



# Ethiopian News

June 2019

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**New investment campaign launched as government opens telecoms market to foreign investors**

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# Editorial

## A shortcut to power is a wrong cut to power



Memorial service of Chief of Staff of Ethiopia's Defence Forces, General Seare Mekonnen, and retired Major General Gezae Aberra in Addis Ababa, 25<sup>th</sup> June

Much to the chagrin of most Ethiopians, as well as Ethiopia's development partners, an attempted coup took place on the 22<sup>nd</sup> June 2019 in Bahir Dar, the capital of the Regional State of Amhara.

In a sudden and fearsome attack on the Headquarters of the Regional State, President Dr Ambachew Mekonnen and Head of the Regional State's Organisational Affairs, Mr Ezez Wassae, were mowed down by renegade members of the Region's Special Forces while the Regional State's Attorney General, Mr Migbaru Kebede was wounded, and died two days later in hospital. Almost three hours later, the Chief of Staff of Ethiopia's Defence Forces, General Seare Mekonnen, and his friend, retired Major General Gezae Aberra, were killed at the home of the Chief of Staff, in Addis Ababa, by the Chief of Staff's own bodyguard.

The ringleader of the foiled coup, Brigadier General Asamenew Tsiege, was Head of the Peace and Security Bureau of the Regional State of Amhara. In 2018, he was released from prison under a Government amnesty after serving nine years of a life imprisonment sentence, and was promoted to one of the Regional State's top positions.

Prime Minister Abiy Ahmed was quick to remind Ethiopians that futile and bloody attempts to ambush the constitutional order are at odds with the wishes and aspirations of all Ethiopians. Ethiopia's obtaining condition – robust implementation of reform in all branches of the executive, unprecedented respect for the Rule of Law and for human rights, the broadening of the political space and an unwavering commitment by the Government to speed up the democratisation process – offers no grounds for any form of violent resistance, never mind uprising.





Funeral service of Amhara President Ambachew Mekonnen (centre), Mr Ezez Wassai, and the Regional State's Attorney General, Mr Migbaru Kebede, in the town of Bahir Dar on 26th June.

**While it is true that this senseless attack has robbed the country of tried-and-tested leaders, it must, however, be remembered that Ethiopia does not suffer from a dearth of vibrant and committed leaders who will follow in the steps of its fallen martyrs.**

It is always the case, is it not, at confusing moments such as the one Ethiopia has recently experienced, that those intent on fishing in troubled waters rise to the occasion, with ludicrous publicity stunts. And egotistical and narcissistic dramas were very much in evidence during and after the 22<sup>nd</sup> June incident. In a desperate attempt to sow the seeds of hate among Ethiopians, arm-chair cyber-warriors spewed out a mishmash of fake news and post-truth style statements, pontificating on a range of conspiracy theories. Social media's wayward activities became such a concern to peaceful co-existence in Ethiopia, that it encouraged Prime

Minister Abiy Ahmed to express his disapproval of it to Parliament.

Today, the Regional State of Amhara and Ethiopia as a whole are stable and secure. Following the incident, a thorough investigation is underway by a high-level Joint Security and Justice Task Force, which will offer full enlightenment to both the Federal and Regional governments.

With respect for human rights at an all-time high, with the political playing field broader than at any time in the annals of Ethiopia and with the Government's cast-iron guarantee to make the 2020 General Election free, fair and transparent, Ethiopians should rest secure in the knowledge that the Government and people of Ethiopia have bounced back from the unfortunate incident stronger and even more united.

Make no mistake: the people and Government of Ethiopia are back in harness!



## ETHIOPIA IN UK



# Ethiopia takes part in first Global Conference on Media Freedom

On 10<sup>th</sup> and 11<sup>th</sup> July, London hosted government ministers and officials, the diplomatic community, journalists, academics and members of civil society from around the world, in the first-of-its-kind **Global Conference on Media Freedom**, organised by the UK and Canadian governments. Ethiopia was represented by Ambassador Fesseha Shawel and Press Secretary at the Prime Minister's Office, Billene Seyoum.



Billene Seyoum, left, with Ambassador Fesseha

The conference examined the challenges facing media freedom and the opportunities that can create a safer environment for journalists.

On the first day of the conference, UK Foreign Secretary, Jeremy Hunt MP, delivered a keynote speech arguing that media freedom is “a universal cause” and announcing that the UK will commit £18 million to improving media freedom across the world. The new Global Media Defence Fund – to be administered by UNESCO – will support, train and provide legal support for journalists in the most dangerous parts of the world.

The Foreign Secretary said, “Today we are joined by delegations from over 120 countries, including 60 ministers, and more than 1,500 journalists, academics and campaigners...never before have so many countries come together in this cause.

And today we send a strong message that media freedom is not a Western but a universal value.... At its best, a free media both protects society from the

abuse of power and helps to release the full potential of a country.”

He argued that “the strongest safeguard against the dark side of power is accountability and scrutiny – and few institutions fulfil that role more effectively than a free media.”

The announcement was part of a number of measures to help protect journalists around the world including the High Level Legal Panel on Media Freedom, a group of the world’s top legal minds that will work with governments and other partners to advise on legal measures that will allow journalists to do their jobs freely and hold those in power to account.

### **...Ethiopia to benefit from £15 million fund to promote media freedom**

A new UK aid package of up to £15 million that will help promote media freedom in developing countries around the world, was also announced by International Development Minister Harriet Baldwin MP.

One programme will look at creative ways for independent media outlets in countries such as **Ethiopia**, Bangladesh and Sierra Leone to develop better business models, by helping them, for example, to cut production costs and find new funding streams.

