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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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**Edition number: 9** 

## UAE COMPANIES EXPLORING INVESTMENT OPPORTUNITIES IN

Date: 25/03/2019



As part of the visit by UAE Business delegation to Ethiopia, Ethio-UAE Business Forum, aimed at further enhancing the historic bilateral ties between the two countries, took place in Addis Ababa, Ethiopia on Wednesday (March 20 ). During the event, State Minister of Foreign Affairs, Dr. Akililu Hailemichael noted the two countries' long-standing and historical diplomatic relations, which he said, serves as bedrock to build effective trade and business links between the UAE and Ethiopia.

The State Minister said that he is pleased to observe UAE-Ethiopia business representatives today taking this opportunity to exchange ideas, views to do more in order to translate the excellent relations between the two countries into a viable economic cooperation.

"Ethiopia, with its lucrative environment for investment, is opening its door for sustainable economic cooperation," added Dr. Akililu and called on UAE investors to make use of Ethiopia's outstanding investment policy, trainable work-force, stable economy, and relatively cheaper cost of electricity and other attractive investment schemes of the country

Undersecretary for Foreign Trade at UAE Ministry of Economy, Abdulla Ahmed Al Saleh on his part said that , Ethiopia is one of the four most important countries for UAE investment in Africa. There are several UAE companies that are investing in Ethiopia for years; he stated, and added "we would like to increase the level of investment."

"We have other companies to do business more in Ethiopia in different sector, especially in agriculture, real estate development, hospitality, industrial sector," the Undersecretary said.

The trade relation between the two countries has been growing. The total trade turnover has increased from 809 million USD in 2012 to 850 million USD currently.

However, Undersecretary stated the need to enhance the trade relation by highly engaging the business community of the two countries. "We would like to increase for the next few years to double this number and it is easy to do that by introducing the business communities to each other."

He said Ethiopia's population - more than 100 million - is a huge market opportunity for investors from UAE to come and establish manufacturing companies.

On the occasion, State Minister of Trade and Industry and former Ethiopian Ambassador to the Emirates, Ambassador Misganu Arega stated that "this joint business forum is instrumental to strengthen the all -rounded bilateral ties between UAE and Ethiopia."

Ambassador Misganu said Ethiopia with its strategic geographical location is a gateway to regional markets, which he says, will serve huge trade, investment potential for prospective UAE companies to establish new and sustainable business partnership in the region.

### FRENCH FIRMS SEE "HUGE POTENTIALS" IN ETHIOPIA



French multinational companies exploring business opportunities in Ethiopia said "we have realized that there are huge potentials" in the country.

A delegation of MEDEF International (French business confederation) led by Mr Philippe DELLEUR, Senior Vice President for Public Affairs at Alstom, visited Ethiopia on 14th and 15th March, 2019.

French business delegation leader Phillppe Delleur said the decision of the Ethiopian government to open the sector for foreign investors is attracting cross-border and multi-national French companies to engage in Ethiopia.

"The delegation I am leading is exploring business opportunities here, and we have realized that there are huge potentials that French companies will contribute much for the development of this country in many areas," he said.

He added that the companies are looking at the main investment areas, including infrastructure like electricity, railway, airtransport, logistics network, water treatment, and industry, among others.

During their visit, the delegation comprised of 20 French companies (Schneider Electric, Total, Urbasolar, Peugeot, Sse Air Liquide, Semmaris and Bollore among many more) was received by Mrs Sahle-Work Zewde, President of the Federal Democratic Republic of Ethiopia, and Mr Takele Uma Bandi, Mayor of Addis Ababa. The expertise of French companies in

smart cities, water treatment and urban planning was a major topic of discussion.

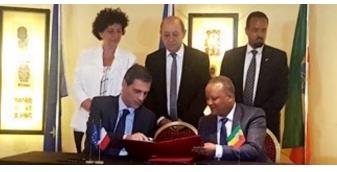
On the afternoon of 15th March, 2019, thematic meetings have been organized by the Ethio-France Business Club (CAFÉ) as part of the French-Ethiopian Business Forum. It gathered together the MEDEF International and Business France delegations, Ethiopian companies, Ethiopian state officials and donors. During this Ethio-France Business Forum, participants had the opportunity to meet with representatives of the Ethiopian economic sphere, in particular Mr Abebe Abebayehu, Commissioner of the Ethiopian Investment Commission (EIC), Dr Teshome Tafesse, State Minister of Finance, Mr Tiruneh Yitefa, Deputy Governor of the National Bank of Ethiopia (NBE), and Mrs Mesenbet Shenkute, President of the Addis Ababa Chamber of Commerce. The Forum also enabled the MEDEF International delegation to better understand the privatization opportunities

recently announced. The Ethiopian authorities reaffirmed its commitment to encourage the country's industrialization and foreign investments, including French ones.

