



# Ethiopian News

October 2018

**INSIDE THIS ISSUE**

PM Abiy's memorable visit to Europe.....6

Quadruple amputee to scale Ethiopia's highest mountain.....7

Addis Fine Art showcases Ethiopian art at 1-54 Contemporary Art Fair in London.....9

UK and Ethiopia sign £176 million grant.....10

UK-Ethiopia Trade and Investment Forum affirms Ethiopia is open for Business.....12

Ethiopia makes 'strong gains' from FDI flow.....14

Clothing giant Calzedonia opens its first African factory in Ethiopia.....15

Ethiopian Diaspora Trust Fund goes live.....16

47,500 participants registered for the Great Ethiopian Run - 18<sup>th</sup> November.....17

Ethiopia launches visa-on-arrival for African travellers.....18

Meet the 19-year-old tech genius coding at Ethiopia's first AI lab.....19

CONNECT WITH US



@EthioEmbassyUK

# Ethiopia Shows the World that Women can Lead

Country now boasts first female President, Supreme Court President and gender-balanced Cabinet

Page 2



# Ethiopia's three weeks of historic firsts

## *Women take centre stage in Prime Minister Abiy's new Government line up*

In just three weeks, Ethiopia made history with the elevation of women to top government posts: a cabinet reshuffle saw a gender-balanced cabinet with women taking up half the ministerial posts, the first female president and first female supreme court president.

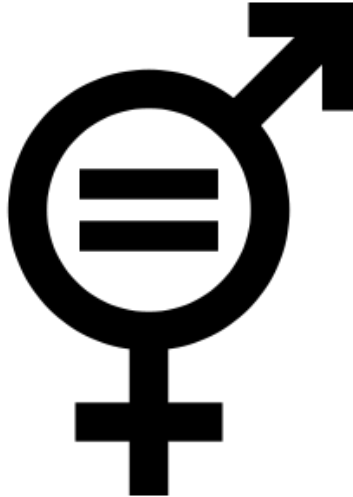
These measures are part of Prime Minister Abiy's latest political and economic reforms since taking office in April 2018 and are huge milestones in Ethiopian political history.

### **...Cabinet reshuffle**

As part of ongoing reforms taking place in the country, Prime Minister Abiy named a new Cabinet on 16<sup>th</sup> October, with half the posts being taken up by women – a historic first for Ethiopia, and Africa in general.

The cabinet reshuffle saw the number of ministerial positions reduced from 28 to 20, with half of the cabinet posts now held by women, including key Ministries such as the Ministry of Peace, Trade and Industry, and Defence.

The Prime Minister said the appointments took into consideration competence and educational background and are move towards forming a more inclusive and "gender-balanced" government.



Aisha Mohammed, formerly Minister of Construction, will now serve as Defence Minister – the first woman to hold that position in the country.

Muferiat Kamil will lead the newly-established Ministry of Peace, which will oversee the intelligence and security agencies. Similarly, in the April 2018 reshuffle Minister Muferiat was elected speaker of the House of People's Representatives and was the first woman to hold that position in the country's history.

Dr Workneh Gebeyehu (Minister of Foreign Affairs), Dr Amir Aman (Minister of Health), Dr Sileshi Bekele (Minister of Water, Irrigation and Electricity) and Berhanu Tsegaye (Attorney General with the Rank of Minister) retained their previous posts as ministers.

Prime Minister Abiy's nominations were unanimously approved by the Parliament.

### **Historic**

Ethiopia now joins a handful of countries, mostly European, where women make up 50% or more of ministerial positions, according to the Inter-Parliamentary Union and U.N. Women.

Days after Ethiopia's announcement, Rwanda became the second country in Africa to announce a

---

**“Our women ministers will disprove the old adage that women can't lead. This decision is the first in the history of Ethiopia and probably in Africa...This is to show respect to the women for all the contribution they have made to the country. The new cabinet is expected to reform their respective ministries, remove the walls of bureaucracy, and bring innovation and technology to provide services efficiently.”**



gender-balanced Cabinet, although women already make up 61% of parliament members in Rwanda.

A full list of Cabinet Ministers is available on our website: <http://bit.ly/GoE-Cabinet>

### ...first female President

In yet another historic move, and just days after Prime Minister Abiy named the new gender-balanced Cabinet, Ambassador Sahle-Work Zewde was appointed as the fourth President of Ethiopia, replacing outgoing President, Dr Mulatu Teshome.

The decision was made by a unanimous vote during a special joint session of Ethiopia's two legislative houses of parliament – the House of Peoples' Representatives and the House of Federation.

A seasoned diplomat, Ambassador Sahle-Work becomes Ethiopia's first female president and, currently, the only female head of state in Africa.

As president, and as per the Ethiopian Constitution, Ambassador Sahle-Work can expect to serve two six-year terms.

In her inaugural address to Parliament, the newly-appointed President committed to working for the cause of peace in the country while exerting every effort to make gender equality a reality in Ethiopia.

"We have no other option than peace to realise the vision of building a great nation," she said.

**"If the current change in Ethiopia is headed equally by both men and women, it can sustain its momentum and realise a prosperous Ethiopia free of religious, ethnic and gender discrimination."**

"The reform is expected to be complex and to have multiple challenges," the President said, adding that the joint efforts and unity of the government and other political parties is required to overcome these challenges.

She thanked outgoing President Mulatu Teshome, who resigned from his post on 24<sup>th</sup> October, for his



Photo: President Sahle-Work (second left) shortly after her appointment together with Prime Minister Abiy Ahmed

services to the country during the past five years. Dr Mulatu resigned one year ahead of his term ending, saying he wanted to be part of change and reforms taking place in the country.

“By example, President Mulatu has shown us what role we can play for the sake of the reforms,” she said, adding “I hope other leaders at all levels will follow suit.”

