



Ethiopian News

August – September 2014 Issue

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Melkam Addis Amet

Happy New Year

From Everyone at the Ethiopian Embassy in London

New Year message from the Ambassador



The celebration of a New Year is a special occasion in all countries and cultures. It fills people with joy and excitement. It generates new hopes and aspirations. It creates a sense of vitality and elation.

Such feelings recur in Ethiopia every year on the first day of Meskerem, which falls on 11th September in the Gregorian calendar. This year we bid farewell to 2006 and usher in the year 2007.

Ethiopians have every reason to greet the New Year with optimism because the country is achieving a

remarkable trajectory of socio-economic development unparalleled in its history. For over ten years now, Ethiopia has been consistently referred to as an African success story. We should all be proud of our country's achievements and should rededicate ourselves to tackling the daunting task that lies ahead of us in the fight against poverty.

We at the Ethiopian Embassy in London will receive the New Year with a renewed sense of vigour and determination to make our humble contribution to the continuation of our country's successful march on the road towards peace, prosperity and development.

I wish all Ethiopians, members of the Ethiopian Diaspora, our partners and those whose support we have enjoyed all year round, a Happy New Year.

**H.E. Mr. Berhanu Kebede
Ambassador**



Ethiopia celebrates the New Year

On 11th September, Ethiopians at home and abroad celebrated the start of the year 2007, which is known as Enkutatash (gift of jewels), in Amharic.

In his New Year message, President Mulatu Teshome said “I hope the New Year will be a year of success for all the nations, nationalities and people of Ethiopia,” calling on them to help bring about the country’s on-going renaissance, so it may achieve middle income status by 2025. He gave due attention to attracting investment in the manufacturing sector.

As is customary at New Year, the President granted amnesty to nearly a thousand prisoners who had demonstrated good behaviour and who had not committed serious offences. He urged them to become productive citizens now they are back in society.

Ethiopia follows an ancient Coptic calendar, which has 13 months, of which 12 have 30 days each and the remaining one has 5 days, or 6 in a leap year.

New Year activities include cultural celebrations and exchange of gifts.



New Year falls at the end of the rainy season when yellow daisy ‘Meskel’ flowers begin to bloom.

The Embassy bids farewell to outgoing diplomats and welcomes the new

After four years of commitment and determination, the Embassy in London bade farewell to Mrs Hirut Zemene, Head of the Trade, Investment and Tourism Department and Mr Tewolde Mulugeta,

Head of Public Diplomacy and Communications. During their time in London, the Embassy has benefited from their hard work and dedication.

The Trade, Investment and Tourism Department has attracted more companies than ever and the Public Diplomacy Department has increased its reach and benefited from the progress that Ethiopia has made in all sectors.

They have been replaced with four newcomers.

- Mr Abiy Berhane, Minister Counsellor, Public Diplomacy
- Mr Terefe Dida, Minister Counsellor, Trade, Investment and Tourism
- Mr Asmelash Bekele, Public Diplomacy Counsellor
- Gizachew Bogale, First Secretary, Trade, Investment and Tourism

Millions commemorate the passing of visionary leader Meles

On 20th August, millions of Ethiopians and friends of Ethiopia congregated around the world to commemorate the untimely passing of Ethiopia’s late Prime Minister Meles Zenawi two years ago, and to celebrate his remarkable life.

Commemorations began with a memorial service held at Gulele Botanic Centre, Addis Ababa where a memorial park is being laid out to honour the late Prime Minister and where tree seedlings were planted in commemoration of the second anniversary of his death.



Prime Minister Hailemariam Desalegn said the government is working with determination to attain the vision of the former Prime Minister by greening the Ethiopian economy, “working day and

night to realize the legacy of Meles” who “laid solid foundations that ensure the interest of his country and that of Africa at international fora.”

Meles Foundation Board President, Azeb Mesfin, the late Prime Minister’s wife, said he was a leader who served his country and its people without respite. She expressed her heartfelt gratitude, on behalf of her family, for all the comforting messages of condolence and support they had received. At an unveiling ceremony a photo exhibition revealed the design for the Foundation’s future building.

Foreign Affairs Minister, Dr Tedros Adhanom, said he would work tirelessly to realize the vision of Ethiopia’s great leader, to create a prosperous Ethiopia. Meles had done so much to extricate the people of Ethiopia from poverty and integrate the region by creating peace and stability in East Africa, he said, recalling that the diplomatic principle of the late prime minister was outward looking and based on mutual benefit.