This visit follows the State visit of the President of the French Republic, Mr Emmanuel Macron, to Ethiopia on 12th and 13th March, 2019, during which a Declaration of Intent on the promotion of economic development in Ethiopia has been signed between the two governments.

A total of seven agreements-one public and six private, have been signed on the sidelines of the state visit of France President Emmanuel Macron to Ethiopia. Following the visit, the two countries signed the following seven cooperation agreements:

Memorandum of Understanding (MoU) between the Ethiopian Space Science and Technology Institute and the National Center for Space Studies on Cooperation of Space Activities



Memorandum of Understanding (MoU) between the Castel Group and the Ethiopian Investment Commission (EIC) for the construction of the SOMDIAA maize processing plant

Memorandum of Understanding (MoU) between CMA CGM and the local MACCFA company for the creation of a joint venture

Letter of intent between CMA CGM and Ethiopian Shipping & Logistics Services Enterprise (ESLSE) for the management of Modjo Dry Port

Letter of intent between Meridiam, Global Infrastructure Hub and the Ethiopian Ministry of Finance for the implementation of the Africa Infrastructure Fellowship Program (AIFP)

Memorandum of Understanding (MoU) between the Canal + Group and Mr. TEODROS for the Implementation of a Distribution Agreement for the Commercialization of a Pay-TV Offer

Memorandum of Understanding (MoU) between Bolloré Africa Logistics and the local company CLS Logistics for the creation of a joint venture

# THE SIXTH AFRICA DEVELOPMENT INTERNATIONAL FORUM (FIAD) IN CASABLANCA, MOROCCO UNDER THE THEME "WHEN EAST MEETS THE WEST".

State Minister of Foreign Affairs, Aklilu Hailemichael, led an Ethiopian delegation that included Ambassador Dewano Kedir, representatives from Ethiopian investment Commission and Ethiopian chamber of Commerce and Sectoral Associations, to the 6th International African Development Forum (FIAD) in Morocco, Casablanca on 14 March 2019

Organized by the Africa Development Club of Attijariwafa bank Group, IADF is

considered as a reference platform in Africa, reflecting the commitment of the economic and political community in the intracontinental dynamics

A parterre of personalities, composed of several ministers, ambassadors, economic operators from 34 countries and representatives of the media took part in this meeting.

Dr. Aklilu presented details of the business and investment opportunities, incentives, government policies, facilities and available support as well as identifying the priority areas for foreign investors in Ethiopia. He stressed, "Ethiopia, with untapped natural resources and a high proportion of active working-age popula-

tion, cheap electricity, and a very high government commitment, offers abundant opportunities for international companies that wish to engage in various investment sectors including textiles and garments, leather and leather products, pharmaceuticals and chemicals, agriculture and agro-processing, livestock, meat and dairy products, metal and engineering, mining and energy, construction materials, and IT.

This edition focused on economic advocacy with regard to intra-African integration, the networking of countries and investors in the investment market and the linking of economic operators with B to appointments B previously organized.

In addition to Sierra Leone, the Investment Market this year includes Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Kenya, Mali, Morocco and Rwanda.

Launched in 2010, and taking place annually since 2015, the Africa Development Forum has established itself as the reference platform for dialogue, investment promotion and intra-African trade. From one edition to the next, the Forum has provided many opportunities for exchanges and investments between economic



operators on the continent and its partners.

Since its creation, the Forum has brought together more than 7,500 operators from 36 countries and generated more than 17,000 business meetings. This edition is also marked by the presence of many ministers from several countries of the Continent.

#### ETHIOPIA TAKES PART IN THE 2ND CHINA (PU'ER) INTERNATIONAL SPECIALTY COFFEE EXPO

Ethiopian Embassy in Beijing fostered a curtain-raiser call upon Chinese coffee community to explore coffee export and value-adding processing in Ethiopia at "The 2nd China (Pu'er) International Specialty Coffee Expo" that took place from March 12-17, 2019 Pu'er city which is considered as "The Coffee Capital" of China.