### **A seasoned diplomat**

Ambassador Sahle-Work brings a wealth of experience to the position. Immediately prior to being appointed president, Ambassador Sahle-Work was serving as the Special Representative of UN Secretary-General, António Guterres, to the African Union and Head of the UN Office to the African Union – the first woman to be appointed to that position. In 2011, she was appointed to the position of Director-General of the United Nations Office at Nairobi (UNON).

She has also served as Ambassador of Ethiopia to Senegal, Djibouti and France, and held a number of other high-level positions including Permanent Representative of Ethiopia to the African Union and the United Nations Economic Commission for Africa (ECA) and as Director-General for African Affairs in the Ministry of Foreign Affairs of Ethiopia.

### **...first woman to head supreme court**

As the trend continues, on 1<sup>st</sup> November, the Parliament appointed Meaza Ashenafi as the country's first female Supreme Court President.

"Ethiopia's march towards gender parity in key leadership positions continues unabated," PM Abiy's then chief of staff, Fitsum Arega, wrote on Twitter. "Meaza Ashenafi is one of Ethiopia's most seasoned lawyers and a prominent women rights activist."

A former high court judge, Meaza was also an advisor on the writing of the Ethiopian constitution, and founded the Ethiopian Women Lawyers Association (EWLA). As EWLA's Executive Director, Meaza successfully defended a 14-year-old girl accused of killing a man who raped her in a story that was dramatised in the 2014 movie produced by Hollywood actress, Angelina Jolie, titled "Difret".

She also helped start Enat Bank, the first women's bank in the country.



In an interview with the BBC, Meaza said “This is an honour and a distinct privilege. This kind of offer does not come every day and this is a new chapter in our country as we go through a transformation...It will be a privilege if I am able to contribute to the independence of our judiciary... [and] the government is ready to ensure that I get all the support I need to build an independent judiciary.

On becoming the first woman to hold the job, as well as the other recent promotions of women, Meaza said:

**“I am so happy that the glass ceiling is shattered, and my daughters can dream of becoming anyone they want to be in Ethiopia.”**

### **...Prime Minister's spokespersons also appointed**

Billene Seyoum has been appointed as Press Secretary at the office of Prime Minister Abiy Ahmed. Her deputy is Helen Yosef.



In her first briefing to local and foreign journalists, the new press secretary announced the issuance of access badges for media operating within the PM's office.



# The World Reacts to Ethiopia's Historic Appointments



**Congratulations to President Sahle-Work Zewde on being elected the first female President of Ethiopia – a strong symbol of growing female empowerment in Africa.**

*- UK Prime Minister, Theresa May*

**I congratulate Prime Minister Abiy Ahmed of Ethiopia for appointing a cabinet marked by gender parity...I look forward to other similar bold initiatives on the continent, as part of Agenda 2063. The decision by the Prime Minister sets a major milestone in Africa's efforts towards gender equality and women's empowerment, in particular women's access to high-level political decision-making positions.**



*Chairperson of the African Union Commission, Moussa Faki Mahamat*

**Congratulations to Sahle-Work Zewde & to Ethiopians, on your first woman president & new cabinet in which women ministers head key departments. The African continent is leading the way in showcasing that women's engagement and leadership are crucial to lasting peace.**



*- UN Secretary-General, António Guterres*



**I am proud to hear that a former UN official, Sahle-Work Zewde, has become the first female President of Ethiopia. Congratulations, Madam President! Women do make a difference. We are proud of you!**

*- UN General Assembly President, María Fernanda Espinosa Garces*

**Congratulations to President Sahlework of Ethiopia on her new appointment. A welcome sign of Ethiopia's commitment to empowering women as part of the political reform process, following the appointment of a gender balanced cabinet.**



*UK Minister of State for Africa, Harriett Baldwin*

**The appointment of Ms Sahle-Work Zewde as President of Ethiopia is yet another sign of Ethiopia's path towards reform and internal cohesion...Ms Sahle-Work Zewde's appointment and Prime Minister Abiy's recent nomination of a cabinet with gender parity with two strong women leaders to key positions, Aisha Mohammed as Minister of Defence and Muferiat Kamil in the new position of Minister of Peace, sends a strong signal about the Ethiopian government's commitment to advance women's empowerment.**



*- EU Statement*

**France salutes the career of this major figure in international political life. Ethiopia is implementing a policy of ambitious reforms which France fully supports, including in the area of gender equality, as reflected by the formation of a parity-based government on October 17, 2018, and the appointment of a female president.**



*Liberté • Égalité • Fraternité*  
**RÉPUBLIQUE FRANÇAISE**

*French Government Statement*

**"I congratulate the new female ministers appointed by Prime Minister Abiy Ahmed of Ethiopia. And Congratulations to the Government of Ethiopia for being the First African country with 50% female ministers."**



*- Dr. Vera Songwe Executive Secretary of the UN Economic Commission for Africa.*

# PM Abiy's memorable visit to Europe



Photo: Ethiopians from across Europe gather for Prime Minister Abiy's town hall meeting in Frankfurt

Ethiopia's Prime Minister, Dr Abiy Ahmed, paid an eventful two-day working visit to Europe taking in France and Germany from 30<sup>th</sup> – 31<sup>st</sup> October.

Back in July, no sooner had the Prime Minister announced Ethiopia's readiness to implement the Algiers's Agreement and make peace with Eritrea, than French President Emmanuel Macron called and congratulated Prime Minister Abiy for becoming the harbinger of rapprochement in the region (and had even invited the PM to be the guest of honour at this year's Bastille Day celebrations.)

