



Review of the regional trade fair complex Jalingo: Exploring multi-functional Facilities

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Abstract

Trade fair complex are locations used for periodic gathering for commerce and related activities.

The main issue that propelled this study was due to unavailability of adequate facilities in the Taraba state trade fair Centre and the country in general. This study make use of Nigeria and international case studies by considering variables that make trade fair complex to international standards. The study focused attention on Exploring facilities with a view to increase effectiveness and to improve standard. The study was conducted through qualitative use of case studies considering the required standard trade fair facilities. The study reviewed both international and National case studies by use of photograph, physical observation and sketches The result of the Findings of the Available Jalingo Trade Fair complex revealed that the required multi-functional facilities were not Adequate and the few available facilities seems to be adequate are the trade fair gate and the perimeter fenced. The result also reveal that Jalingo trade fair complex need to have multi-functional facilities to mite up the international standard best on international and architectural building code.

In conclusion, all the multifunctional facilities should be included in the design for the Jalingo regional trade fair to mite up to international standard and it should be implemented by the government, philanthropy or privet sector in other to improve the internally generated revenue drive of the state.

Keywords: functional faculties, Jalingo, regional, Review

Introduction

Generally, trade fair on its own generate a lot of revenue to the state in terms of tickets sales exhibitions space, gate fee at the trade show and advertising sales. The amount of money generated will help the state increase its internally generated revenue source. However, to reduce overhead cost other revenue generating activities also need be accommodated at the site. Public open spaces such as trade fair complexes by their function and operation are identified as periodically operated place. According to Oguejiofor (2011) ^[62] trade fair complexes in Nigeria comprise of exhibition stands and halls lined up in row with pockets of open spaces found around the facility. Trade fairs are seasonal and are not all year round and the venues are left empty after use and facilities are laid dormant for most periods of the years. It certainly fails in one of the foremost reason of building efficient utilization at all the time. The true benefit of trade fair complex can be exploited only through a smart design that is able to respond to change of space use Oguejiofor (2011) ^[62].

Jalingo Trade Fair complex in Taraba State with the size of 764,687m² was established in the year (2000) by the former civilian administrator of Reverent Jolly Tavoro Nyame the executive Governor at that time and since then only two major and two minor trade took place. The present trade fair has little or no structures such as: 1 no. pavilion (6 x 20m) with about 300 sitting capacity, 3824m perimeter fence, one block serving both as security house and ticket room between the two entrance gates, few public convenience facilities. According to Bureau of Public Enterprises [BPE] (2018) Lagos, Kaduna and Enugu international trade fair complexes are the best in Nigeria in terms of facilities and functionality. In comparison, Jalingo trade fair complex is not up

to standard.

In addition, Pius (2016) ^[65] has carried out a research “Review of planning and design characteristics of trade fair complex in Jalingo”. However, his study was limited with the urban site planning and not with the architectural design of the trade fair complex.

Therefore, this research is prompted by the need to offer a creative design responds for the emergence of multi-functional trade fair that is flexible and adaptable to any type of fair, exhibition, show, performance, meetings and conferences thus, promoting sustainable functionality economy space. Therefore, providing multi-functional trade fair that will accommodate a number of functions and be able to respond to the change of space use is of great importance. Hence, the need for this study Design of a Multi-functional trade fair complex Jalingo is timely and cannot be overemphasized.

The objective of this study is to assess the adequacy of facilities at Jalingo Trade Fair Complex with the aim of creating a functional regional Jalingo international trade fair complex: Exploring space adaptability with a view to increasing effectiveness and adequate utilization of space

Concept of Trade Fair

Oxford dictionary defines fair as a periodical gathering for sale of goods often with shows and entertainment at place and time fixed by status or custom. Trade fairs are shop windows in which thousands of firm, from region and countries display their products: They are market places in which buyers and seller meets; it offers exporters foreign market, and excellent place to exhibit what they have for sale and to make contacts and to learn about market quickly and easily. Originally, fairs were held in conjunction with religious festivals. Ajatomobi (1992) ^[3] cited in Oguejiofor (2011) ^[62] reckons that fairs in ancient times were periodic gathering for exchange of goods sandwiched with religious and civic rites. He or it on added that the word fair was derived from the Latin word “Fercia” meaning a religious feast. Furthermore, according to the language is referred to as “Messe” which means a ceremony for display of religion/cultural and economic might, fair “Messe” is considered the most appropriate description and it means a religious as well as economic ceremony, another aspect by which the fair is defined is that it has a large coverage area and essentially deals with long distant trade.

Many names are used to indicate events whose main purpose is to bring buyers and sellers together and promote trade. For example, the term trade fair, trade exhibition and trade shows are often used to indicate the same type of event. Although these three terms are now often used interchangeably, fairs (or trade shows), exhibitions and expositions are traditionally different events. It further defines fairs as temporary markets where buyers and sellers gather to transact business while exhibition or exposition on the other hand as a display of artworks, science or industry for the stimulation of public interest, promotion of manufactured products (goods) or services, expansion of trade or illustration of developments and trends in different areas or fields (Ajatomobi, 1992) ^[3] cited in Oguejiofor (2011) ^[62].

The similarity between these events is that they are both temporary. They are usually held at regular intervals mostly at the same venue and particular time of the year. Exhibitions and expositions are different in that expositions are usually longer and are organized on a larger scale. Fairs, exhibitions and expositions may be regional, local or international. The

primary purpose of fairs is the promotion of buying and selling. Exhibitions and expositions have been discovered to have a stimulating effect on sales and fairs are organized for the display and marketing of merchandise not principally for the sales but for the purposes of advertisement and promotion (Schneider & Till, 2007) ^[71].

The trade fair is an important source of publicity in those markets where conventional advertising is hard to apply or where an on-the-spot demonstration of equipment is otherwise impracticable, an obvious example is, in a communist market or in an underdeveloped country where it may be relatively difficult for potential buyers or travel abroad (Naveh, 2001) ^[58]. Trade fair has become the popular means for communicating with the foreign consumers and at the same time finding new agents for the foreign markets.

Categories of trade fairs

1. **World fairs/international exhibition:** This refers to the erratic international exhibition where nations gather to exhibit their technological advancement and culture. These are mainly political and have no fixed venue but shifts from one country to another at no fixed intervals. Recent examples of these events are the 1967 exposition in Montreal Canada and the 1970 Osaka exposition in Japan (Ajatomobi, 1992) ^[3] cited in Oguejiofor (2011) ^[62].
2. **The general trade fair (horizontal exhibition):** This type involves participants being drawn from all sectors of the economy. It generally indicates the event organized by and for a representative number of companies and addressed to a specific target group of clients. Generally, it does not take place recurrently, but is organized ad hoc to cope with specific marketing or industrial needs and objectives of the companies. It is a very popular fairs usually held annually at fixed venues.
3. **Simple fairs:** This as a fair where immediate purchase of products is not made but orders can be placed for future delivery. These are more or less specialized fairs.
4. **Specialized fairs (vertical fairs):** Specialized fair evolved because of growth of industrial dealing in variety of products. This type of fair normally occurs at regular intervals in the same place, even if in certain cases the event moves from one location to another, organized under the same sponsorship. It is sometime also called ‘Industry Fair’ to distinguish it from the “Consumers’ fairs”. While admission to the former is restricted to professionals of the sector, the latter is open to the public. In relation to the targeted audience and therefore participation, the fair can be international, regional, national or even local.
5. **Semi private exhibition:** This is an event in which only a single manufacturer is the exhibitor and is stages to a particular audience. As an example, car manufacturer launching a new model with the dealers as the visitor of audience.
6. **Trade mart:** This indicates a sizable and fixed commercial establishment made of many showrooms to promote and sell products and services of one or many industries on a continuous basis.
7. **Conference fair:** This consists of small trade show, mostly a display of specific range of products that accompanies events whose main content are conferences and seminars.

