



Ethiopian News

May - June 2014 Issue

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Ginbot-20 (May 28)

Celebrating 23 years of...

- *Inclusive, pro-poor growth*
- *Peace and Stability*
- *Cultural diversity, religious freedom and equality of the nations, nationalities and peoples of Ethiopia*
- *A Constitution that guarantees the building of a political community founded on the rule of law*
- *A multi-party system, with 90 political parties*

*On May 28th Ethiopia marked the 23rd Anniversary of the Ginbot-20 Victory (Downfall of the Derg Regime) which took place in 1991. The day also signifies the coming to power of a new democratic Government with a federal structure and a new Constitution with provisions on human and democratic rights including equality of nations and nationalities based on understanding and shared respect.

Ginbot-20 (May 28) commemorated in London

Ethiopia's National Day – Ginbot 20 - which marks the emergence of a new democratic order, was celebrated in London by Ethiopians, parliamentarians, government officials, members of the diplomatic corps and other invited guests.

It was the 23rd anniversary of the momentous events of May 1991, since when a new constitution has guaranteed the human and democratic rights of its people and liberated nations, nationalities and peoples, guaranteeing their right to self-administration.



Under the leadership of the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF), significant changes have been achieved in all sectors, making Ethiopia one of the ten fastest growing economies in the world.

Under the five-year Growth and Transformation Plan, massive construction is underway along with expanding health and education facilities, infrastructure, telecommunications and power generation.



In a speech at the event, H.E. Berhanu Kebede, Ethiopia's Ambassador to the UK, said the new government set key priorities - introducing pro-poor policies, reversing the downslide of the economy, modernizing agriculture and industry and expanding educational and health facilities.

Peace and stability had brought a new democratic order, he said, urging guests to cooperate on the shared objective of seeing a modern, prosperous and viable Ethiopia in the years to come.



(left) Dean of the Diplomatic Corps, H.E. Khaled Al-Duwaisan GCVO and H.E. Alistair Harrison, Marshal of the Diplomatic Corps (right)

H.E. Khaled Al-Duwaisan GCVO, Kuwaiti Ambassador and the Dean of the Diplomatic Corps and H.E. Alistair Harrison, Marshal of the Diplomatic Corps both spoke, congratulating the people and Government of Ethiopia on their National Day, stressing the long history their countries had with Ethiopia and praising the recent progress the nation has achieved.



A short film depicting the socio-economic transformation in Ethiopia was screened followed by a performance from award-winning Dankira musical group.



On 31st May, diaspora Ethiopians marked the 23rd anniversary of Ginbot-20 at the headquarters of the Tigray Development Association (TDA) in London.

H.E. Ambassador Berhanu, representatives of TDA and other development associations paid tribute to the gallant freedom fighters who made the ultimate sacrifice in the line of duty for a new Ethiopia. A minute's silence was observed in memory of fallen heroes. Guests later enjoyed a musical extravaganza.

In Ethiopia, May 28th was commemorated at Addis Ababa Stadium in the presence of Prime Minister Hailemariam Desalegn, high-level government officials, representatives of the private sector and tens of thousands of Addis Ababa residents.

The PM said Ethiopia has proved that it can realize its dreams of a renaissance by ensuring full

observance of political and democratic rights and good governance. Annual food production had increased from 50 million quintals two decades ago, to over 250 million quintals today, making Ethiopia food self-sufficient at national level, he said. Ethiopian subsistence farmers, and the country which had known famine and destitution in the past, now deliver excess produce to market. With irrigation, farmers once dependent upon irregular rains now produce two or more crops a year.

The renaissance has started but there is still a long way to go to meet the GTP goals so urgent large-scale works are expanding access to drinking water, electricity, roads and telecom services.

The Minister of Government Communication Affairs, Redwan Hussien, said a thriving private sector has made Ethiopia one of the foremost investment destinations in the world and that celebrating the 23rd anniversary of May 28, Victory Day, “we have to renew our promise to ensure the sustainability of the development of the country.”

Over 1 million Birr raised in second round bond sale

Diaspora Ethiopians residing in the UK raised £33,200 (1,095,600 Birr) in Grand Ethiopian Renaissance Dam (GERD) bonds in the second bond-selling event organized at the Ethiopian Embassy in London on 21st June.

The Tigray Women’s Association in the UK pledged £10,900.

On the third anniversary of the launch of the GERD on 12th April, diaspora Ethiopians bought bonds worth £97,420 (3.2 million Birr). This brings the total money raised since April to £130,620 (4.3 million Birr).



Speaking at the Bond Selling Day, Ethiopian Ambassador to the UK, H.E. Berhanu Kebede urged compatriots to rise to the occasion and mobilize resources for the construction

of the Hidasse Dam, a symbol of Ethiopia’s bright future.

Energy is critical to supplying power to Ethiopia’s fast-growing economy, and having carried out a number of grand self-funded projects including the Tekeze, Tana Beles and the Gilgel Gibe dams, Ethiopians have, with this growing self-reliance, gained confidence, in turn giving momentum to the country’s pro-poor economic development and transformation.

As one of the ten fastest growing economies in the world, Ethiopia is fast-tracking manufacturing on the back of a structural transformation in agriculture, hydropower, telecommunications and infrastructure, and continues to expand education and health facilities.

The Grand Ethiopian Renaissance Dam, which will eventually generate 6,000MW of power, is one of the mega projects embedded in the current five-year Growth and Transformation Plan (GTP), which drives forward the fight against poverty and backwardness.

The 21st June event was attended by hundreds of community members and invited guests, who enjoyed delicious national cuisines, music and poetry recitals.



Guests displayed a strong commitment to the national development strategies which have lifted millions out of poverty and committed themselves to continue fund-raising for the construction of the Renaissance Dam and to supporting nation building in all spheres of endeavour including investment, trade, tourism, transfer of skills and knowledge.

AU-Reykjavik Geothermal to drill first wells

The African Union (AU) and Icelandic-US private developer Reykjavik Geothermal (RG) have signed an \$8 million grant contract for a geothermal project in Ethiopia, to include the drilling of two wells at the Corbetti geothermal power project.



A geothermal power plant in Iceland. Photo: Páll Stefánsson.

The first phase will cost \$2 billion and will result in 500MW of power being brought online for five years. The second phase will provide an additional 500MW for eight years. According to RG, the entire project will cost \$4 billion, utilising geothermal energy from three different resources at Corbetti, Tulu Moyer and Abaya.

