



# Ethiopian News

March 2018

## INSIDE THIS ISSUE

Ethiopia joins African countries in historic intra-Africa trade agreement.....4

Embassy staff commemorate Women’s Day .....6

7<sup>th</sup> anniversary of the Grand Ethiopian Renaissance Dam celebrated .....7

Blueprint for wind power expansion launched.....8

EthioChicken wins FT’s Boldness in Business Award: Exclusive Interview.....11

Ethiopian Airlines announce three additional flights from Heathrow to Addis.....15

Why Lalibela, Ethiopia Is the Next Machu Picchu.....16

Circus Abyssinia: Ethiopian Dreams makes London premiere.....19

## CONNECT WITH US

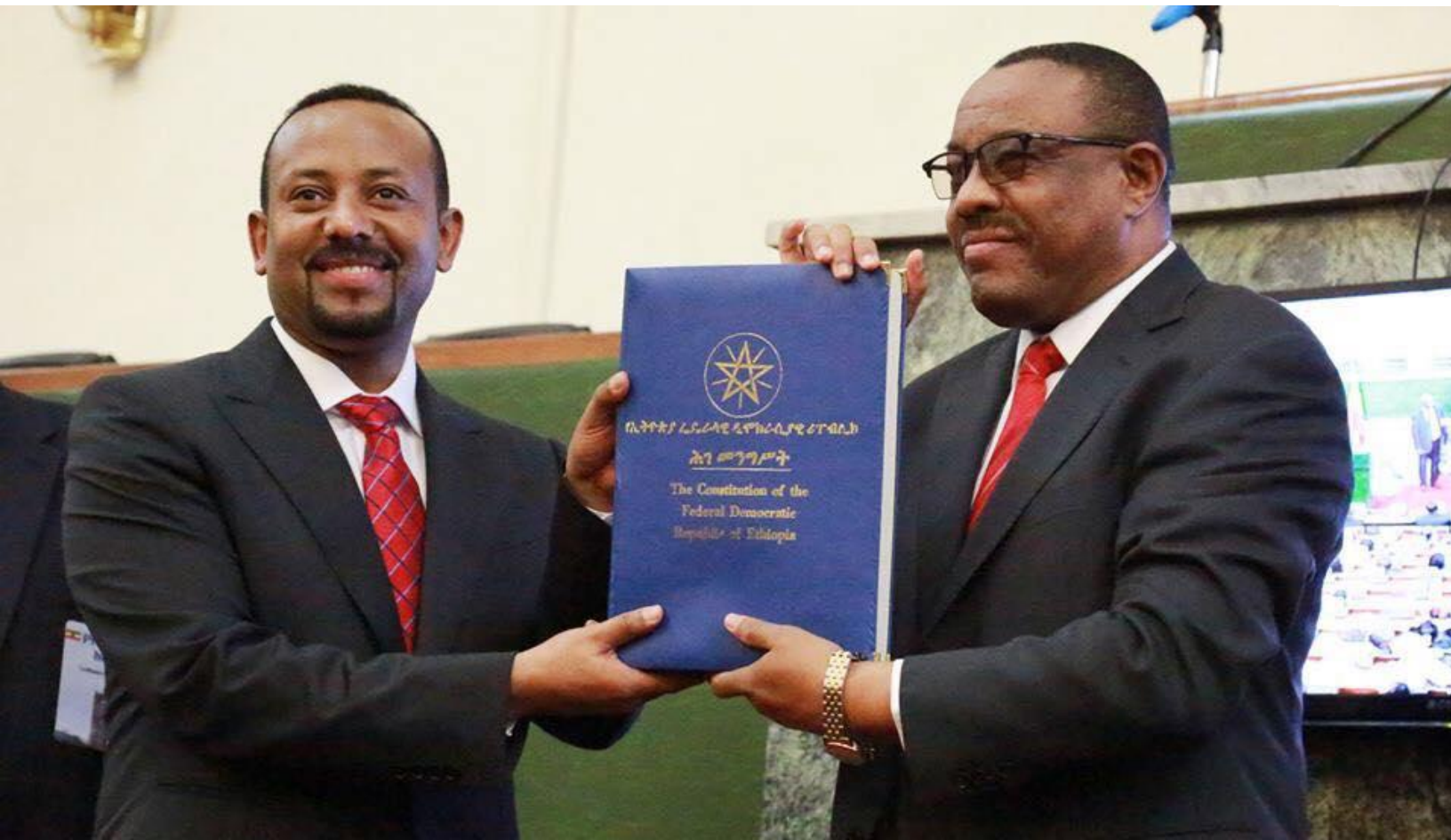


@EthioEmbassyUK

# Ethiopia’s New Prime Minister

## The Story of a Historic and Peaceful Transition of Power

Page 2





# Editorial

## Election of New Premier Represents Major Milestone for Ethiopia's Democracy



In recent weeks, an extraordinary set of meetings, involving members of the ruling Ethiopian People's Revolutionary Democratic Front (EPRDF), have been taking place in Addis Ababa. The meetings, of both the Executive Committee and the Council of the Front, have spent the last few weeks deliberating on the current state of affairs in the country while appraising the progress of the [government's reform agenda](#).

In light of the [announcement of the resignation](#) of former Prime Minister Hailemariam Dessalegn earlier this year, the election of a new chairperson to lead the Front was part of the agenda for the

meeting of the EPRDF's Council in the last week of March. Following the official acceptance of Mr Dessalegn's resignation, the election of the new Chairman was conducted in a fair, participatory, democratic and transparent manner in line with the Front's longstanding rules and procedures. As an illustration of the growing maturity of Ethiopia's nascent democratic culture, candidates for the position were transparently nominated and rigorously appraised before voting was conducted by secret ballot. The Council, comprised of members from the four constituent parties of the Front, duly elected Dr Abiy Ahmed as the third Chairperson in the Front's history.

