interesting case is found in the East (Iboland) where contact with Europeans at the coast initiated long distance trade involving the Arochukwu people who formed the backbone of Iboland trade.

3.1.2. AROCHUKWU FAIRS

The fairs:- The arochukwu organized two local fairs with well planned spacing (in time). The fairs served two main areas(Northern and southern Iboland).
At the peak period of development of this system in the 19th century the fairs were staged at 24 days interval and lasted four days. The period between one fair and the other was such as to allow for movement from one fair to another. The fairs were held at Uburu and Uzuakuli. Traders and peasants from far reaches of Iboland attended these fairs and main articles of trade were salt, pigs, Akwette cloth, Tobacco and spirits.

3.1.3. COLONIALISM AND EXTERNAL AND TRADE

It has been seen that before colonial domination there was international and inter-regional trade.

During the colonial era the traditional international trade was disrupted, especially the trans-saharan trade because of the introduction of custom duties and other legislations. International trade became the sole

responsibility of the colonial administration while local trade continued as before. Nonetheless new settlements created by the colonialists became incorporated into the traditional marketing system.

The major influence of colonialism was the transformation of the economy of the country from a fairly balanced international trade to a level of being mostly import-oriented. This was done in two major ways.

Re-orientation of trade items

Prior to colonialism trade items included wax, Indigo, Ivory, Ostrich plumes etc (exports) and Turbans, salt, woven cloth etc (imports).

However at the onset of colonialism the trade items became oriented towards the needs of the United Kingdom for raw materials and manufactured goods from there were exported to the region. Because of the higher quality of the manufactured goods,all local craft in such fields that imports existed were quashed. Also taste for European goods was created.

TRADE PARTNERS:- The British became the main trade partners and traditional partners like the North Africans and other Europeans were pushed to the background.

The export-imports trade became the sole responsibility of British businesses which had bases in the country. Exports mainly cash crops like groundnut, cotton, cocoa, Tin, Columbite, coal and Timber were exported through agents who also brought in imports

like flour, milk, Gin and later manufactured products like cars and sewing machines, which were distributed to warehouses from where they were sold to retailers.

Later manufacturing was introduced on a small scale and it was limited to processed foods and beverages like beer, bakeries etc. Even this was mainly in the hands of foreigners and depended on imports for their raw materials. These factories relied on foreign technologists for repairs and imports for spare parts.

3.2. MODERN TRADE FAIRS IN NIGERIA

At independence only small scale manufacturing was taking place (as discussed earlier) and it was mainly dominated by output of beer, soft drinks and tobacco. production of textiles and cement was also just developing. Other industries were light manufacturing which included bakery, oil milling, rubber processing fauning and saw milling. There was conspicous absence of engineering products such as machine tools or capital goods. The manufacturing was limited to consumer goods and prelimenary processing of raw materials for export. This made the external trade mostly oneway in favour of the industrialized countries. Therefore concious efforts were made at modernizing the economy by the political administration through some measures of development planning introduced as instruments of economic management.

The first of these measures was the industrial policy as contained in the first national development plan (1962-1968) whose aims wore:-

i) To stimulate the establishment of industries which contribute materially to economic development.

ii) To enable indigenous participation in ownership direction and management of Nigerian industries and trade.

The government wanted to achieve these through:

i) Provision of fund by government for direct participation.

ii) Establishment of development banks to lend to industries.

iii) Policies to stimulate growth of private industries

iv) Establishment of iron and steel complex.

In enacting policies to stimulate growth of private industries the government covered both indegenous and foreign businessmen. Some of the policies included income tax reliet. Import duty relief, depreciation allowance for investment in equipment, payment for technology transfer, Home remittance etc. A lot of theese were to flatter the foreign investors to invest in Nigeria. It was in the light of this things that the first international trade fair was staged.

3.2.1. THE FIRST INTERNATIONAL TRADE FAIR

The first international trade fair in this country was organized by the federal government, and it has reminescence of the 19th century international exhibitions in Europe and America in objectives and scale. Hitherto a 'made in Nigeria' trade fair was organized in 1958 in Lagos. It was a low key event and its purpose was to exhibit what was manufactured locally. However the international trade fair was held at victoria Island between October 27th and Novermber 18, 1962. It was the first of its kind in tropical Africa and it was attended by countries from all over the globe. The participants included the two super-powers (U.S.A. and U.S.S.R.), East and West Europeans such as Bulgaria, Chezchoslovakia, Yugoslavia, West germany, UK etc. There were countries from the middle east, Asia and North, west east and south Africa. All in all 41 countries attended and there were 300 commercial firms also in attendance.

It was estimated that about 1 million people visited the fair including top government officials amongst whom was the president Dr. Nnamdi Azikiwe who declared the fair open.

Pavillions were erected by the participating countries and companies which were required to

dismantle at the close of the fair. The federal government and the regional governments all had pavillions at the fair.

The aim of the fair was that of diversifying external trading partiners, courting investors to invest in the country and providing indigenous businessmen with a forum in which to make contact with foreign investors.

The minister of commerce and industry at the time Zanna Bukar in a speech said 'by diversifying trade channels the rewards are usually mutually advantageous!'

However after the first international trade fair widely acclaimed as successful, a period of sixteen years lapsed before another international trade fair was organized. This was mainly due to the political turmoil that led to civil war in the late 60's and the busy reconstruction period after the war.

Nonethless some state capitals took over the mantle of trade fairs and organized 'made in Nigeria' trade fairs where participants were drawn within the country. Some of the venues of these fairs included Kano Kaduna, Ibadan, Enugu etc. These fairs were not held regularly but were erratic in their periodicity.

In 1978 the second international trade fair was held in the country at Lagos. The fair was held at the trade fair complex located along the Lagos Badagry

express way. The participation of countries and companies was high and atotal of 679,200m^2 exhibition area was provided.

In 1979 the Kaduna trade fair organizers decided to make it an international event at which a total of 206 local and foreign companies participated. The fair has since been held annually.

At the middle of the political era (1982) a lot of the states organized their own fairs which they dubbed international trade fairs. Fears were widely expressed of rendering the fair medium obselecte if almost every month an international fair holds in some part of the country. But no action was taken then.

When the military took over power in 1984 the Lagos and Kaduna venues were declared the only international fairs and all others were made to hold only local or 'made in Nigeria' fairs. Some of the states like Oyo and Kano have been holding their fairs annually. There were also others like Anambra, Imo, Rivers who also organize made in Nigeria fairs. Recently, Borno, Bauchi and Gongola States introduced rotational fairs in which venues shift from one place to the other annually. Thus the fair is firmly entrenched in the

economic and socio-political scene in Nigeria and their proliferation is likely to continue.

3.2.2. ORGANIZERS OF FAIRS

All the major trade fairs in the country except that of Kaduna are organized by governments or their agencies single handedly or with the cooperation of the state chamber of commerce. However that of Kaduna has always been handled by the Kaduna chamber of commerce. Recently the federal government has handed over the responsibility for organizing the Lagos international trade fair to the Lagos chamber of commerce.

The state fairs on the other hand are mostly organized by the governments in close association with the chambers of commerce.

A major pit-fall in the organisation of fairs in the country is the lack of a central body that coordinates the various fairs. This loophole weakens the potential of the fairs.

3.2.3. THE FAIR AS INSTRUMENT OF DEVELOPMENT IN NIGERIA

Generally trade fairs in developing countries are aimed at achieving the following goals:

- Promotion of investment in priority sectors (especially foreign investment.
- Facilitate transfer of technology through establishing point venture factories.

- To expand home market for products and explore new ones (mainly foreign)
- To educate entrepreneurs in particular and the public in general on present level of technology
- Foster unity among the diverse cultural groups foster tourism.
- Forum for exchange of ideas between policy makers and businessmen.
- Diversification of commercial and idustrial partners.
- Generate ideas and spread inventions or break-throughs.

3.2.4. TRADE FAIR MECHANISM

All these the fair hopes to achieve by its ability to congregate four vital groups in the society. These are:-

- The consuming public (visitors)
- Small scale entreprenous (indigenous businessmen)
- Large scale manufactures (industrialists from overseas).
- The policy makers (Government officials).

The bringing of these four groups is the main asset of the fair.

The consuming public:- One of the major reasons why manufacturers of consumer items frequent fairs is the ability of the fair to expose goods to a vast

audience at a very low cost and within a short period of time.

The consumer on the other hand is exposed to an array of competitive products from which he chooses the best. Also he has the opportunity of seeing the product in action, touching it, smelling it and even handling it as the case may be.

The public is also systematically made aware of the ways of the world as it moves through the fair.

Also consumer response to a new product or idea provide the entrepreneour with demand to be filled, thus facilitating production.

The visitors are also educated about the customs of their fellow citizens through cultural shows and dances.

Government policies are often learnt here as government officials re-state policies.

Tourist trade of the host town and the country in some instances, is increased due to the flocking of participants and visitors.

Small scale entrepreneurs+

. Small scale manufacturers, especially manufacturers of intermediate goods which go into a number of end products made by large scale manufacturers, are given the

opportunity to exhibit their products to a large audience at low cost.

ii) Entrepreneurs of consumer items or services are given the chance to gauge the market of their products and reaction of the consuming public leading to improvement on products or increase in production.

iii) If new products are introduced by their competitor or a foreign company they may also decide to manufacture the product thus leading to healthy production or import substitution.

iv) The small scale entrepreneur may also convince large scale manufacturers to aid him or buy his products.

Thus the small scale industrial sector can be stimulated and enlarged by fairs which is important to small economies such as that of Nigeria.

LARGE SCALE MANUFACTURERS

'These are large indigenous and foreign companies whose investments are upward of 100 million naira:

i) For the indeigenous companies, the fair is a venue for meeting foreign counterparts and exchange of ideas as well as establishing business contact. This provides a number of ways in which industrial development is enhanced.

ii) The participating foreign companies exhibit production technologies which the indegenous company may decide to acquire through research or joint venture agreement.

iii) It can serve as a shop window for export of indigenous products.

iv) The foreign manufacturer is chanced with the opportunity of choosing indigenous supplier or distributor.

v) Interested foreign investors gain insight into the legislations of the country its bureaucratic set up, its industrial potentials and the level of political stability thereby making up their mind on weather to invest.

vi) New ideas or research results can be translated into products through the exhibition of the invention at the fair.