The contract was awarded under the AU-led 'geothermal risk mitigation facility', designed to encourage public-private investment and financial support for geothermal exploration in East Africa. When complete, RG said the project will represent the largest foreign direct investment in Ethiopia.

Ethiopia - \$203mn for geothermal development

Ethiopia and the World Bank have signed a \$203 million agreement for develop Ethiopia's geothermal energy resources, boosting domestic electricity supply with a view to making Ethiopia a regional power hub. \$178.5 million credit comes from the International Development Association (IDA) and \$24.5 million from the Scaling-up Renewable Energy Program (SREP) Trust Fund.

Domestic demand for electricity in Ethiopia is expected to grow by more than 25% a year and over the next five years, the Government intends to significantly expand coverage, reaching 75% of towns and villages and connecting four million consumers to the grid.

The Geothermal Sector Development project (GSDP) will help the government fulfil this increasing demand for electricity by diversifying its power generation sources and tapping into its substantial geothermal energy potential.

"In addition to providing energy security the project will support Ethiopia's efforts to build a climate resilient green economy, by developing renewable energy sources with low carbon emissions," said Guang Zhe Chen, the World Bank Country Director for Ethiopia.

The project will develop two geothermal sites - Aluto and Alalobad - and help establish an institutional framework for geothermal development during its first phase. During its second phase, electricity will be generated using the steam resources developed and identified in the first phase.

The power generated will allow more households and businesses to connect at affordable rates and provide reliable energy to existing commercial consumers currently suffering energy rationing.

In March 2013, the World Bank announced a major international effort to expand renewable power generation in developing countries by tapping into underutilized geothermal energy.

100MW to be produced from waste

The Metal and Engineering Corporation (MetEc) has signed a memorandum of understanding with Addis Ababa City Administration and the Ethiopian Electric Power Service to produce 100MW of electric power from Addis Ababa's waste.

MetEc has also signed an agreement with a Canadian company that provides technology for generating electric power from waste and is expected to begin operations soon.

The waste power generators will be located on a 14-hectare site at the Akaki-Kaliti and Bole-Arabsa solid waste sites. 75% of the project's power will be generated from Addis Ababa's solid waste and the remaining 25% from the city's liquid waste.

Ethiopia launches space observation project

A space observation project, which will prevent communication interruptions resulting from climate change and solar radiation, was launched in early June by Addis Ababa University's Institute of Geo-Physics, Space Science and Astronomy. Based at Wolmera, the project costs \$153,000.

Since its establishment in 2004, the Institute has sought to advance science and technology in Ethiopia. The Entoto Observatory recently observed its first light through two scientific telescopes.

Experts say climate change and solar radiation cause communication breakdowns because of damage to communication equipment.

The installation will facilitate exchange of information with other countries and enhance technology transfer. University president Dr Admasu Tsegaye said the project will enable problem-solving research and is a collaboration between Addis Ababa University and Boston University in the United States.

Medical zone to be set up in Addis

The Ethiopian North American Health Professionals Association (ENAHPA), a body formed by Ethiopian professionals in the diaspora to promote healthcare in Ethiopia, will establish a medical zone in Addis Ababa to turn the city into a centre for medical

tourism. ENAHPA has over 300 Ethiopian health professionals living in North America and Europe.



The ENAHPA and the Inter-Governmental Authority on Development (IGAD) have already signed an agreement to develop the zone which will become East Africa's centre of excellence for cancer treatment and will benefit member states of IGAD.

So far, cancer patients from East African countries, including Ethiopia, have been travelling to European countries and Bangkok to seek better medical treatment at high cost, the establishment of the zone will reduce the need to travel and save hard currency. The centre will also provide advanced medical treatment currently not available in this region.

Life expectancy in Ethiopia on the rise: WHO

The World Health Organisation's **World Health Statistics 2014**, released in May, said that people everywhere are living longer and that low-income countries have made the greatest progress, with an average increase in life expectancy of 9 years from 1990 to 2012. Ethiopia came in second in a list of the top six countries where life expectancy has increased the most...from 45 to 64 years.

Ethiopia has significantly improved healthcare over the past decade, making it one of the few low-income countries on track to meet the Millennium Development Goals (MDGs) in health. The UN recently singled out Ethiopia as a leading performer in meeting the MDG on reducing child mortality rates. Ethiopia has also substantially reduced HIV and malaria prevalence.

The report says all these improvements have contributed to the rise in average life expectancy in the country.

Melinda Gates commends Ethiopia's HEWs

Addressing delegates at the 67th World Health Assembly on 20th May, Melinda Gates highlighted

ways to improve the health of mothers and newborn babies, by linking efforts to improve reproductive, maternal, newborn and child health.



Mentioning the progress made by Ethiopia’s frontline **health extension workers** in reducing child mortality, she said, “The vast majority of newborn deaths are preventable...with relatively simple, inexpensive interventions and with technology available now in almost every country.”

If these five interventions – resuscitation, drying the baby, chlorhexidine cord care, immediate breastfeeding and skin-to-skin contact – are scaled up around the world, we would save hundreds of thousands of newborns each year, she said.

“The high-impact interventions.. can also be delivered by frontline health workers such as Ethiopia’s health extension workers (HEWs), who provide improved maternal and newborn care. The result was an impressive 28% reduction in newborn mortality...The same frontline worker who manages sepsis can counsel women about contraceptives, conduct pre-natal visits, and give vaccines. It’s the combination of all these interventions that will help women and children lead healthy, productive lives.”

AU Campaign to End Child Marriage launched in Addis; Ambassador at exclusive screening of *Difret*

The African Union launched its first ever Campaign to End Child Marriage in Africa, a two-year campaign aimed at accelerating change by raising awareness of the harmful impact of child marriage.

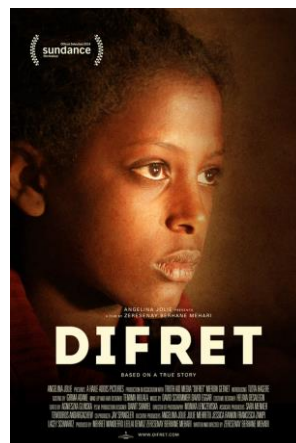


Speaking on the occasion (29th May), Deputy PM Demeke Mekonnen said “child marriage compromises the development of girls and is an infringement of their rights” and that ending the practice will “enable women to play a meaningful role in the continent’s development.”