Following this election, the Front, in accordance with the Constitution, submitted Dr Abiy Ahmed's candidacy for the post of Prime Minister to the House of Peoples Representatives (HoPR), which subsequently endorsed his appointment as the new Prime Minister of the Federal Democratic Republic. This appointment, which represents a peaceful and constitutional transfer of power from one head of government to another, is a watershed moment in the history of Ethiopia. In this respect, the voluntary resignation of the former Prime Minister to enable the reform process cannot be underestimated! The actions of Mr Hailemariam Dessalegn are as unprecedented as they are praiseworthy - ushering in a new era in the country's politics.



Many regard the appointment of Dr Abiy Ahmed as an "aha!" moment – a golden opportunity for the ruling Front to find calibrated responses to the complex challenges facing the nation. By confronting these challenges with the fresh energy, perspective and approach offered in the election of a new leader, the Government can and will accelerate the pace of the comprehensive reforms being demanded by the public.

As laid out in his inaugural speech, the new premier and his government will prioritise: the implementation of democratic reforms aimed at widening the political space for opposition parties and civil society; the encouragement of greater political participation among young people and the empowerment of women; the realisation of good governance and social justice across society; the offering of greater economic opportunities to the youth, ensuring its inclusivity in the country's development; the curbing of maladministration and corrupt practices at all levels; the improvement of the standard and quality of education – the key to

any country's prosperity; the promotion of deeper engagement and participation by Ethiopians abroad in the country's development; and the establishment of an environment conducive to the growth of more independent and free media.

On the country's foreign relations, the Prime Minister committed his government to building on the constructive relations Ethiopia enjoys with all neighbouring countries – thereby upholding the country's longstanding strategy of working towards collective goals and mutual benefits in the spirit of equality and partnership. He went on to affirm Ethiopia's obligations to: the maintenance of peace and security and the acceleration of development in the Horn of Africa; the strengthening of the country's role at the African Union and as a voice for the continent at the United Nations and other international organisations and fora. The Premier, finally, expressed the readiness of the Ethiopian Government to play its part in finding a peaceful and constructive resolution to the dispute with the State of Eritrea.



With the peaceful transfer of power, Ethiopia has crossed yet another important threshold in its journey as a nascent constitutional democracy. The optimism and hope that has greeted the inauguration of the new Prime Minister, far from being misplaced or premature, is befitting the beginning of a new era in the country's democratic developmental story. Indeed, this is that rare occasion where the word 'milestone' truly fits the bill.

# AFRICAN CONTINENTAL FREE TRADE AREA CREATING ONE AFRICAN MARKET

#AfCFTA2018 | 17-21 March 2018 | Kigali, Rwanda



## Ethiopia joins African countries in historic intra-Africa trade agreement

Close to 50 African Union Member States, including Ethiopia, signed the **African Continental Free Trade Area Agreement (AfCFTA)**, the **Kigali Declaration** and the **Free Movement Protocol**, during the 10<sup>th</sup> Extraordinary Summit of the AU Assembly of Heads of State and Government held on 21<sup>st</sup> March, in Kigali, Rwanda.

The Summit, dedicated to the AfCFTA, was described by the African Union (AU) leaders and Decision makers, as an historic moment, marking a major milestone in the realization of the “Africa We Want” as enshrined in Agenda 2063. AfCFTA will be the biggest free trade agreement since the establishment of the World Trade Organisation.

The African leaders all expressed the willingness to facilitate intra-African trade by signing the three legally binding documents: 44 countries signed the AfCFTA agreement, 47 signed the Kigali Declaration and 30 signed the Free Movement Protocol. **Ethiopia, represented by the Minister of Trade, H.E. Dr Bekele Bulado, signed the AfCFTA agreement and the Kigali Declaration.**

The Chairperson of the African Union (AU), H.E Paul Kagame, said “I wish to acknowledge all the leaders, past and present, involved in bringing us to this point. We are reaping the rewards, of their foresight.”

The AU Chair said the signing will enhance the dignity and well-being of Africa’s farmers, workers, entrepreneurs, particularly women and youths, as it will create more jobs, bring more investment and

prosperity to the continent with the view of prioritizing the production of value-added goods and services, that are “Made in Africa”.

H.E. Moussa Faki Mahamat, Chairperson of the African Union Commission (AUC), said “We have come here driven by the conviction that integration is not an option, but an imperative. To paraphrase Emperor Haile Selassie at the May 1963 Summit, the giant Africa cannot wake up if it remains divided...Therefore, we are here to fulfil the aspiration of our peoples for integration and unity...We have come here to lay a new milestone, to take another step in the Pan-African journey, whose intellectual seeds were sown more than a century ago.”

### What is AfCFTA?

African heads of government agreed to establish a continental free trade area in 2012 and started negotiations in 2015.

The agreement brings together 1.2 billion people with a combined gross domestic product (GDP) of over \$2 trillion.

The agreement commits countries to removing tariffs on 90% of goods, with 10% of “sensitive items” to be phased in later.

It will also liberalise services and aims to tackle so-called “non-tariff barriers” which hamper trade between African countries, such as long delays at the border.

Eventually, free movement of people and even a single currency could become part of the free trade area.

# ETHIOPIA IN THE UK

## Africa is ready for development: Ambassador Hailemichael

On 22<sup>nd</sup> March, Ambassador Hailemichael Aberra Afework was among panellists at an event led by the Royal Africa Society and Dalberg Advisors with The Africa Club at London Business School. The event explored the topic 'What do the SDGs mean for business in Africa?' and included keynote addresses by Lord Mark Malloch Brown, former UN Deputy Secretary-General and Nick O'Donohoe, CEO of CDC Group.



The first panel, which focussed on business, was opened by Lord Malloch Brown who offered deep insight into the opportunities the Sustainable Development Goals offer the private sector, especially in filling the \$2.5 trillion gap needed to finance SDGs. Ambassador Hailemichael was among panellists at this session which included Dougie Brew, Director of External Affairs, Communications and Sustainability for Africa at Unilever; David Croft, Director of Global Sustainability at Diageo and Kate Robertson, Co-Founder of One Young World.