THE GOVERNMENT OFFICIALS AND FAIRS

Successful running of fairs and the products displayed reflect the level of economic development and the industrial potential of a country. The fairs as has been seen maximize the inflow of technology into the host country. Also it provides opportunity for creating friendly liason with other countries and diversitication of trading partners.

Thus the government have alot of stake at trade fairs.

The government recognize this as reflected by visit to trade fairs by alot of government officials.

i) The government use the fair medium in highlighting government policies especially in the commerce and industrial sector, thus educating the business community as well as the general public. Interested would be investors also gain first hand knowledge of government policies, especially in key sectors of the economy.

ii) The fair medium can also be used in promoting spread of industrial development in the country.

iii) Ministry officials concerned with policy formulation can gauge the popularity or acceptance of goverment policies at the fairs,and they can also gather information on prevailing manufacturing technologies thus articulating appropriate and effective government policies.

iv) The fair also serve as a means of binding the local cultures together thus increasing political stability;and cultural dances and shows at the fairs also attract tourists.

From the preceeding discussions the fair in developing countries is a very attractive venture which governments readily spend on.

However the international fairs in this country cannot be said to be fulfilling all the roles they should in industrial development. This is mainly due to organizational error and lack of proper theme.

Firstly, most of the products exhibited at these fairs are consumer or luxury goods produced outside the country which are not aligned with the needs of the society or industrial development theme.

Secondly, almost all our industries (indegnous as well as joint venture) rely on completely imported technology and raw materials which sometimes need only assembling in the country thus little if any of the much sought-after transfer of technology.

Thirdly, most of our businessmen are not entrepreneurs but traders willing only to invest in short term profilable ventures rather than more meaningful longrun investments. Sometimes they are rated at only being agents of foreign capitalism rather than the national interest.

Nevertheless, the fairs generate public interest and dissimation of information, provides forum for government officials and businessmen to discuss issues. They have also become social events that people often look foward to.

The fairs are also economic investments with modest profits and provide temporary employments.

However the ills of our fairs are not chronic but can be rectified with proper government policies.

2.3. ARCHITECTURE & TRADE FAIRS IN NIGERIA

As with fairs all over the world at early stages of development, most of the trade fairs in the country have no permanent sites and are normally held on temporary sites (mostly public open spaces). This is so not because of the periodic nature of fairs but because alot of the fairs are not stable (they have no regular periodicity but are erratic in occurance). The planning of the fair grounds is not always entrusted to established architectural or planning firm for layout of the ground. Hence the fairs don't normally provide sequential movement through the fair grounds. Moreover the participants are entrusted with erecting their own stands without proper aesthetics control, thus some stand at the fairs resemble ghetto shacks. None theless some of the large companies and foreign establishments that attend these fairs often erect architecturally interesting pavillions normally for advertissment or public image purpose.

The fair grounds themselves besides not having proper planning also lack facilities required by

exhibitors and visitors alike. These include inadequate toilets, communication services and warehousing. The visitor also has to roam the grounds under harsh weather conditions without proper protection.

However in 1978 the first permanent trade fair complex was opened in Lagos and it has twelve exhibition pavillions, administrative block, festival square, restaurants, recreation park and hotel accomodation. It is a comprehensive exhibition centre with all the proper facilities. It was also located such that it was served by an expressway for easy access. It will be fully discussed later.

Another permanent trade fair, complex was opened in 1987 at Ibadan in Oyo State and it was built by the State government for its made in Nigeria fairs. Also the Kaduna chamber of commerce has signified its intention to build a permanent trade fair complex.

Thus the trend in trade fair architecture in the country is towards establishing permanent trade fair centres with permanent structures and properly planned fair facilities.

3.3.1. CASE STUDY: THE LAGOS INTERNATIONAL TRADE FAIR COMPLEX

INTRODUCTION: The project was a federal government conception and it commisioned a Yogoslav.. firm (energo-project) for the design of the complex.

It was completed in time for the 1978 International trade fair which tested the site. The fair had a large turnout which was accomodated by the exhibition space provided by the complex.

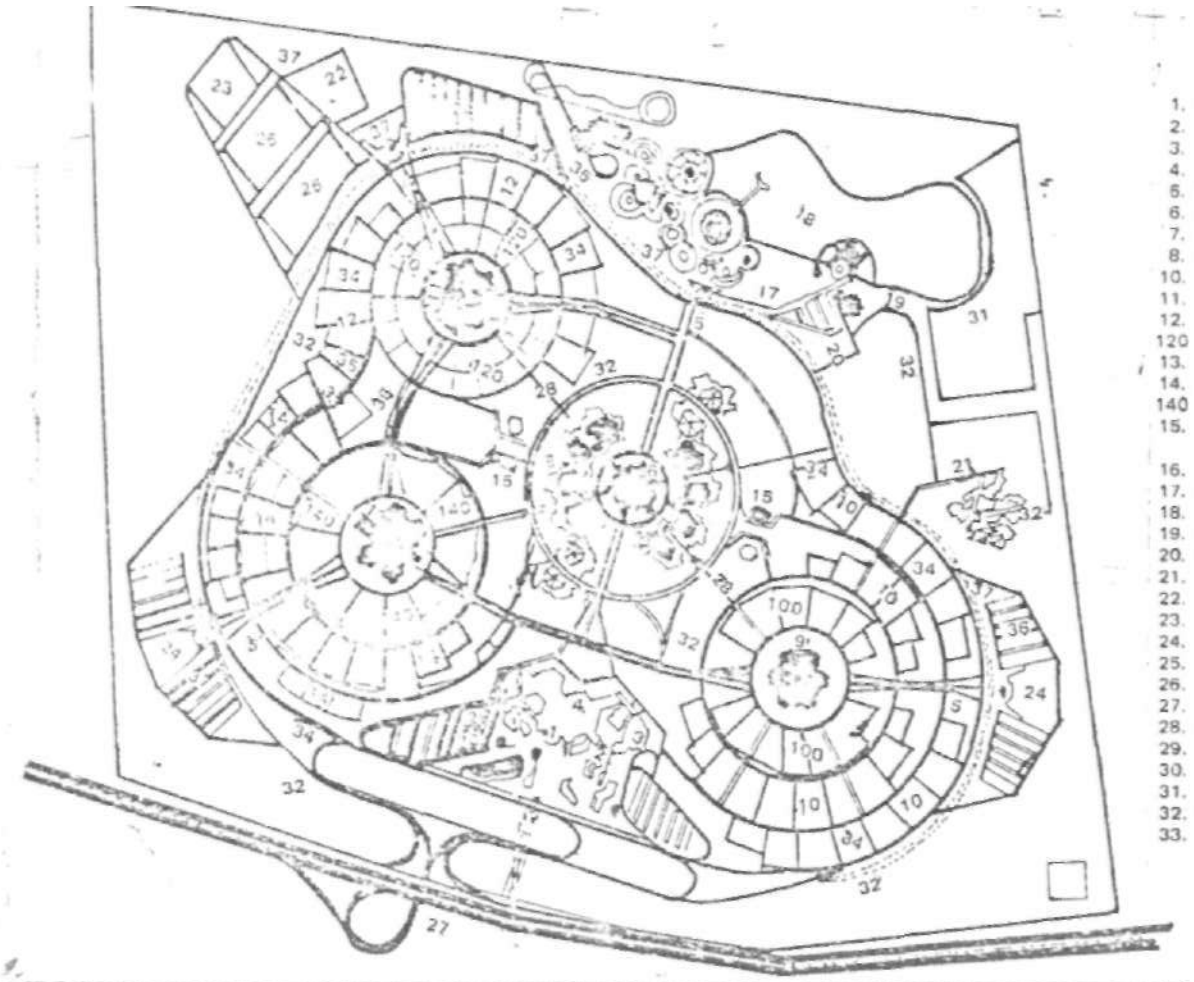
The project was aimed at promoting trade fairs in the country, and in the third national development period trade fair complexes were ear-marked for some state capitals.

Since 1978 the site has hosted trade fairs until 1984 when the military siezed the complex and claimed that it[15] their land. The ministry of defense was moved to the complex. However in 1987 the ceasure order was resinded and the complex was handed over to the Lagos chamber of commerce for future fairs.

BRIEF

12 exhibition halls of $7400m^2$, $605000m^2$ open air exhibition area. Three restaurants amusement park, festival square maintainance centre, V.I.P Block, administrative block car park, Bus station and taxi station.

SITE:- The site is a flat piece of land located along the Lagos-Badagry expressway which out of way of the hustle-bustle of Lagos metropolis. The reduced



1. Main Entrance Building
2. Festival Square
3. V.I.P. Block
4. Fair Symbol
5. Secondary Entrance
6. Nigerian Federal Pavilion
7. Nigerian States Pavilions
8. Open Air Exhibition Areas
10. Foreign Government Pavilions
11. Hall of Individual Nigerian Exhibitors
12. Zone of Nigerian Corporations and Industrial Enterprises.
120 Open Air Exhibition Area.
13. Hall of International Organisation
14. Zone of International Corporations and Industrial Enterprises Pavilion
140 Open Air Exhibition Area
15. Kiosks, Refreshments, Beer Garden, Tobacco & Newspapers, Information, Phone Booths, etc.
16. Amusement Area, Luna Park
17. Park
18. Artificial Lake
19. Park Restaurant
20. Day Nursery
21. Hostel
22. Trade Fair Maintenance Centre
23. Open Air Storage
24. Car Park
25. Bus Park
26. Lorry Park
27. Access Fly Over
28. Pedestrian Paths
29. Bus Station
30. Taxi Station
31. Future Hotel
32. Patented Sewage, Treatment Plant
33. Water Treatment Plant, High Lift Pumping Station, Pressurised Vessel Plant and Reservoirs.
34. Transformer Station
35. Booster Pump
36. 33/11 Transformer Station
37. Boreholes
38. Water Tower

— · — Fence I
— ·· — Fence II
═══ Fence III
— = — Fence IV
..... Flag Poles

LAGOS INTERNATIONAL TRADE FAIR, COMPLEX.

