

CENTENARY  
CITY  
NIGERIA

2021

MOVING FORWARD IN A PANDEMIC



**NEWSLETTER**

MARCH, 2021

# Editorial

In the society, two in five people would never invest their money – but those who would are most likely to invest in real estate. The real estate market has been established to be the most dependable forms of investment, up there with stocks from fortune 100 companies such as Apple, Amazon, PayPal, Tesla etc, as concluded by Hargreaves Lansdown in a recent study.

The COVID-19 Pandemic has led to the influx of cash deposit projected to be around 2 trillion USD triggering investors to seek impeccable investment opportunities.

Considering the global effects of the Pandemic, is the real estate market adequately capable of encapsulating a major part of this amount? The fact remains that many individuals have decided to jump on the opportunity to invest in real estate as Covid-19 has exposed the promising future that real estate has for both developers, startups and investors.

Centenary City provides a wide range of projects that will serve as great investing opportunities for investors willing to benefit from the value we offer. Our on-going project, The Grove, offers every investor the advantage of owning a land space and building residential properties which could bring high returns on investment.

Centenary City has ensured that everything is put in place to give investors easy and safe grounds to invest at a time like this.

Welcome to the Future!



**Dr Odenigwe Ike Micheals Jr**  
Managing Director  
Centenary City FZE



# 2021

## MOVING FORWARD IN A PANDEMIC

It is no news that we have been facing challenging times since the outbreak of the Coronavirus, which began towards the end of 2019. The Pandemic has brought about a drastic change business structures and forcing individuals all over the world to create various ways to adapt, which we all seem to accept as our new normal. While some people have figured out ways to forge ahead, others are still battling on accommodating the impact of this virus.

The effects of the Pandemic may result in permanent changes this year, In any event, these observations raise such questions as, What is the way forward? How do we move on during this Pandemic? It is worth noting that the Pandemic seems to exert some positive effects amidst its negative outcomes.

## Technology bridging the gap

Until this moment, technology had been a somewhat optional platform to access and use, but as it stands now, using technology is no longer an option. Technological change has gradually crept into our personal lives, disrupting our usual practices. Physical presence at work has been at least partially replaced by its digital variant, proving that it is not necessary for productivity. Organizations are discovering several ways to get work done despite their staff not being confined in the same space.

This change, furthermore, has emphasized for firms the need to strategize and evolve innovative procedures for achieving organizational goals.

For instance, Virtual Augmented Reality (VAR) has been adopted by real estate agents and developers, as opposed to having potential home buyers being physically be present at "house-viewings". Such technology makes it easy to showcase available homes for purchase. This method has been adopted by Centenary City, which has engaged the use of VARs to

make 'home viewing' possible even with social distancing regulations. Meetings with clients are conducted through video meeting platforms, which provide an easy and efficient way to contact clients without exposing them to the risk of contracting the virus. Stakeholders and shareholders receive timely updates on current issues associated with on-going projects. Technology has made so much possible, which is why we have built a City with the fusion of innovation and technology at its center.

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## Green Development

“Lockdowns” and “social distancing” regulations have provided the opportunity for nature to recover from the ill effects of human activities. During these few months, various positive natural changes were observed, especially in the wild. The activity of wild game hunting, for instance, saw drastic reduction as many people couldn't leave their homes for the most part and were confined in particular locations for almost all of 2020.

One thing is certain, if nothing else: the development of an ecological civilization is paramount to conserving nature's rich and exquisite resources—in a word, to making the world a green place. Regarding this, therefore, there is a need for more green zones in Nigeria and the rest of the world so as to maintain a delicate balance between the exploitation of natural resources and their conservation, thus ensuring perfect harmony between humans and nature. The Pandemic exposed, among other things, the need for green development; new strategies need to be implemented for “green-living”. Centenary City, being a 40% green zone has set a movement in motion from such implementation policies to be created and development across Nigeria and the rest of Africa.



## Communities and Lifestyle



It is common knowledge that human beings focus a great deal of their energy on satisfying such basic needs as those for food and drink, shelter, adequate healthcare, and personal safety. But the economic downturn caused by reactions to the Pandemic has increased the disparity between these needs and the financial means to satisfy them. This dire situation, however, has presented the opportunity for satisfying an often neglected need in our increasingly individualistic world, namely the need for love and a sense of belonging. Several people have seen in this Pandemic an occasion to reach out to their neighbours in need. Such charitable extension of resources to the less privileged creates a feeling of community, which in itself is a buffer against the largely disastrous effect of Covid-19, both medical and economic.