Three months later, it was all smiles then as Prime Minister Abiy Ahmed arrived at the Elysee Palace on 30<sup>th</sup> October to be warmly greeted by President Macron. After talks, the two leaders gave a press conference during which the President, not only heaped praise on PM Abiy for striking the much yearned for peace deal with Eritrea, but for broadening the democratic space and for the incredible speed with which he has ushered in multifarious reforms.

On his part, Prime Minister Abiy commended the century-old Franco-Ethiopia relations, which have stood the test of time, and thanked President Macron for French assistance to restore the rock-hewn churches of Lalibela, and for its financial assistance to enhance Ethiopia's development efforts.



Paris  
30<sup>th</sup> October 2018  
Prime Minister Abiy with French President Emmanuel Macron

The Prime Minister's next stop, Berlin, was the venue for a meeting of the G20, where Germany, as part of the "Compact with Africa", pledged \$1 billion towards efforts undertaken to attract FDI into





Angela Merkel welcomes PM Abiy to the "Compact with Africa" conference

Africa through the promotion of private sector investment into the continent. In his address to the audience, which included many African Heads of State and Government, the

Prime Minister reiterated his administration's unwavering commitment to turn Ethiopia into an investment magnet by undertaking a thorough review of the country's economic policies and business environment.

However, it was the rally of 15,000 Ethiopians from across Europe, at the Commerz Bank Arena in Frankfurt on 31<sup>st</sup> October, which turned out to be the 'wow' moment of the Prime Minister's tour of the continent. In a one-hour speech to cheering members of the Ethiopian diaspora who had braved Frankfurt's bitter cold, he urged them "to rise as one to build a better tomorrow for Ethiopia". The Prime Minister went on to assert the imperative of meeting this future with hope and unity, putting the interests of Ethiopians at the centre of our collective actions.

The carnival atmosphere at the Arena turned rapturous when PM Abiy affirmed that "this generation of Ethiopians can and will, without any doubt, return Ethiopia, one of the world's great nations, to its rightful place! So long as we work together, focus on the big picture and commit to overcoming our challenges together – we will succeed!" During the subsequent Q&A session, Diaspora representatives from communities across Europe posed questions to the Prime Minister on his Government's plans for durable peace in Ethiopia, national unity and reconciliation and on democratisation and the Constitution. The Prime Minister provided answers to these questions while also pledging to visit the United Kingdom in the near future.

All in all, Prime Minister Abiy Ahmed's 48-hour whistle stop visit to two European countries was as eventful as it was memorable.

## ETHIOPIA IN UK

### Quadruple amputee to scale Ethiopia's highest mountain

Alex Lewis, a quadruple amputee whose life changed five years ago when he contracted Strep A with Septicaemia and Toxic Shock Syndrome, which then led to amputation of all his limbs, is embarking on a monumental challenge. Alex is hoping to climb one of Africa's tallest mountains – Ras Dashen in Ethiopia.

For two weeks in January, Alex is going to scale up the mountain using a unique hand-cycle, designed and built by a team of Masters students from the University of Southampton, led by Christopher Charalambous.



At 4,550 metres, Ras Dashen is the highest mountain in Ethiopia – and the tenth highest in Africa - and is part of the Simien Mountains National Park located in Gondar, Amhara Regional State.

The hand-cycle can only take him up to a certain point, so Alex will be rock-climbing the last few hundred metres of the mountain.

Joining Alex on this challenge will be Emebet Ale Dires, a double amputee from Bahir Dar in Ethiopia, as well as a team of supporters.

On 7<sup>th</sup> November, Alex and his team paid a courtesy visit to the Embassy where they were welcomed by His Excellency Ambassador Hailemichael Aberra Afework, senior diplomats and staff.

During the visit, we learned more about their upcoming trip to Ethiopia as well as their project – the **Wild Wheelchairs Project** – through which



Alex Lewis and his team at visit the Embassy

they plan to build a wheelchair manufacturing plant in Bahir Dar and support ongoing programmes in the region by raising disability awareness and most of all, inspiring the community.

The project, which was launched in London on 17<sup>th</sup> October, will transform the lives of hundreds of people in Bahir Dar.

Ambassador Hailemichael took the opportunity to highlight ongoing changes in Ethiopia, especially with regards to disability awareness, and wished the team the best of luck in their upcoming challenge.

In addition to the ongoing reforms in Ethiopia, including gender equality, disability awareness has also been taking centre stage. Earlier this week, Prime Minister Abiy Ahmed and First Lady Zinash Tayachew visited Mekodonia, a home for the elderly and mentally ill, where they donated 15 modern wheelchairs and encouraged Ethiopians to dedicate their time and resources to noble causes.

Ethiopia's constitution guarantees equal rights to all people, and those with disabilities benefit from equal opportunities and full participation in development.

Although Alex has already taken on challenges involving kayaking and cycling, the Ras Dashen Challenge will be his greatest challenge so far. For an exclusive interview with Alex and his team, head over to our YouTube page: <http://bit.ly/AlexLewis>



Emebet Ale Dires with David Collinson (center), Founder and Leader of the Wild Wheelchairs Project



## Addis Fine Art showcases Ethiopian art at 1-54 Contemporary Art Fair in London



Addis Fine Art presented a solo exhibition by Ethiopian Artist, Addis Gezehagn, for the 2018 edition of the 1-54 Contemporary African Art Fair, which took place between 4<sup>th</sup> and 7<sup>th</sup> October at Somerset House, London.



FLOATING TOWER II, 2017

The solo exhibition was from Gezehagn's "Floating Cities" series, in which he depicts dreamlike

deconstructed and layered renderings of the urban landscapes rising above the ground. These works are a documentation of the increasingly changing landscape of Addis Ababa and the communities that reside in neighbourhoods such as Kasanchis, Piassa and Arat Kilo.