DIRECTOR
BLDG. & ENG. SERVICES DEPT.
M.O.D.

areas are mainly services roads for the supply of exhibits.

Pedestrian walkways link the halls together.

DESIGN:- The halls were designed on a 60^{o} grid and they all have first floor galleries over-looking the exhibition space.

A six meters steel column grid support the roof rafters who in turn support the corrugated roofing sheets.

In some halls like the federal pavillion the central portion is raised to admit natural light to the interior.

The pavillions' walls are mostly made of glass curtain walls and a corrugate bronze - like metal strips were used in shading the pavillions which externally suggests Yoruba curvings.

The pavillions also appear monumental externally.

Each pavillion is equipped with reception area and public address system.

CRITIQUE

i) The designers didn't conceive the complex as a design of a trade fair complex in view of their zoning and the extensive area left as open air exhibition space. Further evidence is the fact that at Lagos

international trade fairs held at the complex little or no use is made of the open air exhibition space.

ii) The structure used obstruct the exhibition space with many columns.

iii) The sparcely located pavillions tire visitors especially in the absence of any shaded walkway.

3.4. REVIEW AND SUGGESTIONS

Trade fairs are staged in this country to stimulate the industrial growth of the country and to encourage foreign investment in case of the international fairs. In the case of the rural periodic markets they also serve the purpose of distributing manufactured goods from the urban centres and collection of agricultural produce from rural areas. Besides they also serve sicio-cultural purpose since on market days the villages also assume festive atmosphere. Hence the rural periodic market likewise, can serve as a medium of rural development.

On the question of trade fairs; they can be made more effective by properly integrating them with the other factors of industrial development such as government ministries, research insitutions,

businessmen, academicians etc. Since the fairs on their own cannot initiate industrial development.

For effective result in the drive towards industrialization the government should:-

i) Translate the industrial policy of self-reliance introduced since indepenance with new concessions to support the policy. This is necessary because prior policies of import subsidization, import licence custom duty relief etc have been anulled by the coming into existence of the structural adjustment programme.

ii) To conform with government priority of developing the Agricultural and industrial sectors; the international trade fairs should choose participants from these industrial sectors so as to boost the prospect of development of these sectors.

iii) A central coordinating body of trade fairs in the country should be set up probably attached to the commerce and industry ministry to serve as a liason between the fair organisers all over the country and the federal government so that its' policies should be properly reflected at these fairs especially the international fairs.

iv) Specialized fairs dedicated to one sector which assembles all professionals connected with that industry. This will prove beneficial because whole sectors will be fully educated on what is happening in that industry. For example a specialized fair on Agriculture will assemble peasant farmers, big farmers, agricultural finance banks, agricultural machines manufacturers, fertilizer producers, Agricultural research insitutions etc.

v) Data on business transacted at trade fairs should be properly documented to determine the direction of investment and can serve as feedback on government policy.

vi) Properly planned trade fair complexes should be established in all corners of the country so as to even development of all parts of the country and this will provide proper atmosphere for exhibitors and visitors.

CHAPTER 4

THE KADUNA INTERNATIONAL TRADE FAIR

4.1. HISOTIRICAL BACKGROUND

The Kaduna international trade fair was borne out of a domestic which started in 1974. When a total of 20 Nigerian companies booked 35 stands. The second in the domestic fair series was held in 1976 and the last was held in February, 1978 and 69 local companies booked 255 stands.

The organizers of the fair, the Kaduna chamber of commerce decided to make the event international in 1979, thus began the annual international trade fair. Countries like Britain, West Germany, Japan U.S.A. and France were some of the participants at the first international fair some 125 local companies took part in the fair and sales were estimated at over ₦18 million.

The fair has since been held annually and the volume of trade, participants and visitors has swelled. and thinned consistently with the boom and slump of the economy. The number of foreign participants has fluctuated between 10 and 15 countries. However at the last fair (1987) the highest ever number of participants was recorded.

THE FAIR FALLS WITHIN THE GENERAL TRADE FAIR CATEGORY IN WHICH ALL KINDS OF GOODS ARE EXHIBITED.

4.2 OBJECTIVES OF THE FAIR

The objectives of the fair as land down by the Kaduna chamber of commerce are not radically different from objectives of fairs in general and those in developing countries in particular and are as follows:-

- To bring together producers of goods and services under the same environment.
- Encourage and promote the establishment of manufacturing and productive industries whatever the scale in Kaduna in particular and Nigeria in general.
- To provide opportunity for business contacts and interactions between Nigerians and Fororign businessmen.
- To create an avenue for exposure of made in Nigeria goods which would contribute to the exportation drive of the country.
- Foster unity and understanding in the country and the international community thereby creating investment atmosphere.
- To develop indigenous expertise in the organisation of trade fairs.

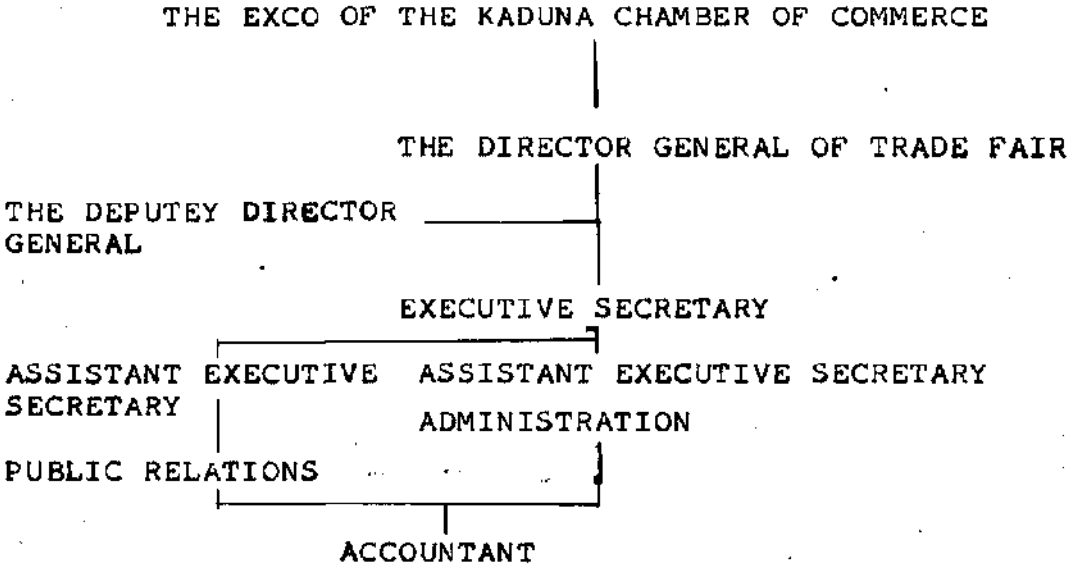
- The fair also provides a forum for companies to demonstrate and explain more of their products. Other important aspects of the fair include:
- Educating the public on variety of wares making them more aware of what they can get as well as on new technologies and inventions and government policies especially in commerce and industry.
- The fair serve recreational and cultural purpose through the staging of traditional dances and other shows. It also increase the town's tourist trade.
- Kaduna international fair acts as a venue of covergence between government officials and businessmen and industrialists.
- It helps in educating school children on technology.
- It acts as a medium where research institutions make available findings and manufacturers may buy the technology.
- The fair is a marketing and advertising medium for products for internal consumption.

4.3. ORGANISATION AND AMINISTRATION

The Kaduna international trade fair is a sole venture of the Kaduna chambers of commerce (a voluntary organisation of business concerns designed primarily

to promote business interest of its members). The fair is organised and managed by the secretariat of the Kaduna chambers of commerce through committees. The director general is the executive of the fair although the president of the chamber also has some authority. The president of the chamber and all other executive members are elected while the secretariat of the chamber is manned by permanent staff.

The administrative structure



4.3.1. COMMITTEES

The committees through wich the fair is arganized are as follows:-

security, finance, protocol, printing, services; Temporary employment, special duties, information public relations and Health.

An affliate of a German fair promotion firm known as Kaduna expo international is responsible for the promotion of the fair in foreign countries.

4.4. PARTICIPANTS

As mentioned earlier the Kaduna International trade fair is a general fair which means every industrial group can participate at the fair.

Participating companies come from all over the country and some from neighbouring and overseas countries. The composition changes from year to year.

Foreign participants come from mostly 'traditional' participants (e.g. Germany, United Kingdom, U.S.A. Bulgaria, Senegal etc.) even though new ones occasionally appear.

Table 1 shows the foreign - indegenous participation since inception while table 2 shows last year attendance according to industrial groups. It can be seen that consumer and services companies supersede manufacturers in number.

RECORD OF PARTICIPATION IN KADUNA INTERNATIONAL TRADE FAIR

Years	Number of participation.	
	Local	Foreign
1979	124	82
1980	135	20
1981	139	44
1982	350	199
1983	300	49
1984	200	73
1985	350	52
1986	400	150
1987	584	

Analysis of Foreign Participation

1980	1981	1982
Foreign Participants Germany - 12 companies Italy - 8 Companies	Austria-24 Bristish - 24	British - 18 cos America- Germany-171 cos
1983	**1984**	**1985**
U.S.A.- 25 Companies British-10 " Germany-Information S.Kerea-14 Companies	U.S.A.-27 cos India- 10 " British-Information France-18 Cos Germany-Information Netherlands-Hungary-3 comps.	America-32 Companies N/Lands-14 " Canada- 2 " British-Information. Germany-Information. Hungary-Information

4.5. TYPES OF EXHIBITS

The exhibits are dependant on industrial category hence the type of exhibits is representative to the type of industry.