Another sign of this sense of community manifests in the way people have been willing to put up with minor inconveniences for the greater good. Much has been remarked on the relatively large number of Nigerians who fail to adhere to Covid-19 regulations, either out of ignorance or suspicion. But not enough has been said about the not insignificant number of people and institutions who have taken these regulations seriously, even when all the incentives seemed against their doing so. These minor inconveniences—wearing a mask outdoors, thorough washing of hands, scrupulous social distancing—are themselves proof that many people remain who can make sacrifices for the good of all. The fact that these practices also make it possible to eradicate Covid-19—one might well say—is a huge bonus.

Finally, we must not fail to observe how this Pandemic has awakened in many people a new found appreciation for life. The fast-paced modern life puts tremendous pressure on us to achieve goals

upon goals, and so we flit from one pursuit to the next, without taking the time to enjoy the “little things of life”, in which lasting happiness often lie. With an increased awareness of life’s impermanence, prompted by the Pandemic, many people have begun to take the time to “stop and smell the roses”, as they say. This practice may take the form of participation in such activities as going to the movies, watching a polo race, wining and dining, going shopping, etc.—bearing in mind, of course, the Covid-19 regulations currently in force.

# The Way Forward

The need for a sustainable cities has never been as pressing and important as it is now. Sustainable cities provide an ideal milieu for obtaining resources required to satisfy human needs, whether basic or complex.

Thus, the way forward in a Pandemic would be to create a sustainable City, an all-inclusive community with the most advanced infrastructure, impressive technology, exhilarating leisure offers, exotic wildlife, and lushly green zones. A place where every human need can and will be met.

*That is the way forward. That is Centenary City.*

**Centenary City is the way forward in a Pandemic.**



## Site update February 2021

The Grove completion timeline Third quarter of 2021.



**Primary Road construction  
for all roads on the Grove  
reach 60% completion**

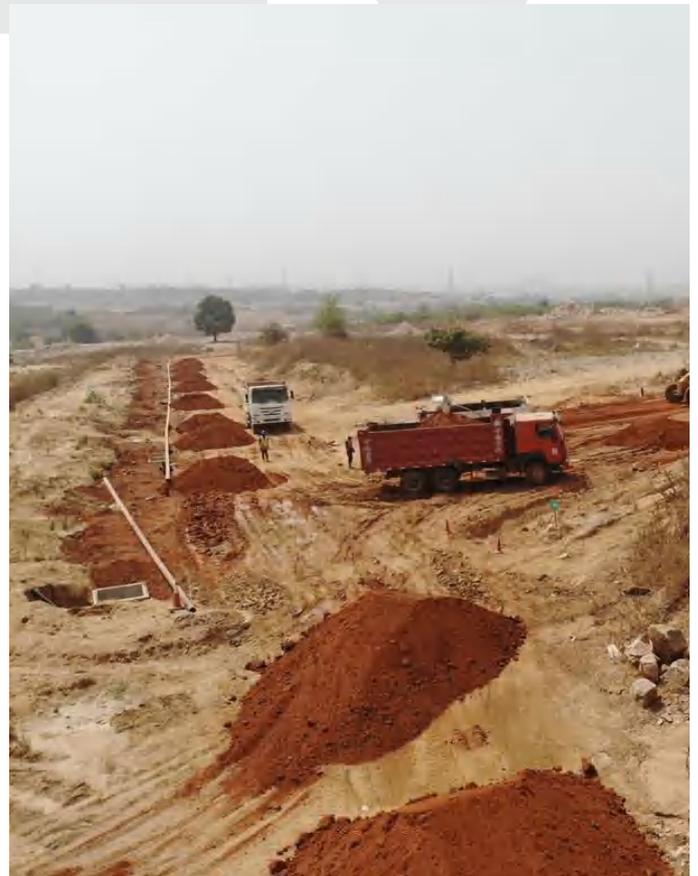


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# Project Information



With modern architecture and superb craftsmanship, The Greens offers Villas ranging from 4 bed to 5 bed. In addition to having the finest retail and dining outlets at your doorstep.



Uncover the sparkling world of all things equestrian at our world class Polo and Country club, equipped with state-of-the-art facilities on the fields and in the stables.



Embrace the retro designed StopBox whilst indulging in an assortment of international and local delicacies. Find entertainment in the most ultra-modern style with our non-stop fun Box.



Exquisitely designed to be the most exclusive neighborhood in Abuja. Enjoy uninterrupted views of the City and meticulously designed landscapes, in our 4 to 10 bedroom villas.



Designed to bring you closer to wildlife and soothed by nature with luxury tenting and interiors, The Chalets come with room service and activities at your fingertips.



A few kilometers away from the bustling Abuja City centre, and just metres away from the centre of Centenary City, you can experience for the first time in Nigeria, an Urban Safari.

# CENTENARY CITY

NIGERIA

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