Addis Gezehagn, who lives and works in Addis Ababa, is renowned for his abstracted portrayals of the multifaceted characteristics of the city's architectural structures. His first international showing was at the 2017 1:54 Contemporary African Art Fair in London and was received with great acclaim. Since then, he has gone from strength to strength, garnering more international interest after having his first sold out solo show at Addis Fine Art's main gallery in Addis Ababa in 2018.

At this year's Fair, all of Gezehagn's work sold out at the private viewing on 3<sup>rd</sup> October.

Addis Fine Art was founded by Rakeb Sile and Mesai Haileleul in 2013. The very first local space and international platform based in Ethiopia, the gallery focuses on highlighting fine art from the Horn of Africa region and its diaspora, with 8 to 10 exhibitions yearly, providing a gateway for a previously opaque treasure trove of artistic talent.



Rakeb Sile (r) and Mesai Haileleul (back), founders of Addis Fine Art, with Gallery Manager, Judith van Helden

In January 2016, Addis Fine Art opened its main gallery space in the heart of Addis Ababa launching an innovative programme of exhibitions, talks and events, showing a diverse set of modern and

contemporary artists from Ethiopia and the diaspora. In October 2016, the AFA Project Space was opened in London, to provide an additional international platform to the gallery's programme. As one of the first galleries to be accepted at Cromwell Place in London, AFA will move to its permanent international home in September 2019.

Since the Gallery's first art fair participation at the Armory Show, New York in March 2016, AFA has been invited to over thirty international art fairs and now attends 8-10 fairs a year, including Art Dubai, Cape Town Art Fair and 1:54 Contemporary African Art Fair, London.

Through the quality of its represented artists and its unique position as the only Ethiopian gallery active on the international circuit, Addis Fine Art is quickly becoming one of the leading galleries from Africa. It has been lauded for facilitating critical engagement with the local and mainstream art markets and championing an underrepresented, yet, rich space in modern and contemporary fine art.

The education support program will target more than a million students, including half a million girls, in line with the UK's commitment to ensure 12 years of quality education for all. It will support training for 125,000 teachers and performance improvements in 9,000 underperforming schools.

The £66 million grant is allocated to promote public investments and help exporters in Ethiopia to promote outward orientated and manufacturing-led inclusive growth.

On the new partnership, Minister Baldwin said:

“The UK and Ethiopia are working together to tackle shared challenges and to make the most of the opportunities East Africa offers, on everything from development and education, to creating jobs and attracting investment. We will continue to support the ambitions of our partners, like Ethiopia, to build a stronger, more prosperous and more peaceful region.”

### **Ethiopia launches 10-year National Forest Development Plan**

Ethiopia launched its 10-year National Forest Sector Development Plan on 8<sup>th</sup> October, aimed at increasing its forest coverage and contributing to national green growth.

The Ministry of Environment, Forest, and Climate Change (MoEFCC) launched the programme in partnership with the United Nations Development Programme (UNDP), the governments of Sweden and Norway.

## **LOCAL NEWS**

### **UK and Ethiopia sign £176 million grant**

Ethiopia and the United Kingdom signed two grant agreements amounting £176 million.

The agreements were signed by officials from the Ministry of Finance and Economic Cooperation, and Ms Harriet Baldwin, Minister of State for Africa.



£110 million is allocated to finance general education quality improvement programmes, while £66 million will support the Ethiopian Investment Advisory Facility (EIAF) phase II project.



l to r: Ambassador Torbjon Pettersson of Sweden, Ms. Mariann Murvoll, chargé d'affaires at the Royal Royal Norwegian Embassy, HE Dr. Gemedo Dalle, former Minister of Environment, Forest and Climate Change, Mr. Tilaye Nigussie, Director of the Forest Sector Transformation Unit, and Ms. Louise Chamberlain, UNDP Ethiopia Country Director



Speaking on the occasion, Gemedo Dalle, the then Minister of MoEFCC, said deforestation and land degradation must be reversed if Ethiopia is to meet its development goals.

Forest coverage currently stands at 15% but through the new programme it is expected to grow to 20% by 2020, while 22 million hectares of degraded land is expected to be rehabilitated by 2030. The forest sector's contribution to national GDP is also expected to grow from 4% to 8% by 2030.

The Programme will also help create 600,000 new jobs through business development, investment, conservation approaches and sustainable participatory forest management.

### **Ethiopia signs peace deal with ONLF**

Ethiopia and the separatist Ogaden National Liberation Front (ONLF) signed a peace deal, ending the ONLF's 34-year armed rebellion.

The deal stipulates that both sides will cease hostilities, with the ONLF agreeing to pursue their political ambitions peacefully.

The ONLF declared a ceasefire in August, after Ethiopia's parliament removed it from a list of outlawed terrorist groups as part of reforms driven by Prime Minister Abiy Ahmed.

The accord was signed in the Eritrean capital, Asmara.

### **Ethiopia to launch first satellite next year**

Ethiopia is set to launch its first satellite in September 2019, joining a list of few African countries that have built and launched satellites into space.

Dr Solomon Belay Tessema, the director general of the Ethiopian Space Science and Technology Institute at Addis Ababa University said the satellite will be launched from China while the control and command station will be in Ethiopia.

Dr Solomon said the launching of the satellite is aimed at capacity building and technology and knowledge transfer through collaborations with different countries' space scientists and

institutions. This will then enable the Ethiopian scientists to design, build and launch the second satellite independently.



20 Ethiopian aerospace engineers are involved in the project. Around 60 masters and PhD students are also taking part in research and training.

Ethiopia is collaborating with universities and observatory centres from around the world including the United Kingdom, United States, France, Italy, Spain, Russia, South Korea, Chile and South Africa.