The Ambassador welcomed the investment that companies such as Diageo and Unilever have brought to Ethiopia, as part of a bigger objective to end poverty, provide employment and empower people. "Africa is ready for development," the Ambassador said, adding that "Ethiopia, for example, has integrated SDGs into its national development framework - the Growth and Transformation Plan. The Ethiopian Government is committed to implementing SDGs following the success of the MDGs, which saw Ethiopia achieving six out of eight targets."

Ambassador Hailemichael also emphasized long-term investments with particular reference to Diageo, who have invested in Ethiopia over the years, working with the local communities and he encouraged more joint ventures between multinationals and local African businesses.

On how the government is supporting investment in Ethiopia, the Ambassador highlighted the major areas within which Ethiopia seeks investors, such as infrastructure development, health sectors and industrial park development, adding that the government provides incentives to investors, such as tax breaks. The Ambassador also touched upon the requirement of capacity building in education and training. This panel was chaired by Yemi Babington-Ashaye, Former Director and Deputy Head of Africa at the World Economic Forum.



The second panel focussed on investors and began with a keynote address by CDC Group CEO, Nick O'Donohoe who said "there has never been a time when development finance has been as front and centre in the debate as it is today, and the SDGs have played a key role in focussing attention on the role of business and the private sector". CDC, he said, is one of the largest investors in Africa, adding that it is a fantastic time to be working in development finance institutions.

Citing Ethiopia, Mr O'Donohoe said, out of all the countries in Africa he has been to, none is more focussed on attracting private capital development

than Ethiopia. “I have been to Hawassa Industrial Park and seen people working where there was nothing 3 years ago. What the Ethiopian government is doing is extraordinary,” he said.

Detailed coverage of the event can be found on the Royal Africa Society website at <http://bit.ly/AfricaSDGs>. Follow live updates on Twitter by searching #AfricaSDGs.

### **Embassy staff commemorate Women’s Day**

Embassy staff, led by Ambassador Hailemichael Aberra Afework, observed International Women’s Day on 8<sup>th</sup> March, recognising the achievements Ethiopia has made and celebrating the outstanding contribution of the women who work at the Embassy.



At the event, Ambassador Hailemichael highlighted major achievements such as education, the creation of economic opportunities and political empowerment, that Ethiopia has achieved over the past two decades.

He also noted how Ethiopia’s Ministry of Foreign Affairs is encouraging and facilitating the engagement of women in the foreign service.



Female staff at the Embassy also expressed what the day means to them - such as empowerment, equality and freedom of expression.

### **OBITUARY: Irene Beard**



Irene Beard, gifted with the art of improving buildings and a prolific fund-raiser, was also a great friend of Ethiopia. When diagnosed with motor neurone disease (MND), she was determined to enjoy her life and travelled to Ethiopia, her favourite country, where she visited the moonlike Danakil salt plains and active volcano.

While in Ethiopia, it came to Irene’s attention that there was a shortage of good quality school books. Setting out to find out exactly what books were required she was fortunate enough to find herself seated on an Ethiopian Airlines plane next to the then Education Minister Genet Zewdie. Shortly afterwards, she met the Deputy Prime Minister Tefera Walwa, who recalls Irene with awe and affection.

“I used to call her ‘incredible woman’, and why? Because she made it, in a very challenging environment, in a country where she didn’t know the culture the language or the politics, but, with her love of the poor people of Ethiopia, and the quality of her leadership she ensured the objective was achieved. I wish many of us, especially the younger generation of Ethiopia, and of the UK, could learn a few key points from Irene Beard.”

Over the ensuing years Irene fund-raised, sending over 3 million books to Ethiopia. She also set up a Think Tank which met periodically to assist Ethiopia with its development efforts.

Irene also fund-raised for MND research, raising £20 million.

**Irene Beard, born August 19, 1942. Passed March 15, 2018. A memorial service will be held in May.**

### Foreign ministers from USA, Russia and UAE visit Ethiopia in historical week of diplomatic success

Former US Secretary of State, Rex Tillerson made his debut trip to Africa in March with stops in Ethiopia, Djibouti, Kenya, Chad and Nigeria.

While in Ethiopia, Tillerson met with government officials and the leadership of the African Union to further U.S. partnerships with the government and people of Africa.

At a meeting with the former Ethiopian Prime Minister Hailemariam Dessalegn, the Secretary emphasized long-standing U.S. commitment to and partnership with the Ethiopian people. The Secretary thanked the Former Prime Minister for Ethiopia's continued leadership on regional humanitarian and security issues, noting specifically Ethiopia's role as a host of refugees and one of the most significant contributors to peacekeeping operations, and the role Ethiopia can play in the African Union and the Intergovernmental Authority on Development (IGAD) to improve regional relations.

The Secretary commended the Prime Minister for his commitment to Ethiopia's future, demonstrated by his decision to step down, to facilitate a peaceful transition, and to make way for further reforms.



Mr Tillerson participates in a traditional Ethiopian coffee ceremony at the U.S. Embassy in Addis Ababa.

While with the Ethiopian Foreign Minister, Workneh Gebeyehu, Tillerson addressed a wide range of shared interests in security, economic growth, and governance. The Secretary emphasized

that the United States supports Ethiopia as it does the hard work of advancing democratic reforms to broaden political participation. The Secretary also encouraged the Foreign Minister to continue to focus on private sector growth and the transparency that creates the environment for increased investment.



At a press conference at the conclusion of his visit, former Secretary Tillerson said, "The United States is a long-time friend and partner of Ethiopia. We look forward to working with you as the people of Ethiopia seek greater peace, democracy, and prosperity - all of which we know you will succeed in achieving."

