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F.D.R.E.

MINISTRY OF  
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# BUSINESS DIPLOMACY UPDATE

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The Ministry of Foreign Affairs of the FDRE is committed to promote sustainable investments that contribute to inclusive economic growth, with job creation, knowledge transfer and capacity building. It works in coordination with F.D.R.E. missions and foreign representations in Addis Ababa.

This biweekly bulletin is prepared in view of informing the public and the diplomatic community on investment, trade, technology transfer and tourism activities undertaken by the Ministry of Foreign Affairs as well as the opportunities in those sectors.

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## WORKING TO PROMOTE ETHIO-AMERICAN PRIVATE SECTOR TIES



Ambassador Fitsum Arega is the new Ethiopian Ambassador to the United States and formerly Commissioner of the Ethiopian Investment Commission.

**BDU: You have recently been appointed Ambassador to the US, and will soon be assuming your post there. Given your previous service record, which included Commissioner of Ethiopian Investment Commission (EIC) Chief of Staff at Prime Minister Office, and board chairman of the Ethiopian Tourism Organization, what do you feel as you depart for Washington?**

**Amb. Fitsum:** I believe that my previous experiences have been the ideal preparation for my new position. All three portfolios speak to areas where my experience will help to strengthen relationships with the United States Government, Americans and American businesses, and importantly the many Ethiopian diaspora in the United States.

**BDU: In your opinion, what is the major role of the Ethiopian Ambassador to the United States? How would you describe your strategy for investment promotion? What would be Ethiopia's strategy to attract large and medium-sized American companies?**

**Amb. Fitsum:** Like any country Ethiopia has priority areas that it looks to incentivize investors towards. My initial strategy for attracting American companies is to help them identify global comparative advantages they have within those priority areas. Second, Ethiopia is currently reviewing a series of economic reforms that may provide substantially greater investment breadth than existed; these will likely be in sectors that US companies are more interested in such as telecom, technology, and logistics. Additionally, Ethiopia is keen to attract Public Private Partnerships (PPPs) in infrastructure with American companies. PPPs for infrastructure will be among the most important investment reforms being rolled out, and I personally believe American companies are well positioned to participate in this space. The BUILD initiative being introduced by the

*"The Prime Minister has identified the World Bank Ease of Doing Businesses Rankings as the most relevant benchmark of tackling investment barriers (which include factors such as red tape, corruption, inefficiency), and as measure of accountability he has charged his team with improving Ethiopia's global ranking to under 100 from 159th place in 2018."*

US Government will be an important catalyst for these investments, and leveraging BUILD will be among my priorities. As Ambassador, and especially given my previous experience as Head of EIC, it will be important for me to work closely with the Ethiopian Investment Commission to foster and advance discussions with leading American companies in these critical spaces.

I particularly count on Diaspora who share an Ethiopian heritage and American residence. Historically, Diaspora investment has been limited. I am there to listen and to help Diaspora reengage with Ethiopia. In investment this may mean linking with larger investments or plugging into research to identify areas for small- and medium-sized investments.

**BDU: Conducting business in Africa can be a testing experience regarding red tape, corruption, inefficiency. What makes Ethiopia different?**

**Amb. Fitsum:** FDI was very limited into Ethiopia until the last 15 years or so while the post-Derg government began to pull Ethiopia's business landscape out of nearly two decades of anti-private sector Marxist rule.

The result of this is that Ethiopia's processes are evolving rapidly to meet investor demands. We still have some distance to go, but the will and the effort is there. The Investment Commission has received two international awards over the years for its efforts to streamline investment, and is rapidly accelerating such efforts under Prime Minister Abiy's economic reform agenda. The Prime Minister has identified the World Bank Ease of Doing Businesses Rankings as the most relevant benchmark of tackling investment barriers (which include factors such as red tape, corruption, inefficiency), and as measure of accountability he has charged his team with improving Ethiopia's global ranking to under 100 from 159th place in 2018. The Ethiopian Investment Commission, with technical support from the World Bank, will be implementing arm of these policies coming from the Prime Minister's Office.