Industrial group	Exhibits
Agriculture	Heavy agricultural machinery such as graders, earth tuers
Foods	processed canned food, beverage and soft drink etc.
Health care and chemical	Plant medicines, surgical instruments and other appliances.
consmetics	Toileteries, shampoos, lotions etc.
Furniture	Beds, cushions, dining furniture etc.
Household equipment	Pans, pots, plastic wares, spoons etc.
Service organisations	Services, banks insurance etc.
Transportation	Cars, vans, bicycles travelling agencies aeroplane, railway coaches etc.
Large industries	Manufacturers of heavy equipments, large conglomerates, e.g. SCOA,
Light Industries	Light equipment industries
Governments	State Governments and parastatals, federal government parastatals
Educational insitutions	Educational equipment suppliers bookshops, research insitutions etc

Industrial group	Exhibits
Construction	Earth moving equipments, Mixers, Cranss Architectural and engineering services.
Foreign establishments	Trade missions, Machinery displays manufacturing equipments.
Electrical equipments and electronics	Electrical generators, cables, batteries etc vidio, radio, comuputers etc..
Office equipment	Office furniture, typewriters intercom, filing cabinets etc.
Publishing and printing	Published works
Textiles	Manufacturing machines, textiles products.
General goods	toys
Cultural establishments	Museums

4.6. THE VISITORS

The visitors to the Kaduna fair is across-section of the Nigerian society. The visitors can be classified into three.

4 .6.1. GOVERNMENT OFFICIALS (THE V.I.P)

The Kaduna international trade fair is usually declared open by the head of the federal government or any person he delegates. The Chief launcher normally visit important stands at the fair to see some of the exhibits himself. Foreign stands are usually visited as a gesture of friendship.

During the fair the various government officials such as governors, ministers commisioners and traditional rulers are invited for states' special 'day' or that of companies and they come as special guests at such occasions. They normally deliver speeches and exchange ideas with businessmen.

4.6.2. PROFESSIONAL BUYERS:

These are visitors that go to the fair with the intension of exploring for capital products he wish to use or a manufacturer in search of new technology of production. He may also be a retailer that may place large order for products that exhibit popularity at the fair.

4.6.3. THE PUBLIC:

These form the bulk of the visitors and they visit the fair with the intention of sight-seeing and enjoying the hustle-bustle of the fair ground. They also purchase household equipment and luxury goods exhibited at the fair.

It has been found that women form a large percentage of this group of visitors and they go mainly in search of household equipments.

The public also enjoy the speeches and cultural dances at the occasion of the special days.

4.7. SALES RECORD

Even though the long term economic impact of trade fairs need a lot of research to establish the immediate transactions can be fairly estimated. The sales records estimated annually from 1979 to 1984 is as follows:-

Year	Sales estimates ₦
1979	18 million
1980	192 million
1981	268 million
1982	283 million
1983	48 million
1984	52 million

As can be seen from above sales are indicative of economic fortunes of the country. The downturn of the economy is indicative of the slump in the transaction since 1982. Thus the fair can serve as a barometer of economic fortunes of the country.

Even though the breakdown of the sales figures is not available, the general concensus is that most of the sales did not result from purchase of capital equipment but from sales of consumer items.

4.8. REVENUE ACCRUED BY THE FAIR ANNUALY

The fair generates revenue mainly from sales of exhibition space which is ₦400 per $10m^2$. Also visitors are charged ₦1 gate fee before entry into the fair grounds. Other sources include stand construction contracts, brochure advertisements etc.

The accrued revenue and some of the profits from 1984 are as follows:-

Year	Gross revenue ₦	Profit ₦
1984	•₦300,000	
1985	395,523	145,245
1986	832,025	357,241
1987	1,005,208.35	

• approximate

4.9. ACTIVITIES DURING THE FAIR

4.9.1. OPENING CEREMONY:

The opening ceremony is usually performed by the head of the federal government or any person he delegates the authority to. A lot of the federal government officials also attend the opening ceremony. The opening of the fair is preceeded by speeches by the Guest of honour, the director general of the fair and the president of the chamber of commerce. After the speeches short cultural dance is staged and the fair is then declared open. The guest of honour visit some stands especially large government corporations and foreign stands as a friendly guesture.

4.9.2. SPECIAL DAYS

These are occasions bestowed only on state governments and coporations that acquire up to $200m^2$ exhibition space or over. At these occasions national figures (in the case of the states their governors) are invited and full coverages are given to the corporation or state highlighting products (and culture incase of states). The occasion is marked by speeches and cultural dances.

4.9.3. SEMINARS:

Seminar on the theme of the fair is normally organized midway through the fair period. At these seminars government functionaries, businessmen, academicians and students are brought together to exchange views.

4.9.4. MISS TRADE FAIR PAGEANT:

This is a beauty contest organised as part of the activities of the fair which serve mainly recreational purpose. Gate fee is charged on the audience of the show. The winner of the contest is given a gift.

4.9.5. CLOSING CEREMONY:

This is performed by the Kaduna State governor delegate. A round of speeches by the special guest, the director general of the fair and the president reviewing the fair precedes a visit to some stands by the special guest and the fair is then declared closed.

After the closing ceremony the visitors are then required to start dismaintling their stands and a period is given within which the dismaitling should be completed.

4.10. ARCHITECTURE

4.10.1. SITE

The Kaduna international trade fair holds at Murtala Square which is situated in the heart of the original administrative centre near Lugard hall. The area is suitable for the event since there is proximity to the two major hotels in Kaduna (Hamdala and Durbar). It is also well served by roads. And since it is in the centre of the town there is abundant supply of water and electricity.

The site is the property of the national sports commision and is given to the organizers of the fair on lease for between ₦15000 - ₦25000. Hence the fair organisers are not authorized to erect permanent structures on the site.

This is a great hinderence to the efficient use of the site for the purpose of the fair.

4.10.2. PLANNING/ZONING

The zoning of the sites is done in a rudimentary way based on nationality of participants. Theere are four zones tagged A,B,C, and D. Zone A and B consist mainly of international participants and joint venture (foreign-indigenous) companies. Zone C house indigenous industries and state governments while zone D house general goods and house hold equipments.

The site generally consist of temporary structures although there are eight permanent structures located in Zones A and B. There a also two permanent lavatories and ticket booths. This represent the only permanent structures on the site. The effect of this on the fair is that it is not possible to provide indoor exhibition atmosphere (so as to ease away the need for constructing stands) because such structures would be too bulky and complicated to be removed and stored.

At present the construction of stand is entirely in the hands of the exhibitor with no aesthetics or construction materials regulation.

An example of the layout for the fair is seen in figure, 6 which reprsents the layout for the 1986 fair. A glaring pitfall in the design is the absence of sequential circulation whereby a visitor is taken through the site without any effort from him. There is also the absence of resting areas and recreation for children. Further more restaurants are concentrated in a corver of the site. Moreover there is lack of paved and covered pedestrian way which expose the visitor to the scorching sun and a lot of dust is raised by the pedestrian making rendering the place a health hazard.

4.10.3. STAND DESIGN AND EXHIBITION METHOD

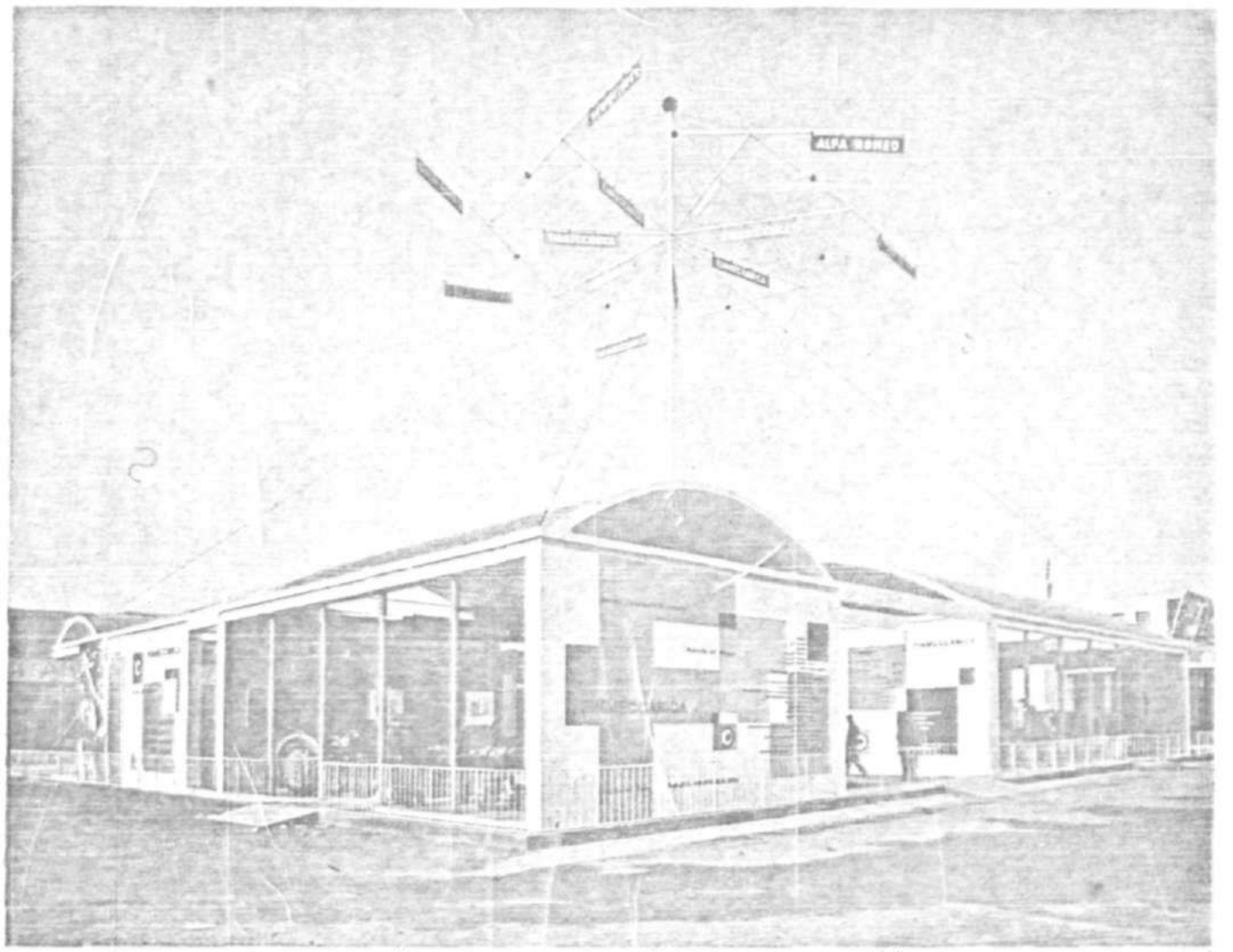
There are three kinds of stands easily recognisable at the fair. These are:

THE EXPO INTERNATIONAL SHELL SCHEME:- These kinds of stands are found in the permanent exhibition halls and are remniscent of the prevailing international style of trade fair exhibition.