The Expo was co-hosted by the circulation Industry promotion Center of Ministry of Commerce of China and Yunna Province International Coffee Exchange (YICE) with the aim of fostering commercial partnership among crucial stakeholders of the global Industry.

The delegation from the embassy shared the experience of Ethiopia's organic, high quality and varieties

of coffee that are consistently embedded in the identity of its people to attendees of the official opening of the Expo. It was highlighted that, Ethiopia, the ancestral home of the much desirable Arabica varieties, is well-positioned to easily penetrate a specialty coffee market in china. The Expo focused on the rapidly growing coffee market in China as the country is quickly tending to join the league of largest Coffee-consuming countries with a tectonic shift towards a more upscale coffee drinking culture.

The Forum recalled that China presented a new Trade Facilitation Initiative under the Forum on China Africa Cooperation (FOCAC) in its commendable bid to expand the



spectrum of imports from Africa, among which value-added coffee is expected to hold promising potential for Ethiopia's export growth. The Embassy delegation further elaborated the permanent endeavors being invested by the government of Ethiopia to improve the traceability of coffee beans and transparency on business returns to coffee growers, and this has a meaningful contribution for the transformation of the global specialty market.

It is reported that the Expo brought together more than 1000

attendees hailing from different corners of the world, including coffee industry experts, producers, roasters, café owners, baristas, importers, exporters, industry associations, and government officials.

At the sideline of the Expo, the Embassy delegation met with the municipal leadership of the People's Government of Pu're city and the Yunnan International Coffee Exchange (YICE) and had a successful discussion on the way forward for cooperation in coffee industry spheres.

Source: Beijing Mission



## EMBASSY PROMOTES ETHIOPIAN TEXTILE SECTOR IN CHINA



H.E. Amb. Teshome Toga attended the 7th China - Asia Textile Forum (CCPIT) in Shanghai and witnessed the signing ceremony of two Memoranda of Understanding (MoU) on March 11, 2019.

The first MoU was signed between H.E. Abebe Abebayehu, Commissioner of the Ethiopian Investment Commission (EIC) and Mr. Cao Jiachang, Chairman of China Chamber of Commerce for Import and Export of Textile and Apparel (CCCIETA). The second MoU was also, signed between H.E. Abebe Abebayehu, Commissioner of Ethiopian Investment Commission and Mr. Zhu Yong, President of Shanghai Chamber of Commerce for Import and Export (SCCIE).

The purpose of both agreements is to work together by both parties on the areas of joint investment promotion, cooperation and exchange of trade and investment related information, conducting joint research in areas of common interest and enabling human resource training and expert exchange programs.

H.E. Amb. Teshome also had a fruitful bilateral discussion with members of China National Textile and Apparel Council (CNTAC), Wuxi No. I Cotton Mill Texitle Group Co., Ltd., Fosun Pharmaceutical Distribution (Jiangsu) Co., Ltd., Yebio Bioengineering Co., Ltd., (Qingdao), Zhende Medical Co., Ltd., Oriental (Shangtex Holding Group) Co., Ltd. and Texhong Group (Hunan). The delegation from Ethiopia is comprised of EIC Commissioner, H.E. Abeba Abebayehu, Ethiopian Industrial Parks Development Corporation (IPDC) CEO, Ms. Lelisie Neme, PIGA-ITC Ethiopia Office, Ethiopian Embassy in Beijing and Ethiopian Consulate-General in Shanghai.

Source: Beijing Mission

## ETHIOPIA'S PARTICIPATION AT THE 14TH CII-EXIM BANK



**CONCLAVE IN NEWDELHI** 

The Embassy of the Federal Democratic Republic of Ethiopia in New Delhi took part in the 14th CII-EXIM Bank Conclave on India-Africa Partnerships which was held on 17-19th March 2019 in New Delhi, India. The three-day conclave was organized by the Ministry of Commerce in

association with Confederation of Indian Industry and EXIM Bank of India. The Embassy of Ethiopia actively promoted Ethiopia's economic potentials and as a promising investment destination to Indian business communities. As part of its economy diplomacy's activities the Embassy promoted Ethiopia's main trade products and generating better awareness on the country's tremendous tourism spots, but also to showcase its multiculturalism through beautiful cultural performances to the participants.

