



የኢ.ፌ.ዴ.ሪ.
ወጭ ጉዳይ
ሚኒስቴር
F.D.R.E.

MINISTRY OF
FOREIGN
AFFAIRS



BUSINESS DIPLOMACY UPDATE

Edition number: 11

Date : 30/04/2019

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.

In this edition:

BAVARIA KEEN TO STRENGTHEN ECONOMIC COOPERATION WITH ETHIOPIA 2

ETHIOPIAN INVESTMENT PROMOTION CONFERENCE HELD IN CHINA 3

ETHIOPIAN BUSINESS FORUM HELD IN MOSTAGANEM 4

ETHIOPIA PARTICIPATES IN CHINA OUTBOUND TOURISM AND TRAVEL MARKET EXPO 5

CHINA INTERNATIONAL SESAME CONFERENCE 2019 AND CHINA-AFRICA TRADE AND INVESTMENT COOPERATION FORUM HELD IN QINGDAO 5

BITS & PIECES NEWS 6



ETHIOPIA GETS NEW FOREIGN MINISTER

On April 18, 2019, the House of People's Representatives approved the appointment of H.E. Gedu Andargachew as the new Minister of Foreign Affairs of Ethiopia.

HE Ato Gedu Andargachew had served as President of the Amhara Regional State for the last five years until his resignation and replacement by Dr Ambachew Mekonen from his post on March. HE Ato Gedu Andargachew replaced Dr. Workneh Gebeyehu who was last month named as new head of the United Nations Africa office in Nairobi.

Foreign Minister H.E. Gedu Andargachew met and held discussions with state ministers, director-generals, ambassadors and heads of various departments as well as directors of the Ministry of Foreign Affairs of Ethiopia. The Minister who has officially assumed office on April 22 will continue to hold discussions with all the staff members of the ministry in the next couple of days.

ETHIO-SUDAN BUSINESS FORUM HELD IN ADDIS



An Ethio-Sudan Business Forum was held in Addis Ababa, on Monday (April 29). Organized by Embassy of Ethiopia in Khartoum (Sudan), the Embassy of Sudan in Addis Ababa and the Ethiopian Chamber of Commerce and Sectoral Associations, it provided an important opportunity for Sudanese companies to see and hear about opportunities in Ethiopia. It brought together over 110 heads of companies

and representatives of various businesses from both countries. The forum is being attended by members of the Sudanese public delegation, pertinent government officials and Ethiopian business community.

In his opening remarks, Permanent Secretary for Economic Diplomacy Affairs at the Ministry of Foreign Affairs, Ambassador Dewano Kedir underlined that the Forum is instrumental in further strengthening the bilateral trade and investment ties between Ethiopia and Sudan.

BAVARIA KEEN TO STRENGTHEN ECONOMIC COOPERATION WITH ETHIOPIA

ETHIO-BAVARIA ECONOMIC FORUM HELD



An Ethio-German(Bavaria) Business Forum comprising of high-level representatives from Ethiopian and German politics, companies and relevant institutions was held on Monday, 15th April 2019 at the Hyatt Regency Hotel in Addis Ababa. The business forum was part of the program of an official visit led by Prime Minister of the Free State of Bavaria Markus Soder .

Government officials, representatives of business communities, and more than 60 companies from the Germany's Bavaria state, attended the Ethio-Germany Business Forum. During the session, Ethiopian potential investment areas are presented to the participants. In his remark, Permanent Secretary for Economic Diplomacy of the Ministry of Foreign Affairs, Ambassador Dewano Kedir explained the huge investment opportunities and enabling environment to invest in Ethiopia and called Bavarian companies to grab this low hanging precious opportunities and further noted that the government will work closely with stakeholders to incentivize and attract investment. Indicating the ongoing reform in Ethiopia as optimistic, Bavaria state administrator Markes Soder on his part said that Germany will back the political reform, and pledged to work in cooperation in trade and investment sectors.