Dr Julitta Onabanjo, Director of the East and Southern African Regional Office of UNFPA, said laws against child marriage needed to be enforced, and the marriage age raised to 18 “to change attitudes and the cultural and religious norms that perpetuate child marriage.”

Martin Mogwanja, Deputy Executive Director of UNICEF said “What we are seeing today is an Africa-wide movement of leaders and organizations collectively saying ‘No to Child Marriage’”.

The campaign is to run for an initial period of two years with an anticipated 10 countries launching national programs and others poised to join the movement.



Meanwhile here in London, on the side-lines of the **Global Summit to End Sexual Violence in Conflict** which took place from 10th to 13th June, H.E. Ambassador Berhanu Kebede attended an exclusive screening of the award-winning film *Difret*, an Ethiopian drama about a young girl who challenges the tradition of "telefa" the practice of abduction in marriage, usually of young girls.



Ambassador Berhanu met the film's director, Zeresenay Berhane Mehari, Producer, Mehret Mandefro as well as Hollywood actress and Special Envoy for the UN High Commissioner for Refugees, **Angelina Jolie**, who as its executive producer introduced the film.

The Summit was co-hosted by the UK Foreign Secretary, the Rt Hon William Hague, and Angelina Jolie. It was the largest gathering ever brought together on the subject, with a view to creating irreversible momentum against sexual violence in conflict and practical action to support victims.

Day of the African Child observed

The Day of the African Child (DAC), celebrated annually on 16th June, was observed at the African Union in Ethiopia under the theme, "A child friendly, quality, free and compulsory education for all children in Africa".

The day commemorates the thousands of courageous children in Soweto, South Africa, who marched in 1976 to protest against apartheid and to demand equal education. The AU Assembly in 1991 passed a resolution designating 16 June as a Day for the celebration of the African child.

Nigel Chapman, CEO of Plan International, said "We are calling on African governments to take action for you, their children, and to target investment on those children who need it the most, girls, children with disabilities, rurally isolated and those affected by conflict."

Ethiopia is on track to achieve universal primary education by 2015 and dedicates over 25.3 per cent of its annual spending to education, ranking it

among the few countries in the world which dedicate in excess of 6% of their GNP to education.

On a recent trip to London, H.E. Mr Demeke Mekonnen, Ethiopia's Deputy PM and former Education Minister said, "By investing an increasing share of its own resources, especially in the period 1999-2013, the government of Ethiopia has succeeded in raising the number of schools from about 11,000 to over 36,000, the number of classrooms from about 72,000 to 400,000 and of teachers to over 412,000 from just 105,000...allocation of increased resources to the sector has produced impressive results."

Ethiopia elected deputy member of ILO

During the 103rd International Labour Organisation (ILO) conference, Ethiopia was elected Deputy Member of the Governing Body on a 3-year term. Sudan, Kenya, Angola, Tanzania, Zimbabwe, Algeria, Burkina Faso, and Niger were also elected from the African continent.

Ethiopia will dedicate its time to coordinating its efforts with other African elected countries, to jointly promote Africa's position for the 2014-2017 term, on issues including migration, employment, and human trafficking, analysing member countries' measures to create favourable working conditions for their workers.

Abdulfetah Hassan, Ethiopia's Minister of Labour and Social Affairs, headed the Ethiopian delegation, and praised the ILO for fully supporting Ethiopia's protection of the rights of Ethiopian nationals abroad. The Government has made great progress in the areas of economic, social, and political development and has established the National Task Force, led by Deputy PM Demeke Mekonnen, focusing on the prevention of human trafficking. He added that Ethiopia had become a force for peace in the Horn of Africa and beyond.

TRADE & INVESTMENT

New legislation on investment passed

On 20th June, the House of People's Representative passed new investment legislation, amending the name of the Ethiopian Investment Agency to

“Ethiopian Investment Commission” and introducing changes to the Commission’s organisation, duties and responsibilities.

The proclamation envisages the establishment of a new Investment Board, headed by Prime Minister Hailemariam Desalegn, which has the authority to control and administer industrial zones, and will play an important role in promptly resolving policy issues from local and foreign investors. The proclamation introduced changes in areas of investment open to domestic investors and in the administration of industrial zones.

Berhanu Mekuye, Chair of the Industry Affairs Standing Committee, said the new law will enable investors to fully benefit from Ethiopia’s growing investment attractions.

Business roundtable held at the Embassy

On 16th May, the Ethiopian Embassy with Pace Group, hosted a business roundtable on investment opportunities in Ethiopia. The event brought together UK companies working in Ethiopia and potential investors, to discuss the opportunities in Ethiopia, which has become one of Africa’s emerging investment destinations.



H.E. Ambassador to the UK, Berhanu Kebede, urged businesses to invest in Ethiopia, with its business-friendly environment and vast market potential, and an abundant, affordable and well-skilled labour force, across a range of economic sectors.

The Ambassador outlined opportunities and incentives and said Ethiopia is aspiring to join the middle income countries by 2025. Its Growth and Transformation Plan embraces mega projects including the Grand Ethiopian Renaissance Dam, railway networks and telecoms.

Committed to equitable growth through pro-poor policies, Ethiopia has registered annual growth of

10% over the past decade, creating 3 million new jobs in the last four years in urban areas.

H.E. Greg Dorey, the British Ambassador to Ethiopia, highlighted the long-standing bilateral ties between Great Britain and Ethiopia. Over the years, there has been growing involvement of UK businesses in Ethiopia, particularly in construction, energy, clothing, beverages, and leather industries. The UK is well positioned to engage with the Ethiopian market economy, he said, adding that Ethiopia’s economic potential is enormous, with healthy, impressive and consistent growth. Businesses with long-term vision can now look at Ethiopia, with its one-stop shop for investment, availability of opportunity for engagement and low corruption.



H.E. Ambassador Berhanu Kebede (right) with British Ambassador to Ethiopia, H.E. Greg Dorey

The British Embassy in Addis has encouraged and supported British investors keen to invest and engage in the development endeavours of Ethiopia.