Fairs and Exhibitions in Nigeria

The origin of trading in Nigeria like other parts of the world might 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. Trade fairs are considered as one of the major part of a marketing strategy for manufacturing companies in Nigeria. The first trade fair in Nigeria was held in Lagos state the Lagos International Trade Fair Complex is a 350-hectare facility along Lagos-Badagry expressway hosting a number of market traders. The facility was constructed in the 1970s and planned to host an international trade fair upon fulfillment. The facility was designed by Zoran Bojović and constructed by Energoprojekt in partnership with the Nigerian government; it was opened in 1977 to coincide with the first Lagos International Trade Fair (Wikipedia, Encyclopedia 2021).

Fairs in the country today are held mostly in open fields and squares. These fairs were in the form of local periodic markets and international periodic markets evolved along the routes. The exhibitors are usually distributed in a pre-marked layout of spaces lined in rows and their housing is in pavilions and tents which they build themselves and with their own styles and design. Only Lagos and Kaduna states have developed permanent trade fair complexes. The complexes are managed by the respective state chambers of commerce, industry, mines and agriculture.

Traditional commercial and agricultural fairs featuring sales and festivities fairs have been holding in cities like Kano and Kaduna since pre-colonial times. The era of modern trade fairs in Nigeria only started recently, with Kaduna fair starting in 1974 as a domestic fair organized biannually, and emphasizing on the agricultural sector (29th Kaduna international trade fair catalogue, 2010) and the Lagos international trade fair starting in 1981 (Lagos International trade fair brochure, 2010). The Kaduna trade fair became an international trade fair in 1979 when it was held in February, 1979 at the Murtala Mohammed square and with a record breaking 205 exhibitors present. The Lagos international trade fair complex also known as the international centre for commerce was the first permanent site of a trade fair developed in the country.

The Jalingo city trade fair

The Jalingo trade fair complex started by the year 2000, comprising six (6) states of the north east geopolitical regions which is known as north east demotic trade fair. The aim of the trade fair is to improved raw and sample processing locally material of the region. The second trade fair was held by the year 2003 and it was organized by Konawa trade association. It is an annual trade in conjunction with the need of the north east trader's association, which usually take place November to January 2003. The third fair was organized by a single company in Kaduna 2005, known as Taraba state commercial and industrial trade fair. The aim is for Taraba to showcase their infrastructural potentials by bringing all their economic resources where five other state witnessed the event. Herbal fair which took place in 2006 and was the last of its kind. Taraba state carried out only (6) six fairs since its establishment the first one was in year 2000 compresses of 6 norths eastern region, as while held in the year 2003; trade fair in conjunction with the north east trade association the Taraba state commercial and industrial trade in 2005 and

forth one started by the year 2006 which is call herbal fair and the minor once in 2012 and 2018. (Taraba State Ministry of Commerce and Industry 2021, field work).

The Concept of Multi-Functional Spaces

A multi-functional space is a true integration of different functions in time and space (Brandt & Vejre, 2004). This is different from mixed-use development that compartmentalizes the various uses within a community or a landscape. For example, implementing multi-functionality within communities creates spaces that have multiple purposes. Due to their access to diverse uses in one place, these spaces can contribute to a community's vitality. As well, these multi-functional amenities often appeal to diverse community members, including activists, artists, academics and social entrepreneurs, allowing them to act as incubators for new ideas, knowledge exchange, shared experience and experimentation. This connection of diverse communities can inspire innovative thinking and provide opportunities for collaboration and partnerships across traditional boundaries. For examples at trade fair level and center for social innovation.

Cities change constantly and with it the use and program of the buildings that make a city. In order to survive these changes, buildings should be able to host diverse functions during their life time. Functions can co-exist, leading to multi-functionality, and can therefore aid economic, environmental and social objectives through the spatial integration of space uses and activities. Today the word "multifunction" and "flexible" stands for spaces that claim to host multiple uses and can be changed easily for one purpose or another. In a multifunctional perspective, Buildings are capable of serving more than one purpose and of fulfilling several needs at the same time. Thus, on the same area of building space enclosure, key functions—environmental, economic, socio-cultural, and aesthetic—can be promoted simultaneously and to mutual benefit. Even so, it would appear that the above principles would not always distinguish between approaches where Space used for activities are merely collocated (multiple use) as opposed to genuinely multifunctional.

A multi-functional area is a place with many features and without using zones and also with potential for multiple activities in one place. Whether they are planned or unplanned. The place can be exploited in many ways, during much of the day and years and it is flexible too. A multi-functional space does not need much equipment and gear. Different materials or differences in level can create opportunities for activity, such as a staircase that used to go up and down but can also be used as a seating or a ramp for the handicap. Multi-functionality is not always planned; often will functions at a location that the designer had not thought of. A recent study in Central Scotland argued that multifunctional space networks should be used within the planning process to ensure that functional space creation and management is spatially targeted to achieve optimum gains for social, environmental and economic development. National policy makers are taking this advice seriously, and such networks are likely to be implemented.

More locally, a report on Teaching Sustainable Architecture for National Development (Architects Colloquium, 2009) notes the opportunity to address the goal of establishing multi-functional Building spaces" in Building extensions and new building complexes where they serve "to underpin

sustainable functioning and ‘liveability. Multi-functionality in Building space is characterized by a high degree of complexity, particularly associated with the properties of simultaneity and interactivity. Multi-functionality emerges from the interaction of environmental structure and human-value classifications. Knickel and Renting (2000) ^[45], explained multifunctional building spaces in terms of substitution and multiplier effects, as well as backward and forward linkages. While functions and their connecting schemes are natural phenomena, one can attach human values to environmental/surrounding services, often considering some scheme responses beneficial and others detrimental. Naveh (2001) ^[58] and Haines-Young and Potschin (2004) ^[30] noted that, functions are recognized and defined relative to social needs. Multi-functionality is thus an emergent property that is not easily measured or predicted, but that serendipitously produces sustainable Building space qualities of great value to people.

Some of the justifications for multi-functionality refer to the need for Buildings to support more than one activity in response to population growth and social demands. While this may be desirable, it appears very similar to multiple or integrated use. Thus, if building space multi-functionality is to be a helpful concept, it must offer something that involves more than mere “layering” of different topics such as economics, ecology, culture, and aesthetics (Haines-Young and Potschin, 2004) ^[30]. It needs to provide an alternative to predominantly economic concept such as multiple uses and to address more than the efficient coproduction of two or more commodities within a particular building space. In particular, it can help to promote spaces that cross Commercial-Social divides, are more sustainable, and are planned and implemented in an integrated way (Selman, 2009) ^[72].