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## HEADS OF MISSION PROMOTING ECONOMIC DIPLOMACY



Left to right: H.E. Birtukan Ayano, H.E. Hirut Zemene, H.E. Dr. Workneh Gebeyehu, H.E. Dr. Akilu Hailemichael & H.E. Dr. Markos Tekle

On 14 - 19 January the Ministry of Foreign Affairs held its annual meeting. Attending the annual meeting were heads of permanent diplomatic missions- ambassadors and consul generals from 60 Ethiopian missions (46 Embassies abroad as well as 14 consulates) and their deputies. In addition to currently serving heads of mission, recently appointed ambassadors and consul generals who will be leaving

this year for postings abroad were attending the conference. The conference provided a platform for discussing the challenges of Ethiopian diplomacy and analyzed the international arena and how current trends affect Ethiopia's security and future. It offered the heads of mission the opportunity to meet with Ethiopia's president, prime minister, foreign minister, economic policy makers, and senior officials of the government, and other key figures in the society.

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**HEADS OF MISSION ...**>>> *Continued from page 1*

In his opening address PM Dr. Abiy said that Diplomacy is one pillar of economic development; it is vital bedrock for socio-economic progress, adding "Our Ambassadors and diplomats are the face and soul of Ethiopia abroad. An Ambassador should relentlessly promote Ethiopia abroad for national gain, stimulate positive country image, mobilize investment, tourism and better engage the diaspora for national dialogue."

On the occasion, PM Dr. Abiy commended the head of missions for their tireless effort and hard work over the years abroad, concomitantly stressing our missions should be able to play a much more bustling, active role in promoting investment, informing and updating potential investors on investment opportunities in Ethiopia, trade, and tourism sectors. He said, Ambassadors have been at the forefront of promoting Ethiopia's economic diplomacy in the international arena, "We want the foreign ministry to become a catalyst for economic development, maintain positive country image and most importantly trigger citizen centered diplomacy in our bilateral, regional and multilateral diplomatic activity nexus."

For this year's meeting, participants discussed Economic Diplomacy as one of the main topics. This is in line with Ethiopia's diplomatic priorities and the drive to bring forth economic diplomacy that brings tangible benefits to the welfare of the nation.

The session on economic diplomacy was chaired by State Minister Dr. Akililu Hailemichael, focusing on the challenges of developing business activities in diplomatic missions. The discussions underlined the growing importance of economic diplomacy to attract foreign investment, tourism, and business, and considered the

**LEADING INDIA TEXTILE, APPAREL COMPANY VISITED ETHIOPIA**

On January 16, 2019, Ambassador Dawano Permanent Secretary of economy diplomacy held discussions with a delegation led by Precise Seamless Apparels PVT.LTD Director/owner Mr. Tarun Jindal on issues of investment opportunities in Ethiopia. During the meeting, Ambassa-

dor Dawano warmly welcomed and appreciated the delegation for showing interest to invest in Ethiopia. He noted that many textile companies are interested to invest in Ethiopia mainly because the country has clear policy, incentives and privileges and also the comparative advantage of developing textile industry in Ethiopia, Mr. Tarun Jindal, owner of precise seamless Apparels Pvt. Ltd, on his part said the favorable investment opportunity in the country has attracted the company to make the pre-investment visit and promised to come back again to conduct a feasibility study on large-scale textile investments. The delegation visited Hawassa, Adama and Dire Dawa Industrial Parks as part of the visit and held extensive discussions with other senior experts and officials from Ethiopian investment commission and Ethiopian textile development institute.

various of tools, methods and channels available to establish positive relationships with foreign government and private sector representatives.

Economic diplomacy was considered further with stakeholders from the Ministry of Innovation and Technology, Ministry of Culture and Tourism, the Investment Commission, the Industrial Park Development Corporation, the Ministry of Trade and Industry and Tourism Ethiopia.

The discussions held at the conference focused on increasing exports by Ethiopian companies, attracting foreign investments and promoting tourism. The participants discussed how to create better synergy between the state authorities performing the tasks of business diplomacy and entrepreneurs, how to make it easier for entrepreneurs to enter faraway markets in addition to nearby ones and how to harmonize the priorities of foreign and security policies with the goals of entrepreneurs in foreign countries.

During a question-and-answer session with the mission heads, the participants discussed in depth the role overseas missions should play in the government's efforts to achieve its vision of creating an inclusive country where everyone is better off. They raised several areas of interest to the private sector and the overall development of the country including: access to macroeconomic information and investment; ease of doing business (tackling bottlenecks to foreign investment); and opportunities in external markets.