In this scheme plywood or glass in aluminium frame is used to demarcate three sides of the stand while the fourth (normally of the longer sides facing an aisle) is left completely open. Name tag for the company is placed as a facia to the open side. This situation allow for the use of exhibition technique in advertising products.

GRAND PAVILLIONS:- These are found in section A, B and C and are well planned pavillions employing professional architectural skill in their designs. These stands are constructed by large companies and state governments and serve the purpose of image creation. The stands are also not an open hall but are divided into recption areas, office areas and the product exhibition areas.

The products in this case can also be exhibited in the proper atmosphere required for their exhibition.

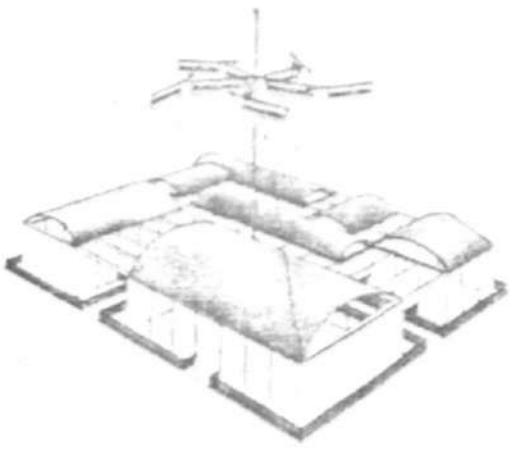


a temporary exhibition pavillion

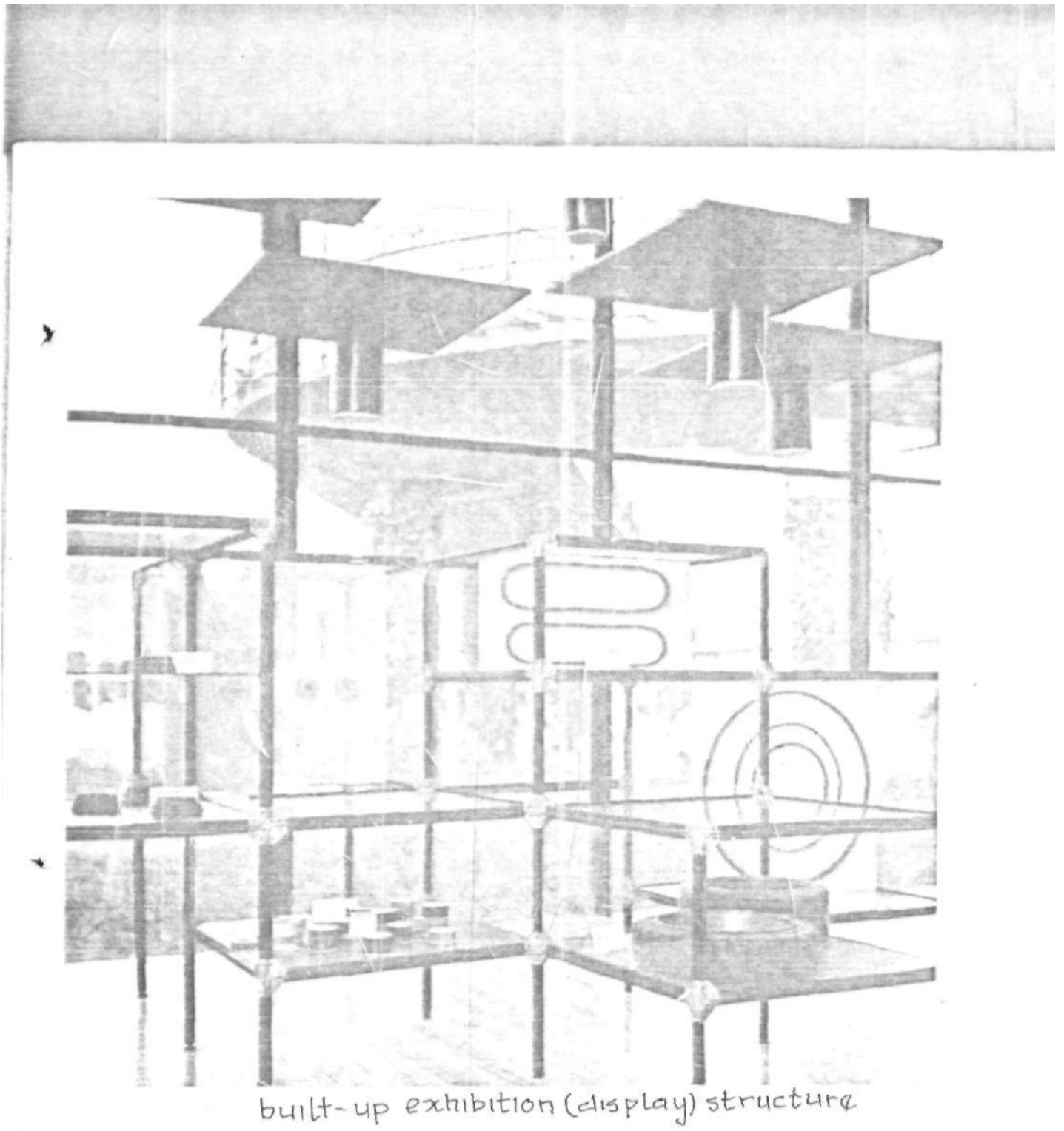
Padiglione Finmeccanica, Fiera di Verona (1954). Luigi Gargantini, Architetto.

Collaboratore per la parte grafica: Pino Tovaglia.

Il complesso, che si eleva su pianta rettangolare, riunisce sette padiglioni coperti ciascuno con volte laterizia tipo Sap a sesto ribassato. Le coperture sono rette da montanti tubolari di ferro. Le mostre, riservate alle società affiliate alla « Finmeccanica » sono interamente dedicate alla produzione di macchine agricole.



The group of buildings, located on a rectangular site, is made up of seven covered pavilions: the lunette vaultings are made of ' Sap ' bricks borne by iron tubular supports. The displays, reserved for the affiliated companies of the Finmeccanica, are entirely dedicated to agricultural machinery.



built-up exhibition (display) structure

Elementi per esposizione. Luigi Gargantini, Architetto.

Giunto metallico brevettato per la giunzione di profilati di ferro, adatto per il rapido montaggio di vetrine, piani per esposizione, mensole, scaffali, ecc. Il giunto si produce secondo una serie di quattro tipi per la giuntura di 3, 4, 5 e 6 elementi.

A patented metal joint for the coupling of iron sections and adapted for the rapid assembling of showcases, display tops, shelves, shelving, etc. The joint is made in four types for the coupling of 3, 4, 5 or 6 elements.

An industry may also combine indoor and outdoor exhibition depending on the requirement of its exhibits.

STALLS:- These kind of stands are found mainly in Zone D of the fair and are took-alike of stalls found in markets. Most of the wares in this area are exhibited in the market stall method. That is to say multitude of products are crammed in the same place and emphasis is not laid on anything.

The stands are normally constructed using wronght wood posts and beams and covered with playwood planks.

4.10.4. AESTHETICS

The architecture of the pavillions' is not controlled by any .code made by the organizers. Exhibition area requested for is given to the exhibitor and often the construction is in the hand of the exhibitor.

The areas with some interesting stands are the A,B and C sections of the fair. In section A and B permanent structure employing multitude of structural systems form the main structures of the fair. The famous fuller done was employed in constructing a pavillion contributed to the fair by the Americans.

Wood portal frame was employed in the research institutions pavillion. While the Expo halls employed slanting columns carrying light lattice trusses with fabric roofing. Corrugated aluminium was used for cladding most of these structures.

The temporary structure can also be very pleasing. During the last fair some of the interesting pavillions were those of NTC, NNPC and alot of the state governments.

However the D section gives the impression of squatter camp. This is because of the way in which wares spill into the avenues left as walkways.

Generally the fair gives disparaging aethetics with no order and gives the impression of chaos.

4.10.5. SERVICES:

Services like piped water and electricity are supplied to the site such that exhibitors can tap these services to their stands.

Other services like telephones, post office and telegraph services are provided by NITEL and NIPOST. There was provision of health centre, fire fighting and security.

From the preceding discussions on the present site of the Kaduna international trade fair the need for establishing a complex for the fair are clearly visible if the fruits of the fair are to be enjoyed.

CHAPTER 5

THE SITE: KADUNA

5.1. HISTORIC BACKGROUND

Kaduna was choosen by lord Lugard in 1912 to be his capital for administration as well as his military garrison. This was mainly because of the many locational advantages that it has at the time which it still enjoys today. These are:-

i) It has abundant water supply from the Kaduna river and important tributary of the Nigeria.

ii) Kaduna enjoy an almost central location in the Northern region.

iii) It is serve as a junction town for the western, eastern and Northern railway lines. Also it is well linked with overall road transportation network of the country.

5.2. LOCATION:

Kaduna is located in an almost central location in the northern region within the former Zaria emirate and was originally a Gwari village. It is located approximately on $10^{o}30N$ latitude and 7^{o} 24'E longitude.