Multi-functionality encourages efficient use of space, delivers wider public benefit and builds partnerships of user groups, leading to better stewardship. Ryan, (2006) ^[69] divides the building layout spaces into five themes: the cultural space, 24-hour space, the fun space, the associated space and healthy space. He describes the importance of the multi-functionality of building interior and exterior spaces and the importance of different kinds of functional spaces for various functions, activities and user groups in the building layouts. Building Space Institute, (2009) ^[69] added that functions are multiplied and enhanced significantly when the natural internal building space is planned and managed as an integrated whole; a managed network of functional spaces inhabitable and places providing benefits which exceed the sum of the individual parts. It is this concept of connectivity and multi-functionality which makes the GI approach such an important part of Building space planning and management

Multi-functionality in trade fair complexes

The concept of multipurpose spaces in Trade shows is certainly not new. Especially in elementary trade shows, the combination of cafeteria and auditorium (and sometimes indoor commercial activity space as well) is a well-established approach to maximizing the use of Trade show space and a Trade show organizer’s budget. The Evolution of a Concept Multipurpose spaces have been part of U.S. Trade shows for more than 50 years, as evidenced in Trade Show Architecture, a book by Henry Barnard published in 1949 that advocated grouping four mini exhibition spaces around a central hall meant for group activities. By the turn of the

century, it was common for elementary Trade shows to include an assembly room that could be subdivided with track-mounted wood partitions. Trade shows had one enclosure that handled multiple uses poorly. As individual spaces, to avoid the spaces from being noisy because wooden partitions weren’t sound-proof and as assembly space, the flat floors and walls were insulated. With subsequent development of sound-proofed moveable partitions, stage arrangements, and seating, from the 1950s to the present day multipurpose spaces have become a popular solution to accommodate large numbers of visitors economically. The Wake County (N.C.) Board of Education concluded from a study it funded in 2007 that by overlapping partitioned cafeteria and auditorium spaces within its new Middle-Tradeshows, it would save \$300,000 in building costs and have a net savings of 2,000 square feet per Tradeshow. Maximizing the use of these facilities also extends beyond Tradeshow hours for many Tradeshows managements that opt to rent meeting space to qualify outside groups (Turnipseed, 2006).

Multi-use/ multi-functional space is top priority and characteristic of successful venues in the fairgrounds and event facility industry; this allows fairgrounds to produce revenue on a year-round basis through off-season events, community and civic group activities, hobby shows, religious events, travelling exhibits. While the number and type of these events and activities vary depending on the region, demographics and facility capacity, the underlying trend is that of multi-purpose buildings and space, and the diverse and aggressive marketing capabilities to fill a year-round event schedule. This event center should have the capacity to host a variety of events: equestrian, rodeos, sports, concerts, community activities and can be use as isolation center. To achieve this objective, several operational and technical requirements must be met. Some of these include the ability of a space to be adaptable and the space to be operational during different trade shows, to support the planning and execution of trade events in a split-based configuration and to provide multifunctional space services to those users and organizers involved (Gu, 2002). Economic growth and social development are development of investments in infrastructures, sustainable industrial development and technological development. In achieving this objectives, several operation and technical requirements must be meet in other to have a resilient infrastructure while promote inductive and sustainable industrialization of filling the gap amidst changing global economic landscape sustainable growth must include industrialization that must be first of all making opportunities accessible, is supported by innovation and residential infrastructure.

An audit of events held at event complexes throughout the nation, state and region demonstrates the wide variety of event segments that Vernon and its event facilities could be and should be marketing to. Those industry trends and opportunities have been consolidated into the following list:

1. Antiques/Collectibles
2. Auctions
3. Automotive
4. Bridal/Family/Lifestyle
5. Community
6. Computer
7. Craft Shows
8. Religious
9. Political Rallies

10. Trade/Industry Shows
11. Youth programmes
12. Cultural/Ethnic
13. Gun and Knife
14. Livestock
15. Marina/Boat
16. Meetings/Seminars
17. Miscellaneous
18. Pet
19. Receptions/Parties
20. Science and Technology
21. Sport/Outdoor/Fitness.

Research Methodology

This study is guided by research ethics from standard, planning, conducting and reporting the result of the findings to ensure that the research ethics are properly followed, this study follows the four ethics principles of research, which are relevance, objectivity, truthfulness, and thoroughness to

1. Determine the multi-functionality of trade fair complex.
2. Assess the adequacy of facilities, components at Jalingo Trade Fair Complex.
3. Determine the multi-functionality of trade fair complex.

Data Presentation

Six case studies are conducted two (2) are Nigerian case studies while four (4) are foreign case studies. The Nigerian case studies selected for this research are Kaduna international trade and investment center and Lagos international trade fair complex while the foreign case studies are Melaka international trade center (MITC), Malaysia, Shanghai New International Expo Center (SNIEC), China, Cairo International Convention and Exhibition Centre (CICEC), Egypt and Coimbatore Trade Fair Complex India. Most of the trade fair facilities that are available in foreign case are lacking in the Taraba state trade fair complex.

The study was conducted through explanatory qualitative analysis using case studies and checklist method. Case

studies are suitable for identifying issues that are too complex for empirical survey or experimental research (Adewumi, Zakari & Madu, 2020) [2]. Case study research in architecture will transcend the bounds of what is conventionally considered a way of evidencing research by including artifacts, such as models, exhibitions or design process (Adewumi *et al.*, 2020) [2]. It is most appropriate using when, how or why question is being asked about a phenomenon (Yin, 2009) [85]. Hence, in this research, case studies and structural observations have been conducted using qualitative research approach aim to provide a architectural work that has the characteristic of a multi-functional international trade fair complex with emphasis on space adaptability to enhance day to day and all year round activities at the center.

Case study one: Kaduna international trade and investment Centre, Nigeria

It is officially known as Kaduna International Trade and Investment Centre, situated at KM 5 Kaduna-Zaria Highway at Rigachikum Area of Kaduna Metropolis, Kaduna state. Its construction was completed in 1998 and the client was the Federal Government of Nigeria through the sponsorship of Petroleum Trust Fund. It was designed by Archcon's and constructed to support leisure, tourism, trade and commercial activities.

The centre which is managed by Kaduna Chamber of Commerce, Industry, Mines and Agriculture (KADCCIMA) has since its establishment hosted dozens of fairs with the latest being the 42nd Kaduna international trade fair Friday 26th February – Sunday 7th March, 2021. The Fair covers all aspects of business and economic activities in Nigeria. It offers unique meeting points for Nigerian and Foreign Policymakers, Industrialists, Manufacturers, Suppliers, Buyers and Users of wide range of goods and services, as well as opportunities for investment and promotion. The Fair is open to domestic and foreign Exhibitors. Table 5, Fig. 7 and Plates VII shows multi-functional facilities at the trade fair center.

Observation from case study 1: Multi-Functionalities of the Complex

Table 1: Facilities at Kaduna Trade Fair Complex

| | |
|----------------------------------|---|
| 1. Information Bureau | 11. Courier Services |
| 2. Police Post/Security Services | 12. Car hire |
| 3. Fire Prevention Post | 13. Car Park |
| 4. Custom and Excise Post | 14. Reception podiums for special day |
| 5. Postal Services | 15. Business Centers |
| 6. Medical / Health Centre | 16. Permanent Shopping Arcade |
| 7. Toilets | 17. Festival Ground, warehouses, Exhibition halls |
| 8. Water | 18. Conference Centre |
| 9. Catering Services | 19. Technical Services. |
| 10. Electricity | |

Source: (KADCCIMA, 2021)



Source: Arc corn Nigeria (2021)

Fig 1: Site layout model plan of Kaduna international Trade Fair complex

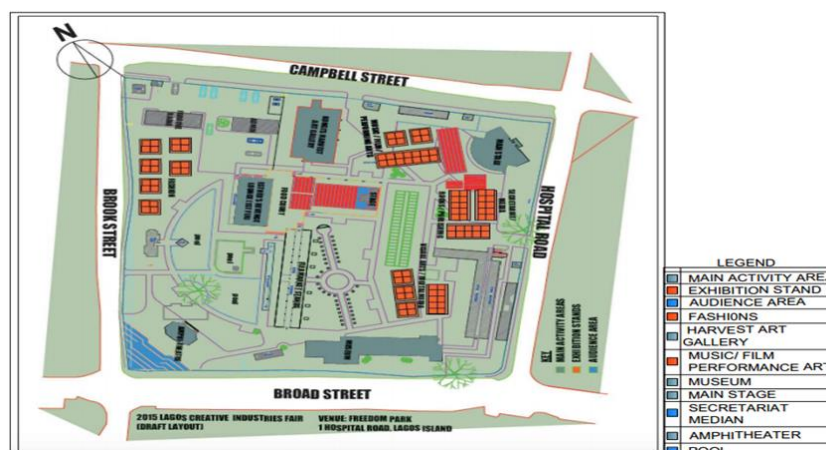
Case study two: Lagos international trade fair complex, Nigeria