Source: New Delhi Mission

# ETHIOPIA'S INVESTMENT OPPORTUNITIES PROMOTED AT THE EAST AFRICAN COUNTRIES INVESTMENT SEMINAR IN SHANGHAI



Ethiopian Embassy in Beijing in collaboration with Ethiopian Investment Commission (EIC) and Ethiopian Industrial Parks Development Corporation (IPDC) promoted Ethiopia's Investment opportunities at the 'East African Countries Investment Seminar' organized by PIGA-ITC and China Chamber of Commerce for Import and Export of Textile and Apparel which was held in Shanghai on March 12, 2019.

At the event, H.E. Ambassador Teshome Toga said that, China is Ethiopia's leading source of Foreign Direct Investment (FDI), major trading and key development partner. He briefed the participants on the current political, economic and social reforms in Ethiopia and noted that the aim of this massive reform is to sanitize the politics, create efficient and effective institutions, provide standard government services delivery, enhance the capacity of law enforcement agencies and strengthen rule of law.

Furthermore, H.E. the ambassador explained that, as part of the reforms, Ethiopian government established a national task force under the immediate follow up of H.E. Prime Minister Dr. Abiy Ahmed on ease of doing business in Ethiopia and is actively promoting industrial parks development in the country. H.E. Mr. Abebe Abebayehu, Commissioner - Ethiopian Investment Commission (EIC) and Mrs. Lelise Neme, CEO - Industrial Parks Development Corporation (IPDC) made elaborate presentations on investment opportunities Ethiopia offers for Chinese investors.

Finally, H.E. the ambassador had a successful bilateral discussion with Zhejiang Mengna Socks & Hosiery Co., Ltd.; Zhejiang Clotho Textile Co., Ltd.; China Hualong Import &Export (Shanghai) Co., Ltd.; Shanghai Sunshine Logistics Co., Ltd.; Talk2all Telecom (HK) Ltd.; Arbaminch Textile Share Company; and Wellfull Group.

Source: Beijing Mission

## ETHIOPIA TAKES PART IN BERLIN IMPORT-EXPORT TRADE FAIR



Several Ethiopian companies are participating in a trade fair being held in Berlin, Germany. The trade fair, which focuses on import-export, opened on March 19, 2019. The Ethiopian embassy in Berlin hosted a coffee ceremony at the fair, which gave the participants of the trade fair "an opportunity for [them] to witness Ethiopia's unique coffee ceremony [and its

taste]," The Berlin Import-Export Trade Fair is organized by EMEA (Europe, Middle East and Africa Trade Fair organizer). EMEA Import & Export 2019 is the first trade fair specialized in the Europe, Middle East and Africa (EMEA) region, providing a high-quality exhibition platform for companies that wish to enter and expand their business into the EMEA market.

The trade fair held from the 19th to 20th March 2019 at STATION-Berlin Convention Center and Ethiopian producers showcased their products, met with industry partners, explored recent market trends and took advantage of development opportunities.

Source: Berlin Mission



## ETHIOPIA SHOWCASES COFFEE CULINARY IN LATTE ART CHAMPIONSHIP



Starbucks Latte Art Championship took place on 18th March, 2019 at J W Marriott Hotel Sahar Mumbai. Being organized and hosted by Starbucks Western Region, Starbucks Latte Art Championship displays their partner's passion for coffee and their wonderful Latte Art Skills.

Consul General of Ethiopia in Mumbai, Mr. Demeke Atnafu Ambulo graced panel as one of the Judge. At the celebration of the coffee event, Consul General Demeke Atnafu Ambulo made presentation titled "Ethiopia as Origin and Home of Coffee". More than 70 associates from 50 outlets of TATA-Starbucks Coffee Shops, from Mumbai and Pune participated in the classic event. It may be noted that making a perfect coffee in Ethiopian home is an art of perfection. Keeping that in mind, Consul General also arranged to showcase Ethiopian traditional coffee making ceremony for all participants. During the event Starbucks partners experienced Ethiopia's unique and elaborate traditional coffee ceremony and appreciated it. Mr. Demeke Atnafu informed the gathering that "Coffee draws its name from a place in Ethiopia called'Kaffa', which is situated in a province in southwestern Ethiopia. He stated that as on today 70 countries in the world cultivate coffee. Ethiopia is the 5th largest producer".