Another will encourage community groups and journalists to work together to develop strong, independent media outlets in countries, where historically journalists have enjoyed less freedom.

International Development Minister Harriett Baldwin said, “At a time when journalists are attacked in record numbers, and too many independent media organisations are collapsing or threatened by political interests, today’s aid package could not be more crucial.

UK aid will help media experts, charities, the private sector and academics, to pioneer bold new approaches to keeping media outlets free and independent, and give them the power to report the truth.

This is in everyone’s interests. If people are able to hold their governments to account using reliable information, they can better understand their rights and demand better services, such as healthcare and education.”

This new support will build on DFID’s existing work to protect media freedom in developing countries.

### **...Ethiopia commended for media freedom**

Speaking at the plenary session on the second day of the conference, UK Foreign Secretary Jeremy Hunt and UNESCO Director-General Audrey Azoulay commended the “dramatic and courageous reforms” that have taken place in Ethiopia to ensure media freedom over the last year.



Audrey Azoulay, Director General, UNESCO at the Global Conference for Media Freedom in London, 11 July 2019.

In May, the 26<sup>th</sup> World Press Freedom Day (WPFDD) took place in Addis Ababa and was heralded as a reflection of the current social and political transformations in Ethiopia. Speaking at the historic event, both Prime Minister Abiy Ahmed and President Sahle Work-Zewde made a commitment to promote and defend press freedom in the country and conveyed their pride in hosting the global celebration.

Over the last year, Ethiopia has made spectacular progress in terms of press freedom. Many journalists and bloggers have been released from prison and hundreds of previously banned media outlets are now permitted to operate freely.

On the side-lines of the conference, Prime Minister Abiy’s Press Secretary Billene Seyoum held bilateral meetings with various officials.



With Matt Tee, CEO of the Independent Press Standards Organisation (IPSO), the independent regulator of most of the UK's newspapers and magazines, the two exchanged views on media freedom and regulations and the need to further enhance cooperation between media regulatory bodies in Ethiopia and the UK.



With German State Minister, Michelle Müntefering, the two discussed various issues including Ethiopia's commitment to the democratisation process, media freedom, ethical journalism, and Germany's support for the ongoing changes in Ethiopia.

At the conclusion of the two-day conference, representatives of governments around the world signed a pledge to work together to protect media freedom.

This media freedom global pledge commits those governments that sign it to:

- speak out and take action together, through a Media Freedom Coalition
- harness the power of diplomatic networks, through a new Media Freedom Contact Group
- reinforce international initiatives to champion media freedom
- meet annually to renew our commitments and to address emerging threats and opportunities

## Chef Yohanis: Putting Ethiopian Food on the Culinary Map

On Saturday 29<sup>th</sup> June, the Embassy hosted an exclusive event celebrating Ethiopian food and culture with renowned Ethiopian chef, Yohanis Gebreyesus Hailemariam, in the presence of Ethiopian Ambassador to the United Kingdom, His Excellency Fesseha Shawel Gebre, and around eighty guests.

The event included a signing of Chef Yohanis' stunning debut cookbook, *Ethiopia: Recipes and Traditions from the Horn of Africa*, and food tastings of recipes from the book.



Welcoming guests, Ambassador Fesseha applauded Chef Yohanis for beautifully showcasing Ethiopia's unique food in his debut book, and encouraged guests to bring a taste of Ethiopia to their homes by trying the recipes.

Chef Yohanis then read an excerpt from the book and invited guests to sample some of the food that he had prepared earlier, which included the star of the show, and Chef Yohanis' favourite – *Beg Enfele*, a festive dipped leg of lamb simmered in a spicy sauce and then hoisted out of the pot.



The event was also an excuse to showcase Ethiopian brands and products such as *Lovegrass Ethiopia*, an

Ethiopian Teff brand based in London and Addis Ababa; *Abyssinia Kitchen*, a Leeds-based Ethiopian restaurant that also sells Ethiopian cooking sauces; *Gojo Tej* – the finest Ethiopian traditional honey wine made in Europe; *Habesha* and *Walia* beer, Castel Winery's *Rift Valley Wine* and *Tomoca* coffee. *A1 Juices*, an African juice brand which celebrates the continent's diverse produce, cultures and tastes, was also present.



Chef Yohanis explains how Beg Enfele is made

Preceding the event, Chef Yohanis attended the Guild of Food Writers Awards on 27<sup>th</sup> June - an event which celebrates the best of British food writing and broadcasting – where his cookbook was up for the International or Regional Cookbook Award. Chef Yohanis was accompanied by Ambassador Fesseha and the Head of Business Diplomacy, Ms Nardos Ayalew.

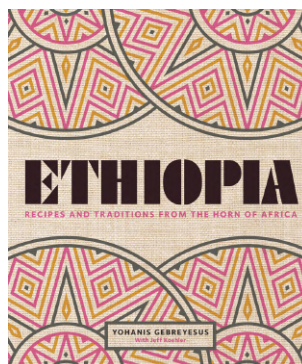
The awards ceremony is organised by the Guild of Food Writers, the UK's professional association of food writers and broadcasters, and is the longest-established and largest of its kind, reflecting the Guild's commitment to encouraging new and established food writers.

In Chef Yohanis' category, "*Copenhagen Food: Stories, traditions and recipes*" by Trine Hahnemann won.