This Trade fair is officially known as Lagos International Trade Fair Complex (LITFC). It is located along Lagos-Badagry Expressway, a major gateway into Nigeria from the West African coast, was commissioned in 1976 as an international trade hub to cater for trade with countries along the west coast. It has a landed area of 322 hectares which comprises Parcel A and B (BPE, 2021). In addition, it has the largest trade exhibition arena in Nigeria. However, Kaduna and Enugu Trade Fair Complexes are the present comparable operating trade fair complexes in terms of size and status in Nigeria. The centre since its establishment some decades ago has hosted so many fairs and the 2021 trade fair will be the 35th edition.

The facility was designed by Zoran Bojović and constructed by Energoprojekt in partnership with the Nigerian government. It is wholly owned by the Federal Government of Nigeria. According to BPE (2021) the main activities at the complex are- Estate Management (Renting out offices), organization of exhibitions and trade fairs, publication of information booklets on trade fairs, and renting out facilities like halls, and open spaces for seminars, conferences and weddings. According to BPE (2021) the LITFC has the following potentials. Thus:

1) Accessibility

- 2) Strategic location
- 3) Concept design
- 4) Relative low competition
- 5) Possible future designation of project site as a Free Zone
- 6) High potential of the service sector: New contiguous developments
- 7) New promising markets
- 8) Large expanse of land
- 9) Has the potential to become a massive commercial hub for Nigeria and West Africa.
- 10) Its potential for revenue is very high and perhaps explains the request of the Lagos State government for a transfer of the complex alongside some other federal government assets.
- 11) Benefit from increased efforts of the Lagos state government to develop the tourism potentials of that axis of the state as well the anticipated completion of the Lagos Rail Mass Transit network, particularly the Blue Line Rail with a 27 km rail road linking thirteen stations from the deepest outskirts of Lagos in Okokomaiko to its commercial heartbeat in Marina.
- 12) The Lagos-Badagry expressway itself presents an access to the, West African market as it is the Nigerian section of the Trans–West African Coastal Highway, an important infrastructure project expected to significantly boost cross-border trade.



Source: Oguejiofor (2011) [62]

Fig 2: Layout Plan of Lagos International Trade Fair Complex



Source: Field Survey (2023)

Plate 1: Front view of LITFC showing various open shops



Source: BPE (2021), Authors Field Survey (2023)

Plate 2: LITFC Entrance gate and Administrative building



Source: Field Survey (2023)

Plate 3: A typical commercial building at LITFC



Source: www.lagosinternationaltradefair.com

Plate 4: An indoor exhibition hall at LITFC



Source: Field Survey (2023)

Plate 5: A fair ground/ open space filled Lagos fair complex



Source: Field Survey (2023)

Plate 6: Exhibition halls, walkways, Lightening system and warehouse at Kaduna Trade fair Center

Multi-functional details of facilities at LITFC

Observation from case study 2: Multi-Functionalities of LITFC

Table 2: Facilities at Lagos Trade fair complex

| | |
|---------------|--|
| 1. | 12 exhibition Halls, of an average of 1,050m ² each |
| 2. | An office/administration complex with Banking halls, auditorium, and |
| 3. | Reception halls |
| 4. | A Motel Complex with 100 chalets |
| 5. | A luxurious park restaurant with artificial lake |
| 6. | A mini stadium |
| 7. | A warehouse complex |
| 8. | Standard lawn tennis courts and football pitches |
| 9. | Staff quarters complex with airstrip |
| 10. | Open Land spaces for further development. |
| Others | |
| ▪ | Seating capacity: 5,570 |
| ▪ | Open space for hire: 821, 872m ² |
| ▪ | Capacity utilization: 7.1% |
| ▪ | Revenue generation per staff: N12,9119, 000 |

Source: Field Survey (2023)

Table 2 shows the array of facilities at LITFC that makes it multi-functional with day to day and all year round activities with exhibition halls, banking halls, auditorium, motel, restaurant, mini stadium, warehouse and large open spaces.

Case study three: Melaka international trade Centre (MITC), Malaysia

It's officially known as Melaka International Trade Centre (MITC), it has 3.1 acre of land and it is located in Level 2, Convention Centre, Jalan Konvensyen, Hang Tuah Jaya, MITC Complex, 75450, Ayer Keroh, Melaka in Malacca State. The trade centre has host many leading conventions, trade shows, exhibitions and special events since it was commission in June, 2003. For instance, Mom & Baby Expo, Food Fair, Wedding Fair, Book Fair, IT Fair, Electrical & Home Fair, Home Decor Fair, Dharma Talk and Career Fair amongst others etc.

Multi-Functionalities of MITC

The center is multi-functional having so many facilities providing array of services. Some of the facilities are: A 13,090 m² Exhibition Hall, Grand Ballroom, Auditorium, Board Room, VIP Room, Business Centre, Surau, Dining Hall, Hotels and Apartments, Bus Terminals and Taxicab service and Sports Complex amongst others etc. Table 7 and Plates XIII-XVIV present more multi-functional facilities details at MITC.



Source: www.mitc.org.my (2021)

Plate 7: An Aerial view of Maleka International Trade Center

- 1. The Exhibition Hall:** Melaka International Trade Centre Spectacular Exhibition Hall can accommodate various public and trade exhibitions and conventions. This Hall is a pillar less space located on the ground floor measuring up to 13,000 square meters which can be divided into 3 smaller spaces being Hall A, Hall B and Hall C. The Hall can accommodate from 3,000 guests and up to 12,300 guests for theatre seating and up to 9,000 guests for dining seating. It can also house up to 728 standard shelf scheme booths.

Table 3: Typical Exhibition Specification at MITC

| Room | Gross Area | | Theatre (Pax) | | Classroom (Pax) | Dinner (Pax) | Overall Room Dimension (LxWxH) (m) | Booth Capacity 3m x 3m |
|-----------------------|--------------|----------|---------------|----------|-----------------|--------------|------------------------------------|------------------------|
| | m2 | ft2 | Horizontal | Vertical | | | | |
| Exhibition Hall | Ground Level | | | | | | | |
| Exhibition Hall A | 3973.75 | 42757.55 | 3500 | 3000 | 1500 | 2500 | 42.5 x 93.5 x 12 | 207 |
| Exhibition Hall B | 4768.5 | 51309.06 | 4800 | 4000 | 2000 | 3500 | 51 x 93.5 x 12 | 276 |
| Exhibition Hall C | 4347.75 | 46781.79 | 4000 | 3500 | 1800 | 3000 | 45.6 x 93.5 x 12 | 245 |
| Exhibition Hall A B C | 13090 | 140848.4 | 12300 | 10500 | 5300 | 9000 | 140 x 93.5 x 12 | 728 |

Source: www.mitc.org.my (2021)