Deputy Commissioner with Ethiopian Investment Commission, Hana Arayasilassie said the government is working to solve problems, which foreign investors raise as hurdles. She also said that the government will avail incentives to attract investors. Companies can invest in the country in different sectors like infrastructure, manufacturing, ICT, tourism and industrial parks, she added. The forum brought together over 100 companies both from Germany and Ethiopia.

The business delegation also held discussion with representatives of the Ethiopian Chamber of Commerce and Sectoral Associations. On the occasion, Mr. Roland Weigert, Minister of Economic Affairs of the Bavarian State has said Bavaria is "keen to strengthen its cooperation with Ethiopia and open up new business opportunities and bring companies and scientific undertakings."

The Bavarian state minister further said Bavaria is intent on strengthening ties especially in the areas of power engineering, infrastructure, machinery, agriculture, medical and environmental engineering. "Ethiopia offers the strongest economic growth in East Africa, making it one of the most important markets for middle-sized companies," he noted.

During the discussion, Endalkachew Sime, General Secretary of the Ethiopian Chamber of Commerce and Sectorial Associations, reaffirmed the readiness of local investors to support and work with German companies in various areas of investment.

ETHIOPIA, GERMANY SIGN MOU TO WORK ON TECHNOLOGY TRANSFER



The German delegation has also signed five Memoranda of Understanding covering various issues including the establishment of a Center for Technology Excellence aiming to enable the Ethiopian youth to develop work capacities in their area of operation with the objective of job creation. The five

Memorandums of Understanding (MoUs) were signed between Ethiopia and Bavaria to enhance relations in technology transfer, education, health and entrepreneurship. Bavaria is keen to strengthen its cooperation with Ethiopia and open up new business opportunities and bring companies and scientific undertakings, Bavarian State Minister for Economic Affairs Roland Weigert said.

BAVARIA OPENS AFRICA OFFICE IN ADDIS ABABA



The Free State of Bavaria has opened its Africa Office in Addis Ababa, to foster stronger business ties and develop cooperation between Ethiopia and Bavaria. The office will help foster stronger Ethio-German/Bavarian business ties and develop

cooperation projects, it was noted during the opening ceremony.

ETHIO-SUDAN ...

Continued from page 1

The Business Forum included B2B sessions and presentations on investment and trade potential and opportunities available in both countries. The aim of the B2B meeting was to gather participants from both countries in order to expand their business prospects and facilitate cross-border partnerships through prearranged business meetings .

Speaking at the event Teka Gebreyes, State Minister of the Ministry of Trade and Industry, said such forum would have significant contribution in boosting bilateral trade between the 2 countries. Ethiopia's economic growth, investment incentives and industrial parks attracted foreign direct investments (FDI), he furthered. Investors from Sudan can take advantage and also ensure mutual benefits of the two countries by engaging in manufacturing, construction, tourism, mining, energy and service sectors of Ethiopia, the Deputy Commissioner added. According to Teka currently there are more than 700 Sudanese projects requesting license to invest in Ethiopia.

Speaking on his part Team Leader of Sudanese Chamber of Commerce, Wagdi Magur, said Ethiopia and Sudan should increase their trade volume by taking advantage of their geographical location. Port Sudan would play its part to facilitate trade, he added.

Magur also explained Sudan is progressing in raw cotton, vegetable, fruit and metal production. Ethiopia would be at benefit if it engages in these sectors. He further stressed on necessity to open the branch of the Ethiopian Commercial Bank in Khartoum to enable businessmen to take advantage of opportunities between Sudan and Ethiopia, calling for benefit from port of Port Sudan in exports and imports. He called the Ethiopian side to address problems facing a number of Sudanese businessmen in Ethiopia and implement a genuine economic programs between private sectors in the two countries.

HARNESSING SCIENCE, TECHNOLOGY, AND INNOVATION

5th Session of the Africa Regional Forum on Sustainable Development, with a theme "Empowering People and Ensuring Inclusiveness and Equality", was held in Marrakesh, Morocco, from April 16-18, 2019. Twenty Ministers from 20 different African Countries, Delegates from 49 African Countries and 600 participants were in attendance.