The satellite will be used to gather data on water, agriculture, climate change and the environment, thus achieving a second goal - of saving Ethiopia from spending money buying data and information that it could collect for its development agenda.

### **\$7 billion towards new road and power projects**

Ethiopia's Public-Private Partnerships Office has announced the launch of \$7 billion worth of new road and power supply projects.



Dr Teshome Tafese, Director-General of the Office said three road and 13 power projects will be launched this fiscal year, after the tendering processes have been completed.

## UK-Ethiopia Trade and Investment Forum affirms Ethiopia is open for Business



On 16<sup>th</sup> October, more than 200 delegates comprising members of parliament, analysts, investors, the media and others, gathered at Lord's Cricket Ground in London for the 2018 edition of the UK-Ethiopia Trade and Investment Forum.

The Forum, jointly organised by the Embassy, Developing Markets Associates (DMA) and Wafa Marketing and Promotions, was aimed at boosting bilateral trade between Ethiopia and the UK, and provided an opportunity for delegates to discover how the new Ethiopian government is opening doors to attract more investors and explore trading opportunities.

H.E. Dr Arkebe Oqubay, the Prime Minister's special economic advisor, led a delegation from Ethiopia which included officials from the Ministry of Foreign Affairs as well as more than 30 private companies.

Kicking off the forum was UK's Minister for Africa, Ms Harriet Baldwin MP, who commended the recent economic reforms under Prime Minister Abiy and highlighted the huge investment potential for UK businesses in the fast-growing Ethiopian economy.

As a former investor, she appreciated that 'first movers' make the greatest returns, taking advantage of opportunities and capitalising on them'.

Trade between Ethiopia and the UK has been steadily growing over the last few years. In 2017 alone, total trade in goods and services between the two countries grew by 80%, a visible example of the success of the Ethiopian economy.

And with the launching of direct flights between Addis Ababa and Manchester on 11<sup>th</sup> December, Ethiopian Airlines will help open up the North of



England, not only to the rest of the African continent, but also to the rest of the world, she said.

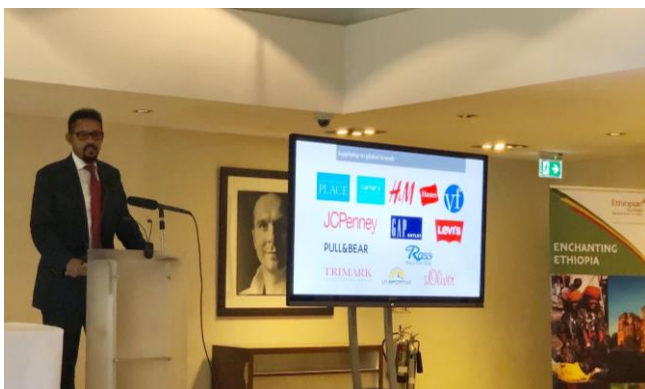


In his keynote address, H.E. Ambassador Hailemichael Aberra Afework said the Forum was being held at an opportune moment when the new Ethiopian

government is further committed to opening up the economy and engaged in exploring trade and investment opportunities.

He said the Embassy in London is committed to facilitating and supporting investors in every way possible.

In his address, H.E Dr Arkebe Oqubay highlighted the recent and continuing reforms which will boost investment and improve the business climate. He also outlined Ethiopia's ambition to focus on high quality investment and to become the leading manufacturing hub in Africa. A 10-year plan will see Ethiopia become the leading manufacturing hub in Africa by 2025, with industrial parks which are unique centres of excellence. Dr Arkebe is the driving force behind Ethiopia's industrialisation policy, which aims to increase the number of operational industrial parks to 30 by 2025.



We also heard from the Chair of the All-Party Parliamentary Group on Ethiopia & Djibouti, Mr Laurence Robertson MP, as well as the British Prime Minister's Trade Envoy for Ethiopia, Mr Jeremy Lefroy MP, on the positive steps the UK and Ethiopia have been taking to promote bilateral trade.

The Forum was also an opportunity for UK businesses that have already established themselves in Ethiopia, to showcase their ventures and discuss the investment climate in Ethiopia.

We got to listen to companies such as asset management firm, 54 Capital, which has invested \$120 million over the last four years in the pharmaceutical and beverage industries and are looking to invest more over the next five years.

Leading leather manufacturer, Pittards, has invested heavily in Ethiopia's leather sector since 2009, where they make premium leather gloves, bags and footwear. The majority of their products are premium and are shipped worldwide - most pro-golfers and baseball players wear gloves manufactured by Pittards - the majority comes from Ethiopia.

Mining company, KEFI Minerals has invested \$60 million in their flagship Tulu Kapi project in western Ethiopia.



Tulu Moya Geothermal, are planning a £1.5 billion investment to generate 520 MW of geothermal over 4 phases in the coming 8 years.

On the side-lines of the Forum, delegates networked with more than 30 Ethiopian companies who had come to showcase their businesses, as well as with officials from the Ministry.

In closing, head of delegation H.E. Arkebe Oqubay seized the moment to hail the historic appointment of female ministers into the cabinet and reiterated the Government's commitment to improving performance and reforms and its continuing focus on improving the economy and business climate. Ethiopia is ready and open for business, he said.

The Forum is covered in detail on our YouTube page at: <http://bit.ly/InvestEthiopia2>

## **Ethiopia makes ‘strong gains’ from FDI flow**

According to a report by Ernst & Young – the Africa Attractiveness Report 2018 - Ethiopia saw one of the strongest FDI gains in Africa for year 2017, along with Kenya and Zimbabwe. By contrast, South Africa, Egypt, Mozambique and Cote d’Ivoire experienced declines in FDI projects in the same year.

South Africa is still the largest African FDI hub, along with Morocco.

The US remains the single biggest country investing in Africa, while Western Europe (especially the UK, France and Germany) is by far the biggest regional investor.