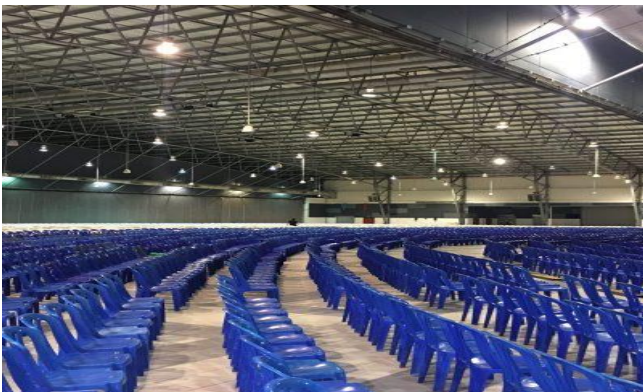
Source: www.mitc.org.my (2021)

Plate 7: An enclosed column-less exhibition with complex roof system at MITC



Source: www.mitc.org.my (2021)

Plate 8: An exhibition hall accommodating temporary Tent structures at MITC



Source: www.mitc.org.my (2021)

Plate 9: A typical seating arrangement at MITC

- The Grand Ballroom:** The Grand Ballroom is a pillar free space with crimson carpet located on level 2 and is complimented with spacious foyer; a sheer grandeur which encapsulates elegant surroundings and an aura of elegance for wedding receptions, annual dinners, birthday parties and other special or private events. A

classical and elegant banquet room with a high ceiling and having a total floor dimension of 51m x 25.5m x 4.5m is able to house up to a maximum of 750 guests for banquet seating at any one time.



Source: www.mitc.org.my (2021)

Plate 10: A well-furnished Banquet Hall at MITC

- The Meeting Room:** The center has 6 meeting rooms. It is located at Level 1, from board rooms to break up rooms where 4 of which have removable partitions for a larger meeting room when required. Each meeting room has a dimension of 8.5m x 17m with the ceiling height of 3.6 meters. Basically, the meeting rooms can accommodate from 120 guests and up to 480 guests for theatre seating while for classroom seating it can accommodate a maximum of 268 guests and a maximum of 320 guests for banquet and dinner seating.



Source: www.mitc.org.my (2021)

Plate 11: A Meeting room at MITC

- The Auditorium:** The Auditorium is located on level 1 and suitable for any type of stage event either for a presentation, hosting an award ceremony or dramas and musical performances, convocation or even for a medium-sized conference. Basically, it is equipped with state of the art visuals aids, lighting system, a 14m x 12m silver screen and luxurious seats housing 272 guests that will give the exclusivity and the 'WOW' factor for a remarkable venue.



Source: www.mitc.org.my (2021)

Plate 13: Interior view of an Auditorium at MITC

Observation from case study 3: Melaka international trade Centre (mitc), Malaysia

- A. The Exhibition Hall.
- B. Reception halls
- C. A Motel Complex with 100 chalets
- D. A luxurious park restaurant with artificial lake
- E. A mini stadium
- F. A warehouse complex
- G. Standard lawn tennis courts and football pitches
- H. The Grand Ballroom
- I. The Meeting Room
- J. The Auditorium

Case study four: shanghai new international expo center (SNI EC), China

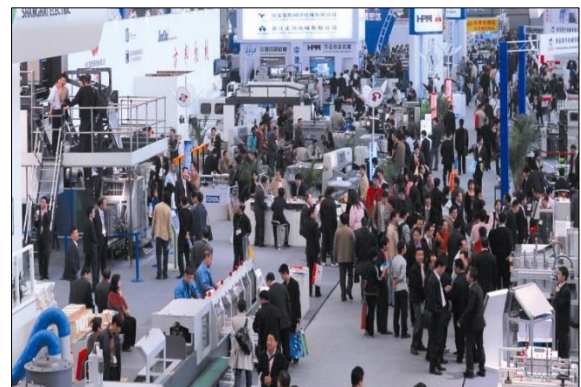
It is officially known as Shanghai New International Expo Center (SNI EC), and is the only Sino-German joint venue with western management. The 300, 000m² center is located at 2345 Longyang Road, Pudong New Area Shanghai, and Shanghai Province, China.

It is the leading international exhibition venue in the heart of Shanghai, a metropolis with over 25 million people. As the commercial hub and gateway of China, Shanghai connects the rest of our country with Asia and the world. Most of the country's production and distribution centres are located near the city. Basically, the centre with almost 20 years of experience working alongside top global and domestic exhibition and corporate organizers. In fact, almost 7 million visitors attend over 100 international trade shows in the 300,000m² venue each year.



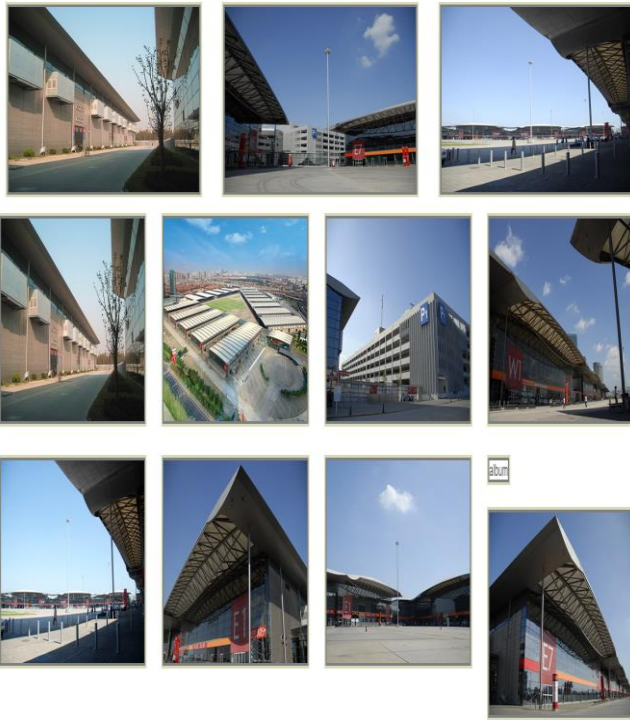
Source: www.sniec.net (2021)

Plate 14: An aerial view of SNI EC



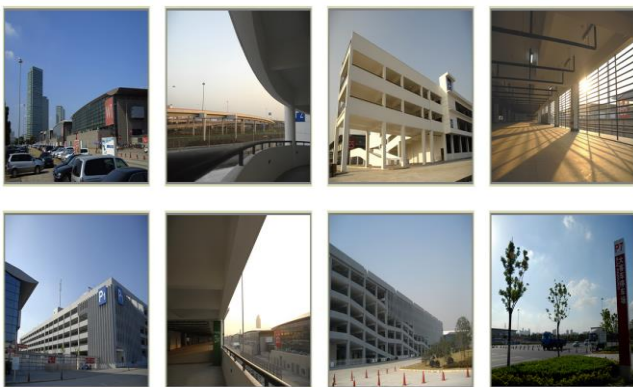
Source: www.sniec.net (2021)

Plate 15: An indoor Exhibition Hall at SNI EC



Source: www.sniec.net (2021)

Plate 16: Multi-functional facilities at SNIEC



Source: www.sniec.net (2021)

Plate 17: Parking lots at SNIEC

Observation from case study 4: Multi-functionality of SNIEC

The center has numerous state of the art facilities which accounts for its high traffic of usage. Thus:

1. 17 exhibition halls totaling 200,000sqm (2 million square feet) of column-free, ground-level space and outdoor exhibit space of more than 100,000m² (1 million

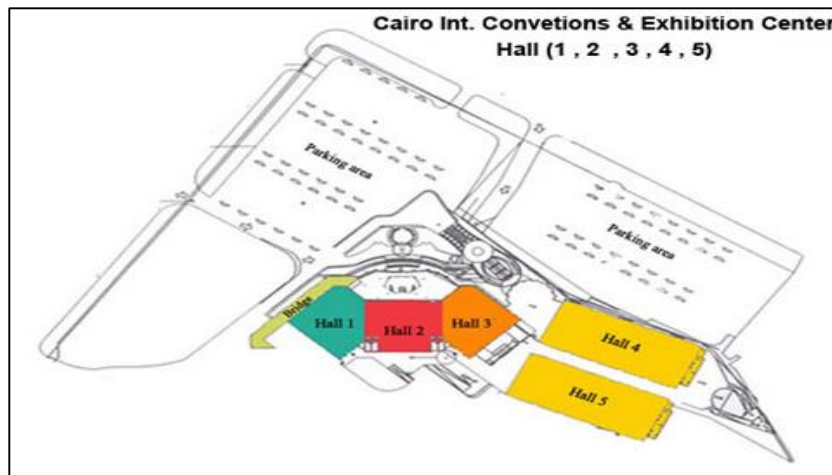
square feet).