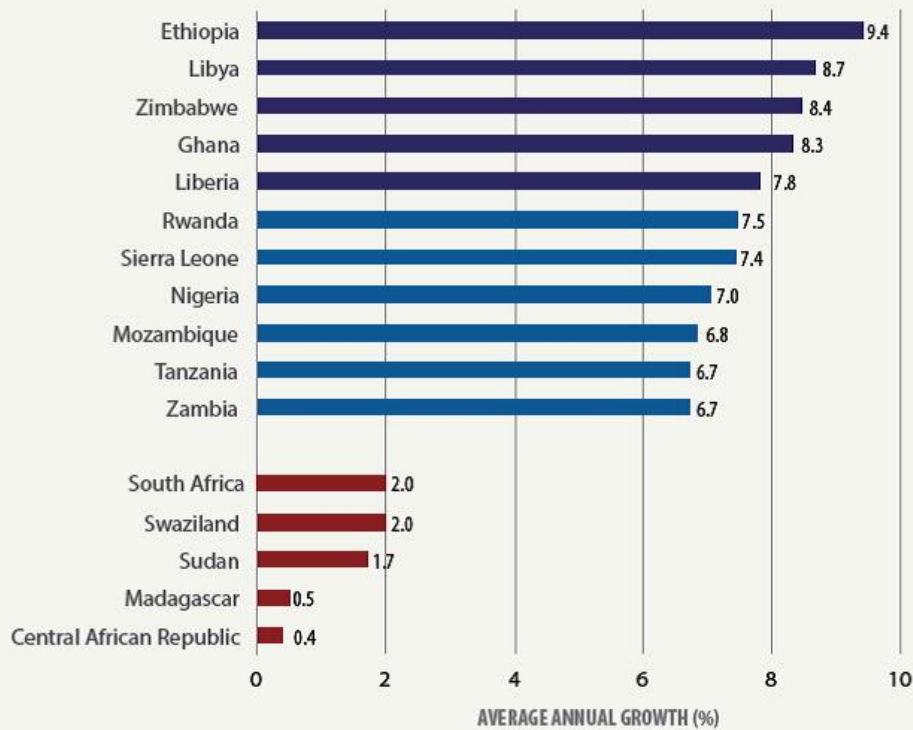
UK companies Pittards, JCB, Nyota Minerals, DIAGEO and Tesco, among others, operate in Ethiopia creating new jobs and contributing to the growth achieved in various sectors of the economy. Other companies – Unilever and GlaxoSmithKline - are showing an interest in investing.

Tariq Mohammed, Project Director at Pace Group, thanked Ambassador Berhanu for hosting the event, saying he has seen significant changes in Ethiopia in terms of infrastructure and investment.

A film produced by the British Embassy entitled “*Doing Business in Ethiopia*”, was also screened at

Dynamic Industrial Policy in Africa: Innovative Institutions, Effective Processes and Flexible Mechanisms

FIGURE 1.4: TOP 11 AND BOTTOM 5 PERFORMERS, 2009–2013



Source: Calculations based on EIU Database and UN-DESA (2014).
 Note: The average for Sudan includes the years before South Sudan's independence.

the event, depicting the activities of British companies already in Ethiopia. The film's overall message was with recent improvements in the physical infrastructure and human capital, coupled with political stability, Ethiopia is an attractive destination for investment.

...Ethiopia records fastest growth in Africa

The 2014 UNECA Economic Report on Africa states that Ethiopia recorded the fastest growth in Africa over the period 2009-2013, with an average of 9.4% per year, owing to “expansion in services and construction, aggressive public spending on infrastructure and public services, and increasing agricultural production associated with rising domestic demand.”

“Thanks to its 2010-2015 Growth and Transformation Plan - focused on well-articulated, designed and implemented economic policies for agriculture-led industrialization - Ethiopia is successfully developing, with sustained double-

digit growth rates and greater investment in agriculture and industry.”

Ethiopia also recently received its first ever credit rating from the three top global rating agencies, Fitch, Standard & Poor's and Moody's, enabling the government to diversify its sources of finance and highlight the country's overall transformation. The ratings, all stable (B and B+), pave the way for the government to issue international bonds and attract more foreign direct investment.

Ethiopia is open for business!

Ethiopian shipping lines celebrates 50th anniversary with 9 new vessels

Ethiopian Shipping Lines, now the Ethiopian Shipping and Logistics Service Enterprise (ESLSE) on 17th May commemorated its 50th anniversary by receiving nine new vessels worth over \$300 million from China at a ceremony in Djibouti.



The ceremony was attended by PM Hailemariam Desalegn, heading a delegation that included Deputy Prime Minister, Demeke Mekonnen, Foreign Minister, Dr Tedros Adhanom and Minister of Transport, Workneh Gebeyehu. President Ismaïl Omar Guelleh of Djibouti and Djibouti ministers and officials were also in attendance.



PM Hailemariam thanked the Government and People of Djibouti for their support of Ethiopia's efforts to broaden capacity for moving goods across the world. Ethiopia and Djibouti enjoy sound and mutually beneficial relations, working together in the economic, trade, business, people-to-people, security and political spheres. The construction of the railway line between the two countries, the PM said, offered a telling example of Ethio-Djiboutian economic integration.

President Ismail Guelleh said "We believe that Ethiopia is Djibouti and Djibouti is Ethiopia, no difference at all," and that the inauguration of new nine vessels would increase the cooperative partnership of the two countries, expand areas of

cooperation and further cement the already excellent relations.

Ethiopia's Minister of Transport, Workneh Gebeyehu, said effective and efficient transport and logistics services were a *sine qua non* for Ethiopia's efforts to add value to its economic growth.

Ahmed Tusa, CEO of ESLSE, said the nine new vessels were named after the capitals of the regional states of Ethiopia, a manifestation of the value of Ethiopian federation and the role played by Ethiopia' nations, nationalities and peoples.

CULTURE & TOURISM

The Africa Hotel Forum to be held in Addis

The Africa Hotel Investment Forum (AHIF) this year will be held in Addis Ababa from 29th September to 1st October at the Sheraton Hotel.



Organisers of the Forum, UK-based Bench Events, said, "We are delighted that AHIF 2014 has received strong interest from both delegates and sponsors this year, which has resulted in a move to Addis Ababa highlighting the growth story of the continent. AHIF 2014 will be able to take a closer look at Ethiopia, which has a tourism economy that is currently growing at 4.5% a year and which the World Travel & Tourism Council expects to grow at 4.8% a year for the next decade. That, coupled with its good air connections, makes Ethiopia a fantastic destination."