Prof Afework Kassa, State Minister of Science and Higher Education, participated in the Forum. He delivered key messages in the following two high-level panels:

1. High-level Policy Dialogue on Science, Technology and Innovation and the Achievement of the Sustainable Development Goals and Implementation of the Agenda 2063: The Africa We Want.

2. High-level Panel on Empowering People and Ensuring Inclusiveness and Equality: Stepping up Actions to Deliver the Commitments Contained in the 2020 Agenda for Sustainable Development in Africa.

He addressed the forum on "Harnessing Science, Technology, and innovation to achieve the sustainable development goals and the aspirations of Agenda 2063". In his remarks he stressed among others, the following:

A. The need to promote and strengthen science as culture of society: strengthening science base from pre-primary education to the top (tertiary education) in Africa. He emphasized the need to work with academies such as African Academy of Sciences, International Council of Science, and with academies of sciences of each African Country, etc so that the scientists in academic and research institutions can work closely with governments' sector ministries in addressing issues that need scientific interventions.

B. The need for countries to map appropriate technologies in their countries specific context and priority that would help the countries address



issues of SDGs and Agenda 2063. He emphasized the importance of appropriate technologies in value addition that would help African countries to improve products and services, for example that would help

them shift from export of primary products to value added products that will bring better income.

C. On innovation: he addressed the need for African countries to have in place policies and legal frameworks that would help innovators in such a way that the innovations can be translated into products and services. He mentioned the exemplary initiatives of Innovation Hubs in South Africa and the Kigali Innovation City which can be the future Silicon Valley and Innopolis of Africa where member states can learn from as these centers are incubating African youth who are trying to bring home grown solutions to solve Africa's problems which might not necessarily be problems in the other parts of the world.

D. On Education and Scientific Research: he emphasized that inclusive and relevant quality education and problems solving researches as the foundations to harness STI to achieve SDGs and Agenda 2063.

E. Citing examples from Ethiopia: he explained the alignment of Ethiopia's GTP priority areas with the 17 Goals of the UN SDGs and the targets in Agenda 2063. He also briefed the forum the STI policy of

Ethiopia which has 11 critical policy issues that are directly related and relevant to GTP priority areas.

In conclusion he stressed that Africa's development challenges should be triggers to harness STI and their solution represents enormous resource that can be used to develop the continent.

MOFA WELCOMES VISIT OF JIANGSU PROVINCE DELEGATION LED BY MR. ZHANG SONGPING

Mr. Zhang Songping, Deputy Director General of Foreign Affairs Office of Jiangsu Provincial People's Government is leading a six-member delegation comprising members of both from the public and private sector from April 25 to 28, 2019. The Ministry of Foreign Affairs warmly welcomes the delegation.

In addition to promoting bilateral exchange, the purpose of the advance team's visit is to gain a deeper understanding of Ethiopia's overall political and economic developments, and more specifically the up-coming visit of Governor of Jiangsu province, Mr Wu Zhenglong to Ethiopia in June or July. "In order to further enhance the Ethiopia-Jiangsu exchanges in industrial cooperation, industrial park development, investment and other fields, the Governor of Jiangsu province, Mr Wu Zheng will lead a high level business delegation to visit Ethiopia between June and July 2019" said Mr.Zhang. The visit will include official meetings with ministers and officials from the Ethiopian government, the Regional Government of Oromia , the Eastern Industrial Zone and the launch of the Ethiopia -Jiangsu Investment and business forum .

Mr Zhang Songping further stressed that the aim of the visit is to strengthen the economic, commercial and investment cooperation between Ethiopia and the Jiangsu province of China. According to the Dep-



uty Director General, the bilateral economic ties between the Ethiopia and China are strong and have witnessed considerable growth.