2. 3 entrance halls of flexible space for visitor registration, information kiosks, opening ceremonies, business centers, coffee and tea zones, specialized food and dining events, cloak room, etc.
3. 20 loading bays located between halls with direct drive-in access to the exhibition floors in the exhibition halls.
4. Superior loading capability: 3 tons/m² of indoor, 5 tons/m² of outdoor and 20 tons/m² of outdoor heavy areas.
5. 51 meeting rooms with different sizes and styles for organizing meetings, seminars, conferences, cocktails, etc.
6. Spacious parking for 4730 cars and others
7. Over 40 Food & Beverages outlets and restaurants

Case study five: Cairo international convention and exhibition Centre (CICEC), Egypt

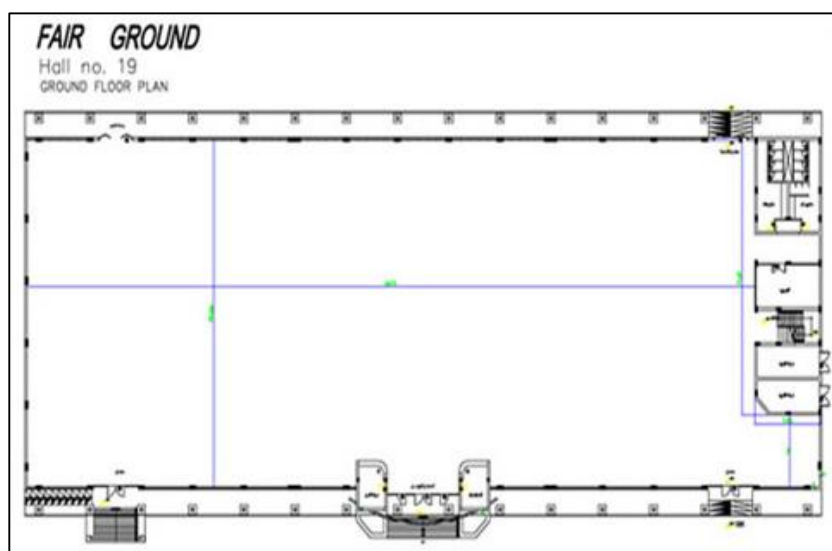
It is officially known as Egypt Expo and Convention Authority offers (EECA). EECA (The Cairo International Convention and Exhibition Centre) It was in 1989 Cairo International Conference Center, established under Presidential Decree No. 252, based in Nasr City – Cairo and it was commission on 6, 1990. In May 2008, Presidential Decree No. 134 issued merging the Cairo International Conference Center with the Egyptian. In October 2009 Presidential Decree No. 345 was issued to organize the work under the name of (Egypt Expo & Convention Authority-EECA). Egypt Expo and Convention Authority (EECA) is one sector of the Ministry of Trade & Industry and is the official authority concerned in organizing the Conventions, Fairs and Exhibitions inside Egypt and abroad. The Cairo International Convention & Exhibition Centre (CICC) is a landmark project and it is the only comprehensive convention and exhibition Centre in the country. It is built over area of 300,000 sq m and 30,000 m of it are given over for conference and exhibition facilities.

Accessibility to the center, the Centre is a 5minute walk from Cairo Stadium and 5 Minutes' drive from Cairo International Airport. Less than 10 minutes' drive from various 5,4 and 3stars hotel. The center is sub-divided in to exhibition halls, convention halls, banquet halls and general open space. Figure 10 shows the site plan at EECA. Halls (1, 2, and 3) are made for exhibition with gross floor area of 2690 m², 2170 m² and 2690 m² respectively. Each Hall can be use separately. In addition, Hall (4) and (5) has gross floor area of 4660 m² each respectively. Hall 19 is the fair ground with 3093m². Fig 9 to 10, Tables 7 and 8; and Plates XXIII- XXVI present the multi-functional facilities at Cairo International convention and Exhibition Center.



Source: www.eece.gov.eg (2021)

Fig 3: Site plan of Cairo International Convention and Exhibition Center



Source: www.eece.gov.eg (2021)

Fig 4: Fair ground at Cairo international convention and exhibition Center



Source: www.eece.gov.eg (2021)

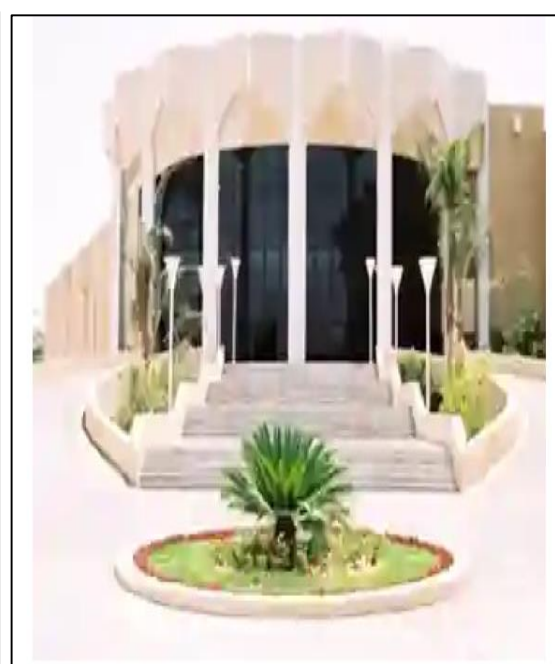


Plate 18: A front view, parking area and general entrance door with steps and landscaping at EECA

Observation from case study 5: Cairo international convention and exhibition Centre (CICEC), Egypt

1. Accessibility
2. Strategic location
3. Concept design
4. Relative low competition
5. Possible future designation of project site as a Free Zone
6. High potential of the service sector: New contiguous developments
7. New promising markets
8. Large expanse of land

Case study six: Codissia trade fair complex, India

It is officially known as Codissia Intec Technology Center (CODISSIA TRADE FAIR COMPLEX), it is a trust formed by the Coimbatore District Small Industries Association (CODISSIA) with the objective to promote and create infra-