Candle lit ceremonies took place in Addis Ababa and in cities nationwide and around the world

Ambassadors and foreign diplomats, who took part in planting tree seedlings, said Meles had earned international recognition for his country and made Ethiopia the voice of Africa.

Mexico’s Ambassador to Ethiopia, Juan Alfredo Miranda Ortiz, said PM Meles had boosted the relationship of Ethiopia with other countries. “He was a great leader who opened a new chapter in the relationship of Ethiopia and Mexico.”

Political Advisor to China’s Ambassador to Ethiopia, Qin Jian, said the strong relations Ethiopia has created with Asian countries, and particularly with China, were a result of the efforts of Meles Zenawi. Meles was a great leader who made Ethiopia an

investment destination and built the image of the country across the globe, he said.



In London, hundreds gathered at a candlelit vigil where many spoke of PM Meles’ legacy and the confidence that he engendered in Ethiopians to carry forward innovative and inspirational policies which have transformed the country and will continue to do so into the future.

Meles’ legacy will be the future total transformation of Ethiopia, a legacy now being taken forward by “the Meles generation”. The Archbishop of the Ethiopian Orthodox church in London gave spiritual comfort to those who mourned and spoke of the hope that Meles had inspired the present generation of young people.

Ambassador Berhanu briefs young diplomats

H.E. Ambassador Berhanu Kebede gave presentations to young diplomats from all over the world during the annual Young Diplomats Forum, held from 1st - 5th September in London.

At a session entitled, ***International & Regional Organisations as Diplomatic Entities***, the Ambassador gave a case study on the role of the African Union in regional integration, highlighting the genesis of the Organisation of African Unity (OAU) and its contribution to the decolonisation of the African continent, and finally its evolution to the African Union.

The Ambassador covered the structures and the dominant agenda of the African Union and highlighted how it is playing a pivotal role in conflict resolution through the peace and security architecture and various peacekeeping forces deployed in cooperation with the United Nations.



The ambassador also underlined the Africa's development agenda, which the AU is implementing in cooperation with the Economic Commission for Africa and the African Development

Bank, to realise the African economic community. He introduced the blueprint of Agenda 2063, which outlines where Africa will be in 50 years' time in terms of political and economic integration.



An interactive Q+A session followed where young diplomats raised questions about governance, corruption and also Africa's role in the restructuring of the UN Security Council.

The Young Diplomats Forum (YDF) was set up to recognise, enhance and develop the next generation of diplomats, to gain further insight and offer opportunities to engage with key stakeholders. The week-long event helped develop their skills and knowledge in areas around international affairs.

SMS fundraising for GERD launched

The National Council for the Coordination of Public Participation in the Construction of the Grand Dam has launched an SMS fundraising programme to raise 60 million Birr. Texts cost 2-3 Birr each.

The fundraising is aimed at low-income groups, for whom bonds are too expensive, to increase their participation.

Private companies and individuals have donated materials, including cars and apartments valued at 15 million Birr, as prizes for SMS winners. Prizes also include scholarships for undergraduate and postgraduate programmes.

The total cost of the dam - around 80 billion Birr - will be covered using local resources - 15% to 20% from the public, who have already contributed 23% of the 34 billion Birr spent so far on the dam.

Over 35% of the dam construction, begun three years ago, is complete. It will launch in 2017.

...Gibe III hydro dam 87% complete

Ethiopia Electric Power has announced that 87% of the Gibe III hydropower dam has been completed.

Once complete, the project's ten 187MW turbine units will increase the country's energy coverage by 94%. Two of the units will begin generating electricity by Spring 2015.

Other projects around the country are also progressing well and existing hydro dams, such as Tekeze and Gilgel Gibe II, are being expanded.

Despite its 45,000MW potential for hydropower, Ethiopia has only developed, and uses, 2,268MW.

First tram for Addis Ababa rail project

The first of 41 trams for the Addis Ababa Light Rail Project has been completed in China.



With a maximum speed of 70km an hour, the trams are designed to resist ultraviolet rays; Addis Ababa is 2,400m above sea-level, the sun is exceptionally strong. The windows block 90% of ultraviolet rays.

Commuters now only have a choice of buses or taxis. The first trams will be delivered at the end of this year, and the rest in January.

50 Ethiopian drivers and maintenance workers will travel to China for training in the next month.

China is financing 60% of the \$400 million light rail project, the remainder is covered by the Ethiopian government. The network will have three lines: Defence Forces Hospital-Ayat Village (17.3km), Meskel Square-Kality (16.2km) and Lideta-Menilik Square (3.9km).