Commenting on Yohanis' book, the Judges said:

**[This is] a daring and original book exploring one of Africa's great cuisines. Ethiopia has 3,000 years of culinary legacy, and its recipes (many vegetarian, many using unusual spices) make fascinating reading. It is a complex cuisine that deserves wider exposure, and this book is a pioneer in its field.**

Launched in October 2018, *Ethiopia: Recipes and Traditions from the Horn of Africa*, takes the reader on a journey through all the essential dishes of Ethiopia, along the way telling wondrous stories.



There are recipes for all types of diets, including vegans and vegetarians – From Ethiopia's most famous dish *Doro Wat*, chicken slowly stewed with berbere spice; to *Yeassa Alichu*, curried fish stew; and *Siga Tibs*, flash-fried beef cubes.

The cook book also boasts a wealth of vegetarian dishes such as *Gomen*, minced collard greens with ginger and garlic; *Azifa*, green lentil salad; and the most popular, *Shiro Wat*, Spicy Chickpea Flour Stew. The book then explains the intricacies and variations of Injera, the foundational sourdough flatbread made from the teff grain (which is gluten free and more nutritious than wheat).

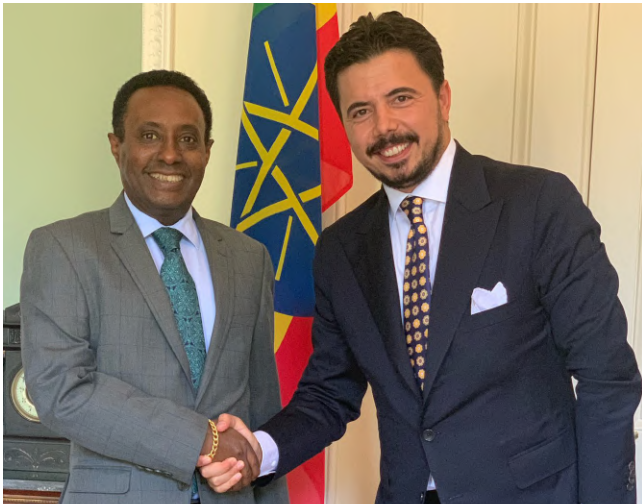
Complete with photography, by Peter Cassidy, of the country's stunning landscapes and vibrant artisans, this volume demonstrates why Ethiopian food should be considered as one of the world's greatest, most singular and most enchanting cuisines.

Full event coverage and an exclusive interview with Chef Yohanis, is available on our YouTube page at: <http://bit.ly/ChefYohanisYT>.



**NEWS IN BRIEF**

Ambassador Fesseha met with the President of the World Tourism Forum, Mr Bulut Bağcı on 4<sup>th</sup> July and they exchanged views on the tourism industry. The Ambassador spoke of Ethiopia's tourism potential as a meetings and events destination.



Agreeing to work together to strengthen the tourism sector in Ethiopia, the Ambassador presented Mr Bağcı with an official letter from H.E. Dr Hirut Kassaw, Minister of Culture and Tourism, inviting him to visit Ethiopia and explore collaborations further.

**...Dr Tedros to make keynote address at Nottingham University**

Ambassador Fesseha met Professor Martyn Poliakoff to discuss strengthening collaborations between the University of Nottingham and Ethiopia in capacity building, knowledge exchange and training, especially in Science.



The Ambassador welcomed the Professor's endeavours and assured him that he will soon visit the university to explore these links further.

In an event marking the 25<sup>th</sup> anniversary of the Masters in Public Health at the School of Medicine at the University, Dr Tedros Adhanom Ghebreyesus, a Nottingham University alumnus, Ethiopia's former Minister of Health and Minister of Foreign Affairs, who is now Director-General of the World Health Organization (WHO), will visit the university to discuss the challenges and opportunities for the next 25 years in global public health.

**...Addis Ababa ready to host Social Enterprise World Forum**

Ambassador Fesseha met with Mr Peter Brown, the Director of the British Council in Ethiopia, on 25<sup>th</sup> June. They discussed the Council's activities in the country including their work on education, English language training, the arts and society.



The Ambassador thanked the Council for its 77 years of service in Ethiopia while welcoming news that Addis Ababa will be hosting the Social Enterprise World Forum 2019 - the main global forum for learning, ideas, the sharing of best practices and the creation of partnerships in the social enterprise sector.

The Director reiterated Ethiopia's place as a priority country for the Council in Africa, confirming the partnership it enjoys with the Ethiopian government.



## **Parliament approves \$13.4 billion 2019/20 budget**

The Ethiopian Parliament approved a \$13.4 billion budget proposed by the Council of Ministers for the 2019/20 fiscal year that began on 8<sup>th</sup> July.

\$3.79 billion will fund the operating budget, \$4.53 billion will be for capital expenditure and \$4.876 billion for subsidies to regional states. Another \$207.95 million will be used to implement Sustainable Development Goals (SDGs) projects.

Compared to the \$12.02 billion approved for the 2018/19 fiscal year, this year's budget is 12% higher. The government says it will increase investments in key sectors such as agriculture, energy and mining. It also plans to attract more Foreign Direct Investment (FDI).

Responding to questions raised by members of the parliament on allocation of the budget, Prime Minister Abiy said the government has put aside a budget for labour-intensive agricultural, industry, mining and other related mega projects to create more employment opportunities for the youth.



PM Abiy responds to questions raised by members of the House of People's Representatives on the proposed budget

He added that the government would prioritise reducing inflation through modernising the logistics system and taking measures against artificial price hikes.

The PM also stressed the need to use local knowledge and address Foreign Direct Investment (FDI) barriers.

The PM said the country's foreign exchange reserve has increased by \$1 billion compared to the preceding year.

### **...three million jobs to be created**

Prime Minister Abiy also announced plans to create three million jobs and send professionals to the Middle East and Europe to receive training.