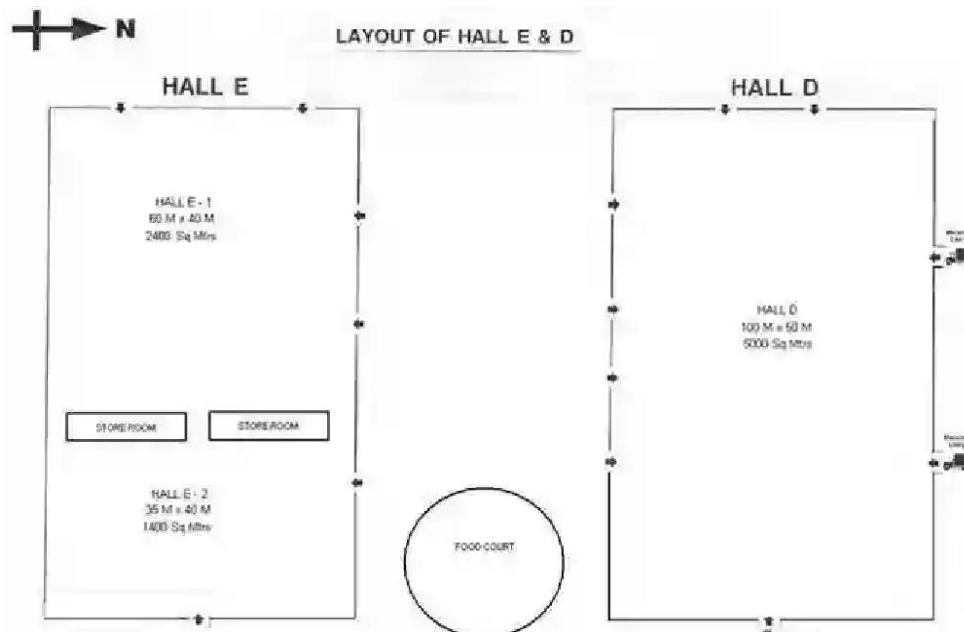
structure facilities for conducting Trade Fairs, Industrial Exhibitions, Buyer-Seller Meets, Seminars, Conventions, Conferences, Workshops and such other activities needed for the growth of regional economy, industry and technology. CODISSIA Trade Fair Complex is located at G.V. Fair Grounds, Avinashi Road, Coimbatore division of Nedu Tamil state, 641 014, India.

The Complex spanning across 160,000m² of total ground area, has been designed to provide an ideal setting for trade events and exhibition, International and National expositions, meetings, conventions, conferences, symposiums, seminars and special events. The facilities at the trade fair complex are to the international standards and being upgraded from time to time. Fig 11 to 13 depicts the site layout plan and hall E and D details respectively. Plates XXXVII-XXXIII display pictures of multi-functional facilities at CODISSIA.



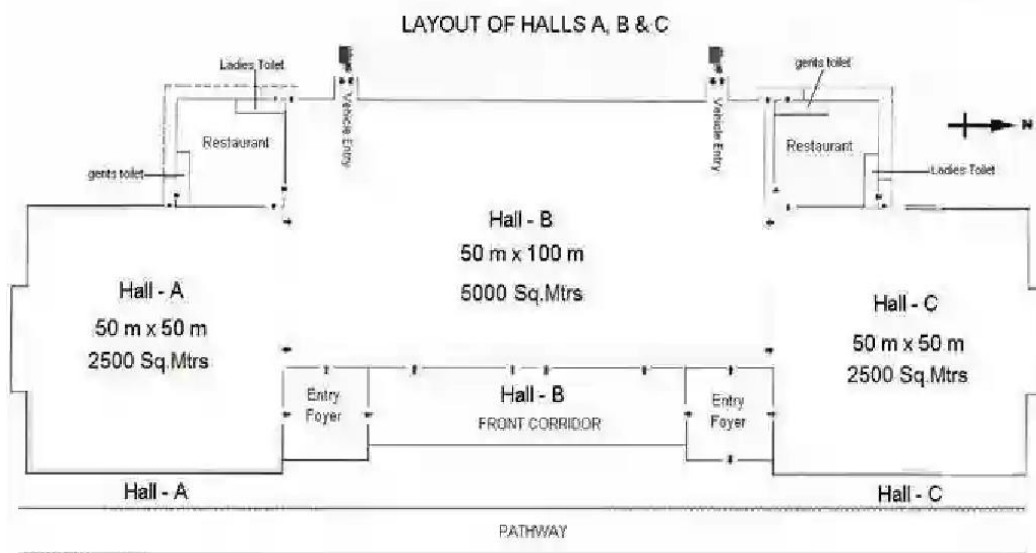
Source: www.codissiacomplex.com (2021)

Fig 5: Site plan of CODISSIA Trade Fair Complex



Source: www.codissiacomplex.com (2021)

Fig 6: Hall design plan of CODISSIA Trade Fair Complex



Source: www.codissiacomplex.com (2021)

Fig 7: Floor Plan of Hall A, B and C of CODISSIA Trade Fair Complex



Source: www.codissiacomplex.com (2021)

Plate 19: Landscape detail of the front view of Hall A, B and C at CODISSIA



Source: www.codissiacomplex.com (2021)

Plate 20: Entrance Plaza front view at CODISSIA



Source: www.codissiacomplex.com (2021)

Plate 21: Landscape Court at CODISSIA



Source: www.codissiacomplex.com (2021)

Plate 22: A food court facility at CODISSIA



Source: www.codissiacomplex.com (2021)

Plate 23: A Standby Power Generating shed at CODISSIA



Source: www.codissiacomplex.com (2021)

Plate 24: Temporary Tent at exhibition hall at CODISSIA



Source: www.codissiacomplex.com (2021)

Plate 25: A Conference hall at CODISSIA

Observation from case study 6: Multi-functionalities of Codissa Trade Fair Complex: Numerous facilities and services are provided at the complex which includes:

1. Halls in general: Hall A – 2500m² (50m x 50m) – A/C
Hall B – 5000m² (100m x 50m) – A/C
Hall C – 2500m² (50m x 50m) – A/C

Hall D – 5000m² (100m x 50m) – A/C

Hall E – 4000m² (100m x 40m) – A/C

Halls A, B & C: Exhibition Area – 10000m², Roof Height – 10.65m at Hall B and 6m with false ceiling at Hall A & C

Hall D: Exhibition Area - 5000m² Height – 9.0m, Exhibitor Vehicle entrance – 4.6m width x 5 m height

Hall E: Exhibition Area - 4000 m².^{6m} with false ceiling

1. **Exhibition Hall:** Total floor area of 18800m², designed to host exhibitions, trade fairs conventions and special events. Versatile hall space and purpose built to cater variety of events and group gatherings.
2. **Open Air Theater:** Well Landscaped open air theater of 2000m² (Approx) ideally suited for special events business parties, Individual celebrations etc.,
3. **Seminar Hall:** Three air-conditioned Halls with seating capacity 100, 200 & 400 each to conduct seminars and group meetings.
4. **Pantry and Restaurant service core:** Food & Beverages preparation and serving facility to over 5000 persons in a day.
5. **Service core:** To install and provide telecommunication service viz.
6. **Telephone & Internet Kiosk:** To hold the press-lounge and press-meeting and medical checkups.
7. **Open ground space:** Over 19000m², ideally suited to hold large outdoor display and special meetings and outdoor food courts.
8. **Car Park:** 3000+ cars and 5000+ two-wheelers parking facility within the campus of the complex. In front of Hall E and at the rear parking lot.
9. **Power:** Generator set Capacity of 125KVA, 250 KVA,

365 KVA, 380 KVA, 600 KVA, 750 KVA 2 Nos. to meet the fullest capacity to provide an alternate power supply in case of the failure of main supply. Separate power to drive AC for Halls A, B, C, D & E.

10. **Fire Safety:** Emergency firefighting infrastructure for all the halls.
11. Water supply for general purposes.
12. An International Standard Food court.
13. Head Room: 10.65 Mts. a veritable drive-in for cranes, hoists and any vehicle using the vertical expanse
14. Hall entry for vehicles: 5.4m High X 4.6m
15. Wide Service trenches for power, water supply and drain line, Telephones and compressed air.
16. Heavy duty flooring (bearing capacity of 5 tons per Sq.mt Approx)
17. Toilet facilities for Gents & Ladies.
18. Exclusive service entry and exit.
19. Ambulance and First Aid Service on request
20. Large paved area and lovely landscape for visitors to relax
21. Billing Machine available for Entry Ticket (Trade Fairs / Events)
22. **Other Services at request:** Courier service though outsourced courier agents. Free shuttle service for visitors from the entrance road to complex on demand.

