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THE TBY GUIDE  
TO NIGERIA

## Introduction

**N**igeria, one of Africa's largest economies and a dynamic gateway to the continent, presents a broad spectrum of opportunities for investors, entrepreneurs, and corporate professionals. With a young, tech-savvy population, abundant natural resources, and ongoing economic diversification under initiatives like the National Development Plan 2021–2025, Nigeria is steadily transforming its business landscape. As a regional leader in finance, agriculture, and digital innovation, the country serves as a strategic entry point to West Africa's growing markets.

This guide is designed for executives and entrepreneurs exploring opportunities, consultants managing in-country projects, and business professionals attending trade fairs, conferences, or government-led investment forums. It covers Nigeria's major business hubs, priority sectors, key networking events, visa and entry requirements, business culture, and practical tips on transportation, mobile connectivity, and accommodation.

Whether you're planning a long-term market entry or a short-term business visit, this guide offers a valuable introduction to Nigeria's vibrant and complex economy in 2025. For tailored insights or local support, reach out to our team at [nigeria@thebusinessyear.com](mailto:nigeria@thebusinessyear.com). Understanding local dynamics and building strong relationships are essential to navigating Nigeria's fast-evolving business environment.



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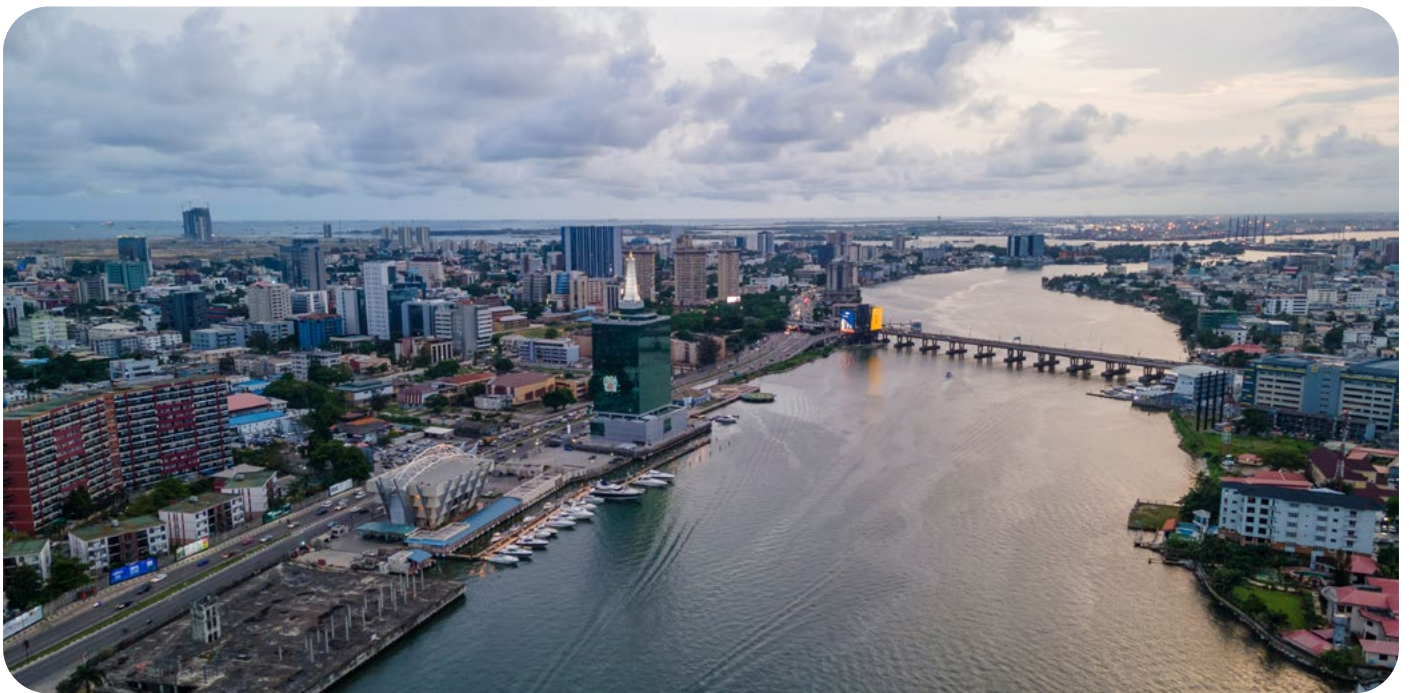
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## Where to do business

### *Lagos*

#### *The Financial and Corporate Capital*



Lagos is not only Nigeria’s commercial capital but also one of Africa’s most dynamic and influential business hubs. As the country’s largest city and economic powerhouse, Lagos hosts a dense concentration of multinational corporations, financial institutions, tech startups, and key government agencies. The city’s rapidly evolving skyline—featuring landmarks such as Eko Atlantic, the Nigerian Stock Exchange, and the Civic Towers—mirrors its ambitious drive toward modernization and global competitiveness.

Lagos’ commercial landscape is diverse and vibrant, with booming sectors in finance, technology, entertainment, real estate, and retail. Victoria Island and Ikoyi serve as the epicenter of business activity, offering a range of high-end office spaces, luxury hotels, and international dining options. The financial ecosystem is anchored by institutions such as the Central Bank of Nigeria’s Lagos branch, the Nigerian Exchange Group (NGX), and major commercial banks that play a pivotal role in regional capital flows.

Business travelers will find Lagos both energetic and well-equipped, with world-class accommodations, robust transportation links, and an active calendar of industry events and networking opportunities. As a gateway to West Africa and a driver of innovation across the continent, Lagos remains an essential destination for professionals seeking to engage with Nigeria’s fast-growing economy.

## Where to do business

### *Abuja*

#### *The Political and Administrative Capital*



Located in the heart of Nigeria, Abuja is the country's political capital and a growing center for corporate and institutional activity. While not as commercially dense as Lagos, Abuja plays a pivotal role in Nigeria's economic landscape due to its concentration of government ministries, international organizations, and regulatory bodies. The city is home to the Central Bank of Nigeria, the Nigerian National Petroleum Company Limited (NNPC), and key offices of global development agencies and diplomatic missions.

Beyond its administrative function, Abuja has seen rapid growth in real estate, hospitality, and professional services, with business districts like the Central Area and Wuse bustling with conference centers, banks, and high-end hotels. Its well-planned layout, relative security, and infrastructure make it an attractive location for national and international conferences, public-private partnerships, and major procurement contracts. As Nigeria expands its economic policy framework, Abuja continues to grow as a strategic hub for governance, investment facilitation, and institutional engagement.

## Where to do business

### *Port Harcourt*

#### *Oil & Gas Capital*



Located in the oil-rich Niger Delta, Port Harcourt is Nigeria's energy capital and a vital logistics center for the country's petroleum sector. Anchored by the operations of international oil companies such as Shell, TotalEnergies, and Chevron, the city plays a critical role in upstream and midstream oil and gas activities. The Port Harcourt Refining Company, along with several oilfield service providers, engineering firms, and marine logistics operators, makes the city indispensable to Nigeria's energy infrastructure.

In addition to its oil-driven economy, Port Harcourt boasts a bustling port complex that handles a substantial volume of goods bound for the South-South and South-East regions. The city's industrial zones are home to manufacturing, fabrication, and logistics companies that support both energy and non-energy sectors. With ongoing investments in infrastructure and growing interest in energy diversification, Port Harcourt remains a key engine of Nigeria's industrial output and a gateway to strategic economic operations in the Gulf of Guinea.



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