National palace to open for tourists

Ethiopian historical palaces across the country, including the National Palace, will open for tourists after rehabilitation, serving as 'life museums', displaying the life-style and family of the kings.

The government is working to make areas from the National Palace, around Kazanchis to the Palace of Minilik II at Arat Kilo, tourist destinations.



National Palace

One of the historic palaces, the Castle of Emperor Yohannes IV at Mekele, has already opened for tourists following rehabilitation works and has two buildings valued at 82 million Birr.

The second palace to be rehabilitated is that of King Minilik II, located in Addis Ababa around Arat Kilo area, now the seat of the Prime Minister of the country. 462 million Birr has been allocated for the rehabilitation of 10 buildings at this site. The 100-year-old palace will be open for tourists in two years.

Number of international tourists on the rise; tourism sector growing

Foreign tourist numbers have increased by 12% a year since 1991 and revenue has risen by 30% a year. In the last 9 months, 510,000 tourists have visited the country, and the revenue generated was about 30 billion Birr (\$1.5 billion).

The increase is a result of peace and stability, the expansion of roads and other infrastructure, hotels and other services and an increase in tour operators.

During the forecast period 2014-2018, the tourism sector is expected to record growth in volume of inbound and outbound tourists, as Ethiopian Airlines establishes new routes, increases flight capacity and launches airfare discounts.

The airline has played a pivotal role in the rise of tourism development in Ethiopia with the introduction of several new international and domestic routes. It has also partnered with other airlines on codeshare agreements. The airline is urging Ethiopian tour operators and journalists to

participate in international tourism expos, and in May 2014, it reduced its inbound fares by 40% to encourage tourism.

Bale Mountain Lodge nominated for conservation award

Newly-opened Bale Mountain Lodge, in Bale Mountains National Park, was a nominee in the inaugural 'We Are Africa' awards in Cape Town in May.

Six categories rewarded the most imaginative and unexpected projects conceived by African travel specialists, where nominees reflected the vast, varied nature of Africa and highlighted individuals who offer a unique take on African travel.



Bale Mountains Lodge was nominated in the Conservation Project category, which aims to find the most innovative project for protection of wildlife or sustainable travel. The judges sought newly-launched initiatives that seek to protect the natural resources in their countries and regions through bold and imaginative new approaches. They were looking for outstanding leaders who inspire future generations to break the boundaries and create new solutions to old problems.

"We were very honoured, in our first year of operation, to be recognized in a conservation capacity for the work we have done in assisting the Ethiopian Government's efforts to set standards for National Park investments," said Guy Levene, owner of the lodge. "The Concession and Lease documents that have been accepted as the new government standard were produced using 'best practice' in Africa as a model, with the assistance of African Wildlife Foundation (AWF), and really offer

Ethiopia the chance to move forward at the forefront of African National Park management.”

Jember Ltd is the company behind Bale Mountain Lodge and around 50% of the project cost is being financed by African Wildlife Capital (AWC) a non-profit making conservation fund which promotes projects in high-risk business environments, provided that their conservation aims and credentials are strong. Jember Ltd works in close co-operation with the Ethiopian Wildlife Conservation Authority (EWCA) to raise awareness of the importance of the Bale Mountains National Park to 12m downstream water users and also to the survival of endemic and rare wildlife species.

More information can be found on the BML website: www.balemountainlodge.com

Ethiopian Airlines now largest African carrier

Ethiopian Airlines, the fastest growing and most profitable airline in Africa, for the first time in its 69-year history, is first in Africa and 37th in the world in revenue, as well as first in Africa and 18th in the world in operating profit, according to the International Air Transport Association (IATA) in its 58th edition of World Air Transport Statistics.



“We owe this success, above all else, to the patronage of our esteemed customers, who are choosing to fly with us in ever increasing numbers. This success is the result of the collective effort of the Board of Directors, the Management and the entire 8,000 plus Ethiopian Airlines employees, who toil night and day to make our beloved airline shine high in the sky. It is also a validation of our fast, profitable and sustainable growth strategy, Vision 2025. We are well on track to achieve our Vision 2025 strategic goal of becoming a mega global carrier with \$10 billion in revenue by 2025” Tewolde Gebremariam, CEO of Ethiopian Airlines, said.

The airline also added another trophy to its collection by winning the 2014 Airline Reliability Performance Award from Bombardier Aerospace for the fourth time in a row for achieving an average dispatch reliability rate of 99.4%.

...new Dreamliner delivery

The airline added a seventh Boeing 787 Dreamliner named Walia Ibex to its fleet with a further three 787s due later in the year.

In August 2012, Ethiopian became the first airline in the world outside Japan to receive the B787, the most technologically advanced commercial aircraft in the world in terms of on-board comfort. Ethiopian B787s can be enjoyed on routes to Africa, Brazil, Europe, the U.S., Canada and China.

Ethiopian Group CEO Tewolde Gebremariam said, “As Africa’s flagship carrier, we have the youngest fleet in Africa with an average age of 7 years. We will continue to expand and modernize our fleet.”

Ethiopian is a global Pan-African carrier currently serving 80 international destinations across five continents with over 200 flights daily.

...Aviation Academy voted Airline Training Service Provider of the Year

The Ethiopian Aviation Academy has been voted the 2014 “Airline Training Services Provider of the Year” by the African Airlines Association (AFRAA), for its cost effective and extensive training support to other African airlines.

The Aviation Academy is the biggest one in Africa with an annual intake capacity of 1,000 students in areas such as pilots, aircraft technicians, cabin crew, customer service experts and finance and sales/marketing personnel.

Ethiopian Airlines CEO said, “To satisfy the growing need for aviation professionals in Africa, we have invested \$80 million over the last 3 years to upgrade the intake capacity. We will continue to invest heavily in our Academy with the objective of increasing this capacity to about 4,000 students a year by 2025.