The Meeting further discussed the ways in which the head of missions could offer their support to the Ethiopian private sector in each of the respective accredited countries and cities. The discussion also highlighted other issues that should be considered by the head of missions on behalf of the Ethiopian private sector, including: the transfer of technology and knowledge; financing opportunities; engagement of the Diaspora; enhancement of private sector activity and; human capital development (including the alignment of the supply of skills to the demand in the overseas markets).

To that end MFA called on all stakeholders to promote Ethiopia and play their respective roles to achieve country development goals and visions.

The annual general meeting for heads of Ethiopian head of diplomatic missions concluded last Friday in the presence of H.E. Foreign Minister Dr. Workneh Gebeyahu.

**WORKING TO ...**>>> *Continued from page 1*

**BDU: Ethiopia says that it has cheap labor but productivity and the skills are critical problems here. What do you think would be the solution for these problems?**

**Amb. Fitsum :** At this stage of Ethiopia's development the skill set of Ethiopia's labor force needs improvement, and wages from international investors reflect this. However, it needs to be noted that this makes Ethiopia incredibly attractive for investors while we improve our skill set. This is part and parcel for the industrial developmental cycle. For example, two decades ago, countries such as Bangladesh and India were at the low end of the skills curve in garments, and over time the workforce strengthens its capacity. This results in the production of higher value-added garments and more technical skills development, and with it correspondingly improved wages. Presently, we are working with leading investors and development partners to accelerate this learning curve. This includes foundational sector-specific training, as well as trainings that occur during employment to enhance capacities.

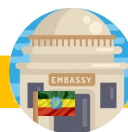
**BDU: Why are innovation hubs important to a country like Ethiopia, which is known more for the exportation of raw materials to the world market rather than the ambitions of its tech industry?**

**Amb. Fitsum:** Ethiopia needs a dynamic economy. First, we are eager to move from raw material exports to value added exports. Investment incentives are plentiful for international and local investors along these lines.

Technology presents a more dynamic, low barrier to entry for emerging Ethiopia entrepreneurs. The world has changed from the traditional development pathways of decades ago where a single-minded focus on select sectors bore absolute success. While Ethiopia is confident that manufacturing and agro-processing will provide the lion's share of growth in the coming years, the technology sector will also independently serve as a critical area of entrepreneurial development and also support our industrial ambitions. Young people in Ethiopia today do not need the government to encourage them to enter the tech sector, they are doing so in droves; what government can do is know when to help by putting in place the necessary infrastructure and introduce key actors to the ecosystem. For example, the IT Park that is under development in the outskirts of Addis Ababa will be a good platform for fast-growing technology companies. The Government is also encouraging techno-park developers to initiate new parks; discussions at the recent World Economic Forum Conference make us cautiously optimistic this will happen.

I believe the technology sector is an important part of Ethiopia's growth. Ethiopia is investing massively in education, and we have to begin to provide graduates with career opportunities aligned with this education.

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## BUSINESS AND INVESTMENT FORUM HELD ON JANUARY 10, 2019 IN WASHINGTON D.C.



The Ethiopian Embassy in Washington D.C. organized a business and investment promotion forum on January 10, 2019. The discussion forum was organized in coop-

eration with the Business Council for International Understanding (BCIU). His Excellency Ambassador Kassa Tekleberhan briefed the participants on the vast business and investment opportunities available in Ethiopia for American businesses. He also explained the economic and political reform measures that are currently being undertaken in Ethiopia. The companies have expressed their keen interest to do business in Ethiopia and were very optimistic about the wide ranging privatization and liberalization measures announced by the Ethiopian government to encourage private sector investment.

BCIU is a U.S. based organization established in 1955 by President Eisenhower, and it works to expand international business and investment by facilitating mutually beneficial relationships between business and government leaders worldwide. It has 200 member companies, including many big Fortune 500 firms. The forum was held at the Willard Intercontinental Hotel and it was attended by senior executives representing more than 30 leading U.S. companies involved in various sectors.