"Ethiopia is planning short-term measures to reduce unemployment in Ethiopia and to cope with the increasing job demands...such as sending our

skilled labour to foreign countries," Prime Minister Abiy told parliament.

Under the deal 50,000 workers will be sent to the United Arab Emirates (UAE) in the 2019/2020 fiscal year, and discussions were being held to send 200,000 over the next three years.

The workers would receive training in various sectors, including driving and nursing, earn higher wages and "boost their capacity", the Prime Minister said.

Discussions are under way about similar agreements with Japan and European nations, he said, adding that the economy would be aided by a young skilled workforce that was trained abroad.

In related news, the Ethiopian Industrial Parks Development Corporation announced that it has created permanent employment for more than 50,000 people over the past 11 months. More than 30,000 temporary employment opportunities were also created.

## Daniel Bekele appointed to head human rights body

Parliament approved the appointment of renowned human rights advocate, Daniel Bekele, as head of the Ethiopian Human Rights Commission (EHRC), replacing Dr Addisu Gebregziabher.

Prior to his new role, Mr Bekele worked with Amnesty International and then Human Rights Watch, two rights groups that have done extensive work on the human rights situation in Ethiopia over the last few years.



He was Senior Advisor at Amnesty and Africa Director at Human Rights Watch. He also has an employment history as Research and Policy Director of Action Aid Ethiopia.

## Ethiopia and Eritrea receive Outstanding Peace Process Award

The 2019 Luxembourg Peace Prize award for **Outstanding Peace Process** was given to Ethiopia and Eritrea. The award was accepted on behalf of the two countries by H.E. Grum Abay Teshome, Ethiopia's Ambassador to the EU, Belgium, Luxembourg, and the Baltic Countries and H.E. Negassi Kassa Tekle, Ambassador of Eritrea to EU and the Benelux.

The 2018 Ethiopia-Eritrea bilateral summit took place in July 2018 in Asmara, Eritrea, between Ethiopian Prime Minister Abiy Ahmed and Eritrean President Isaias Afwerki and officials from the two countries. The two leaders signed a joint declaration, formally ending the border conflict between both countries, restoring full diplomatic relations, and agreeing to open their borders to each other for persons, goods and services.



The two countries were nominated by delegates of the World Peace Forum, an annual event connecting peace activists and sharing initiatives.

## Four-year project to rehabilitate displaced communities launched

A \$20 million project aimed at rehabilitating around 50,000 Internally Displaced People (IDPs) in Gedeo and Western Guji in Ethiopia was launched in the city of Hawassa, the Southern Nations, Nationalities, and Peoples' (SNNP) regional state. The four-year project will be implemented by the United Nations Development Programme.

During the launch ceremony, UNDP Resident Representative in Ethiopia, Turhan Saleh said the project is aimed at rehabilitating 50,000 IDPs who are in a dire situation in Gedeo and Guji areas. He said about 5,000 households will benefit in the first year of the project.

The project mainly focuses on ensuring food security, building houses, providing agricultural inputs and infrastructure development.

Saleh pointed out that Japan and Denmark have extended \$1 million and \$1.5 million, respectively,



financial assistance to the project, and UNDP will cover the remainder.

National Disaster Risk Management Deputy Commissioner, Mekonnen Lengissa appreciated UNDP's engagement in the rehabilitation of the IDPs. Stating that the government is working to bring a sustainable solution to IDPs, beyond provision of humanitarian assistance, Mekonnen noted "priority will be given to building houses and providing agricultural inputs."

He said the project is aligned with the government's priority areas to rehabilitate the IDPs. The project will focus on IDPs in four *woredas* in the West Guji Zone, Oromia, and Gedeo in Southern Nations, Nationalities and Peoples regional state.

### **Preparations to launch earth observatory satellite finalised**

Ethiopian Space Science and Technology Institute Director-General Solomon Belay said preparations to launch an earth observatory satellite into space by November 2019 have been finalised. "We have completed about 95% of the satellite, and checking and launching will be conducted after September," he said.

The satellite will help provide agricultural information, water and irrigation shade amounts, and will track rural development and climate change in the country.

The satellite will also scientifically report forest coverage data. For instance, the ongoing 4 billion tree planting initiative progress of the seedlings can be supervised through the satellite.

Deputy Director-General of the institute Abdisa Yilma said that final checks of the satellite will be made before launching it into space by November. "During the implementation stage it will be operated and maintained by our professionals. Currently we have the capacity to partially design, operate and maintain the satellite as an institute and as a country."

The satellite has been manufactured in collaboration with the Chinese government. Ethiopian engineers and scientists have been

participating from the design up to the final process, Abdisa said.

Ethiopia's earth observatory satellite is expected to be launched from China.

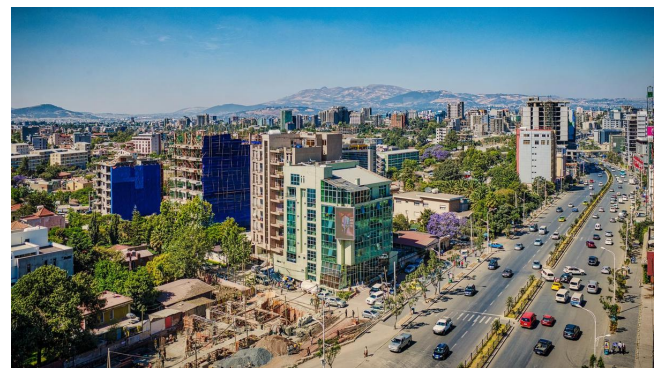
### **Ethiopia to Host World Telecommunication Conference**

Ethiopia will host "2021 World Telecommunication Development Conference" (WTDC) - the first time an African country is hosting it.