ETHIOPIAN INVESTMENT PROMOTION CONFERENCE HELD IN CHINA



The promotion platform was focused on unleashing mutually beneficial investment opportunities and on creating harmonization in non-public hospital, medical and pharmaceutical capacities that existed in Ethiopia and Zhoukou and Shangqiu Cities. H.E. Ambassador Teshome Toga, has elaborated the medical and pharmaceutical sectors, market access, economic incentive packages, favorable policies, investment operating environment as well as infrastructural development in Ethiopia.

The ambassador said, with its second largest population in Africa and increasing healthcare requirement, Ethiopia poses an attractive medical and pharmaceutical investment opportunity for potential enterprises from #China.

Mr Qin Shengjun, the Vice Mayor of People's Government of Zhoukou City, recalled that more than 19 medical teams organized by Zhoukou city have visited Ethiopia in the last four decades, while expressing his hope that the Belt and Road Initiative would pave further avenue for a fruitful medical exchange and win-win cooperation between the city and Ethiopia.

Also presented on the event, Mr Wu Yong, the Chairman of China-Africa Business Association (Henan) stating the intimate cooperation between the association and Ethiopia, said the association will lead a delegation of about 30 enterprises to visit Addis Ababa in May this year.

Source: Beijing Mission

ETHIOPIAN BUSINESS FORUM HELD IN MOSTAGANEM



The Embassy of the Federal Democratic Republic of Ethiopia in Algeria, Algiers held its Investment, trade and tourism promotion forum in Mostaganem (Algeria) on April 16 and 17, 2019. The forum was held in collaboration with the Chamber of Commerce and Industry of Dahra Mostaganem. Over 40 Algerian company representatives, business organizations and over 30 operators in Tourism attended the business forum. The business forum was a special occasion for the Algerian investors and businessmen to explore investment and trade opportunities in various sectors that are available in Ethiopia. Furthermore, the Business Forum has also served as essential platform to promote Ethiopia's tourism potentials, opportunities in the tourism industry and helped to identify areas of mutual cooperation for the business communities of the two sisterly Countries. As part of the event, the Embassy delegation led by H.E. Ambassador Amin Abdulkadir visited several companies including Agro Mosta, EURL MLK, Adwan Chemicals and high and low voltage electric cable manufacturer La Cablerie Algerienne. The delegation also organized Ethiopian Coffee ceremony whereby the participants tasted the unique flavor of Ethiopian Coffee Arabica.

Source: Algiers Mission

ETHIOPIA'S CULTURAL AND TOURISM POTENTIALS PROMOTED IN MUMBAI



On April 16, 2019, more than 80 tourism professionals, tour operators, journalists, travel industry leaders, managers and executives gathered at the Malabar Hill Club in Mumbai to learn more about Ethiopia's cultural and tourism developments. While making a presentation on tourism potentials of Ethiopia, Mr. Demeke elaborately stated that with unique cultural heritage, rich history, remarkable biodiversity and 11 tangible and intangible cultural heritages registered with UNESCO, Ethiopia is well placed to becoming the most popular, enchanting and attractive tourist destination in Africa.

Consul General further highlighted a variety of exciting destinations to experience outdoor and adventure, culture and learning and educational travel including diverse and precious natural reserves of 24 natural parks and 4 biosphere reserves, historical sites, cultural sites, varied bird of 860 species of which 18 are endemic as well as volcanic landscape of Denakil.

With his extensive presentation, Consul General invited travel industry leaders to experience a variety of tourism such as archeological tourism, heritage tourism, spiritual tourism, adventure, eco and educational tourism in Ethiopia and invited them to visit and explore what their ancestral homeland offers.

Besides, being home to human being, coffee, and many more, Consul General described Ethiopia as Water Tower of Africa, Diplomatic Seat of Africa, 'Switzerland of Africa' (peace and stability) and 'Jerusalem of Africa' (rock hewn Church of Lalibela), called up on and encouraged all in the sector to forge and develop business relationship with Ethiopian tour and travel agents, by promoting Ethiopia, as tourist destination in Africa.