#### ...UAE Minister arrives in Ethiopia

March also saw an official visit by the Minister of Foreign Affairs and International Cooperation of the United Arab Emirates (UAE), Sheikh Abdullah bin Zayed bin Sultan Al Nahya.

While in Ethiopia he met with Ethiopia's Minister for Foreign Affairs, Dr Workneh Gebeyehu, to discuss bilateral and regional issues of mutual interest.

The second Joint Ministerial Commission meeting of the two countries was also held on 7<sup>th</sup> March, which followed the 2<sup>nd</sup> Ethio-UAE Joint Technical Committee.

## President meets Russia's Foreign Minister

On 9<sup>th</sup> March, President Mulatu Teshome held talks with Russia's Foreign Minister, Sergey Lavrov. The President called on the two countries to advance their historical partnership into economic cooperation.

Sergey Lavrov said efforts will be made to improve the trade and investment relations between the two countries.

Similarly, former Prime Minister Hailemariam Dessalegn held talks with Lavrov on bilateral socio-economic and global issues.



They stressed the need to improve cultural and tourism ties, capitalising on their shared values to seize on good opportunities.

The two also exchanged view on ways to strengthen their cooperation in higher learning institutions, investment and global agendas.

The discussion also focused on ways to strengthen the ties between the two countries, which dates back 120 years.

### **...historical week of diplomatic success**

In a press conference following the visits of the three ministers, Dr Workneh Gebeyehu, Ethiopia's Minister for Foreign Affairs said "this week could be taken as historical, and a week of diplomatic successes."

The visits were an additional recognition for Ethiopia's role in diplomacy, maintaining peace and stability in the Horn of Africa, on the continent and globally as well, he said.

## 7<sup>th</sup> anniversary of the Grand Ethiopian Renaissance Dam celebrated

The 7<sup>th</sup> anniversary of the commencement of construction of the Grand Ethiopian Renaissance Dam (GERD) was celebrated on 2<sup>nd</sup> April in the presence of high-level government officials, artists, and invited guests.



At the event held at Guba, Benishangul Gumuz regional state, where the construction of the dam is currently taking place, Engineer Azeb Asnake, Chief Executive Officer (CEO) of Ethiopian Electric Power, said the construction of the dam is 65% complete.

Around 9,000 Ethiopians and 260 foreign nationals are participating in the construction of the dam. Upon completion, the Dam will have generation capacity of 6,450MW, making it the largest in Africa.

Furthermore, once the construction of GERD, Genele Dawa, Koisha, Aluto and Corbetti, Tulu Moye and Repi landfill-to-energy projects are completed, Ethiopia's power generation capacity will increase to 10,000MW.

### **...Tripartite talks on Renaissance Dam to resume**

Meanwhile, talks between Ethiopia, Sudan and Egypt on the Grand Ethiopian Renaissance Dam being built on the Blue Nile River are being held in Khartoum from 4<sup>th</sup> April.

The talks will focus on the dam operation and the modalities of water sealing the reservoir, as part of efforts to create a wider consensus on the usage of Nile waters.



## **Blueprint for wind power expansion launched**

Ethiopia and Denmark have joined forces to launch the Wind Project Development Roadmap - a guideline for the development and expansion of wind projects in Ethiopia, which has huge untapped wind energy potential.



Experts from both countries have been sharing experiences with leading international experts to produce these guidelines to successfully develop wind projects in Ethiopia to further support sustainable growth and development of the energy sector both for the benefit of the country and region.

Speaking at the launch of the book, the Danish ambassador to Ethiopia Ms Mette Thygesen said “Ethiopia is blessed with a tremendous wind potential and this could potentially be a cost-effective solution for a better power generation mix and seasonal complementarity to the current hydro-based system”.

Currently only some 324 MW of wind power capacity is installed in Ethiopia. Its Growth and Transformation Plan (GTPII) calls for almost 1,000 MW of additional wind capacity to be installed in the near future.

An important part of the development of the infrastructure of Ethiopia, including the energy sector, will be a joint effort between the public and private sector. To lay the foundation for these plans the Parliament ratified the comprehensive Public-Private Partnership (PPP) Proclamation on 25<sup>th</sup> January.

As the Ethiopian Minister for Water, Irrigation and Electricity Dr Eng Seleshi Bekele explains “It is our

belief that private sector investment will play a significant part in enabling the achievement of the strategic objectives for the energy sector” but adds that “to achieve an attractive business environment there is a great need for concerted support to develop robust institutional, regulatory and legal frameworks”.

The Roadmap report includes an action matrix for accelerating wind power generation in Ethiopia, providing a blueprint to match the new policy guidelines for PPPs in the energy sector with best international practices.

The report is also well suited for other countries, both in the region and elsewhere, that are looking for ways to tap into wind resources in a cost effective way via competitive tender procurement mechanisms.

## **Ethiopia secures \$375 million World Bank credit for Electrification Program**

The World Bank has approved a \$375 million International Development Association (IDA) credit to support Ethiopia’s goal of achieving universal electricity access by 2025.



Ethiopia has the second highest available generation capacity in Sub-Saharan Africa with nearly 100% coming from renewable energy generation (mostly hydropower), and vast and mainly untapped solar, wind and geothermal clean energy resources. Over the past decade, the Government has launched one of the most successful electrification programs in Sub-Saharan Africa, expanding the grid network coverage to nearly 60% of towns and villages.

Despite these major strides in the sector, Ethiopia still has the second largest energy access deficit in

Sub-Saharan Africa (after Nigeria), and the third in the world.

In November 2017, Ethiopia, with support from the World Bank, launched its National Electrification Programme (NEP) to strategically shift from infrastructure development to the delivery of adequate, reliable and affordable electricity services. The NEP is a sustainable, transparent, and locally grounded electrification roadmap - driven by a customer centric approach. The programme has the potential to leverage additional multi-donor financing and involvement in the sector.

