



John Engler, Governor

Doug Rothwell, Chief Executive Officer  
and Department Director

**AFRICAN WORLD EXPO**  
Detroit, Michigan  
November 3 - 5, 1995

*"A seed has been planted"*

Dear Visitor:

Welcome to the first African World Expo!

In June 1994 the State of Michigan was approached by Mr. Efiang Eniang who was interested in organizing an exhibition that would bring to Michigan businesses from throughout Africa. At that point, Mr. Eniang sought to have the exhibition take place in September 1994. After being convinced by the State that such a vast undertaking would require more time, Mr. Eniang agreed to work on a later event. With that, the State of Michigan became the lead organization for the African World Expo.

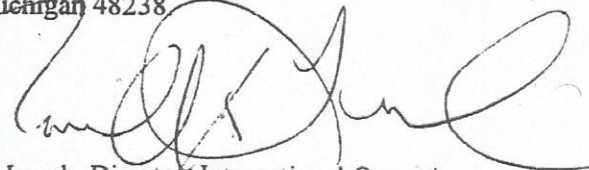
Michigan has never seen such a large and diverse representation from Africa. In fact, to our understanding the United States has never had an African event as large and comprehensive as the African World Expo. Over 150 exhibitors from throughout the United States and Africa will be in Detroit for this three day event. Tied to it will be an African trade and investment conference and various activities depicting select features of original African culture.

The African World Expo is a further illustration of Michigan's leadership among U.S. states in promoting business and related relationships with Africa. This huge and exciting event was made possible through the combined efforts of the international staff at the Michigan Jobs Commission and other public and private organizations. A special tribute must be given to Janet Clark, Assistant Director, Europe/Mideast/Africa Operations. Her diligent effort and ability to perform under tremendous stress is a trademark of her true professionalism and dedication. Mr. Efiang Eniang, dubbed the Father of the African World Expo, was also very instrumental in making the Expo a successful event. Mr. Eniang exhibited superb marketing skills and a tremendous level of energy and commitment to getting the job done, regardless of what it took.

We hope that you will enjoy the African World Expo and that it will open your eyes to new worlds. We thank you for visiting the Expo and hope that you will support any future efforts to make this an annual event in Detroit. We at the Michigan Jobs Commission view our involvement in the Expo as "planting a seed upon which other public and private interests will rain so that the Expo will blossom into an annual event in Detroit."

For information on a future potential African World Expo please contact Mr. Efiang Eniang at 14400 Wyoming, Detroit, Michigan 48238.

Sincerely,



Russell A. Leach, Director, International Operations  
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