Ethiopia presented its candidacy last May, and the International Telecommunication Union (ITU), which oversees the WTDC, unanimously approved it during the ITU's 2019 Council meeting in Geneva.

WTDC takes place every 4 years, but since its establishment in 1994 it has never been hosted in Africa.

### **...Addis Ababa's rising profile for global meetings**



Ethiopia has in the past few months been beneficiary to hosting major international meetings, increasing the diplomatic and hospitality profile of its capital Addis Ababa, which is seat of the African Union and other United Nations offices.

In May, Addis Ababa hosted UNESCO's World Press Freedom Day event which brought together major stakeholders over a three-day period. In May, Prime Minister Abiy announced that Ethiopia will host the 2020 World Economic Forum on Africa and in June, Addis Ababa was chosen to host the next FIFA Congress in 2020.



## 4 billion tree-planting goal in progress as new 200 million world record attempt launched

The plan to plant over 4 billion seedlings across the country this rainy season is well in progress, said the Ministerial Steering Committee led by Prime Minister Abiy.

At a press conference, the Committee said more than 1.3 billion seedlings have so far been planted since the campaign launched in May. More than 4.7 billion seedlings have been nurtured and 1.9 million hectares of land readied for planting.

This comes in light of a new challenge, launched by the Prime Minister, to **plant 200 million trees on 29<sup>th</sup> July**, as part of the National Green Development Programme. Some planting sites have already been assigned in preparation for the big day. Each regional zone will coordinate community members to prepare for digging and planting.

If successful, this challenge would break the current Guinness World Record, which is currently held by India.

## Free uniforms for pupils Addis Ababa

Authorities in Addis Ababa announced that free uniforms and free exercise books will be provided to all pupils in state-funded schools from September at a cost of \$10.4 million (£8.4million). Currently tuition is free, but parents must pay for the uniforms and exercise books.



Four sets of uniforms will be designed, one for children in kindergarten, one for those in grades one to four, one for grades five to eight and one for grades nine to 12. Around 600,000 pupils will benefit from the programme.



### Ethiopia opens telecoms market to foreign investment

On 5<sup>th</sup> July, State Minister of Finance, Eyob Tekalign Tolina, announced plans to grant two telecom licences to private firms and sell a 49% minority stake in Ethio Telecom – a venture that will see foreign multinationals entering one of Africa’s largest markets.



The companies are expected to enter Ethiopia’s telecom market in early 2020.

Speaking to reporters, the State Minister said, "Ethiopia plans to make Ethio-Telecom a first-class service provider...The government plans to open the sector to competition in addition to partial privatisation, to improve Ethiopia's digital footprint".

He said Ethio-Telecom will be divided into two roles: an infrastructure provider and a telecom services provider. The infrastructure division will be tasked with installing optical cable and building mobile phone towers, while the service provider will be responsible for selling mobile phone, internet and fixed-line services.

Prime Minister Abiy announced last year plans to privatise and allow foreign and private investors into key state-owned companies in an effort to attract new players to the economy.

It is estimated Ethio Telecom, Ethiopia’s only mobile and internet provider, has more than 40 million customers. Vodafone, South African operator MTN, France’s Orange and Etisalat of the UAE are likely to be among the leading contenders vying for entry into the Ethiopian market.

### Going Big in Ethiopia

*Coca-Cola highlights Ethiopia’s investment potential in new campaign*

A promotional video sponsored by the Coca-Cola Company that will showcase the immense investment opportunities in Ethiopia was launched in Addis Ababa in June.

**Ethiopia is going BIG!  
We believe in the potential of this great nation to become a leading regional powerhouse in commerce, infrastructure and so much more...**

The Going Big in Ethiopia campaign features companies engaged in coffee, textiles, logistics, manufacturing and other industries, talking about the vast opportunities the Ethiopian economy offers to global investors.



Speaking at the launch, Bruno Pietracci, President of the Southern and East Africa business unit of the Coca-Cola Company said: "The goal of this project is to tell an exciting story of Ethiopia that symbolises the future of trade and investment in Africa through the eyes of key investors, local and international, and key government partners."

**“This is an exciting time for Ethiopia. Never before has this country been so uniquely positioned to become a leading centre for trade and commerce in Africa.”**



Bruno Pietracci, President - South & East Africa Business Unit at The Coca-Cola Company, speaking at the launch

“It has a young, ambitious and educated workforce. Admirable and resilient entrepreneurs and investors who work hard every day to build strong businesses that improve the lives of millions of people, and there’s no better measure of the excitement about Ethiopia than the partners that have come together here today,” he said.

**“We have the skills. We have the numbers. We are a country of champions...110 million champions. Ethiopia's population offers more labour and consumers than Germany, France or the UK...If you are thinking big, think Ethiopia.”**

Haile Gebrselassie

“Ethiopia is greatly admired not just for its beauty, diversity or economic progress but also the fervent spirit of its people. It is extremely encouraging to see the improved economic growth projections over the last couple of years, which is testament to all of the hard work that has been done,” said Phillipine Mtikitiki General Manager for East & Central Africa.

“Coca-Cola has been present in Ethiopia for 60 years and we are proud to be associated with its growth. We plan to invest further and have also set some ambitious targets and goals around empowering women and youth, water conservation and access and management of plastic waste,” she said.

Ahead of the launch, a panel discussion including government officials from the Ethiopian Investment Commission and Tourism Ethiopia was held, reflecting the opportunities Ethiopia offers for global investors and tourists.