The Ethiopia Electrification Programme, approved on 1<sup>st</sup> March, will directly support the NEP – which requires an estimated investment of \$1.5 billion over the first five years – providing one million last-mile household connections.

Specifically, the programme supports the three pillars of the NEP: grid electrification, off-grid services, and sector capacity and institutional reform. This holistic approach is intended to optimize electrification efforts to maximize the development impact of electricity services, irrespective of where someone happens to live.

The Ethiopia Electricity Programme will be implemented by the Ministry of Water, Irrigation, and Electricity and the Ethiopia Electric Utility, and disbursement of funds are linked to the achievement of tangible and specific results.

### **10,000MW geothermal potential in Ethiopia**

A new study by the Ethiopian Geological Survey conducted in cooperation with partners, has evaluated the geothermal resources on 23 sites in the Ethiopian Rift Valley region, with an estimated combined geothermal potential of 10,000MW.

The government is now allowing private investors to invest in geothermal development in Ethiopia. Most recently, licences were given for the construction of two geothermal plants – Corbetti and Tulu Moye, that will produce a combined 1,000MW of power upon completion.

Development of other geothermal projects are currently underway is sites such as Aluto Langan, which is estimated to have a potential capacity of 80MW. Preparations are ongoing for a 100MW project in Lalo Meda Tendaho in Afar state.

### **Over 880,000 jobs created in 6 months for youths**

More than 880,000 jobs targeting Ethiopian youths were created in the last six months as part of the government's job-creation initiative, which provides training, raw materials and a value-chain for youngsters.

The Ethiopian Urban Job Creation and Food Security Council said Ethiopia created over 1.7 million job opportunities through the government's initiative during the last fiscal year.

The council, which has been implementing a platform to register job-seekers across the country, had an initial plan to benefit 2.1 million citizens through the initiative during the reported period.

The manufacturing and construction sectors are at the forefront of job creation for the growing number of working-class Ethiopians.



Production line at Pittards' factory in Ethiopia where they manufacture high-end leather gloves

Of a total of 1.7 million Ethiopians who secured jobs last fiscal year, 71% were youngsters, while 61,000 were graduates from higher education institutes and 128,000 were graduates of technical and vocational schools across the country.

Ethiopia, Africa's second most populous nation with a population of more than 100 million, has a plan to construct around 15 industrial parks across the country during the second five-year Growth and Transformation Plan (GTP-II) to create more jobs for the growing youth population.

### EthioChicken wins FT's Boldness in Business Award

*Exclusive interview with Joseph Shields, General Manager*



EthioChicken, an Ethiopia-based US-owned company, won the “Smaller Company” award at this year’s *Financial Times*’ (FT) ArcelorMittal Boldness in Business Awards on 15<sup>th</sup> March.

Founded in 2010 as Mekelle Farms, EthioChicken took over an under-performing poultry production centre in the Tigray region of northern Ethiopia, increasing production more than thirty-fold within a year. EthioChicken has since expanded into four regions of Ethiopia, with production centres nationwide.



It continues to produce affordable, blended feed, improved breed day-old chickens (DOCs), and train rural extension workers, thereby increasing productivity and creating a more stable and diverse supply of protein at the rural household level.

It is the only private company in Ethiopia focused exclusively on reaching smallholder farmers, and has created an innovative, economically viable, and replicable distribution model to reach rural households. The EthioChicken model has produced millions of DOCs and impacted hundreds of thousands of rural households across Ethiopia.

Their mission is not only to be a successful and profitable company, but also to improve the nutrition and livelihoods of rural Ethiopians, and to build the skills of its workforce.

We recently caught up with Joseph Shields, General Manager of EthioChicken, for an exclusive interview.

- **What motivated you and your partners to choose poultry and why did you start-up in Ethiopia?**

We chose Ethiopia because of its rapid economic growth, large and under-served domestic market and its relative security and stability in the region. We believed that an investment in poultry could help satisfy growing local demand, create thousands of jobs, and improve food security, and the income and status of women in rural communities.

- **In your experience, what have been the benefits of investing in Ethiopia?**

We have benefited from a large and growing economy, favourable incentives for foreign investment, and supportive partners in the Federal and Regional governments. We’ve been very impressed by the quality of young talent in Ethiopia. 99.8% of our 950 employees are Ethiopian and our senior positions are filled by young Ethiopians that have been with the company since the beginning.

- **What challenges have you faced during the 8 years you have been in operation in Ethiopia?**

Our experience has been mostly positive. The biggest challenges are shortages of foreign currency, difficulties in acquiring land and power, recent political unrest, and complexities surrounding import regulations.

- **What has EthioChicken been doing locally to engage with the communities it works in?**

EthioChicken’s mission is to bring healthy and affordable eggs and meat to every Ethiopian family, and in doing so improve nutrition, enhance rural farmer livelihoods, and create income opportunities for our customers and partners. We work closely with youth groups and cooperatives throughout Ethiopia. Further, we proactively engage staff, local government, and community leaders to ensure we have a smooth relationship in the communities where we work.

- **Having recently expanded to Rwanda, where do you see your business in the next five years? Specifically, in the case of your operations in Ethiopia are you planning to further expand? What form do you see this expansion taking?**

We think that the potential of the rural market for poultry in Ethiopia is still largely unmet. Our vision is to bring a chicken to every person in Ethiopia within the next 5 years. We will continue expanding our production operations and our sales.

- **What advice would you share with new investors, preparing to dip their toe into the Ethiopian market?**

Our first piece of advice is that Ethiopia is very clear about its development philosophy. When investors invest in sectors that are a priority for the country, there is a lot of support to be successful. Our second piece of advice is to invest in employee training and development programmes because there is great potential in the country's youth. The third piece of advice is to make business model and investment decisions that favour inclusive growth that benefits many Ethiopians, which is what we have focused on.