5.3. CLIMATE:

5.3.1. TEMPERATURE: There are distinct seasons known as the cold and hot seasons. The highest temperatures obtained are in April as shown on the figure temperature is obtained in sometimes December.

Extremes in temperature differences between maximum and minimum are obtained in January thus causing considerable strain.

During the rainy season the temperature is lowered and humidity is increased where as in the dry harmattan period dry winds dries everything and cause lip cracks and other such muisance.

5.3.2. RAIN AND PREVAILING WINDS:

Two distinct seasons; wet and dry are clearly distinguishable.

The rains are brought by the south-west trade winds that blow from the atlantic coasts which are the prevailing winds between March and October. The rains start rising in June and peaks in September. (see figure The rains are often accompanied with storms and is often in heavy downpours.

The dry season or harmattan is brought about by the North east trade winds which blow over the Sahara and are the prevailing winds from November to February. The harmattan period is characterized by dry cold winds which dried up everything and cause lip and skin cracking.

5.3.3. WINDS:

Wind direction is generally in the direction of the prevailing winds which changes with the times of the year. Highest wind speeds are obtained around December during the harmattan while the lowest wind speeds are recorded around the end of the rainy season in October.

5.3.4. RELATIVE HUMIDITY:

This is directly related to the season and is entirely dependant on whether it is the dry or rainy season. During the dry season relative humidity falls below 30% while in rainy season humidity of up to 100 percent is obtainable. The humidity also varies with the time of the d y. It is highest at night and lowest in the afternoon.

Generally speaking a combination of the comfort-factors (temperature, humidity and wind) in only a few months is natural comfort obtainable. Thus adequate modification is necessary for obtaining comfort throughout the year.

Because of the nature of tainfull (sudden heavy down pours) immediate drainage to avoid flooding is necessary both for roofs and the ground in general.

5.4. VEGETATION:

Kaduna lies in the North guinea vegetation zone which in its natural form consists of slightly thick wood vegetational cover called or chard bush which is formed by continous cover of well developed trees 9-13.5m high which is enough to suppres grass.

However through centuries of burning and cultivation it is now a park-like grassland. Only peckets of reservation areas tend to preserve the natural vegetation. This reduces the filtering effect the trees may have in reducing the sands of

the harmattan and reduction of wind forces. The destruction of the vegetational cover may also increase soil erosion (because of the Nature of rainfall).

5.5. TOPOGRAPHY AND GEOLOGY

The regional topography is made up of an undulating park-like terrain with little rocky projections and is between the 600m contour line and the 30m confour line. Granite inselbergs rise sporadically like domes and can be up to 300m above the general level. The areas is crossed by mature streams flowing in broad shallow valleys.

The geology is basically magmatic and of mixed steakyrocks, granite in parts with darker softer bands. For the most parts it has been decomposed to laterite. The water table is high with bore depth for wells at about 15m.

SOIL:- Kaduna lies within the area with soil known as the "Zaria" soil group where covering material may be up to 4.20m deep. The soil is basically laterite with solid sedementary and combrian basement (granite) rocks base. The soil easily becomes water logged with heavy downpour and dry out and crack during dry season.

5.6. KADUNA TOWNSHIP.

5.6.1. PLANNING

Kaduns was choosen by lord Lugard to be his administrative capital as well as a military garrison

because of its strategic location in an almost central position of the region.

The first plan of Kaduna was drawn up by Lugard with his wife's help and the township located in what is now known as Kaduna east between the railway line and the Kaduna river. The town grew rapidly with the army garrison in the North and the railway junction in the south as the main stabilizing factors. There was strong segregation of living quarters. There was depreciating order hierarchy with the senior officials located at an apparent summit and the fur their away from this summit the lower the rank. The indegines quarters were separated by open vegetation from the European quarters.

The railway junction was located in the southern part of the town across the river with its associated quarters Kaduna grew rapidly and by a 1932 survey the town has grown beyond the Lugard plan. Settlements like Tudun Wada had started west of the railway and two small villages had grown in the south across the river (Makera and Kakuri). By 1954 more settlement has taken place mostly north of the river. Quarters like Abakpa, Ungwa Shanu and Kawo grew. Also the central administrative and GRA area has expanded.

In 1967 Max locks and Parkners a firm of planners were commisioned to draft a master plan

for Kaduna which has not been implimented to date.

At present Kaduna township is as defined by the max locks and partners plan boarded on the North by the tegina aerodrome and the army barracks, in the south by the industrial layout, in the east by the Kaduna river and the west by Mashi river a tributary of the Kaduna river. The town lies mostly in the North-south direction with the major road (the Ahmadu Bello-Ali Akilu Kachia) road and the railway line running north-south. Another major road has now been constructed and is known as the western by-pass which is a dual carriage way. There is also a proposal for an eastern by-pass. The town has a lot of institutions, industries and is endowed with road networks as illustrated in figure.

5.6.?. ADMINISTRATION:

The town was set up as a political capital by Lugard and it has since been a political capital. At independence it was retained to be the capital of the Northern region, later in 1967 when the regions were broken down to states it became the capital of the North central state. In 1976 the name of the state changed to Kaduna state still with Kaduna as capital. Because of its past it is still seen as the political capital of the Northern Nigeria.

5.7. POPULATION:

The population of Kaduna was estimated at 589,000 in 1984. There are few it any remaining indigenes of Kaduna but majority of the population are migrants. Kaduna is a cosmopolitan town with most of the ethnic groups of the country represented in the town. The largest ethnic group are the Hausas (28%) followd by Ibo (19.1%) followed by small northern tribes accounting for 15.2% and the Yorubas 14.7%. There are also the Fulani, Idoma, Nupe and Tiv. Others include Kanuri, Gwari and Ibibio.

Kaduna is flooded with people from rural areas who find their way there with the hope of finding work. This is because of social and economic opportunities provided by the city. The age group population revealed that adults (15 years upwards) represented 57.7% and the children (0-14 years) are 42.3%.

Thus almost half of the population is dependant.

5.8. SERVICES

5.8.1. ELECTRICITY:-

Kaduna well supplied with electricity because it is connected to the national grid electricity supply systems. Overhead transmitting lines supply all corners of the town with electricity.

5.8.2. WATERWORKS:

Water supply is tapped from the Kaduna river, refined and piped to all parts of the town using underground pipes. Main supply lines are laid along the major roads in the town.

5.8.3. TELEPHONE:

The national telecommunication company supply telephone lines to the city. Kaduna is also a divisional headquarter of NITEL.

NIPOST provides telegraph and postal services.

5.9. PUBLIC INSTITUTIONS:

Kaduna being a political capital is endowed with alot of public and military institutions which include two radio stations, a television station, hospitals, colleges, a polytechnic and a military University. It also house a brigade of the army, a policy college and airforce college. It is also the headquarter of three daily papers and a monthly magazine.

5.10. COMMERCIAL AND INDUSTRIAL ACTIVITIES IN THE STATE

The State itself also enjoys central location in the Northern region as its former name north central state suggests. It covers an areas of 87,993 square kilometers. In 1984 its' population was estimated as 7.225 million people with a large percentage being under 15 years.

However before going into the commercial and industrial activities in the state federal government industrialisation policies will be examined since it has the exclusive authority on the issue.

The policies will be examined within the framework of the national development plans.

5.10.1. KADUNA IN THE NATIONAL POLICY.

In the first national development plan,(1967-1968) the federal government outlined the aims of industrial policy as:-

i) To stimulate the establishment and growth of industries which contribute materially to economic development.

ii) To enable indegenous participation in ownership direction and management of Nigerian industry and trade.

These the government intended to achieve through:-

i) Provision of fund by government for direct participation.

ii) Establishment of development banks to lend to industries.

iii) Policies to stimilate growth of private industries.

iv) Establishment of iron and steel complex.

In the then Northern region the federal government policy was translated thus:-

i) Industries to serve northern markets (import substitution) were established.

ii) There were a few that were to serve national markets also established.

iii) Local businessmen were encouraged to invest in industries.

iv) The NNDC (Northern Nigerian development company) was established to aid local businessmen in setting up manufacturing industries.

v) Industries were mainly in the field of textiles, fibre, sacks, tanning, oil seed crushing, starch, paper sugar etc.

The stimulating policies to improve investment climate introduced by the government were:-

i) pioneer status which allow for reliet on income tax for 3-5 years period.

ii) Approved status - this deals with repatriation of foreign capital invested in the country and accrued dividends.

iii) Approved user scheme - custom duties concessions are given in respect of industrial raw materials

iv) Fiscal policies to protect local industries were introduced. For example high custom tariffs on imported goods.

SECOND DEVELOPMENT PERIOD 1970-1975

The objectives of this period were:-

i) Reconstruction of war damaged areas

ii) Promote even development and fair distribution of industries.

iii) Expansion and diversification of industries.

iv) Increase income from manufacturing activities.

v) Create employment opportunities

vi) Promote export oriented industries.

vii) Import substitution to continue also to intermediate and capital goods production to be increased.

viii) Raise the level of industrial development.

In the review of the success of the second national development plan it was found out that:-

i. The public sector (government) didn't meet, its expenditure obligation and that.

ii. The private sector invested on more profitable goods while capital demanding sectors like sugar in the consumer field, cement, fertilizers, paper products in the intermediate zone and engineering and heavy goods didn't interest the private investors.

3RD NATIONAL DEVELOPMENT PLAN (1975-1980)

Other pitfalls of the second development plan were analysed and remedies were proposed:-

i) Intra-structural facilities such as water, electricity communication and transportation facilities to be supplied for even development.

ii) Development of industrial manpower

iii) Export oriented industries are be established.

iv) Engineering (iron and steel) and industrial chemicals accorded priority.

This led to the establishment of the petroleum refinery and the peugeout assembly plant. The Katsina steel rolling mill is also as result of this policy.

5.10.2. NATURAL RESOURCES:

Natural resources can be grouped into mineral and Agricultural resources.

Mineral resources:- The state is endowed with many mineral resources, and petroleum products for industrial application are also obtainable at the Nigerian national petroleum company.