FDI was up across the continent last year, although South Africa experienced a fall in project numbers on the back of continued weak domestic growth, the report says.

The 2017 data shows that Africa attracted 718 FDI projects, which is up 6% from the previous year. This was in line with a recovery in the continent’s economic growth, following a difficult preceding year.

The higher project numbers were driven by interest in manufacturing, infrastructure and power generation.

The report found that South Africa, Morocco, Kenya, Nigeria and Ethiopia were the dominant anchor economies within their respective regions, collectively accounting for 40% of the continent’s total FDI projects.

Overall these four major sub-regions each attract similar FDI when measured by project numbers.

And for the first time ever, East Africa became the single largest beneficiary of FDI with 197 projects (27% of total projects).

With a population of around 105 million, Ethiopia is the second most populous country in Africa, after Nigeria with 190 million.

Long overlooked by international investors, Ethiopia has been growing very rapidly for most of

the last two of decades, registering growth in excess of 10%.

With the unrest of the last few years subsiding thanks to the reforms of Prime Minister Abiy Ahmed’s administration, Ethiopia seems poised to thrive in the coming years.

## **World Bank approves \$1.2 billion to accelerate Ethiopia’s economic growth**

The World Bank approved \$1.2 billion (\$600 million grant and \$600 million credit) in support of Ethiopia’s policies designed to accelerate economic growth and achieve its vision of becoming a lower-middle-income country.

In a statement, the Bank said Ethiopia has embarked upon a path of political and economic transformation. In addition to measures that build peace with Eritrea, the Government has recently broadened the political space to include opposition parties, actively engaged in regional diplomacy, and announced a range of economic reforms designed to revitalize the economy by expanding the role of the private sector. This includes plans to gradually open up the economy and introduce competition and liberalize sectors that have been dominated by key state-owned enterprises (SOEs). In light of these sweeping reforms, the Government has requested technical and financial support from the international community to implement its new pathway to growth.

“The Growth and Competitiveness operation will directly support the Government’s programme and planned reforms, with a focus on three pillars: maximizing finance for development, improving the investment climate and developing the financial sector; and promoting transparency and accountability,” said Nataliya Mylenko, World Bank Task Team Leader for the project.

The operation will promote public-private partnerships (PPPs), which will not only improve efficiency in key sectors (e.g. telecom, power and trade logistics), but also mobilize private financing, enabling Ethiopia to maximize the resources available for development financing. In these key sectors, the support given will help to institutionalize restructuring, introduce high quality services, reduce inefficiencies and operating



costs and improve financial performance. Ultimately, these will help Ethiopia to attract foreign direct investment and raise export revenues.

To improve the investment climate and develop the financial sector, the operation will help the Government to streamline business regulations that are favourable to private sector development, facilitate access to credit and establish government bond and foreign exchange markets. The operation will help the government to modernize the financial sector and make the banking system more efficient in its operation. Ultimately this should mean more credit available for the private sector.

Additionally, the Operation strives to enhance transparency and accountability by promoting citizen engagement social accountability, and improving the management of state-owned enterprises, which play a key role in the Ethiopian economy and are critical to the delivery of key public goods and services.

“The Government is taking bold steps to strengthen Ethiopia’s growth path and this operation will support the Government of Ethiopia’s efforts to improve competitiveness, boost exports, generate jobs and accelerate inclusive growth,” said Carolyn Turk, Country Director for Ethiopia, Sudan and South Sudan.

The operation is aligned with the World Bank Group’s twin goals of ending extreme poverty and promoting shared prosperity, the Country Partnership Framework for Ethiopia, and Ethiopia’s development strategy.

### **Mearsk considers investing in Ethiopia**

Danish shipping company A.P. Moller Maersk has expressed an interest in investing in the logistics sector in Ethiopia.

During a visit to Denmark, former President Mulatu Teshome met with the company’s representatives, who will visit Ethiopia in November to explore the business opportunities on the ground.

Appreciating the company’s decision to invest in Ethiopia, former President Mulatu assured them that “the government of Ethiopia will render all the

necessary support so that it would be successful in all its endeavours”.



Maersk is an integrated container logistics company and is the global leader in shipping services. The company operates in 130 countries and employs nearly 80,000 people.

### **Clothing giant Calzedonia opens its first African factory in Ethiopia**

Italian apparel manufacturer and fashion brand, Calzedonia, has opened its first African factory in Mekelle, Ethiopia.

Senior government officials, including State Minister of Trade and Industry, Mebrahtu Meles, attended the inauguration ceremony on 18<sup>th</sup> October.

**CALZEDONIA**  
ITALIAN LEGWEAR & BEACHWEAR



The factory, which employs over 1,000 people, has already started exporting 22 million birr’s (\$786,000) worth of clothes a month to European destinations.

Calzedonia specializes in the production of hosiery, leggings, socks and swim wear for women, men and children.

Founded in Verona in 1987 Calzedonia has over 1,750 shops worldwide (as of 2016) and belongs to Calzedonia Group, which also owns Intimissimi, Tezenis, Falconeri and Atelier Emé labels.

**...three industrial parks to be constructed in 2018/19**

In related news, Ethiopia is set to start construction of three industrial parks during the current Ethiopian Fiscal Year 2018/19.

Aysha and Semera Industrial Parks, located in the eastern part of the country and Assosa Industrial Park located in western Ethiopia, will play a critical role in Ethiopia’s ambition to become a manufacturing hub in Africa by 2025.

So far, five industrial parks - Bole Lemi, Hawassa, Mekele, Kombolcha and Adama – have already been commissioned, helping create job opportunities for thousands of Ethiopians.