**Read more about EthioChicken’s success story via the Financial Times website at <https://on.ft.com/2GwjAlu>.**

## **Ethiopia attracts over \$2 billion FDI in 6 months**

The Ethiopian Investment Commission announced that Ethiopia has attracted \$2.2 billion of foreign direct investment (FDI) during the first half of its current budget year which began on 8<sup>th</sup> July, 2017 – up by 22% compared to the same period the previous year.



Manufacturing and export-oriented sectors attracted the most investors and created job opportunities. The Commission attributed the success to the extensive infrastructural development and all-round government support.

## **Ethiopia among top 10 investment destinations in Africa**

According to the latest Africa Investment Index 2018 (AII) by Quantum Global’s independent research arm, Quantum Global Research Lab, Ethiopia ranked 7<sup>th</sup> most attractive economy for investments flowing into Africa.

Ethiopia exhibits good performance on growth factors, notably domestic investment, and on liquidity factors and demographics.

The report said Ethiopia tops the individual ranking on the growth factor, followed by Algeria, Mozambique, Tanzania and Cote d’Ivoire. For the past three years, Ethiopia sustained an average GDP growth rate of 8.4%, fuelled by substantial public infrastructure investment and reforms that strengthened the country’s growth foundations.

Domestic investment reached an estimated 40% of the country’s GDP.

**GROWTH FACTOR  
Top 5 Ranking**



Morocco ranked first on the Index, followed by Egypt and Algeria in second and third places.

Ethiopia ranked 15<sup>th</sup> in the AII rankings in 2014 and 2015, and in 2016 went down to 21<sup>st</sup> place. So, scoring a top 10 place within the space of a year is welcome, given the government’s commitment to supporting to investors.

**Export revenue from industrial parks hits \$42 million in six months**

According to the Ethiopian Investment Commission, Ethiopia earned \$42 million in export revenue from industrial parks during the first six months of the Ethiopian Fiscal Year 2017/18, which started on 9<sup>th</sup> July 2017.

More than 50,000 job opportunities were created from firms operating within industrial parks.

Hawassa Industrial Park is complete; Kombolcha and Mekelle Industrial Parks are partially operational while construction of Adama and Dire Dawa industrial parks are being finalized.

By the end of the second half of 2018, Ethiopia aims to have constructed 15 industrial parks, as part of

efforts to become a top Foreign Direct Investment destination, boosting export revenues.

**...More than \$68 million earned from textile garment exports**

\$68.5 million in revenue was earned from the export of textiles and garments over the last eight months of the current Ethiopian fiscal year, showing a 23.1% increase compared to the same period the previous year.

According to the Ethiopian Textile Industry Development Institute, \$12.6 million of the revenue was secured by 58 local companies, whilst foreign-owned companies generated the balance.



Last year, three textile and apparel industrial parks were inaugurated as part of efforts to become Africa's manufacturing hub. By 2025, the government aims to see the textile and clothing supply chain as one of Ethiopia's main targets for growth, aiming to generate \$30 billion from exports.

### **...Global companies set up in Kombolcha Industrial Park**

According to the Ethiopian Investment Commission, the recently inaugurated Kombolcha Industrial Park has begun attracting global companies with agreements being signed by companies from South Korea, China, Italy and the United States.

The park, built at a cost of more than \$90 million, will create jobs for around 20,000 people upon going fully operational.

In a related development, \$5.3 million was earned from textiles and footwear products exported from three private and two government industrial parks in February.

The textiles and footwear products were exported from Bole Lemi, Dukem and Modjo industrial parks.

### **...Adama industrial park 67% complete**

The construction of Adama industrial park, on 102 hectares of land in Adama city, stands at 67%.

The industrial park, costing more than \$147 million, is expected to be fully completed this Ethiopian fiscal year (by July).

Local companies and companies from Europe and the USA have expressed interest in the park. So far investors from over 20 countries have visited it.

The park's construction has created employment for around 3,000 people and, once fully operational, more than 60,000 people will benefit from it.

## **TRAVEL AND TOURISM**

### **Tewodros II Birthplace to become tourist attraction**

Preparations are currently underway to remodel and convert the birthplace of one of Ethiopia's most famous Emperors, Tewodros II, into a tourist destination.



The Office of Culture and Tourism of Amhara State, where the monarch's birthplace is located, in collaboration with three universities in the region, is commemorating 150 years of his death this year with a remodelling of the enclosure and its surroundings.

Emperor Tewodros II, one of the most named leaders in the nation's history and founder of modern Ethiopia, was born in 1818 and committed suicide in April 1868, refusing to yield to the British.

Tewodros was the first to establish a permanent professional army and put forward the principles for the establishment of a salary for governors and judges.

In addition, he worked to abolish the feudal system creating a new nobility of merit and his government is often considered as the end of the 'Zemene Mesafint' era, the era of the Princes.

### **...similar plans for Adwa Mountains**

The Ministry of Culture and Tourism (MoCT) unveiled a 260 million birr project to make a tourist site of the chain of mountains where the battle of Adwa against the invading Italian army took place.

The project includes building lodges, promoting the area and preparing a place for the annual celebration of the anniversary.

The announcement came as Ethiopia celebrated the 122<sup>nd</sup> anniversary of the Battle of Adwa victory on 2<sup>nd</sup> March.

### **Ethiopian Airlines announce three additional flights from Heathrow to Addis**

From 2<sup>nd</sup> June until 27<sup>th</sup> October 2018, Ethiopian Airlines will have three additional flights to and from London Heathrow to Addis Ababa, bringing the total number of Ethiopian Heathrow flights to 10 a week during this period.



All flights will operate with the new Airbus A350 with capacity of 313 in economy and 30 business class lie-flat seats. The additional flights will operate on Wednesdays, Saturdays and Sundays providing additional connectivity to all onward destinations.

Michael Yohannes, Ethiopian's UK Country Manager said "The UK is an important and growing market for us and this increase in capacity reinforces our commitment to widen our footprint and paves the way to possibly extend our reach to other parts of the UK in the very near future. Together with my team, I look forward to closely working with our travel trade partners to further strengthen our commercial relationships."