Source: New Delhi Mission

ETHIOPIA PARTICIPATES IN CHINA OUTBOUND TOURISM AND TRAVEL MARKET EXPO



Ethiopian tour operators and travel agents took part in the 15th edition of "China Outbound Tourism and Travel Market (COTTM-2019)" held at the National Agricultural Exhibition Center in Beijing from April 15-17, 2019. The Ethiopian tourism delegation, jointly organized by Ethiopian Tour Operators' Association and Ethiopian Embassy in Beijing, was able to exhibit Ethiopian tourism destination products to various visitors of Ethiopian national booth and utilized the lucrative tourism market platform to establish business networks with Chinese counterparts for a mutual goal of promoting tourism to Ethiopia from China.

Ethiopian tour operators attending the COTTM-2019 have developed a great sense of optimism that the number of Chinese tourists holidaying in Ethiopia will be booming given Ethiopia's excellent network of attractions blended with more than 30 weekly direct flights of Ethiopian Airlines between China and Ethiopia. In the aviation industry, Ethiopian Airlines has created a well-liked connectivity between Africa and China, growingly linking Chinese with Africans. As integral parts of the Expo, a series of conferences were held focusing on new trends of international outbound tourism, consumption behaviors and habits of Chinese outbound tourists, tourist visa preferential policies, new hotspots and opportunities under frameworks like Forum on China-Africa Cooperation and Belt and Road Initiative. In recent times, various reports indicate that China is experiencing a megatrend in becoming the largest source of outbound tourists to other countries mainly driven by its expanding middle class population and the desire to explore the rest of the world.

Ethiopian diplomatic missions and Ethiopian Airlines' area offices in China are currently making a concerted effort to attract larger number of Chinese tourists to make Ethiopia benefit from such a rising tide of Chinese travelers. COTTM-2019 brought together wide range of tour operators and travel agents both from China and different parts of the world.

Source: Beijing Mission



CHINA INTERNATIONAL SESAME CONFERENCE 2019 AND CHINA-AFRICA TRADE AND INVESTMENT COOPERATION FORUM HELD IN QINGDAO



Ethiopian trade and investment delegation composed of representatives of Ethiopian Embassy in Beijing, Agricultural Transformation Agency (ATA), Ethiopian Pulses, Oilseeds and Spices Processors and Exporters Association (EPOSPEA) attended a dual “China International

Sesame Conference 2019 and China-Africa Trade and Investment Cooperation Forum” that was held in Qingdao city, China, on April 16, 2017. The event was co-organized by China Chamber of Commerce for Import/Export of Foodstuff, Native Produce and Animal By-Product (CFNA) in collaboration with Qingdao Bureau of Commerce and International Trade Center (ITC). Its principal aim was to stage a platform for the actors of global oilseeds and pulses industry to forge trading and investment partnership while obtaining a better view of ongoing changes development trend of the global oilseeds market.

In his opening speech, Mr. Cao Derong, President of CFNA, said that China is not only a sesame producing country but also a major importing country with annual importation of close to 1.2 million metric tons of sesame, and 97.5 percent of its imports are from Africa.

A representative of the Embassy, Mr. Negus Kebede, Minister-Counselor, in his opening remark emphasized that African and Chinese governments are progressively more committed to enhance their trade and investment relations under the framework of Forum on China-Africa Cooperation (FOCAC), with declaration and implementations of major initiatives of industrial promotion and trade facilitation. He added that this pragmatic thrust would avail greater chances for exporters from countries like Ethiopia to easily access wider markets in China, and companies from China will also take part in value-adding agro-processing investment in Ethiopia.

When presenting Ethiopian sesame production and market outlook for around 300 participants, Mr. Haile Berhe, President of EPOSPEA, highlighted that Ethiopia is the fourth largest sesame seed producing country in the world with 3 million small, medium and large-scale farmers. Ethiopia is forecast to cover more than 500 thousand hectares of land produce in the year 2019, with estimated yield of more than 300 thousands of metric tons of sesame seeds. He also added that China remains the top importer of sesame products exported by Ethiopia with a lion share of around 50 percent.