Satellite to be launched in the next 5 years

The Entoto Observatory and Research Center (EORC) has said Ethiopia plans to launch a 20-25kg medium research satellite in the next five years after signing a Memorandum of Understanding with Finland-based Space Technology and Science Group to develop, build and launch the satellite.

Signing the agreement, Director of EORC, Dr Solomon Belay said Ethiopia will benefit a lot from owning Satellite.

The EORC was established in 2013 by 32 Public universities, the Ethiopian Space Science Society and one private University, as an independent, autonomous institute, with the objective of promoting and developing earth observation and space science and technology in Ethiopia.

STSG is the first Pan-Central European, Nordic and Baltic technologically integrated industry and research group offering end-to-end design, manufacture, testing, launch and operation of highly capable small/medium advanced satellites.

The EORC has put Ethiopia on the world map of Space Science. American, Chinese and European Researchers are showing interest in working with Ethiopia.

Ebola Outbreak: AU holds talks in Addis

The Executive Council of the African Union held an emergency meeting on 8th September to discuss a continent-wide strategy to deal with the Ebola epidemic in West Africa. Over 2,000 people have died in Liberia, Guinea and Sierra Leone.

“Fighting Ebola must be done in a manner that doesn't fuel isolation or lead to the stigmatisation of

victims, communities and countries,” the Chairperson of the AU Commission, Dr Dlamini-Zuma, said at the opening of the meeting, adding “a united, comprehensive and collective African response” is needed to the outbreak.

She warned “Some affected countries have imposed quarantines on whole regions while others, so far spared from the deadly virus, have halted flights to affected countries. Border restrictions are hampering trade and as a result in some places food prices are rising.”

The AU recently deployed a team of 30 health workers and specialists in Liberia to tackle the disease under operation **AU Support to Ebola Outbreak in West Africa** (ASEOWA). All the experts are volunteers, from five countries. Uganda, Rwanda, DRC, Nigeria and Ethiopia.

No Ebola has been detected in Ethiopia. Precautions have been taken and the National Committee to Prevent and Control Ebola has set up standby medical facilities and mechanisms.

A summer of accolades for Bethlehem Alemu

It has been a whirlwind summer for Bethlehem Alemu, founder and director of soleRebels, Africa's fastest growing footwear company, recognised for her work and inspiration to others, creating world class jobs, empowering her community and country while presenting a galvanized, dynamic face of African creativity to the global market.



Born and raised in Addis Ababa and tapping into her community's and the nation's rich artisan wealth and heritage, she re-imagined what footwear could be. In 2005, soleRebels was born, the planet's fastest growing African footwear brand, the “Nike of Africa”.

soleRebels' international stores will create over 600 jobs in the countries where they are located by the



end of 2015, proof that growth in Africa equals real global economic and jobs growth around the planet.

...BMW's People of our Time



BMW Magazine

BMW Magazine's *Heroes: People for our Time*, lists Bethlehem as one of the

honourees – “people who are driven by their passion. They are changing the world. They are people for our time. The best remedy for poverty? Creating world-class products,” the magazine says.

The mother of three says of her shoe brand: “SoleRebels is like hip-hop, something that started really small and today can be found in every country on the planet.” Is this overconfidence? Perhaps, but the last few years have given her every reason to be bold and optimistic.



She began five shoemakers. Today 70,000 pairs of shoes leave her factory in her native town every year. Forbes magazine voted her one of “Africa’s most successful women”.

The colourful shoes are popular in the west, especially among a young, fashion-conscious, urban clientele who appreciate sustainability. soleRebels now exports to 45 countries. A small global brand – and the only one with its flagship store in Addis Ababa.

...UNDP Goodwill Ambassador for Entrepreneurship

The United Nations Development Programme has appointed Bethlehem as its Goodwill Ambassador for Entrepreneurship, for her inspirational role to budding entrepreneurs in the country.

Ethiopian First Lady Roman Tesfaye reflected that, “Empowering Ethiopians, especially women and girls, is an issue close to my heart. And there is no one better to serve as a role model for them than Bethlehem.”



UNDP Ethiopia Resident Representative, Eugene Owusu said Bethlehem “is not just helping to create jobs for members of her community; she is helping to place Ethiopia at the forefront of a growing export industry.”

...FACE List Award: 2014 Outstanding Achievement in Entrepreneurship

Bethlehem received the 2014 Outstanding Achievement in Entrepreneurship Award from pan-African media company Face2face Africa at a ceremony in New York on 26th July.