Source: Washington Mission

## INVEST IN ETHIOPIA- DOHA FORUM" TOOK PLACE ON 16 JANUARY 2019 IN QATAR.



At the 'Invest in Ethiopia' forum, organized by the Ethiopian Embassy, Ambassador Metasebia Tadesse encouraged Qatari businessmen to explore investment opportunities in the country's agriculture, manufacturing, services, pharmaceuticals, and building materials sectors.

He noted that preparations are underway for the staging of the 'Qatar-Ethiopia Business Forum' next year to further enhance co-operation ties between the two countries, which the Ambassador said, "own good relations in all fields." Speaking at the forum, which aims to present the investment opportunities in Ethiopia and explore the economic and trade co-operation relations in the private sector level, Qatar Chamber first vice-chairman Mohamed bin Towar al-Kuwari said, "It is currently the right time to explore the expansion of diversified co-operation relations between the private sectors of both countries, which enhances trade exchange."

Al-Kuwari said Qatari businessmen are interested to know about investment opportunities found in African countries, particularly in Ethiopia, which, he said, "has many promising opportunities in a number of sectors." "Ethiopia enjoys a distinguished geographical location in the Horn of Africa and a gateway to many neighbouring countries such as Sudan, Eritrea, Kenya, and Djibouti," al-Kuwari explained. Al-Kuwari also said Ethiopia offers "many investment opportunities in various sectors," adding that Qatar Chamber has hosted trade delegations from Ethiopia to discuss with Qatari businessmen the possibility of establishing joint projects and partnerships. Qatari-Ethiopian ties began a new phase of co-operation and co-ordination based on the common desire of the two friendly countries to establish a solid ground for stronger future prospects. Ambassador Metasebia said he values Qatar Chamber's efforts to co-operate with Ethiopia and to support business relations, deepen the communication between the business communities in both countries, and finding partnerships to promote trade exchange.

In his presentation, Ambassador Metasebia said Ethiopia registered "great growth" in the recent years, citing government support and facilities for investors, such as income tax exemption for more than 10 years and export tax exemptions. He added that Ethiopia has developed infrastructure, such as roads, transport, shipping, communications, making it a promising investment destination for foreign investors. At the closing of the Forum, it was agreed to have more of such Forum in order to acquaint Qatari companies with the business opportunities in Ethiopia. The event was attended by more than 25 participants representing various Companies.

Source: Doha Mission

## ETHIOPIA'S INVESTMENT FORUM HELD IN MUMBAI, INDIA



Ethiopia's Investment Forum entitled "Investment Opportunities in Textile and Garment Sector" was held in Mumbai, India, on 19th January 2019 in connection with the 2nd Global Textile Technology Engineering Show. The forum was organized by Ethiopian consulate general in collaboration with India ITME Society.

The forum was attended by more than 50 Textile industrialists, Textile engineering manufacturers, Textile experts and consultants drawn from textile and garment sector including 50 participants from Bangladesh and Sri Lanka.

Sleshi Lema, Director General of Ethiopian textile Industry Development Institute made presentation on the overview of textile and garment industry development of Ethiopia with emphasis on the comparative advantages of Ethiopia on the textile and

garment sectors to undertake investment. He extensively elaborated on the economic and market opportunities as well as the commitment of the government to attract FDI to the textile sector. He also welcomed and encouraged them to participate on ITME AFRICA 2020 with the assurance of the commitment of the government of Ethiopia to make this global event successful. The participants showed keen interest to invest in Ethiopia and also promised to take part on ITME AFRICA 2020.

The forum was followed by business to business meeting of Ethiopian business delegation with 35 Indian companies, being facilitated by the Consulate of Ethiopia and Indian International Textile Machinery Exhibition Society. Both sides explored the ways and means of doing business as well as areas of joint venture particularly in the textile and garment sector. Furthermore, the Consulate showcased business, investment and tourism opportunities in Ethiopia with focus on textile and garment sector at a 9 Meter Square pavilion at Bombay Exhibition Center from January 18 to 20, 2019. The pavilion was colorfully accompanied with Ethiopian traditional coffee ceremony, which attracted almost all exhibitors and as well as visitors including the chief guests of the 2nd Global Textile Technology and Engineering Show 2019. The pavilion entitled "Ethiopia Land of Origins and Investment Hub of Africa" was visited daily by more than 1000 visitors.