### **...expands Africa network with 3 new destinations**

On 27<sup>th</sup> March, Ethiopian Airlines launched flights to three new African destinations. Ethiopian Group CEO, Mr Tewolde Gebremariam said "We are delighted to include Kisangani and Mbuji-Mayi in the DRC, and Nosy Be in Madagascar to our ever extending global and African network."

Ethiopian is the fastest growing airline in Africa. In its seventy plus years of operation, it has become one of the continent's leading carriers, unrivaled in efficiency and operational success.

It commands the lion's share of the pan-African passenger and cargo network, operating the youngest and most modern fleet to more than 100 international passenger and cargo destinations across five continents.

The fleet includes ultra-modern, environmentally friendly aircraft such as Airbus A350 and Boeing with an average fleet age of five years.

### **...pledges to plant 9 million trees, "one for every passenger"**

On International Forest Day on 21<sup>st</sup> March, Ethiopian Airlines pledged to plant 9 million trees across various parts of Ethiopia as part of the 'Plant one tree for every passenger flown' project, in partnership with UN Environment's REDD+ programme.



Erik Solheim, Head of UN Environment said "Ethiopian Airlines [IS] really raising the bar on environmental responsibility. This sends a strong, positive message across the aviation sector."

Other areas of collaboration include: sustainable consumption and production, development of environmental awareness raising materials for use in-flight entertainment and support for the Ethiopian Aviation Academy, with the introduction of a course on the UN Environment Sustainable Consumption and Green Economy Programme.

## ...celebrate International Women's Day with an all-female crew for historic Argentina flight

Ethiopian Airlines made history yet again by dispatching another all-female flight crew on the inaugural flight from Addis Ababa to the Argentine capital, Buenos Aires, as it expands its global footprint.



The flight took off on the occasion of International Women's Day on 8<sup>th</sup> March aboard the Boeing 787 Dreamliner, aimed at inspiring girls to believe in their dreams.

This was not the first time Africa's largest airline dispatched an all women crew. In December 2017, they made history by sending one such team on an intra-Africa trip from Addis Ababa to Lagos. And in late 2015, a similar crew flew passengers from Addis Ababa to the Thai capital, Bangkok.

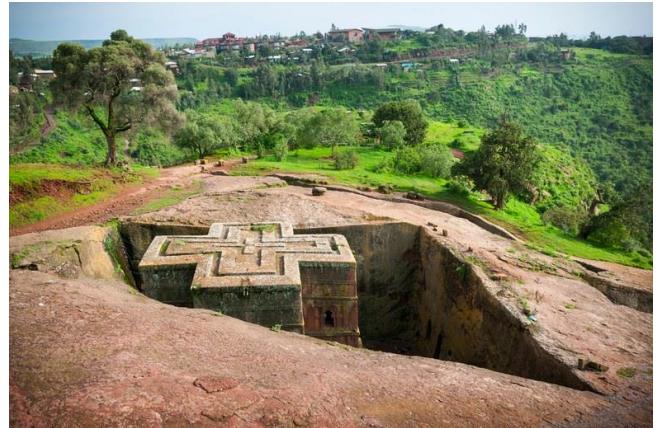
The entire crew were women: from pilots and cabin crew to in-flight ramp operations and flight dispatchers on the ground.

## ETHIOPIA IN THE NEWS

### Why Lalibela, Ethiopia Is the Next Machu Picchu

**VOGUE** "The pre-dawn world and I are not the best of friends. In fact, I'm not even sure we're on speaking terms after a lifetime of missed early-morning hikes, runs, and yoga classes. So I was more surprised than anyone to find myself outside an Ethiopian church at 5am on a Sunday, moved to tears by one of the most

remarkable experiences of my life," writes Melissa Twigg.



"The town of Lalibela is worthy of far more international attention than it gets - it deserves to top our bucket lists and grace our travel magazine covers. Yet part of its charm lies in its mystifying lack of foreign visitors. Because it is not just a niche heritage site; it is as majestic and awe-inspiring as the Machu Picchu of the world... Go now, before the world wakes up to what it's missing."

Read more at <http://bit.ly/VisitET8>

### 10 of the best travel destinations for April

**ES.**

Alice Howarth reveals where to have the ultimate holiday this April.

**Ethiopia**

"April is a beautiful time to visit this extraordinary east African country. Don't spend too much time in Addis Ababa, instead embrace the adventure the landscape offers. Visit the Danakil Depression...visit the sulphur springs that resemble Mars and take pictures on the salt flats. Elsewhere in the country you can go on treks across the astoundingly beautiful Simien Mountains and then go up to Lalibela and visit the world famous rock-cut churches that date from the 12<sup>th</sup> and 13<sup>th</sup> centuries."

Read more at <http://bit.ly/VisitET6>

### ...5 incredible things to do in Ethiopia

Ethiopia offers a number of unique experiences for tourists. From incredible landscapes to wildlife, ancient culture to World Heritage sites, here are five incredible things to do...



1. **Summit Erta Ale** - Tough, extraordinary and exhilarating - this is definitely a bucket list activity worth telling everyone you ticked off.



Erta Ale

2. **Explore Dallol** - Resembling what I imagine Mars would look like, the sulphuric acid fields are like a mountainous, neon patchwork...you're guaranteed never to see something like this again.
3. **Trek through the Simien Mountains** - Once described as 'chess pieces of the Gods' by the travel writer Rosita Forbes in the early 1900s...Each mountain appears to stand tall on their own as if carved into a solo piece.



Simien Mountains

4. **Visit Lalibela** - Home to 11 churches carved out of rocks that date from the 12<sup>th</sup> and 13<sup>th</sup> centuries, the whole area remains a pilgrimage site for Coptic Christians today.
5. **Meet a spotted Hyena (from afar)** - Spotted Hyenas have been recorded in the Ethiopian city

of Harar for as long as 500 years. Embraced instead of feared they roam the streets at night and are instrumental in keeping them clean.