On the sideline, CFNA and ITC had organized an investment roadshow for promotion agencies of four pilot countries selected under the China-UK-ITC tripartite Partnership for Investment and Growth in Africa (PIGA), and linked them with Chinese companies which have interests in investing African countries in agri-business. Under this scheme, Ethiopia was represented by Mr. Mirafe Gabriel, Senior Director of Agribusiness in ATA, who presented the sesame processing investment case of Ethiopia to Chinese enterprises, highlighted Ethiopia's key competitive advantages for production and processing of sesame, namely suitable agro-ecology, strong sesame supply, available resources such as fertile land, and access to wider quota-and duty free markets.

Ethiopian exporters displayed full range of oilseeds to the Chinese buyers, and fruitful matchmaking happened to the satisfaction of the sellers and potential buyers. On the other hand, the Chinese enterprises that attended the conference demonstrated high interest to import sesame and pulses from Africa, and invest in commercial agriculture and food-processing industries. During the conference, many experts have revealed that Sudan and Ethiopia still occupy a prime position in China in terms sesame export, even though the world experience in price fluctuation.

Source: Beijing Mission

INTERVIEW WITH MR. RAJEEV SHARMA, CO CONVENER INDIA BUSINESS FORUM



BDU: Can you give as a glimpse picture about the presence and trends of Indian investment flow in to Ethiopia?

Indian investments flow in Ethiopia in the recent years has been growing at an immense rate. India stands as one of the leading countries in terms of investment in Ethiopia. Indian investments are ranked amongst top three with an investment of over 2 billion USD. Hundreds of Indian companies are already in operation, out of which more than 50% falls in the domain of manufacturing industry like textile, pharmaceutical, steel, plastic, paper etc. Amongst the Foreign Business Investments, Indian investments stands tall in providing employment to the Ethiopian people. Several projects have already laid their roots and will be in operation in a short period of time. From time to time, the potential investment delegations are coming to Ethiopia to explore the opportunities for investing in Ethiopia. The World's largest Halal meat producer Indian company has invested in Ethiopia. The first Pharmaceutical company in Ethiopia having GMP as per EU and WHO is an Indian investment. An Indian Paper manufacturing unit is one of the biggest in Ethiopia. Ethiopia has the only denim fabric manufacturing in East Africa.

BDU: What role can Indian Business forum play in promoting investment opportunities in Ethiopia and how could investors from India be encouraged to invest in Ethiopia?

IBF's main objective is to promote Indian investors in Ethiopia, to provide platform to dialogue with Ethiopian Authorities, to enable networking among Indian companies. As it is quite evident from the objective of IBF, it is constantly encouraging Indian investors to establish their businesses in Ethiopia. The Business delegations which visit Ethiopia are always guided and motivated by the IBF through portraying the investment potential in Ethiopia.

IBF Convener and Co Convener were the part of the Prime Ministerial delegation to India during India Africa summit 2015.

IBF was honored by the presence of The Hon'able President of India H.E. Ram NathKovind and Hon'able President of Ethiopia H.E. Dr Mulatu Teshome at a business dialogue organized in Addis Ababa in October 2017.

Indian investors can be encouraged to invest in Ethiopia by providing support to existing Indian investments and by using the success stories and the positive experiences of these investors. Creating more awareness about the strong relationship between both the countries may help, Involving the Indian Business Community in Ethiopia in promoting Ethiopia in India can also be of great significance.

BDU: What are the key constraints that your members face when operating in Ethiopia? What kind of support your organization provides to the investors?

The companies face different issues from time to time and whenever these issues arise, the IBF takes it up to the relevant authorities and try to resolve them amicably. We also want to take this opportunity to appreciate Ethiopian Government and its officials who have always taken the suggestions of India Business Forum positively and gave the solutions to the issues raised by IBF. IBF was the first Foreign Business Forum to sign a MOU with ERCA in order to tackle the taxation problems and to create a better understanding between the Investors and the Tax authority. It helped in a great manner to resolve numerous disputes. IBF is recognized by the highest authorities and it has been given the audience by the former Prime Ministers, Presidents of the FDRE.