Source: Mumbai Mission



## REPRESENTATIVES OF ETHIOPIAN EMBASSY IN BRASILIA VISITED RIO DE JANEIRO TO STRENGTHEN ECONOMIC RELATIONS BETWEEN ETHIOPIA - BRAZIL



Mr. Anteneh Tariku, Minister Counsellor at the Embassy of Ethiopia in Brazil had a discussion with H.E. Amb. Frederico Araújo, Director of the Federation of Industries of Rio de Janeiro (FIRIJAN) about Ethiopia's investment opportunities, establishment of technical cooperation & capacity building frameworks and advancement of technology and innovation. Mr Anteneh said "cooperation with local economic authorities and organisations such as FIRIJAN is an important element in expanding the Ethio-Brazilian business relations. Our economies offer opportunities for trade and investment cooperation to entities from both countries". H.E. Amb. Frederico Araújo, on his part provided detailed information on the situation of FIRIJAN and expressed that FIRIJAN highly values the cooperation with Ethiopia and sees great potential of Ethiopian mar-

ket. Many competitive enterprises in Brazil are members of FIRIJAN. He hoped that the two sides will establish relationship in more fields in the future and work together for development.

A meeting was also held with Dr. Marco Polo Moreira Leite, Vice President of International Affairs of the Rio De Janeiro Chamber of Commerce regarding the organization of an investment promotion forum, a B2B with members of the Ethiopian chamber of Commerce and the future signing of a twinning agreement between the two national chambers. The results of the meetings were very fruitful and led to the enhancement of business relations between Ethiopia and Brazilian business communities.

Mr. Anteneh said the visit to Rio is to learn about cooperation possibilities, investment opportunities and trade as well as to talk to authorities and businessmen. "Rio de Janeiro is one of the important capitals in Brazil and has one of the main and busiest oil import terminals," said the diplomat.

Source: Brasilia Mission

## ETHIOPIA - CHINA PULSES, OILSEEDS AND SPICES SELLERS-BUYERS MATCHMAKING SEMINAR HELD IN BEIJING

Embassy of the Federal Democratic Republic of Ethiopia in Beijing in collaboration with China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) organized Ethiopia - China Pulses, Oilseeds and Spices Sellers-Buyers Matchmaking Seminar in Beijing on the 10th of January 2019. A delegation of 10 major trading companies of Ethiopia led by Mr. Anteneh Zegeye, Chairman of the Ethiopian Pulses, Oil Seeds and Spices Processing and Exporting Association (EPOSSPEA), participated on the matchmaking event and had a fruitful business to business discussion with their Chinese trading counterparts.

On the opening event of the seminar, Ethiopian Embassy highlighted that matchmaking event like this one will present a broad introduction of Ethiopia's pulses, oilseeds and spices production capacity and exporting potential and also the growing market access opportunities for such commodities in China. Furthermore, the Embassy noted that matchmaking events held at this time are special because they're held on the backdrop of "The 2018 Forum on China-Africa Cooperation Summit" (FOCAC September 2018) that has defined an elevated blueprint for China-Africa economic relations with a new chapter in their cooperation for the new era, where major initiatives for trade facilitation were declared.

Mr. Anteneh, on his part gave an insight about Ethiopia's Pulses and oil seeds supply and export situation, particularly, on pulses production vs. export, Ethiopia's pulses major destinations, pulses export to China, Ethiopia's oil seeds production, Export performance and other areas of cooperation in the sector.



Mr. Bian Zhenhu, president of CFNA, in his remark emphasized on the importance of Ethiopia in China-Africa cooperation, and said that the bilateral trade will benefit from the Eight Major Initiatives announced at the FOCAC Beijing Summit in September 2018. Mr. Bian pointed out to both Ethiopian exporters and Chinese importers to cherish and take good use of China's high-quality economic development, increasing market demands, upgraded consumption and its further opening-up. He also mentioned that the China-Africa Economic and Trade Expo, which set out is to be held in Changsha, Hunan Province of China every two years will be a long term platform for agricultural products from all countries including Ethiopia to gain access to Chinese market. CFNA cooperates successfully with Ethiopian partners in several events, including the twice-a-year China International Sesame Conference and the annual Ethiopian International Conference on Pulses and Oilseeds. After the successful completion of the seminar in Beijing, the delegation went to

Qingdao and held business to business discussions with heads of two major Chinese oil seeds and pulses importing and processing companies namely, Yihai Kerry Oil Seeds and Grains (Qingdao) Ltd. and Qingdao Bolan Group Co. Ltd. These two big Chinese companies are the largest buyers of Ethiopia's Sesame, Oil Seeds and Pulses.