### **...Coca-Cola to Invest \$300 Million in Ethiopia in Next 5 Years**

Coca-Cola plans to invest \$300 million to expand its business in Ethiopia in the next five years.

The company will spend \$70 million to build a fourth plant in Sebeta, 25kms (15.5 miles) outside Addis Ababa, with a capacity of 70,000 cases a day. Coca-Cola also plans to build a fifth plant in Hawassa.

To watch the promotional video, go to: <http://bit.ly/GoingBigInEthiopia>.

### **British energy firms visit Ethiopia to explore opportunities**

Around 17 British energy companies will be visiting Ethiopia from 14<sup>th</sup>–19<sup>th</sup> July as part of the Energy Catalyst Mission.

The key objectives of the mission are to help companies applying for **Energy Catalyst Round 7** to obtain an understanding of the energy access issues in Ethiopia and gain links to potential partners.



Our Business Diplomacy department took part in the pre-mission briefing held at the London Chamber of Commerce and Industry (LCCI), where Ms Nardos Ayalew, Head of the department,



presented investment opportunities and Ethiopia's potential in the energy sector, which, given its large clean energy reserves, can become a cornerstone of the regional power market and the Eastern Africa Power Pool.

The companies will meet Ethiopian counterparts in the energy sector to understand the opportunities for UK-Ethiopia collaboration, as well as government officials.

Power demand in Ethiopia is forecast to grow by 30%/pa. To meet demands the government is encouraging foreign direct investment and private companies to develop the energy sector and has developed a range of incentives.

Ethiopia currently generates 4,200 MW power with a target to increase generation capacity, with an overall potential of 37,000 MW by 2037.

The **Energy Catalyst** programme was set up in 2013 to support UK-based businesses to develop highly innovative, market-focused energy technologies. The programme will enable them to commercialise sustainable energy solutions faster than they normally would.

In 2019, the Energy Catalyst programme was awarded £36.6m from the Global Challenges Research Fund (GCRF) for two rounds of the Energy Catalyst programme. This means the sole focus of the programme now centres around technologies that meet both the energy trilemma (energy security, energy equity, and environmental sustainability), and the energy access needs of Sub-Saharan Africa and South Asia.

## Economy to grow at 9.2% in 2018/19

PM Dr Abiy Ahmed said Ethiopia's economy is expected to grow at 9.2% in the 2011 Ethiopian fiscal year (2018/19) when presenting his government's performance report to Parliament.

The economy grew at 7.7 % in 2017/18 and at 8.6% in 2015/16 and in 2016/17, he told Parliament.

He said 178.5 billion birr has been collected in revenue in the last 11 months, a 10% increase compared to the preceding year.

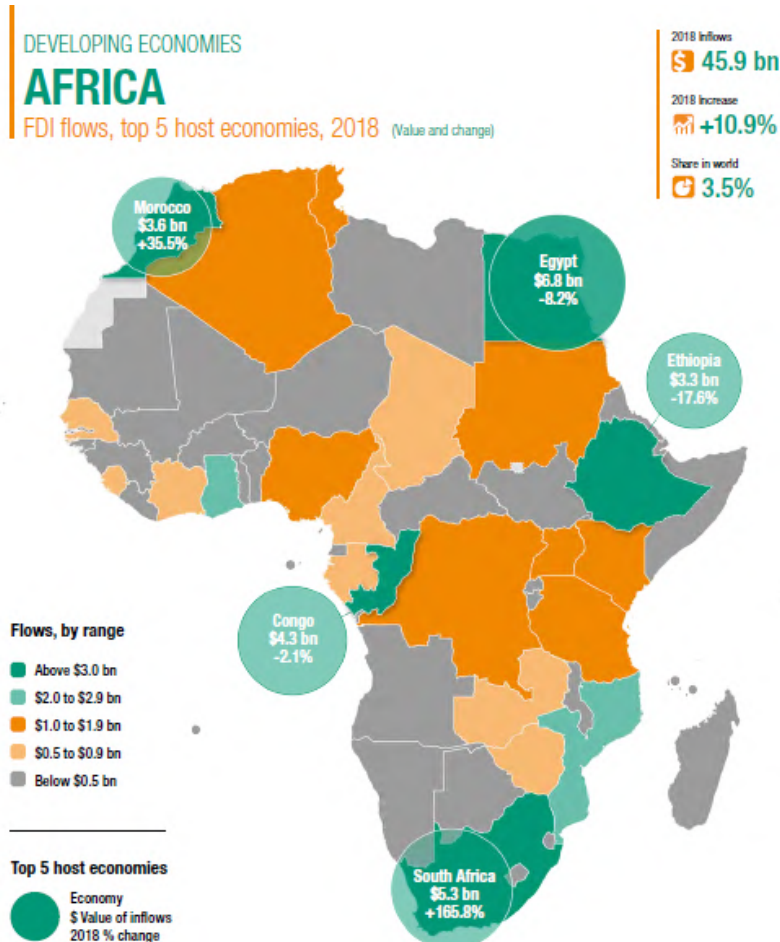
Total revenues are expected to reach 189 billion birr at the end of the fiscal year, which concludes on 7<sup>th</sup> July.

Foreign direct investment (FDI), loans and remittance increased by 20% compared to the same period last fiscal year, while the amounts deposited by all banks increased by 22%.

The Prime Minister said the government is working exhaustively to partiality and fully privatise state-owned enterprises, with Ethio-telecom and sugar development projects the two sectors that will be up for bid first, followed by power generation, railways, logistics, industrial development, and lastly Ethiopian airlines.

