



## BUSINESS MISSION TO ETHIOPIA 25-28 MARCH 2014

To Whom It May Concern;

Developing Markets Associates, with the support of the Ethiopian Embassy, UK Foreign and Commonwealth Office and UKTI, will be hosting a **high-level business mission to Ethiopia, enabling UK companies to gain comprehensive access to key decision-makers** at a business and government level. Mark Simmonds, UK Minister for Africa, will join the mission to outline the growing cooperation between the governments.

Mission delegates will learn at first hand from government officials, **led by H.E. Prime Minister Hailemariam Desalegn**, and businesses about new and extended trade & investment opportunities across a range of commercial sectors in both countries. The UK companies present will themselves have the opportunity to raise their own profiles with government and the private sector at a time when Ethiopia is indicating a strong wish to engage more closely with UK.

### BENEFITS FOR MISSION DELEGATES

- **Meet and network with the key Ministers and officials**, learn more about progress on their individual development programmes and discuss with them the **specific business, trade and investment opportunities** in key industry and service sectors
- Have the opportunity to follow up with government, whether at focused business roundtables or detailed 1-2-1 meetings
- **Meet and network with potential business partners**
- Visit projects to see successes at first hand
- Receive **detailed briefings from senior UK representatives** in and from UK companies that have already invested.

For further information please contact the mission manager, **Frazer Lang, at Developing Markets Associates** ([frazer.lang@developingmarkets.com](mailto:frazer.lang@developingmarkets.com). Tel: +44 (0) 203 117 2500).

You can also contact the Embassy's Trade & Investment Department on the following details:

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Best Regards

Berhanu Kebede

**Ambassador**

Embassy of Ethiopia, London