Ethiopia plans to increase the number of operational industrial parks to around 30 by 2025, as part of its efforts to make the country a light manufacturing hub and lower-middle-income economy.

**Omo-Kuraz III sugar plant inaugurated**

Prime Minister Abiy Ahmed has inaugurated the \$290 million Omo-Kuraz III sugar plant, which is estimated to produce 8,000 to 10,000 quintals of sugar a day.



PM Abiy (r) with former PM Hailemariam and Eritrean President Isaias at the plant

Ethiopia Sugar Corporation CEO, Endawek Abite, said sugar projects have created job opportunities

for 65,000 citizens of which 14,500 are employed in the Omo project.

The sugar factory will produce three types of sugar and will target global market demand.

The inauguration of Omo Kuraz III Sugar Factory raises the number of sugar producing factories in Ethiopia to eight.

Located in South Omo Zone, SNNP Regional State, 900 km from Addis Ababa, it is one of the four sugar factories within the Omo-Kuraz sugar development project.

Among the four factories, Omo Kuraz-II begun sugar production in March 2017.

**DIASPORA CORNER**

**Ethiopian Diaspora Trust Fund goes live**

The Ethiopian Diaspora Trust Fund website went live on 22<sup>nd</sup> October, meaning contributions can now be made directly.

This follows Prime Minister Abiy’s call for a US\$1-a-day contribution to help support critically needed social projects in Ethiopia.



The Ethiopian Diaspora Trust Fund (EDTF) Advisory Council urges Ethiopian diaspora, friends of Ethiopia and others interested in advancing freedom, democracy, human rights and good governance and the Trust Fund, to make their one-dollar-a-day contribution in one lump sum payment of \$365 to build-up contributions for immediate commitment to launch projects. As H.E. Prime Minister Abiy Ahmed has explained, for the Fund to



be successful, it requires the long-term commitment of diaspora Ethiopians.

For further information, to learn more about the fund and commence your contributions, please visit the EDTF website at: [www.ethiopiustrustfund.org](http://www.ethiopiustrustfund.org)



[info@ethiopiustrustfund.org](mailto:info@ethiopiustrustfund.org)



[www.twitter.com/ethiotrustfund](https://www.twitter.com/ethiotrustfund)



[www.facebook.com/ethiopiustrustfund](https://www.facebook.com/ethiopiustrustfund)



[www.instagram.com/ethiopiustrustfund](https://www.instagram.com/ethiopiustrustfund)



[www.soundcloud.com/ethiopiustrustfund](https://www.soundcloud.com/ethiopiustrustfund)

### **Abay Bank partners with WorldRemit for digital money transfers to Ethiopia**

Leading digital money transfer service WorldRemit has joined forces with Abay Bank for instant money transfers to Ethiopia.



The new partnership further increases WorldRemit's footprint in the country and allows the two million members of the Ethiopian diaspora living in over 50 countries to send money home quickly and securely to over half a million bank accounts and 170 cash pick up locations in Ethiopia.

The deal supports WorldRemit's plan to serve 10 million customers connected to emerging markets by 2020.

In the past year, transactions to Ethiopia via WorldRemit grew by 160%. Top remittance sending countries to Ethiopia via WorldRemit include Australia, the United States, Canada and the United Kingdom.

Remittances play an important role in Ethiopia's economy, with estimates suggesting that Ethiopia may have received over \$3 billion in remittances in 2015, accounting for over 7% of its GDP.

Sharon Kinyanjui, Head of East and Central Africa at WorldRemit, said: "Ethiopia is one of our fastest growing markets in East Africa, and this key partnership will further support the country's transition from costly offline remittances to safer, faster and lower cost online transfer methods."

Mr Belete Dagne, Vice President - Corporate Service at Abay Bank, said: "Abay Bank currently works with many known and trusted money transfer agents. The agreement with WorldRemit to work as a business partner will enhance our accessibility and efficiency in serving our esteemed customer specifically in money transfer services."

## **SPORTS**

### **47,500 participants registered for the Great Ethiopian Run - 18<sup>th</sup> November**

The 2018 edition of the Great Ethiopian Run (GER), Africa's largest road race, will have a total of 47,500 participants according to race organisers.



And for the first time, selected runners will be offered pre-race physical exercise training programmes and networking opportunities with other runners, as part of a package.

Around 500 foreign runners are expected to take part in the race, scheduled for 18<sup>th</sup> November.

The 10km Run was established in 2001 by Ethiopian running legend Haile Gebrselassie as part of efforts to promote a healthy lifestyle among Ethiopians, and to turn running from an elite sport into a hobby for the masses.

## Ethiopians win Dublin Marathon titles



Asefa Bekele and Mesera Dubiso were the winners in the Dublin Marathon on 28<sup>th</sup> October.

In the men's race, Asefa finished first with a time of 2:13:23, ahead of South Africa's David Manja in second and Kenya's Joe Kiptoo in third place.

Mesera was fastest in the women's race, crossing the finishing line in 2:33:48 ahead of compatriot Motu Gedefa in second place.

Over 20,000 runners took part in what was the 39<sup>th</sup> year of the marathon.

## Olympic medallist, Feyisa Lilesa, returns home

Ethiopian athlete and Olympic silver medallist, Feyisa Lilesa, returned home on 21<sup>st</sup> October from a self-imposed exile in the US.

Senior Ethiopian government officials, fellow athletes and supporters welcomed Lilesa, who had been in exile since the men's marathon race during the Rio Olympics in 2016.



Foreign Minister Dr Workneh with Feyisa Lilesa

He said that recent peaceful transitions and reform within the Ethiopian government were the major factors for him returning home.

## TRAVEL AND TOURISM

### Ethiopia launches visa-on-arrival for African travellers

Ethiopia has started issuing visas on arrival for all African travellers, in a move aimed at making it easy for Africans to visit the country that hosts the African Union (AU) headquarters.