BDU: How do you assess the investment climate of Ethiopia?

The investment potential in Ethiopia is huge. Presently, Ethiopia is facing acute shortage of Foreign Currency and the main reason for that is importation of finished goods which can be only curbed by local manufacturing. This itself shows the manufacturing potential in Ethiopia. Being the second highest populated Country in Africa and having about it will always be a big consumer market. Though, it has started manufacturing various products locally but it has to go a long way. Various investment incentives are already given by the Ethiopian Government but further study can be carried out to streamline the challenges and to adopt investment friendly policies. Even now Ethiopian Investment Commission is inviting the suggestions from various stake holders to improve the investment climate, IBF has also contributed to that effort by providing its feedback.

BDU: With a population of billion plus, India is huge market for Ethiopian products how do you assess the trade relation between the two countries?

Trade relations between India and Ethiopia are growing continuously. Bilateral trade between both the countries has reached over USD 1 Billion USD doubling the trade volume in 1990's. Various Ethiopian commodities are being exported to India such as pulses, spices etc. A lot more can be done by understanding the need of Indian market and by doing the value addition in locally available agriculture produce to boost the export to India. India is amongst one of the biggest consumer markets in the world, Ethiopia can take advantage of this big market keeping in view of its long standing and historical relationship with India. Both the Governments are working tirelessly to explore every possibility to boost exports from



MINISTRY OF FOREIGN AFFAIRS

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

Copyright MFA
2018-2019

ETHIOPIA SCORES HIGHEST TOURISM GROWTH IN THE WORLD

Ethiopia's Travel & Tourism economy grew by 48.6% in 2018, the largest of any country in the world, according to the World Travel & Tourism Council's (WTTC) annual review of the economic impact and social importance of the sector released in April 2019.

Ethiopia experienced the highest tourism growth in the world, surpassing the global average growth rate of 3.9% and the African average of 5.6%. The Council stated that during the period, the sector supported 2.2 million jobs and contributed \$7.4 billion to Ethiopia's economy, an increase of \$2.2 billion in 2017. This was driven mainly by international visitor spending, to the country's improved connectivity as a regional transport hub and to recent visa relaxation policies. The sector now represents 9.4% of Ethiopia's total economy.

"Ethiopia's Travel & Tourism boom was one of the great success stories of 2018. It has exceeded our sector's global and regional comparisons to record the highest level of growth of any country in 2018", said Gloria Guevara, President & CEO of the World Travel & Tourism Council.

It's now easier to travel from Belgium to Ethiopia

"We have 7 flights a week from Brussels to Addis-Abeba, Ethiopia's capital" explains Taye Kenenlissa, Ethiopian Airlines Manager for the Benelux. According to Kenenlissa more and more Belgian tourists choose Ethiopia as a destinations thanks to Ethiopian Airlines daily connections and also due to the e-visa and visa on arrival policy implemented since November 2018. "Our aim is to have Ethiopia as the main African destination for European tourists. In this perspective, an important step forward was undertaken thanks to the implementation of the visa on arrival policy. We understand tourists are a major asset for the development of our economy" he concludes.

ETHIOPIA

PARTNERSHIPS FORUM

Ethiopian Opportunities. American Investments.

The U.S. Department of State invites you to participate in the **Ethiopia Partnerships Forum** in **Washington, D.C.** on **May 15-16, 2019**.

The **Ethiopia Partnerships Forum (EPF)** is a U.S.-Ethiopia economic engagement platform to raise awareness of Ethiopia's recent economic reforms and emerging business opportunities, and accelerate American investments to transform Ethiopia's economy. The EPF will bring together private sector leaders and policymakers from the U.S. and Ethiopia to envision a new future of engagement between the two countries.

Save The Date:

May 15-16, 2019 | 8:30 AM – 5:00 PM

Washington, D.C.