Table 3: Observation of the foreign and Nigeria case studies best on multi-functionalities

| | Facilities at foreign case study 3: melaka international trade centre (MITC), Malaysia | Facilities at Nigerian case study1: Kaduna |
|---|---|--|
| 1 | 1. The Exhibition Hall. | 1. Courier Services |
| | 2. Reception halls | 2. Police Post/Security Services |
| | 3. A Motel Complex with 100 chalets | 3. Car hire |
| | 4. A luxurious park restaurant with artificial lake | 4. Fire Prevention Post |
| | 5. A mini stadium | 5. Car P ark |
| | 6. A warehouse complex | 6. Custom and Excise Post |
| | 7. Standard lawn tennis courts and football pitches | 7. Reception podiums for special day |
| | 8. The Grand Ballroom | 8. Postal Services |
| | 9. The Meeting Room. | 9. Business Centers |
| | | 10. Medical / Health Centre |
| | | 11. Permanent Shopping Arcade |
| | | 12. Toilets |
| | | 13. Catering Services |
| | | 14. Electricity |
| | | 15. Technical Services |
| | | 16. Conference Centre |
| | | 17. Exhibition halls |
| | | 18. Festival Ground, warehouses, |
| 2 | | Facilities at Nigerian case study 2: Lagos |
| | | 1. 12 exhibition Halls, of an average of 1,050m ² each. |
| | | 2. An office/administration complex with Banking halls, auditorium, and Reception halls. |
| | | 3. A Motel Complex with 100 chalets. |
| | | 4. A luxurious park restaurant with artificial lake. |
| | | 5. A mini stadium |
| | | 6. A warehouse complex Standard lawn tennis courts and football pitches |
| | | 7. Staff quarters complex with airstrip |
| | | 8. Open Land spaces for further development. |
| 3 | Facilities at foreign case study 4: shanghai new international expo center (SNIEC), China | |
| | 1. 17 exhibition halls totaling 200,000sqm (2 million square feet) of column-free, ground-level space and outdoor exhibit space of more than 100,000m ² (1 million square feet). | |
| | 2. 3 entrance halls of flexible space for visitor registration, information kiosks, opening ceremonies, business centers, coffee and tea zones, specialized food and dining events, cloak room, | |

| | | |
|----------|--|--|
| | etc. | |
| | 3. 20 loading bays located between halls with direct drive-in access to the exhibition floors in the exhibition halls. | |
| | 4. Superior loading capability: 3 tons/m ² of indoor, 5 tons/m ² of outdoor and 20 tons/m ² of outdoor heavy areas. | |
| | 5. 51 meeting rooms with different sizes and styles for organizing meetings, seminars, conferences, cocktails, etc. | |
| | 6. Spacious parking for 4730 cars and others | |
| | 7. Over 40 Food & Beverages outlets and restaurants | |
| 4 | Facilities at foreign case study 5: Cairo international convention and exhibition Centre (CICEC), Egypt | |
| | 13) Accessibility | |
| | 14) Strategic location | |
| | 15) Concept design | |
| | 16) Relative low competition | |
| | 17) Possible future designation of project site as a Free Zone | |
| | 18) High potential of the service sector: New contiguous developments | |
| | 19) New promising markets | |
| | 20) Large expanse of land | |
| 5 | Facilities at foreign case study 6: Codissa trade fair complex | |
| | 1. Halls in general | |
| | 2. Exhibition Hall | |
| | 3. Open Air Theater | |
| | 4. Seminar Hall | |
| | 5. Pantry and Restaurant service core | |
| | 6. Service core | |
| | 7. Telephone & Internet Kiosk | |
| | 8. Open ground space | |
| | 9. Car Park | |
| | 10. Power | |
| | 11. Fire Safety | |
| | 12. Water supply for general purposes. | |
| | 13. An International Standard Food court. | |
| | 14. Head Room: | |
| | 15. Toilet facilities for Gents & Ladies. | |
| | 16. Exclusive service entry and exit. | |
| | 17. Ambulance and First Aid Service on request | |
| | 18. Large paved area and lovely landscape for visitors to relax | |
| | 19. Billing Machine available for Entry Ticket (Trade Fairs / Events) | |

Source: field work (2023)

Table 3: Case studies result of the observation

The observation result shows that of most of the facilities identified in the foreign and Nigerian case studies are not available in the taraba state regional trade fair trade, for a regional trade fair to mite up to international standard 75% of

the case studies variable must be adequate.

Case Studies Parameters

Table 5 presents the summary of the research parameters, the expected data obtained and the relevant case population.

Table 4: Case Studies Parameters Used for the Study

| S/N | Variables | Expected Data | Identified cases |
|-----|-----------------------|---|--|
| 1 | Multi-functionalities | How are the centres or complexes designed as multi-functional for fairs and other activities? | International cases: Melaka international trade Centre MITC, Malaysia; Shanghai New international Expo Center SNIEC, China; Cairo international convention Centre, CICC Egypt and Codissia Trade Fair Complex, India Local cases: Kaduna international Trade and investment Centre, KITIC, Kaduna State. Lagos international Trade fair complex, LITFC, Lagos State |
| 2 | Trade fai | Are the required facilities available and adequate? | The present Jalingo Trade Fair complex |

Source: field work (2023)

This table shows the results of field observation at the present Jalingo Trade Fair complex. The Findings revealed that the required facilities were not available. Only the entrance gate and perimeter fencing representing seems to be adequate, the ticketing and security room is not well positions, the fair ground is not constructed with concrete or pavement and during wet season is prone to erosion and growth of weeds. Facilities are not adequate and will need rehabilitation and

even complete reconstruction.

Results and Discussion

The findings revealed that the state of facilities at the present Jalingo Trade Fair Complex are not in line with both Nigeria building code considering the Nigerian case studies, it did not rich international building code and Architectural design standards considering the international case studies multi-

functionality, in terms of types, minimum sizes, space utilization and other requirements of building and support facilities that are expected at private, public and social buildings such as: convention centers, trade and exhibition centers among others etc. (National Building Code [NBC], 2006; Federal Housing , 2021; Pickard, 2003).

The findings from the various case studies has provided an insight on the multi-functionalities of facilities which can be re-incorporated in the new propose Jalingo international trade complex in Taraba State to make it multi-functional for trade, social and other public activities, with the aim of increasing the revenue drive of the state.

Conclusion

Considering the finding best on the national and international case studies, jalingo trade fair complex net to be redesigned considering the National Building and international architectural building code and standard. Best on variable observed in the international and Nigerian case studies, a new proposed Jalingo regional international trade fair complex for Taraba state and the country at large via multi-functionality need to be design. Prior to this study, the present trade fair complex was lacking almost all facilities that will make it multi-functionally viable. The new proposed regional International trade fair will encompassed the following facilities: Administrative Unit, Exhibition Area, Service Facilities, Accommodation unit, Reception/Security Area, Information Desk, Tech/Maintenance Division, Conference Hall, Gym Hall, Archi-build Exhibition Centre, Warehouses, Pavilion (Cultural Activities), Eatery Services, Open Fair Ground, Mini-Event Hall, Internet-Café, Youth Skill Acquisition center and Parking Space Facilities.

Recommendations

For successful execution and implementation of the design, the following recommendations have been proposed:

1. The design should be implemented by the government in other to improve the internally generated revenue drive of the state.
2. The implementation of the design is expected to create both direct and indirect employment opportunities.
3. The design should be implemented due to the sustainability and viability of the facilities.

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