The minerals found include:- Building stone, clay columbite, Amethyst, Asbestos, uranium, quartz, iron ore Benyl, Graphite, limestone, sillimanite and Tourmaline. Most of these can be use for manufacturing purposes such as clay for Kaolin and bricks industries, Quartz (for glass manufacturing) etc.

Agricultural resources:- The state is endowed with agricultural resources especially in the southern part of the state where abundant rainfall is obtained yearly. However the Northern parts of the state around Katsina and Daura is susceptible to draught. Agricultural resources include; Rice, wheat, Maize, Guinea-corn millet, Benniseed, Groundnut, Sugar-cane, Cassava, Ginger, citrus fruits, Mango, Banana, Vegetables, Tomatoes, cotton, Tobacco, Honey, Hides and skins; Soyabean, and soghum. There are animal resources also which includes cattle, sheep goats, pigs, pultry, Horses and donkeys.

5.10.3. STRUCTURE OF MANUFACTURE IN THE STATE

Kaduna town inherited manufacturing industries and investment corporation from its former position as the administrative centre of Northern Nigeria. The town has far along time been the textiles manufacturing centre of the nation.

In line with the federal government policy the state intends to broaden the industrial base of its economy as an employment and income generating sector. Kaduna remain as the industrial centre of the state even though other towns in the state are also involved in manufacturing.

For example in Zaria, the tobacco factory taupolin, electric meters and some research institutions are

Printing and publishing	4
Other manufacturing	16

However the present manufacturing structure is

industries.

Industries	Number
Spinning, Weaving and finished textiles	7
Printing, publishing and Allied industries	34
Basic industrial chemicals (except fertilizers)	7
Non-metallic mineral product	72
Structural metal products	21
Agric mechinery and equipment	10
Electrical machiner and apparatus	8
Radio, television and communication equipment	8
Motor vehicle and special motor parts	4
Flour mill	2
Construction	54
Hotels, Rooming houses and lodges	284
Bakeries and confectioneries	104
Communication	4
Monetary institutions	32
Insurance	41
Accounting, Auditing and book-keeping	18
Engineering, Architectural and technical services	34
Medical, Dental and other health services	35
Advertising services	15
Other services	250

Both tables show that the services sector supersides the manufacturing sector and within the manufacturing sector consumer goods like textiles, confectionaries and bakeries etc have surpassed engineering equipments like machine tools and metal fabrication.

Generally speaking developing countries go through certain phases of development towards industrialization. These are:-

i) Import substitution of consumer goods which leads to import of machinery and provision of basic infra-structural facilities.

ii) Exporting of consumer items.

iii) Domestic production of capital goods.

iv) Export of capital goods.

By the time the last phase is reached industrialization would have taken place.

5.11. SUGGESTIONS:

Limiting manufacturing to mainly consumer items will not bring about the required industrialization. For proper development the manufacturing sector of the economy should be re-orientated towards. manufacturing of machine tools. Thus instead of producing consumer items machinery is manufactured instead. The steel complex is a first step towards this end.

Examples of fields of manufacturing that industries should be oriented towards are:-

1) Metal working machine tools:- These range from watch makers lathes to large forging machines and hammers.
2) Industrial engines:- Internal combustion engine for industries (non-vehicular).
3) Textiles machineries and accessories.
4) Mechanical handling equipment - cranes, lifts, cnveyors hoists and powered industrial trucks.

The list is endless. But the basic idea is that the production orientation should be towards producing manufacturing machines not just the consumer products. This is the key to industrialization.

CHAPTER 6

DESIGN

6.1. SITE SELECTION

A site was given to the Kaduna Chamber of commerce industry and agriculture by the Kaduna town planning department for development as the permanent trade fair site. It is located alono the Western by-pass (a dual carriageway running north-soth. The site is bordered on the west by the Mashi river the largest tributary of river Kaduna in the Kaduna region.

Nonetheless some sites were explored for possible use for the project. Their advantages and disadvantages examined.

6.1.1. THE MURTALA MUHAMMED SQUARE, KADUNA

The Murtala Muhammed square is the present site that is being used as the vanue of the Kaduna international trade fair and it is exquisitely located in the commercial section of Kaduna and is within walking distance of the two largest hotels in Kaduna. It is bounded by the warf road on the south and independance road by the west.

However the problems of the site are:-

i) It belong the national sports commision and and because it has established its facilities there it has no inclimation to part with it.

It can only be developed using temporary structures which would be very costly to erect and dismanthe. The storage of such structures would also be a problem.

ii) The site is also relatively small and will not accomodate any further expansion of the fair which does show a sign of expanding.

iii) Against continual use of development of this site is the friction that often arise between the organizers of the fair and the national sports commissioned that reached such a critical stage that in 1984 the Kaduna state Government had to intervene to save the fair from collapse that year.

iv) The site is located in a high traffic density zone of the town. This cause traffic congestion during the fair because the traffic it generates.

6.1.2. THE GOLF COURSE

This is an open space located along the golf course road which boders it on the south. It is bordered on the west by the college of administration and business studies campus and on the eastern side by Tafawa Balewa way. It is a large open space with valley running across it. As present it is used as a golf course and it houses the golf club.

The major problem with this site is that besides being a sanctioned open space it is close to two major hospitals (the Nursing home and the A.B.U teaching hospital) located at the cornerz of the area.

6.1.3. FORMER MOGADISHU BARRACKS SITE

This is a cleared open space at the heart of the commercial centre of the town. Part of it borders on the Ahmadu Bello way and is near the main market. The site is practically flat with little vegetation. The main obstacle to use of this site is that it has already been earmarked for development as the city centre.

6.1.4. OUTSIDE KAWO (ALONG ZARIA ROAD)

This is an undeveloped land that boders the airforce depot and is presently used as a farmland. Its major advantage is that it is off Zaria road and the rail line passes through the site, thus facilitating transportation of people and goods.

However because it is at one side of the town some potential visitors will cover long distance to reach the site. Moreover the place is practically deserted with few developed plots.

6.1.5. ALONG KACHIA ROAD

This is an undeveloped land in the industrial estate located outside Kakuri.

The land is fairly flat and has scanty vegetation. It's major advantage is that it is served by a major highway and a rail line. The major problems with the site are:-

i) The site being in an industrial area may not fit well with the leisurely activities of trade fairs.

ii) Being at the edge of the town some potential visitors may not be inclined to go because of its distance from them.

6.1.6. ALONG THE WESTERN BY-PASS

This is a plot allocated to the Kaduna chambers of commerce industry and agriculture for building the trade fair complex.

It is a large piece of land off the western by-pass and bordered by the Mashi river on the western side. The land slopes towards the river and slightly rugged. It is a naturally well-drained land with small valleys (scattered on the site) leading to the Mashi river.

The major advantage of this is its relative centrality, easy access from the airport and regional visitors can reach the site without getting caught in the traffic of the town.

The western by-pass (a dual carriage way) is among the less dense traffic roads of the town,

vii) The terrain and the presence of the Mashi river can be used as a complimentary arm to the recreational aspect of the fair.

6.2 SITE ANALYSIS

The selected site from the preceding discussions is the site originally given to the chambers of commerce for the proposed international trade fair complex. It is this site that is being to be abaysed.

6.2.1. LOCATION

The site is located along the western by-pass and is in an area that is relatively free of any structures. It is demarcated by the by-pass on the east and the Mashi river in the west. It is about 50acres in area.

The western by-pass is properly connected with the main road network of Kaduna as well as with intercity roads (it connects Abuja highway with Lagos highway). For participants and or visitors ariving at the airport it provides a traffic congestion free access.

6.2.2. MICRO-CLIMATE

TEMPERATURE: The temperature is for the most part similar to that of Kaduna although it is expected to be abit lower because of increase humidity in areas near the river and air movement created by the slope of the land in other areas.

Rain:- This is as recorded for Kaduna.

Humidity: The presence of the Mashi River has raised the humidity level of the area above the drier areas especially during the dry season. The effect of the river is mostly felt in areas close to the river.

Vegetation: The vegetation of the site is sharply divided into two:

i) Wooded area consisting of tall trees close together called orchid found mainly in the river valley and

ii) The sparsely populated shrub bushes and tufts with small pockets of orchid vegetation found in the higher grounds of the site.

The vegetation especially that in the river valley will be mostly left unotouched making it a sort of reservation area.

Sunpath:- The sunpath is of course east-west and cross the site along its short axis.

Since heat is mainly due to sun radiation orientation of buildings, should be east-west along the long was so as to expose as little part of the building as possible to the sun. Also openings in the west or east sides should be avoided.

Wind:- Like the rest of the region winds at the site are mainly south-west winds which warm, moist and hospitable where as the North-east winds are dry, cold and harsh. While the south-west winds should be tapped the North-east winds are avoided as much as possible.

Besides the major winds there axit local breezes created by local conditions.

The presense of the river and the dense vegetation aroundit created cold air while the air over the land mass of site is heated. In theafternoon it then rise and is replaced by the cold air from the valley thus creating local breezes.

In the night, the air over land is cold while that in the valley is warm it then rise and is replaced by the air over land. Thus creating a night breeze.

The gently gloping terrain of the land in conjuction with earth's gravity create a one-way breeze along the direction of sloping of the land.

Buildings can be located so as to tap these breezes and use them in creating comfortable interiors

6 2.3. TOPOGRAPHY AND DRAINAGE

The terrain of the land is gently sloping towards the river (about 5% gradient) along its width while it is a bit rugged along its long axis.

6.4. ORGANISATIONAL CONCEPT

The exhibition areas is centrally located with all the other associated facilities radiating from it. This provides easy access to the exhibition area from all parts of the site and vice versa.

The multi-pavillions system of designing trade fair grounds is choosen. However in planning the exhibition area two main concepts were employed. These are:-

i) Looped pedestrian circulation within the exhibition area which brings the visitor to his starting point from where he can easily get his transport home instead of having to walk some distance idly after finishing his round through the fair.

ii) The linear-axial planning concept which somewhat give a loop location of buildings and which allow for expansion in the dirction of the axis is employed. This concept consists of a central spine with secondary one connected at right angles and it moves along the primary spine and the buildings are place at the edges of the secondary spine.