The delegation wrapped up their stay in Qingdao with a site visit of the two companies main production sites.

The pulses, oilseeds and spices sector is one of the largest components of Ethiopia's agricultural sector and it vastly contributes to Ethiopia's economic growth next to coffee. As one of largest producer of pulses, oilseeds and spices in the world, Ethiopia holds exciting potential for export growth and is a growing source of foreign exchange.

Source: Beijing Mission



### ETHIOPIA'S INVESTMENT OPPORTUNITIES IN AGRICULTURE AND LIVESTOCK SECTOR FEATURED IN INNER MONGOLIA, AUTONOMOUS REGION OF CHINA



Embassy of the Federal Democratic Republic of Ethiopia in Beijing in collaboration with Foreign Affairs Office of Inner Mongolia organized an investment promotion Forum which focuses on Ethiopia's investment opportunities in agriculture and livestock processing sectors in China's Inner Mongolia capital, Hohhot city on the 16th of January 2019.

The promotion event aimed at unleashing a mutually beneficial and complementary agricultural resources and agro-processing capabilities that exist in Ethiopia and Inner Mongolia. The forum attracted representatives from the Bureau of Commerce, Department of Agriculture and Animal Husbandry, and corporate leaders from over 30 enterprises which are principally engaged in agriculture and livestock sector in Inner Mongolia.

In his opening remark Mr. Ephrem Bizuayehu, Chargé d'Affaires ad interim of the Embassy of the Federal Democratic Republic of Ethiopia in Beijing, highlighted that China has been and still is a strong partner of Ethiopia and that ties between the two countries are strengthening on a consistent bases manifested by an ever-expanding Chinese economic engagement in Ethiopia's endeavor to transform its economy.

He also noted that as China's economy moves to the upper ladder, its investment has become instrumental in addressing structural and logistic challenges in Africa and Ethiopia in particularly.

The Chargé d'Affaires further elaborated on the strategic investment areas, the wider market access and competitive wage labor opportunities, the economic incentive packages and favorable climate, the enabling policies for investment operating environment and infrastructural development in Ethiopia.

Mr. Si Qing, Director-General of Port Office of Inner Mongolia, on his part, mentioned that as China marks the 18th anniversary of the establishment of the China-Africa Cooperation Forum (FOCAC), it demonstrates to the world that a new path of win-win cooperation for common destiny is now here leading the way for a strong future cooperation between Africa and China. Moreover, he underlined that Ethiopia's impressive agricultural resources endowment and its relevance for animal husbandry development, is coherently aligned with Inner Mongolia's excess capability in agricultural modernization and integrated livestock processing. As a way forward, Mr. Qing expressed the readiness and willingness of the regional government and its enterprises to forge productive cooperation in the fields of modern agriculture, animal husbandry, manufacturing and infrastructural development. The Forum served as a platform to introduce Ethiopia's considerable investment opportunities in livestock rearing and breeding, meat processing, dairy industry and poultry farming, leather tanning, animal medicines and vaccines manufacturing. Moreover, it gave emphasis on Ethiopia's government commitment on promoting the establishment of integrated agro-industrial parks and livestock processing zones equipped with the necessary infrastructures to attract foreign export-oriented investments to the nation.

After the fruitful completion of the Forum, the Embassy's delegation held bilateral discussion with Mr. Fu Yongchun, Director-General of Foreign Affairs Office of Inner Mongolia; conducted site visits to Jinyu Bio-Technology Company Limited, which is one of the largest animal health companies in the world, and China Mengniu Dairy Company Limited, which is also the leading dairy products manufacturing company in China, and held talks with top managements of both companies.

Source: Beijing Mission

### EMBASSY PROMOTES ETHIOPIA'S TOURIST DESTINATIONS IN DOHA, QATAR



A forum aimed at promoting tourist destinations in Ethiopia was held in Doha, Qatar. Representatives of tour companies working in the sector attended the event held under the theme "visit and invest in the land of discovery and tourist paradise".