DAILY FROM LONDON TO AFRICA

Effective July 2014

Flying the most advanced aircraft and connecting London to more than 45 destinations in Africa



Zimbabwe



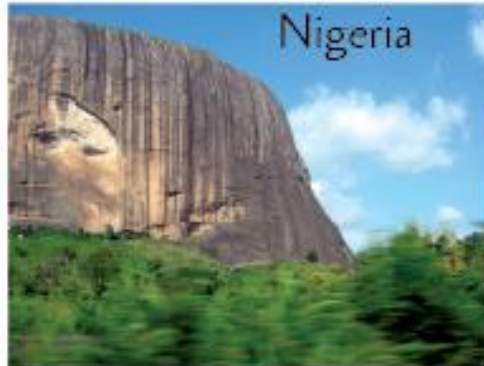
Ethiopia



Uganda



Kenya



Nigeria



South Africa



Ethiopian
የኢትዮጵያ
THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER

SPORTS



Discover a different way of running in spectacular scenery at the Rift Valley Lakes. Ethiotrail will be the first trail running organised in Ethiopia. with three different race distances – 12km and 21km (hike or run) and a 42km marathon with 1,200m uphill - between lakes Abijatta and Shalla in a Rift Valley National Park.



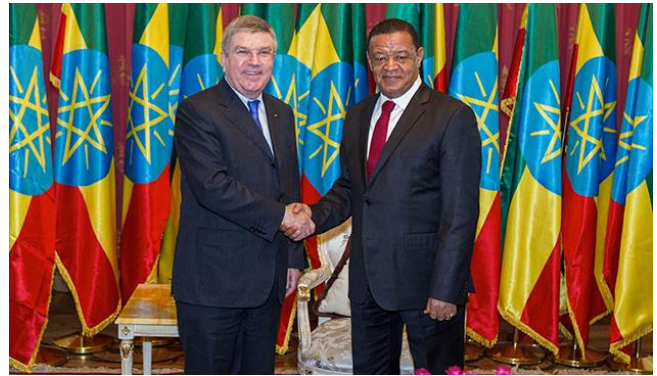
This is a family friendly event where 20% of the proceeds will be invested in the conservation of the park and wildlife, and in the provision of sustainable basic social services for the local community.

The event is organised by Great Ethiopian Run in partnership with RIA Ethiopia Tour and Travel and Run in Africa Sport Travel, a Spain-based sport travel agency, and in collaboration with the Ethiopian Wildlife Conservation Authority and the Ethiopian Athletics Federation.

Registration is now open. www.ethiotrail.com

IOC president in Ethiopia

Ethiopia's President, Mulatu Teshome, and International Olympic Committee (IOC) President, Thomas Bach, met on 2nd June to discuss enhancing collaboration.



The Ethiopian President outlined the positive contribution Olympic sports had made to Ethiopia's development and he stressed the "importance of offering aid and support to the National Olympic Committee when needed."

"Sport can be invaluable to a country, helping to bring people together and forging social cohesion," said President Bach. "It's good to see Olympic Solidarity and Olympafrica helping to deliver this in Ethiopia."

Later, at a lunch hosted by the NOC, the IOC President met the country's foreign minister and many of the country's Olympic athletes, including two-time Olympic marathon champion Haile Gebrselassie.

Foreign Minister Tedros Adhanom Ghebreyesus praised the power of the Olympics to "reinforce the image of a country and unite the people behind a common goal."

The delegation also visited the Ethiopian Youth Sports Academy and met young athletes. Ethiopia was the last stop on President Bach's three-nation African tour that also included visits to Botswana for the 2nd African Youth Games and Kenya.

Kenenisa and Tirunesh in Manchester Run win

Kenenisa Bekele, the fastest man in history on the track over 5,000m and 10,000m, beat the fastest marathon man of all-time, Kenyan Wilson Kipsang, to win the Great Manchester Run on 18th May in 28 minutes 23 seconds, their first ever meeting.



In the women's elite race, Tirunesh Dibaba, the reigning Olympic and World 10,000m champion won in 31 minutes 9 seconds – 20 seconds outside the course record she set last year in her debut Manchester Run.

NEWS IN BRIEF

Job creation during GTP years doubled

The Micro and Small Enterprise Development Agency said over 5.7 million jobs have been created during the past few years of the Growth and Transformation Plan (GTP), exceeding the target for the whole GTP period by 2.7 million (189.28%) so far.

The jobs were created through government projects and around 400,000 micro- and small-scale enterprises, established during this period, which created permanent jobs for 2.8 million people. The government provided these enterprises with the loans necessary to launch their projects.

Activities carried out to improve the culture of saving have brought change with enterprises depositing 8.7 billion Birr so far.

Five new airports to be built

The Ethiopian Airport Enterprise has announced plans to commence construction of five new airports around the country.

The airports will include the Major-General Hayelom Areaya Airport in Shire (Tigray Regional State), and four others in Hawassa and Jinka (both in the Southern Regional State), Semera in Afar Regional State and Robe in Oromia Regional State.

Over half a million jobs created by road sector



More than half a million jobs have been created during the Growth and Transformation period, massively reducing unemployment. 68% of the construction, maintenance and standard improvement works were attained and the coverage of kebele (local) road network increased to over 61% from 40% during the last four years.

Over 49 road projects have also gone operational, while the participation of consultants and contractors increased to 92% of the targeted plan.

Manufacturing institute to be set up in Harar

The Federal Metals and Engineering Corporation (METEC) and the Government of Harar Regional State signed an agreement for the construction of a manufacturing institute, allowing the eastern part of Ethiopia to access METEC products.



The institute will have an aggregated capital of more than 47 million Birr and is expected to play an important role in transferring technology and providing sharing experiences for Micro and Small Enterprises and jobs for a hundred locals.

8 billion tree seedlings to be planted

The Environment and Forests Ministry said that from June til October, Ethiopia’s rainy season, eight billion tree seedlings will be planted across the country.

Co-ordinated by regional governments the planting will assist implementation of the climate resilient green economy, which includes making Ethiopia a middle income nation by 2025. Reforestation works have been carried out with the participation of the public.

Starbucks Barista Champion shares his passion for Ethiopian coffee

Dan Saxby was crowned the 2014 Starbucks UK Barista Champion on 10th May when he shared his passion for Ethiopia’s rich coffee culture at the finals, which consisted of five rounds: bar skills, personal coffee tasting, lucky dip coffee tasting, signature beverage and coffee knowledge.



For his coffee tasting round, he showcased the wide and exciting range of Ethiopian coffees on offer and carried out an authentic coffee ceremony. He used two types of Yirgacheffe coffee which were processed and roasted differently.