## ...Ethiopia remains East Africa's top FDI recipient

Ethiopia is among the top 5 economies in Africa attracting Foreign Direct Investment, according to the latest United Nations Conference on Trade and Development World Investment Report.



With investments worth \$3.3 billion in 2018, Ethiopia was the biggest FDI recipient in East Africa.

According to the report, FDI to the country was diversified in terms of both sectors and countries of origin. There were investments in petroleum refining, mineral extraction, real estate, manufacturing and renewable energy.



Furthermore, prospects remain positive due to economic liberalisation, investment facilitation measures and the presence of investment-ready Special Economic Zones.

Recently, Hyundai Motor Company (Republic of Korea) opened a manufacturing plant in the country, its first in East Africa, with a planned production capacity of 10,000 vehicles a year.

Africa stands in sharp contrast to developed economies, which saw FDI inflows plunge 27% to their lowest level since 2004.

Foreign investment in sub-Saharan Africa rose 13% last year to \$32 billion, bucking a global downward trend and reversing two years of decline.

Development of new mining and oil projects, the creation of the U.S. International Development Finance Corp and the ratification of the African Free Trade Area Agreement could further boost foreign direct investment in 2019, the report said.

## African leaders launch free-trade zone

During the 12<sup>th</sup> African Union Extraordinary Summit held in Niamey, Niger, African leaders officially launched the operational phase of the African Continental Free Trade Area (AfCFTA), a free-trade zone that, if successful, would unite 1.2 billion people, create a \$3.4 trillion economic bloc, and usher in a new era of development.

Ghana was also selected as the host of the trade zone's future headquarters and discussions were held on how exactly the bloc will operate.

"The eyes of the world are turned towards Africa," Egyptian President and African Union Chairman Abdel Fattah el-Sisi said at the summit's opening ceremony.

"The success of the AfCFTA will be the real test to achieve the economic growth that will turn our people's dream of welfare and quality of life into a reality," he said.

It is hoped the African Continental Free Trade Area - the largest since the creation of the World Trade Organization in 1994 - will help unlock Africa's economic potential by boosting intra-regional trade, strengthening supply chains, and spreading expertise.



Creating One African Market

The AfCFTA agreement was adopted and opened for signature on 21<sup>st</sup> March 2018 in Kigali, Rwanda. The agreement then entered into force on 30<sup>th</sup> May 2019, thirty days after having received the 22<sup>nd</sup> instrument of ratification in conformity with legal provisions. So far,

27 member states have ratified the agreement.



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## Top Gear: Ethiopia episode highlight of the series



Top Gear in Ethiopia: Chris Harris, Freddie Flintoff and Paddy McGuinness on location in Ethiopia's Danakil Depression

On Sunday 16<sup>th</sup> June 2.5 million viewers tuned in for the series premier of Top Gear, filmed on location in Ethiopia.

In their first adventure together, presenters Freddie Flintoff, Chris Harris and Paddy McGuinness head to Ethiopia, where they drive through stunning landscapes of northern Ethiopia to reach the Afar Triangle - the hottest place on earth!

Ethiopian Airlines flew the whole team out to Gondar in April. After flying into Addis Ababa and connecting on to Gondar with Ethiopian Airlines, the Top Gear team set out to travel a staggering 500kms across some of Ethiopia's most spectacular scenery. Starting in Gondar, their journey took them through the stunning Simien Mountains and across desert plains to the finishing point at the Danakil Depression, the hottest and most inhospitable place on earth.

Top Gear Executive Producers and new presenters Paddy McGuinness and Freddie Flintoff revealed that filming in Ethiopia was the "highlight" of making the latest series. The presenters were blown away by the "beautiful country" which provided a

stunning backdrop for filming the team who were driving cars like the ones they first owned.

In an interview, Paddy McGuinness described Ethiopia's scenery as "unbelievable" and went on to say, "The roads are a pleasure to drive on, the views are beautiful, and the locals are fantastic. It's a stunning country."

Fellow new presenter Freddie Flintoff was equally impressed saying:

**"We went to Ethiopia, and that was amazing...I've been to quite a lot of parts of Africa, but nothing prepared me for how beautiful Ethiopia is. Unbelievable place. It's absolutely stunning. The great thing about it is that driving through, it just gets better and better. For me, that's one of the great things about the show."**

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Executive Producer Alex Renton described filming in Ethiopia as a “big highlight” for him.

**“There are loads of standout moments in this new series which is filled with challenges and laughter, but I would have to say that Ethiopia was a big highlight for me. Having worked on the show for the last 14 years, I am lucky to say that I have seen much of the world and Ethiopia was a true eye opener.”**

Clare Pizey, another Executive Producer for the show said, “Ethiopia was a standout film this season.”

Famed for crazy stunts and competition among presenters, the producers asked Ethiopian Airlines to arrange the temporary closure of Shire Airport in the Tigray region to shoot a stunt, which saw the presenters drive their cars blindfolded down the runway. Ethiopian Airlines UK Country Manager, Michael Yohannes said “It was a pleasure to work with the BBC Top Gear team and I am delighted that they chose Ethiopia as a place to shoot their first film of the new series. We knew the team would love Ethiopia. It has historic natural wonders and very hospitable people. The mountains and huge vistas provide the perfect scenery for the show.”

This is the second BBC programme to showcase the wonders of Ethiopia in the last month, after *The Travel Show* produced two special programmes following Tony Giles, an independent blind backpacker, as he explores the length of the country.