This was also part of Ethiopia's commitment towards fulfilling the AU's Agenda 2063 on the free movement of people in Africa.

The service was launched at a ceremony held at the African Union headquarters in Addis Ababa on 1<sup>st</sup> November.

## NEWS IN BRIEF

### Change of Her Majesty's Ambassador to Ethiopia



Dr Alastair McPhail CMG OBE has been appointed Her Majesty's Ambassador to Ethiopia, in succession to Ms Susanna Moorehead. Dr McPhail will take up his appointment in January 2019.

Dr McPhail will also serve as Non-Resident Ambassador to Djibouti and Permanent Representative to the African Union.



## ETHIOPIA IN THE NEWS

### We asked ambassadors to give us their top dinner party tips

#### ShortList

Ambassador Hailemichael was featured in ShortList magazine on 8<sup>th</sup> November on dinner party hosting tips from London's most distinguished diplomats:

#### Plenty of coffee



“Ethiopian food is very unique – we serve rich spicy stews and vegetables full of flavour on a base called injera, a spongy pancake-like flatbread, which is our national dish. Must-haves on the menu include: Shiro (chickpea stew) or Misir Wot (red lentil stew), Doro-Wot (spicy chicken stew) and meat.

“An Ethiopian dinner would not be complete without a traditional coffee ceremony, which is regarded as a sign of respect and friendship. It’s tradition to drink three cups in one single sitting.”

Read more at <http://bit.ly/EthiopianDinnerParty>

#### Meet Bethlehem Alemu, the Ethiopian with the fastest-growing business in the world



Bethlehem Tilahun is showing that African businesses can flourish across the world. She has just opened her 22<sup>nd</sup> soleRebels store, adding to the others in Silicon Valley, Athens, Barcelona and Taiwan, and she is not stopping any time soon! By 2028 she wants to have 500 stores globally and a revenue of \$1 billion.

What makes soleRebels stand out from the rest is its ethical nature as well as the combination of old

recycling tradition and modern Ethiopian designs that have made it a hit for all, including vegans.

From a company that started in the backyard of Alemu’s grandmother, soleRebels has grown to hire at least 100 employees and created at least 1,200 jobs.



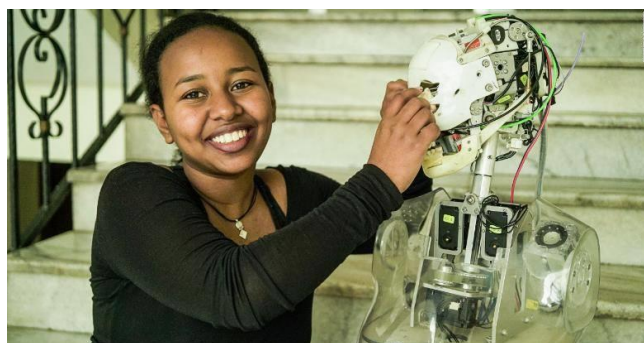
Alemu has also expanded her portfolio by venturing into other businesses: The Republic of Leather, a bespoke leather company and Garden of Coffee which she intends to dig into the coffee culture of Ethiopia.

Read more at: <http://bit.ly/soleRebels->

#### Meet the 19-year-old tech genius coding at Ethiopia's first AI lab



At 19-years-old, Betelhem Dessie is perhaps the youngest pioneer in Ethiopia's fast emerging tech scene, sometimes referred to as Sheba Valley.



Dessie is coordinating a number of nationwide programs and has four software programs

copyrighted solely to her name - including an app developed for the Ethiopian government to map rivers used for irrigation...And it all began when she was just 9! Dessie hopes to inspire the next generation of coders in Ethiopia and Africa more broadly - particularly girls.

Read more at <https://cnn.it/2IPOVh5>

### **Hiking the rooftop of Africa: Ethiopia's remote and beautiful Bale Mountains National Park**

**London  
Evening  
Standard**

Bale Mountains National Park is home to some of Ethiopia's rarest and most fascinating wildlife — from bizarre giant mole rats and herds of elegant mountain nyala antelope, to soaring golden eagles and colossal swooping bearded vultures; known by locals as “bone crunchers”.



But this is also the land of the Ethiopian Wolf. The mountains are one of the only places on the planet where you can spot Africa's most endangered carnivore and the world's rarest member of the dog family (three times rarer than China's giant panda). It's estimated there are now fewer than 500 of them left in the wild.

Read more at: <http://bit.ly/VisitET1>

### **In bid for healthier cities, Ethiopia aims to boost urban green**



**REUTERS**

For the past few years, several regions and cities in Ethiopia have been planting trees and increasing green spaces to improve the lives of their residents.

Now the Ministry of Forestry, Environment and Climate Change wants to build an integrated approach among local, regional and federal government institutions to spread the benefits of urban greening to even the most congested cities.



The open-air garden of the Ghion hotel in Addis Ababa, Ethiopia

By getting authorities at various levels and in different parts of the country to work together on urban greening, the ministry aims to not only make Ethiopia's cities healthier, but also strengthen efforts to curb climate change and adapt to its impacts.

That would be a major step toward reaching Ethiopia's goal of building a net-zero carbon economy by 2025.

Read more at: <http://bit.ly/ETGreenCities>

#### **CONNECT WITH US**



**@EthioEmbassyUK**

Published by the Public Diplomacy Department, Embassy of Ethiopia, London SW7 1PZ  
To receive a copy by email, please send an email to [press@ethioembassy.org.uk](mailto:press@ethioembassy.org.uk).  
A copy is also available online on our website: [www.ethioembassy.org.uk](http://www.ethioembassy.org.uk).



EMBASSY OF THE  
FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA  
LONDON, UK