SCHEDULE OF ACCOMODATION

FUNCTION	AREA IN M^2
Administration	1985
Parking areas	21168
Bus station	2016
services roads	5400
Min traffic roads	9612
Warehouse	1152
Emergency generator	216
Fire fighting station	864
Maintanance unit	648
Recreation	8640
Hotel	5760
Restaurants	3500
Klosks	180
Shops	
Banks	108
Telephone	36
Post office	36
Rest centre	81
Multe-purpose theatre	2304
Exhibition halls	27,648
Open air exhibition	7056

6.6. EXHIBITION HALLS

As discussed earlier the exhibition halls are planned in such a way that the visitor is restricted only in entry into the exhibition courtyard. Once in the courtyard he is then free to choose the pavillion he wants to visit. But for those that go through all or most of the pavillions a throughfare is provided for them which ease their circulation problem.

The general setting of the pavillions is park-like with the pavillions not standing in great masses but on broken down bits. Thus recreational setting is provided. Further more the roof structure is designed to rest on stilts within the exhibition park thus becoming a lanscaping element.

6.6.1. PLAN (OF EXHIBITION HALL)

The plan is on a basic grid of 3m and the halls seem apparently divided into six long strips with one projecting beyond its neighbourt on either side. The enroachment into the landseape is meant to reflect the slight ruggedness of the site and as an attempt at integrating the inside with the outside.

The glazed projections are for tapping air and light into the halls.

The basic size of a hall is 48m x 36m.

6.6.2. THE FLOOR

The sub-floor is made with reinforced concrete and it carries a 50cm x 50cm steel condult at 6m

intervals in parallel.

The floor is made up of slabs of high resistant asphalt. The floor is also made into a grid of three metre squares, which form the minimum size of stand.

6.6.3. THE WALLS:

These are made up of 3mx3m profiled pressed steel pannels with glued on plastic form instulation and plaster board finish (on the inside). These are found on the east-west axis of the site.

On the north and west sides the walls are made up of glass curtain wall 50 that visitors moving along the walkways are given a view of the interior of the exhibition halls.

The wall panels are made removeable at the lower part so that the halls can be extended outside when necessary.

The walls are profiled to conform aesthetically with the space frame and they also suggest the triangular mortif often used in Hausa plaster and painting decorations.

6.6.4. THE STRUCTURE:

The structural system employed in roofing the exhibition halls is the space frame because of its' flexibility in relation to the placement of supports and especially its aesthetics.

The basic unit:- The smallest unit used in this project is the octahedron and the most widely used is the pentahedron.

The Connector:- The connector used is a simple connector to which the elements are bolted. The connector can be seen in figure.

The Elements:- The elements of the space frame are tabular steel of size three metres. The elements are sprayed wife mineral wool fibres for fire protection.

The space frame is jutted up in certain places to provide natural lighting into the interior space. The roof structure is also extended downward where it rests on stilts and thus act as columns.

.6.5. AESTHETICS

An attempt is made at combining the space age aesthetics of the space frame with regional architectural mortifs to produce a modern regional language. The regional morfifs taken are the dromed roof represented by the roof lights and the 'Zanko' represented by the upturned pyramid at the edge of the roofs.

The wall panels are made with a complimentary profile so that the elevation looks like space frame all over. The repititive triangular mortif in the elivation is borrowed from the regional mortif often employed in plaster and paint decorations.

6.6.6. THE EXHIBITION STAND

The exhibition hall has several parts namely; Exhibition area, reception area, circulation area store, office and demonstration.

The separation of these areas is dependant upon the size of the exhibition stand.

In the smallest exhibition stand all these functions are conbined in the same place.

CONSTRUCTION:- The materials employed in the construction of the stands are brofiled metal posts with connectors make up the frame of the stand. The walls are made up of glass, plastic and playwood panels as infills between the metal frames.

The floor is carpeted or covered with linoleum as the exhibitor may choose.

6.6.7. EXHIBITION EQUIPMENT:

The type of equipment and technique is largely dependant upon the type of exhibit and tehnique employed. Two basic mode of exhibition are passive and active.

PASSIVE EXHIBITION:- This is the exhibition that mostly employ the use of exhibition technique to give it artifitial radiance or enhance its appearance. Some of the exhibits that employ the passive method of exhibition are:

Vehicles:- These are normally exhibited passively at trade fairs and a variety of techniques are used.

Turntables:- Vehicles can be placed on turntables with doors, bonnet and boot open and the set up is then bathed in artificial light. This give the exhibit an exiting setting.

Alternatively the vehicle can be disassebled and the body raised by hydrautic jack and all the parts individually displayed, around it.

These methods can be complemented with photographs of the vehicle in action and in critical conditions such as turning on a wet road.

ELECTRONICS:- These are also exhibit in passive form although some like the computer,television and video are displayed in action.

When being passively displayed boxes with windows bathed in light or tables may be used.

Photographs can be used to show models that are not being exhibited.

Machine tools:- These are instruments used for production thus they are mostly displayed passively. In this case mostly normal lighting is used for the display and the object (usually heavy) is displayed on the floor.

Photographs of the machine in action are to be used to compliment the display.

TEXTILES:- These are displayed mostly using suspention roads and they are allowed to flow down. Artificial

lighting is usually employed to enhance the appearance of the material.

FASION:- Human figures are used in passive display but sometimes they are exhibited using live models.

HOUSE HOLD EQUIPMENT:- These are things like detergents soap, pots, platic containers etc. In most of these racks are used for the display with no excessive use of drama.

However things like glassware were exhibited in dramatic settings such as pyramidal box with window openings on the sides bathed in light.

AGRICULTURAL MACHINERY:- These are heavy tractors and earth moving equipments usually displayed to in the open without an exhibitory aid.

But in this proposal the machinery is to be displayed under roof and photographs will be used in displaying the machinery in action.

Thus as seen different exhibits require different equipments and display setting. Also that some type of exhibits do not require even the partial enclosure of the stand.

6.6.8. LIGHTING

The general lighint level in the exhibition hall is 300 lux and attained through the use of natural and artificial lighting.

The natural lighting can not be used for exhibitory purpose because it changes in intensity and direction.

The lighting method being used is that of diffusing the light and directing it obliquely (above the exhibit) and side ways from the direction of viewing. This is the best lighting technique for display as it allows subtle shadow casting which brings out the texture of the exhbit.

6.7. FINANCE:

6.7.1. THE CHAMBER OF COMMERCE: The president of the Kaduna chamber of commerce was earlier quoted saying that they intend to use their own resources in financing the project.

6.7.2. THE GOVERNMENTS:

Both the Kaduna State and federal governments have stakes in the success of the Kaduna International trade fair, therefore they should contribute towards the realisation of the project.

6.7.3. INTERNATIONAL ASSISTANCE:

The Kaduna chamber of commerce can seek tehnical and financial aid from the United nations industrial development organisation (UNIDO) an arm of the United nations that aid developing countries towards achieving industrialisation.

The UNIDO in its charter promised to aid developing countries in developing trade fair complexs through one of its arms- the fair promotional activities unit.

Furthermore technical assistance can also be sought of the international union of fairs a voluntary universal body that act as an international club of

international fair centres.

6.8. MANAGEMENT

The project if excuted will be a large complex and will require a much larger management staff than the present skeletal staff of the trade fair. Therefore a united nations suggested management structure is hereby recomended which will be both for the fair and the complex.

OWNERSHIP: Chamber of Commerce and Industry

MANAGEMENT: Managing Director

Technical Director-Maintainance

Financial Director - Cash flow and accounting

Director of admin. - Personnel and temporary staff.

Publicity Director-Public relations, protocol coordinates official events.

6.9. ALTERNATIVE USES:

As stated in many places earlier on the present Kaduna international trade fair is an annual event and it lasts for not more than eight days usually. Therefore the question that jumps to mind is the feasibility of putting up gigantic structures for an eight days in a year event. However the site can be used for other purpose some of which are analysed below.

6.9.1. INFRA_STRUCTURE ON SITE:

The hotel that is integrated in the development of the complex is open to use throughout the year and is to reduce the hotel accomodation problem of Kaduna especially during the trade fair.

MULTI-PURPOSE THEATRE:- This can be used for holding small conferences and staging of plays.

RECREATIONAL PARK:- The recreational park is also to be open for year round usage and uses of the park and other facilities help in enlivening the site.

6.9.2. FAIRS AND EXHIBITIONS:

SPECIALISED FAIRS:- It has been suggested earlier that specialised exhibitions should be organised for particular industries or even industrial sectors. These exhibition can be sandwitched with the general trade fair. It can be held annually or briannually.

COMMERCIAL EXHIBITIONS:- These are organised by an industry trying to market its product to specific audience. This is feasible in view of the many industries in Kaduna and presence of many industries in neighbouring industrial cities.

For example the Kaduna aluminium can organise exhibition displaying say bullet:- Proof glazing for doors, windows and curtain wall to architects.

OTHER EXHIBITIONS:- Sparodic exhibitions of culture and technology can also be staged.

Moreover, the state government has introduced a monthly cultural and craft exhibition for talented indigenes of the state which can thus be hosted in such a place.

6.9.3. SPORTS:

The exhibition halls being large free spaces can be used for indoor sporting activities such as table tennis and Badmington.

6.9.4. BANQUETS:

The halls in conjunction with the restaurants can be used for dinner parties and banquets.

6.9.5. TELEVISION:

The exhibition halls can be used as film studios with little modification such as the use of heavy curtains to cover the glazed areas.

6.10. MISCELLANEOUS

6.10.1. EXCUTION:- The planning of the project especially in the exhibition area is made such that the development can take place in stages with the exhibition halls being increased as the requirement may be. It may however take place in two stages as required.

6.10.2. CIRCVIATION AND SIGNS

The visitor may come prepared with his ticket or he may purchase it at the extrances to the exhibition