Referring Ethiopia as home of coffee, he passionately expressed and shared the story of Ethiopian shepherd, Khalid, who discovered coffee in the 9th Century. He underscored that coffee reached Yemen by 15th Century via the Red sea. It was Yemen who first developed coffee as commercial crop, hence it was given the name Coffee Arabica. Coffee consumption spread in Middle East, Persia, Turkey and Africa by 16th Century. In the later-half of the 19th century, many Latin American countries started to use coffee.

It may be noted that Ethiopia is a birth place of coffee. It grows in different regions and marketed under their regional names such as Yirgacheffe, Harer, Sidamo, Guji, Limu, Tepi, Jimma, Lekemt, etc. All of them displaying the wine and fruit toned flavor and taste.

Demeke Atnafu Ambulo, Consul General of Ethiopia in Mumbai, said "Globally Ethiopia is known as originator of classic Coffee. I am delighted to inform you that India's leading Coffee chain Tata Starbucks has shown keen interest in the Ethiopian coffee. It is an important event for us as it has given us an opportunity to show-case perfect coffee making. In future too, we would be happy to be a part of any such event that promotes old coffee drinking culture to new generation."

## INVESTMENT PROMOTION EVENTS 5-9 MARCH 2019, KUALA LUMPUR MALAYSIA



The Embassy of the Federal Democratic Republic of Ethiopia has conducted an investment promotion event, visited the Malaysian Associated Indian Chamber and Industry, paid courtesy visits to companies and Universities and met Ethiopian University Professors working in Malaysian Universities in Kuala Lumpur, Malaysia from 5th to 9th March 2019.

The investment promotion seminar was conducted in coordination with Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM). The event was attended by the leaders of the Association, CEO and representatives from more than 32 Companies. The seminar was opened by the welcome speech of H.E. Ambassador Admasu-Tsegaye and Keynote address of Dato' Liew Sew Yee, Deputy President of ACCCIM. In his speech, the Ambassador highlighted the close bilateral relations between Ethiopia and Malaysia across investment, trade, tourism and education. H.E. further stated that "Ethiopia", with untapped natural resources, high proportion of active working age population, cheap electricity and enormous market potentials offers abundant opportunities for international companies that wish to engage in various investment sectors. On his part Dato' Liew Sew Yee expressed his appreciation to Embassy for organizing such and investment promotion event which would help to open the eye of the members for other investment opportunities outside of their region. Following the speeches brief presentations were made regarding Ethiopia's strategic investment areas, enabling investment environment, fiscal and non-fiscal incentives, suitable infrastructure and industrial park development. During the discussion session the participants raised several issues including availability of trained manpower, availability of land for investment and the lease cost, possibilities of partnering with domestic investors and etc. The Ambassador responded by stating the higher education expansion in the last 20 years in the country and the abundant university graduates in the area of science and technology, the cheap lease cost of land and shades in industrial parks and plentiful possibilities to partnership with domestic investors.

Source: Jakarta Mission

# H.E. AMB. TESHOME TOGA PAID A VISIT TO THE CHINA-AFRICA BUSINESS COUNCIL



H.E. Amb. Teshome Toga paid a visit to the China-Africa Business Council and met representatives of member companies including Chairman of Huajian Group, Wu Guofei on March 20, 2019. Amb. Teshome noted that cooperation between Ethiopia and China-Africa Chamber of Commerce should be strengthened and bring in more new Chinese investors on board. He mentioned the investment opportunities and the government's commitment to provide support to Chinese investors. He also thanked Huajian Group, a long-established and outstanding Chinese private enterprise in Ethiopia, for investing and creating jobs for thousands of Ethiopians.

#### **BITS AND PIECES NEWS**



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#### ISTANBUL CHAMBER TO COOPERATE WITH **ETHIO-CHAMBER**



Melaku Ezezew (Eng.), President of the Ethiopian Chamber of Commerce and Sectoral Associations (ECCSA), received on 18th of March 2019 a-five high level members of a delegation from Istanbul Chamber of Commerce headed by DURSUN TOPCU, Vice President of the Chamber at the President's office.