It honours pan-Africa’s most influential and innovative trailblazers at The Fascinating Africans Committed to Excellence (F.A.C.E) Awards.

...Pink Ribbon Red Ribbon Ambassador

During the inaugural US-Africa Leaders’ Summit in Washington, former President George W. Bush convened First Spouses from across Africa, announcing the launch of his global health initiative Pink Ribbon Red Ribbon in Ethiopia and Namibia, focusing on preventing cervical cancer, the most common type of cancer in Ethiopia.

Under the theme “Investing in Our Future”, President Bush introduced the first group of “Ambassadors for the public-private partnership” which included Bethlehem Alemu.

Members of the group will encourage social change to eliminate cervical cancer and spread positive messages, empowering women to seek care for themselves and their daughters.

Pink Ribbon Red Ribbon’s work in Ethiopia builds on existing healthcare programmes, adding interventions to prevent, screen for and treat cervical cancer.

Bethlehem said she was honoured “to have been asked to join in this incredible organization that will enable women across the developing world to lead healthier, happier and more fulfilling lives.”

...The Oprah Magazine’s 2014 Power List



The August issue of Oprah Magazine (South Africa) also included Bethlehem in its annual *O* Power List, featuring 21 women from the African continent who, through their lives, inspire others to fulfill their purpose.

Meet 2014 Yara Prize laureate, Prof. Tekalign Mamo Assefa

The 2014 Yara Prize has been awarded to Professor Tekalign Mamo Assefa, a key contributor to Ethiopia's food security, soil health and natural resource programmes. The Professor is a state minister and adviser to the Ethiopian Minister of Agriculture. He received his award on 2nd September at a ceremony in Addis Ababa, as part of the African Green Revolution Forum 2014.



The professor said the special recognition goes not only to him but also to Ethiopia, its farmers and professionals in the field. State Minister of

Agriculture, Wondyirad Mandefro said Professor Tekalign has played a leading role in Ethiopia's efforts to improve soil fertility.

The Yara Prize Committee this year focused on the future of farming in Africa with special attention given to food and nutrition security and the twin challenges of employment and income generation.

“Professor Mamo stands out for his remarkable efforts, always rooted in a profound understanding of how transformation must always include the farmer. Professor Mamo's innovative and inclusive efforts have been instrumental in lifting millions of farmers' incomes,” Jørgen Ole Haslestad, President and CEO of Yara and Chairman of the Yara Prize Committee said.



Over the past three decades, Professor Mamo has developed targeted interventions for management of waterlogged soils, rehabilitating acidic soils and degraded landscapes, winning farmer acceptance of technologies and modernizing Ethiopia's fertilizer advisory service.

Born in 1956 in Lekemt, Ethiopia, Professor Mamo earned a Ph.D. in soil chemistry and fertility at Aberdeen University, Scotland. In 1985, he and a team of experts launched a national project to improve the country's vast clay soils.

In 2005, he led the work on a watershed development strategy, focusing on community ownership and the use of proven technologies. Using this approach, Ethiopia reversed degradation on about 13 million hectares of land, and turned them into productive assets. The rehabilitated watersheds are now being legally transferred to landless and jobless rural youths, who can use the land to generate income while preserving the environment.

He has also tackled soil fertility, addressing both acidic soils and nutrient deficiencies. National mapping of soil fertility at a district level has been

undertaken, and new fertilizers have been introduced which improve past approaches. Over 40,000 new fertilizer demonstrations have been conducted, heralding a new era of fertilizer use.

Professor Mamo is also one of 13 global commissioners for Climate Change, Agriculture and Food Security, and serves as one of 27 leading global experts on the Intergovernmental Technical Panel on Soils. He still supervises graduate students, and is the founder of the *Ethiopian Journal of Natural Resources*.

Ethiopia has now claimed three Yara Prize laureates – an impressive accomplishment! The inaugural Yara Prize in 2005 was awarded to the late Prime Minister Meles Zenawi for his political contributions towards improved agricultural productivity and food security in Ethiopia and the African Green Revolution at large. In 2012, former CEO of the Ethiopian Commodity Exchange, Eleni Gabre-Madhin, was awarded it for her work in transformative change in Ethiopia.