Read more at <http://bit.ly/VisitET7>

## Our 10 Most Remarkable Voyages to Far-Flung Destinations

**The New York Times** 'An Atmosphere Like Hell' in Ethiopia

"The Danakil desert is extremely hot, bordering Ethiopia's most active volcano and an ever-present lava lake. The salt plains are white and dusty, almost colorless, but as you go farther out, the mineral landscape becomes a psychedelic vision of reds, yellows and greens."



A local guide, walks among volcanic vents and hot springs in Dallol.

Read more at <http://nyti.ms/2DSC0ac>

**These handmade leather boots are a fraction of the cost you'd normally pay — and they come with a lifetime warranty**

**BUSINESS INSIDER**  
UK

Premium leather — especially the kind that's handmade and has to be imported — typically comes at a much higher cost than what you'll find being sold online at the up-and-coming startup, Oliberté.

Based in Ethiopia, Oliberté is a sustainable footwear brand and the world's first (and only) Fair Trade Certified footwear manufacturing factory.

The company aims to end generational poverty in sub-Saharan Africa through "trade, not aid" —

providing work opportunities to 70+ people (most of whom are women) and pairing with suppliers, farmers, and craftsmen across Africa to build and sell a premium product.




The factories provide safe jobs with good wages where none existed before.

Furthermore, out of respect for the environment, Oliberté sources their materials locally and limits unnecessary packaging. They donate 1% of all profits to the planet through "Give Back to Blue", and they're a certified B-Corporation, which means they've been recognized for "harness the power of private enterprise to create public benefit."

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

### **Plane Talk: Why Ethiopian Airlines Is Now Africa's Best Carrier**

 **INDEPENDENT** "If you want to fly on the continent's best airline, with the world's most modern aircraft, then it has to be Ethiopian. During traumas from famine to revolution, the airline has managed to deliver those two elusive qualities: customer service and profit (last year, which was a lean one, it made about £9 per passenger)," writes Simon Calder.

From June, Ethiopian will step up services from Heathrow Airport with three extra round trips each week to its Addis Ababa hub. And from October, at least one more UK airport is likely to have a non-stop link to Ethiopia.

Read more at <http://bit.ly/FlyEthiopian1>

### **Ethiopian Photographer Aida Muluneh's Body Painting Pictures Will Stop You In Your Tracks**

**W** MAGAZINE® Aida Muluneh's photographs are showstoppers - quite literally. Combining the shocks of color and crisp geometries of abstract painters like Frank Stella and the disturbing micro-thrills of Man Ray's fashion pictures with body painting, materials, and traditions of her native Ethiopia, Muluneh's pictures are designed to short-circuit your eye.



*Putting It Together, 2016*

They always stand out in a crowd, even in a group exhibition.



*City Life, 2016.*

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

## EVENTS

### Circus Abyssinia: Ethiopian Dreams makes London premiere



Following a smash hit run at the **Edinburgh Festival Fringe 2017** and as seen on **ITV's Royal Variety Performance**, Circus Abyssinia will make its London premiere at the **Underbelly Festival** for six weeks only starting from 6<sup>th</sup> April.

*Circus Abyssinia: Ethiopian Dreams* is a jubilant celebration of circus itself that will mesmerise audiences of all ages through the sheer infectious energy and spirit which fly from its cast.

Written by Cal McCrystal, *Circus Abyssinia: Ethiopian Dreams* is an unashamedly joyful mix of **astonishing stunts, astounding circus skills and enchanting adventure**. The show dramatises in surreal, often comic and mostly wordless ways, the magical true tale of **two Ethiopian brothers, Bibi and Bichu** who dreamed as little boys of joining the circus, and stages the journey of how their dream came

true. Performed from the perspective of the young brothers, through the universal language of circus, the show mixes autobiographical and fictional narratives to tell how the Bibi and Bichu became world-class jugglers.



*Brothers Bibi and Bichu Tesfamariam*

The multi-talented and incredibly versatile Circus Abyssinia Troupe celebrate the birth of a new Ethiopian tradition through a breath-taking range of circus skills including; human juggling, hand-vaulting, contortion, cloth spinning, Cyr Wheel, clowning and the astonishing eight strong double Chinese Pole act. Fusing theatrical storytelling with astonishing stunts, the show combines the arts and innovations of contemporary circus with Ethiopia's artistic heritage to create one of the world's first full-blown Ethiopian circuses. Surrealist and joy-driven, accompanied by a soundscape that draws on Ethiopia's rich musical past and present, *Circus*



*Abyssinia: Ethiopian Dreams* is a transformative celebration of circus itself.



From humble beginnings, Bibi and Bichu learnt their skills at a young age busking and tumbling for crowds in the city streets of Jimma. They discovered the incredible Circus Abyssinia Troupe acrobats at **Circus Wingate**, a circus school they have sponsored since 2010 as part of their ongoing commitment to support the development of Ethiopian circus in an effort to repay the kindness they received from other artists in their own careers.

*Circus Abyssinia: Ethiopian Dreams* is a surreal retelling of how the cast dreamed of the circus in a country without one and created a phenomenal new Ethiopian tradition. The show is an unmissable event for children and adults who will love the extraordinary physical feats of strength, dexterity and fluid grace, and the reminder that, when we work together and fight for them, **dreams are for there for the taking.**



The Duchess of Cambridge with one of Circus Abyssinia's youngest members and Miranda Hart during Royal Variety Performance

*Circus Abyssinia: Ethiopian Dreams* runs at Underbelly Southbank Festival from **6<sup>th</sup> April – 20<sup>th</sup> May 2018**. Prices start from £14 previews, £19.50 weekdays, £23.50 weekends.

Tickets available via [www.underbellyfestival.com](http://www.underbellyfestival.com)

## CONNECT WITH US



**@EthioEmbassyUK**

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