The main purpose of the visit of the delegation was to discuss the Chamber's plan to organize an Exhibition in Addis Ababa at the end of this year. Expressing the existing interest on the side of Istanbul Chamber, the Vice Minister praised the growth of the Ethiopian economy and stated the significance of the exhibition in creating further linkage between Turkish and African market. Recalling that Africa is integrating through Africa Continental Free Trade Area (AfCFTA) and he underlined the platform is a good opportunity for Turkish companies to display their products to African market, ECCSA president thanked the delegation for their visit and remarked that follow-up discussions on the technical issues of the exhibition will be held in the near future. It was also learnt that Istanbul Chamber would send business delegation to meet with Ethiopian companies before the event.

Source: ECCSA

#### ETHIOPIAN PARLIAMENT RATIFIES AGREEMENT TO **ESTABLISH AFCFTA**

The House of People's Representatives ratified the agreement to establish the African Continental Free Trade Area (AfCFTA) today (March 21).

The AfCFTA aims to create a single continental market for goods and services, with free movement of business persons and investments, and pave the way for accelerating the establishment of the Continental Customs Union and expand intra African trade through better harmonization and coordination of trade liberalization and facilitation regimes and instruments.

It will also expedite the regional and continental integration processes, as well as enhance competitiveness at the industry and enterprise level through exploiting opportunities for scale production, continental market access and better reallocation of resources.

#### YIRGALEM INTEGRATED AGRO INDUSTRIAL PARK TO GO OPERATIONAL NEXT MONTH

Addis Ababa, March 20, 2019 (FBC) - The Yirgalem integrated agro industrial park will go operational next month, said the SNNP regional state industrial parks development corporation. Chief Executive Officer (CEO) of the corporation, Biru Wolde, said two factories will begin avocado and honey production in April. The company that built an avocado processing plant has already contracted 53,000 avocado framers, he said. It will supply its product for overseas and local markets, he said. According to Biru, the honey processing plant will supply its product only to local market. The Yirgalem industrial park is dedicated to processing vegetables and fruits that are widely grown in the regional state, including coffee, avocado, meat and dairy

Source: fanabc.com

#### TRADE AND INVESTMENT PROMOTION SEMI-NAR IN CHENGDU, CHINA

An investment and trade promotion event under theme of "Ethiopia, Africa Investment and Trade Opportunities Symposium" organized by the Ethiopian Consulate General Office in Chongqing in cooperation

with the MIE Group has taken place in Chengdu on 15th of March 2019. The event was organized with the purpose of promoting Ethiopia's Conducive environment for investment and trade, encouraging the manufacturing companies from Sichuan province to invest in Ethiopia. It was attended by Mr. Genet Teshome, Deputy Head of Mission of the FDRE to the People Republic of China, Mr.



Kebede Abera, Consul General of the Ethiopian Consulate General Office in Chongqing, Mrs. Lei Xuejie, deputy chairman of Sichuan CCPIT, Mr. David Wang, President of the MIE Group and over 120 business communities participants of which 41 are representative of Sichuan manufacturing companies.. Delivering the welcome remarks, Mrs. Lei Xuejie emphasized the long existing economic and political relations between Ethiopia and China and assured fullest support in enhancing trade and investment relations between two countries in the future. At the event, Mr. Genet Teshome delivered a speech, in which he mentioned Ethiopia has historic relations with China and underscored that the Comprehensive Strategic Cooperative Partnership between Ethiopia and China has been critically important in China - Africa cooperation under the Forum on China-Africa Cooperation (FOCAC). He recalled that Ethiopia is a country located within the sphere of the "Road and Belt" intercontinental region and possesses untapped natural resources that provide ample opportunities for trade and investment. Finally, he called on Sichuan's business community to explore the opportunities of making business in Ethiopia. In addition, a brief presentation was also made by Mr. Kebede Abera, regarding the investment opportunities and trade status of Ethiopia, the wide-ranging incentives provided by the Government to the priority investment areas, and the commitment of the government towards foreign direct investment.

Source: Chongqing Mission

#### WHY INVEST IN ETHIOPIA?

#### IX. Government Commitment

- High level political commitment for investment promotion and protection, investment policy making is led by the Ethiopian investment board chaired by the prime minister.
- Wide-ranging incentive packages for priority sectors and export oriented investments.
- Bold initiative in the development of state-of the art industrial parks, electric powered railway connecting the capital and other economic corridors to the port of Djibouti.