“Being crowned champion was a truly amazing feeling, but having the honour to share Ethiopia's coffee culture with so many, made the victory that little bit more special. Ethiopia is a region very close to my heart and I love the tradition and the fact that

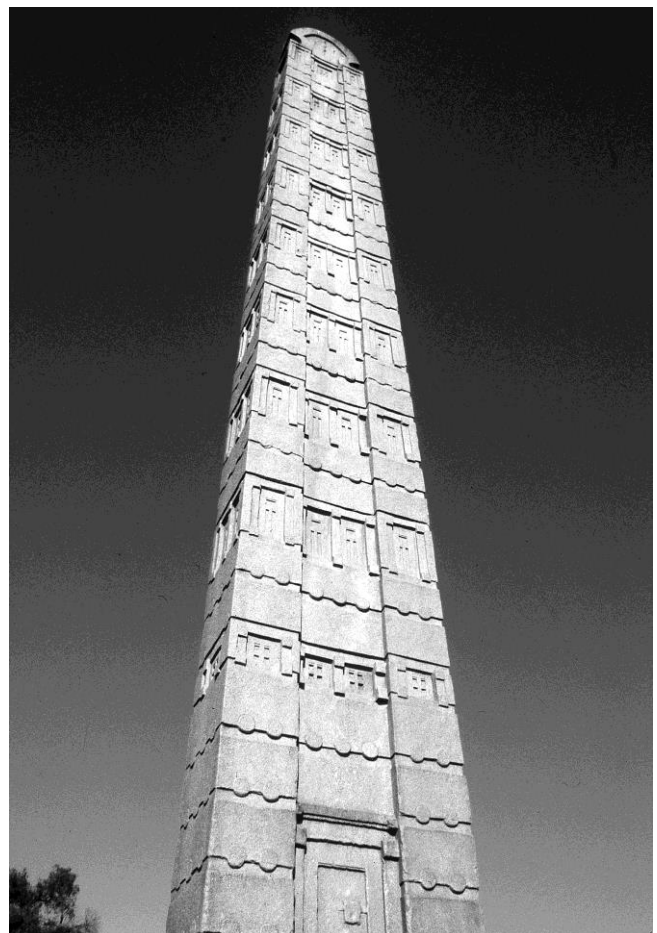
coffee is such a vital part of day-to-day life and it's this story I just love promoting, along with the good coffee as well of course! I hope I can do the same again in the European final which will be another opportunity to share some beautiful Ethiopian coffees and culture," Dan Saxby said, and thanked the Embassy for guidance and support. Dan will represent the UK at the European Championships in August.

EVENTS

Rise and Fall of the Aksumite Kingdom - 5th Nov

Tickets for our annual cultural evening during World Travel Market week have gone on sale.

The Embassy will host an event at the Royal Geographical Society (with IBG) with world-renowned expert on Ethiopian archaeology, Professor David Phillipson Litt.D., F.B.A., F.S.A., who will give a lecture on **The Rise and Fall of the Aksumite Kingdom.**

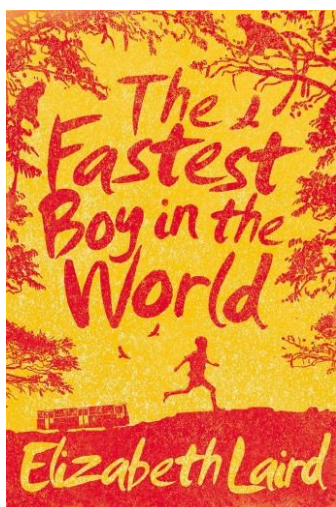


The lecture will explore, through recent archaeology, Aksum's place in the ancient world in Africa and beyond and how it played a major role in international affairs 1,500 years ago.

Tickets: <https://aksum-ethiopia.eventbrite.co.uk>. Lecture plus exhibitions, traditional music, Ethiopian coffee ceremony, £10 (includes a drink), £20 lecture and drink plus post-lecture reception.

BOOKS

The fastest boy in the world, by Elizabeth Laird



On 5th June, multi-award winning author Elizabeth Laird launched her latest children's novel to be set in Ethiopia – *The Fastest Boy in the World* - at The Kew Bookshop.

At the launch, Elizabeth explained that in 1968, when she was a teacher in Addis Ababa, she went to the airport to meet a friend and was astonished to see a lion sitting on the tarmac, shaking his mane. Ethiopia's greatest runner, Abebe Bikila, was coming home from the Mexico Olympics that day. Elizabeth watched as the Emperor Haile Selassie stepped out of his car to greet the athlete, who had found fame by winning gold at the Rome Olympics, eight years earlier, running the marathon in bare feet because his shoes pinched.

In 2000, Elizabeth witnessed the homecoming parade in Addis Ababa when the triumphant Ethiopian athletes returned from the Sydney Olympics. "The athletes, men and women, stood up through the sun roofs, with their medals around their necks they looked like bronzed gods and goddesses." They were greeted by men shouting "A O, A O, A O" and the ululations of women.

Elizabeth says that *The Fastest Boy in the World* is "a salute to the great runners of Ethiopia, and the

young enthusiasts who will be winning gold and glory for their country in the years to come."

Inspired by Elizabeth's own experiences in Ethiopia comes an uplifting tale of family, friendship, hope and believing the impossible. Can Solomon, the small bare-footed runner with the big heart make his feet fly in a race like no other?

Elizabeth has won multiple awards and is a five-time CILIP Carnegie-shortlisted author. She has travelled extensively all over Ethiopia, and everywhere she went she saw boys and girls running. These young runners with their huge dreams have stayed with her.

Elizabeth's previous titles set in Ethiopia include *The Prince Who Walked with Lions*, *Lure of the Honey Bird* and *The Garbage King*.

www.elizabethlaird.co.uk

ETHIOPIA IN THE NEWS

Travel to Ethiopia: First Impressions

Daniel Noll gives his first, yet lasting, impressions of Ethiopia in his travel blog, with amazing photos.