High-level officials of the Qatar government have also attended the event. Participants on the occasion said that Ethiopia is one of the preferred tourist destinations in Africa. They said that the event will create good opportunity for tourists from the region to visit Ethiopia as it improves their awareness about the country.

Source: Doha Mission

MINISTRY OF  
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INVESTMENT  
PROMOTION AND  
TECHNOLOGY  
TRANSFER  
DIRECTORATE  
GENERAL

TEL: +251 115506931

TRADE AND  
TOURISM  
PROMOTION  
DIRECTORATE  
GENERAL

TEL: +251 115506931

EMAIL:

bussiness@mfa.gov.et

Follow Us



Design & Editing :  
Yonathan Guebremedhin  
yonigsg@gmail.com

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## EMBASSY PROMOTES ETHIOPIA'S TOURIST DESTINATIONS IN BRAZIL



The Ethiopian Embassy in Brasilia in collaboration with the Brazilian Association of Travel Agencies (ABAV) held tourism event aiming at promoting the country's tourism potentials. Mr. Anteneh Tariku, Minister Counselor in the Embassy said the Government of Ethiopia has re-organized the tourism sector based on the Ethiopian tourism policy. It was also the occasion to unveil the new tourism brand of Ethiopia dubbed as "Ethiopia, The Land Of Origins." A new tourism

brand called "Land of Origins" was also established said Mr Anteneh on the occasion, "this new brand and tourism policy will support the promotion of the Ethiopian tourism sector and contribute to the economic and social development of the country".

He went on to say that, past achievements and current efforts has given impetus to the country's aim to become a leading tourism destination. A sign for this commitment is the

establishment of a tourism policy, as well as a National Tourism Council chaired by the Prime Minister, which enabled a big push in this sector, and also an organization called "Tourism Ethiopia" which mandate is to promote and develop the sector.

Source: Brasilia Mission

### WORKING TO ...

>>> Continued from page 2

**BDU: Speaking of the country of your posting, what could Ethiopia have done to take better advantage of the African Growth and Opportunity Act (AGOA)?**

**Amb. Fitsum:** I can answer that better by identifying how Ethiopia will better access AGOA going forward. First, the massive investment in industrial parks is beginning to bear fruit, and many of the products from the industrial parks are utilizing AGOA mechanism for their exports. Second, we need to help local small and medium Ethiopian companies access AGOA. Observations are that they have had challenges scaling to appropriately service large export contracts. Third, I will encourage American companies that understand market demand in the United States to invest in Ethiopia and leverage the AGOA facility.

**BDU: You served as board chairman of the Ethiopian Tourism Organization. In this regard, what would you consider are the legacies that you left behind? What were the most challenging situations and achievements in your tenure as board chair?**

**Amb. Fitsum:** As Board Chairman there are two principle achievements I would point to. First is to make Tourism Ethiopia more visible and be directly accountable to the Prime Minister. The second is facilitating the legal authority for the Tourism Ethiopia Fund. This will allow the organization to levy a modest fee from all guests of star-rated establishments that will be used for destination development and maintenance, product development, and tourism promotion. My most challenging issues were that we were building on limited human and financial resources, limited institutional experience, and high expectations from stakeholders and tourists.

*The BDU team would like to thank Ambassador Fitsum for giving us time from his busy schedule to conduct this interview. Similar interviews will be held in future editions with relevant stakeholders to inform about initiatives undertaken in Ethiopia and in our diplomatic missions.*

## WHY INVEST IN ETHIOPIA?

### IV. Abundant and Affordable

Ethiopia's labor law, which regulates worker-employer relations, is in line with international conventions.

With over 50 million workers, Ethiopia has the second largest labor force in Africa (World Bank's Doing Business Report, 2014).

Ethiopia's minimum wage is among the lowest in Africa, with only 5 countries - Burundi, Uganda, Egypt, Gambia and Malawi - having lower minimum wages (International Labor Organization, 2010/11).

Generally, private sector monthly salaries for university graduates range from USD 150 to USD 200, while construction sector monthly wages range from USD 60 for daily laborers to USD 300 for a foreman (Source: Ethiopia's Ministry of Urban Development and Construction).