Titled *Seeing World Without Sight*, Tony starts his journey in Ethiopia’s modern, vibrant capital Addis Ababa. On his quest to take in the sounds and smells and feel of the city, he explores one of Africa’s biggest markets and tastes Ethiopian food prepared by his local host. Jumping inside an iconic blue Addis taxi, he then heads to a gallery which exhibits art for the visually impaired before ending his day enjoying traditional Ethiopian music and dance.

In the second part of the programme, Tony visits Ethiopia’s world-famous rock-hewn underground churches of Lalibela and gets the chance to take part in a colourful and moving Orthodox lent service.



Tony with his local host, Happy, in Addis Ababa.

Ethiopia’s tourism and travel sector is on the rise. The World Travel & Tourism Council’s (WTTC) annual review in 2018 saw Ethiopia gain the highest tourism growth in the world (48.6%), over ten times the global growth rate of 3.9%. Its excellent air connectivity and wealth of cultural and historical tourist attractions is said to be driving this upward momentum.

UK residents can watch the Ethiopia episode of Top Gear via BBC iPlayer at <http://bit.ly/TopGearETH>. A clip of the programme can be watched via our Facebook page at <http://bit.ly/TopGearETxFB>.

### **Ethiopian Airlines voted ‘Best Airline in Africa’**

Ethiopian Airlines, the fastest-growing Airline in Africa and Skytrax-certified Four-Star Global Airline, was voted the ‘**Best Airline in Africa**’ for the third consecutive year at the 2019 Skytrax World Airlines Awards held in Paris on 18<sup>th</sup> June.

On top of that award, Ethiopian was also voted the ‘**Best Business Class in Africa**’ and ‘**Best Economy Class in Africa**’.

Mr Tewolde GebreMariam, CEO of Ethiopian Airlines said, “I would like to sincerely thank our global customers for the strong and consistent vote of confidence. Thanks also to colleagues at Ethiopian, who always make extraordinary efforts



to delight their customers. We have grown to more than 120 destinations worldwide with 115-strong ultra-modern fleet, offering excellent connectivity with one of the best travel experiences that helped us become the best airline in Africa and one of the frontrunners in the world.



**“As a customer focused and market driven airline, we always strive to meet and exceed customers’ expectations through our signature service and world-class products.”**

Skytrax is the most prestigious global air transport rating organisation that conducts the world’s largest annual airline passenger satisfaction survey.

Ethiopian Airlines, a multi-award-winning airline, has previously received the Skytrax World Airline Award for Best Airline Staff in Africa twice, and ‘Best Airline in Africa’, ‘Best Business Class in Africa’ and ‘Best Economy Class in Africa’ 2018.

While much has evolved in the industry, Ethiopian has stood the test of time and achieved most of its overarching goals, and is halfway through its projected 15-year plan, Vision 2025. Ethiopian is now expanding its footprint to underserved global destinations. The airline has also continued pushing the frontiers of aviation technology with a 21<sup>st</sup> century new generation fleet.

## **Ethiopian Airlines’ Manchester route celebrates 6 months of operation**

Ethiopia's flag was flying high at Manchester Airport on 21<sup>st</sup> June to mark the 6-month anniversary of Ethiopian Airlines direct flight from Manchester to Addis Ababa.



Timothy Bettney, Ethiopian Airlines’ Traffic and Sales Manager, with Seb Thomson, Head of Public Relations at Manchester Airport

Launched in December last year, the route will benefit around 400,000 people across Northern UK and unlock more than 60 connections in Africa and beyond.

Ethiopian Airlines’ Traffic and Sales Manager at Manchester Airport said, “Since launching our new service to Manchester Airport, we have seen positive feedback from people residing in the north of England, especially Ethiopian and other African communities. This is the only direct link between the north of England and Sub-Saharan Africa and has increased business opportunities and brought families closer together.”

## EVENTS

### Arkestra Presents: Ethiopia with YellowWood Adventures

Join Arkestra and YellowWood Adventures Ltd. for a night of Ethiopian food, music, art and travel in the heart of Brixton Market in London on 25<sup>th</sup> July.



Partnering with Ethiopian musicians, chefs and artists, they take you on a journey across a rich cultural heritage of sound, taste and vision.

Headline act Krar Collective brings a colourful feast of mind-blowing Ethiopian grooves. Food will be from London-based Ethiopian Restaurant, Harar.

YellowWood Adventures specialises in adventure travel in Ethiopia where the company was founded three years ago. They offer a mixture of trekking holidays and cultural tours, tailoring adventures to suit you, regardless of hiking experience or age.

For tickets and information go to: <http://bit.ly/ArkestraXYellowWood>

## ETHIOPIA IN THE NEWS

### Ethiopia: the land of lava and third century churches

Many of us would like to see the marvels of the world while avoiding the crowds of others who wish to do the same. At the Danakil Depression – undoubtedly a geological wonder of the world, there's not a crowd of tourists in sight.



Erta Ale offers a rare opportunity to see a persistent surface lava lake. Salt-flats extend for mile upon shimmering mile in every direction. Acids bubble from the ground before evaporating into acrid smoke and leaving behind magnificent otherworldly formations of magnificent greens and yellow deposits.

A few hundred miles to the west, the Mountains of Tigray are blessed with very different but similarly effective natural defences against modern tourism.

Ethiopia was one of the first areas to adopt Christianity and from the 3<sup>rd</sup> century onwards locals began chiselling churches into the cliffs of the Gheralta Mountains. Their objectives were threefold: to be physically closer to god, avoid the temptations of life and protect against attack and persecution. To reach Abuna Yemata Guh, one of the most famous of the man-made caves of worship, one must first scale several hundred metres of precarious cliffs.

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

## CONNECT WITH US



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