This is Ethiopia? Yes. A land of many surprises

"When I was growing up, I remember Ethiopia having a long run on the nightly news. ...Prior to our



visit, we figured some distance between the Ethiopia of the 1980s and the Ethiopia of today - yet not quite to the extent we'd found. If our visit to Ethiopia proved nothing else, it proved this: though countries remain themselves at heart, they can emerge from perilous circumstances. When they do, stereotypes can slowly be cast aside and the historical, cultural and natural contours - which had always existed yet never been highlighted - can more clearly be revealed...As we shared photos of unexpected castles, remarkable mountain landscapes, ancient churches and colorful plates of local food during our trip, readers would ask: "Is that really Ethiopia?" ...Yes it is!"

<http://uncorneredmarket.com/ethiopia-travel/>

On foot through Ethiopia's forgotten land



Mike Carter explores Tigray's dramatic landscapes with the help of a new chain of community-run guesthouses.



"Spread before us was a landscape of such epic scale and grandeur that it took a while to take it all in: vast canyons for miles, and buttes and mesas topped with juniper forests, with the ragged, shark-teeth Adwa Mountains forming the backdrop, like some lost world imagined by Hollywood animators...nobody is really sure why Tigray's churches were carved into cliff faces. Just as nobody really seems to know when they were built, with guesses ranging from the fourth century - when what was then the Kingdom of Aksum became one of the world's first official Christian states - to the ninth, making them older than the churches of Lalibela...But in many ways, the mystery only

deepens the sense of wonder about Ethiopia, the only African state never colonised."



<http://goo.gl/oiwEpb>

Explore Africa's most breath-taking volcano



This feature documents photographer Oliviér Grundewald's photos of

Ethiopia's Danakil Depression and says, "These pictures may look like the set of a science-fiction flick, but they're not only real - they're of this planet...the months April to September are generally too hot to visit, and when you do go, you need to drink about 7lt of fluids a day and take care not to plant a foot into a pool of boiling water!"



But despite the heat and hassle, it remains one of the renowned photographer's favourite places to visit: "There are many different hydrothermal sites in the world, but I never seen such a colorful and diverse place. Trip after trip, year after year, the place is still changing - it's different every time!"



<http://goo.gl/vHtZOT>

World's first heritage sites



This CNN article looks into the World's first 12 heritage sites listed in 1978 in Washington.

Ethiopia's Simien National Park and the Rock-Hewn Churches of Lalibela are included.

Simien Mountains National Park - "Incredible mountain peaks, deep valleys and rare animals call Simien National Park home...The park holds incredible significance because of its biodiversity,

with views said to rival the Grand Canyon in the United States.”



Lalibela – “...King Lalibela decided in the 12th century to build a "New Jerusalem"...The 11 medieval, monolithic cave churches...are the result. The churches were hewn from rock, and doors and windows and other parts of the structures were chiseled out. There's also an extensive system of passages, ditches, caves and catacombs.”

 <http://goo.gl/N7Nmlw>

Most Stunning Sacred Places Around the World

This Huffington Post article places Ethiopia’s Bete Giyorgis (Church of St. George) thirteenth in a list of 19 of the “most stunning sacred places around the world.”



“Bet Giyorgis is a 12th-century church carved directly into the rock around Lalibela, Ethiopia. Bet Giyorgis, though, is just the most famous of 11 churches carved into the bedrock.. Travelers can explore this most unique of holy sites via winding tunnels and passageways dozens of feet below surface level.”

The church has been referred to as the "Eighth Wonder of the World" and is a UNESCO World Heritage Site.

 <http://goo.gl/ecN48U>

Wine explorers: the vineyards of Ethiopia

the drinks business

Jean-Baptiste Ancelot explores Ethiopia’s upcoming wine business and visits Awash and Castel Wineries.



“Some of you know *tedj*, the Ethiopian honey wine flavoured with gersho leaves, similar to hops. But did you know that the country is home to an ancient wine producing culture, has two wineries producing together 11 million bottles and has been consuming wine since the beginning of the 20th century?...Continuous improvement of the quality of wine, renovation of equipment and training of Awash staff will help to establish Awash Winery as a strong brand in the country...The vineyard’s potential is impressive” Created in 2007 as a partnership between the Ethiopian Government and the Castel Group (one of the largest wine producers in the world), Castel Winery started bottling its first vintage at the beginning of 2014.

“This country has opened our eyes to the beauty of the world around us...and it showed us how fragile our ecosystem is and that it needs to be preserved...Go visit these two wineries; you will be very welcome.”



Welcome to Ethiopia! A country of touching beauty where it feels good to be alive...



<http://goo.gl/SkdNj2>

Celebrated Ethiopian entrepreneur behind soleRebels reveals her next big idea

HOW WE MADE IT IN AFRICA
Insight into business in Africa



Bethlehem Tilahun, founder of soleRebels and “one of Africa’s most celebrated entrepreneurs”, talks about her new company, the Republic of Leather, an online start-up that addresses the global trend of consumers wanting to have more control over how and where their products are produced. It allows customers to select their

products from a range of leather goods and then customise details using an online app and also choose the artisan and location around the planet where they want their designs to be handcrafted.



<http://goo.gl/7KOuzi>

Why ‘Made in Ethiopia’ Could Be The ‘Next Made in China’



Tom Gara writes, “China’s was once known as cheapest factory floor on the planet, but in the last two decades its economy has transitioned to become one of the world’s most advanced industrial powers. That means someone else needs to start making all those shoes and sweatshirts, hence all those apparel companies in recent years moving

their factories to Vietnam and other cheap spots throughout Asia. And it’s not just Asia. China’s Huajian Group plans to invest up to \$2 billion in Ethiopia in the next decade, turning the country into a shoe manufacturing base for exports to the U.S. and Europe.”



<http://goo.gl/r7XutP>

Ethiopia Recovers from Derg Days



“The facts are clear. Ethiopia is rapidly recovering from the dreaded days of the Derg regime - characterised by a reign of terror and economic decline...it is worth recognising some of the impressive achievements made during the past 23 years:

- Ethiopia ranks among the 10 fastest-growing economies in the world, averaging over 10% GDP growth over the last five years.
- [It] has already attained the MDGs for child mortality and is on track for achieving them in gender parity in education, HIV/AIDS, and malaria.
- The GTP is geared towards fostering broad-based development in a sustainable manner to achieve all the MDGs. [It] also envisions a major leap in terms of not only economic structure and income levels, but also the level of social indicators.
- [There are] plans to double the size of the economy by 2015, with GDP per capita expected to reach \$698 by 2015.”



<http://goo.gl/Fm0V0U>



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