TRADE & INVESTMENT

Where to Invest in Africa 2014/2015

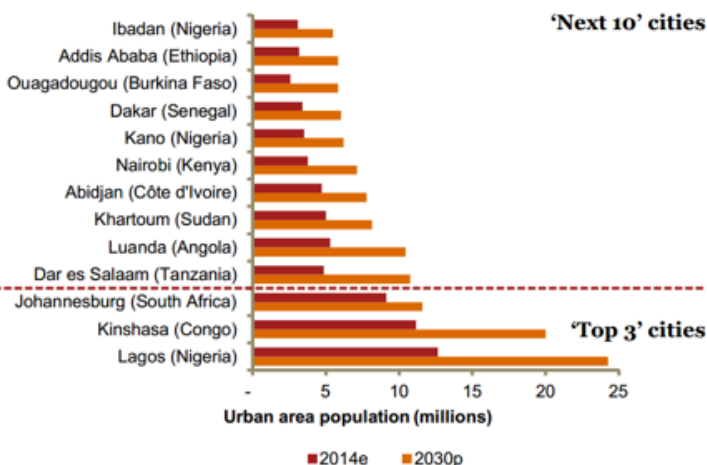
According to Rand Merchant Bank’s latest paper *Where to Invest in Africa*, Ethiopia is an attractive investment destination, with Addis Ababa claiming the second spot on a list of the fastest growing cities in Africa in the last three years.

2014/15’s top 10 most attractive investment destinations in Africa are South Africa, Nigeria, Ghana, Morocco, Tunisia, Egypt, **Ethiopia**, Algeria, Rwanda, and Tanzania. Regionally, the report says, East Africa is by far the darling of Africa. “Bursting with growth-laden economies, it is forecast to grow at an average of 6.3% between 2014 and 2019 but could surpass this if oil and gas activities come to fruition sooner than anticipated.”

The latest PricewaterhouseCoopers Global Economy Watch, says Addis Ababa is among the next 10 biggest Sub-Saharan Africa cities, with the

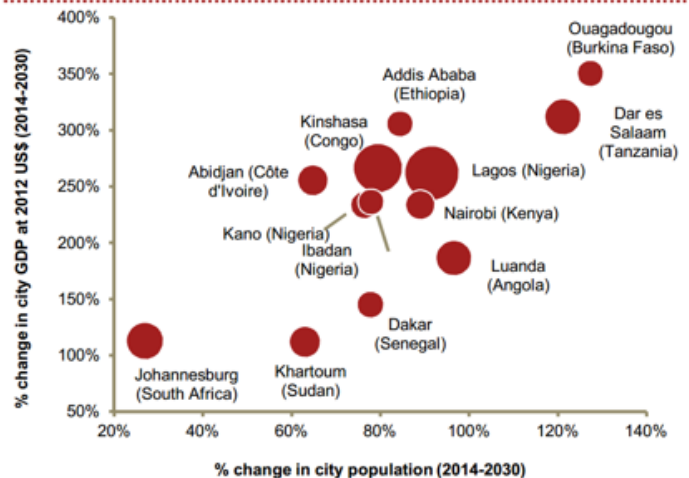
Which cities hold the key to unleashing growth in Sub-Saharan Africa?

Fig 4: Population trends in the ‘Top 3’ and ‘Next 10’ cities in Sub-Saharan Africa (SSA)



Source: UN Urbanisation Prospects 2014 revision

Fig 5: Bigger cities lead to bigger economic opportunities...



Note that size of bubble reflects estimated city GDP as at 2030
Source: PwC analysis

potential to triple their combined GDP to around \$140 billion.

Textile investment on the rise as Chinese and Indian companies build factories

A Chinese textile company will build a \$500 million textile factory in Ethiopia creating more than 20,000 jobs.

President Mulatu Teshome said the government will provide all necessary support for the company as the textile industry is one of the priority sectors for development. Low labour and electricity costs, readily available land and a range of quota and duty-free opportunities for Ethiopian textile exports to the US and European Union markets will make the company profitable, he said.

An Indian company has also shown interest in the sector and has acquired 100 hectares of land in Mekele to build a modern textile factory with a starting capital of \$150 million. Construction is due to start in September and will take five years.

State Minister of Industry, Tadese Haile, said this is an important project for the country as a whole with significant economic benefits.

President of the Tigray Regional State, Abay Woldu, said the region has huge investment potential and good infrastructure, making it suitable for investment in manufacturing.

H&M and Swedfund join forces to expand Ethiopia's textile industry, creating more jobs for local women

H&M and Swedfund have initiated a unique cooperation, which aims to contribute to the development of a responsible textile industry in Ethiopia with high social and environmental standards.



In this joint venture, H&M will contribute expertise on the textile market, sustainability and purchase of products from suppliers that Swedfund will invest in, while Swedfund will provide local market expertise to H&M. Both parties will set standards for sustainable production and follow-up indicators

such as water use and wages. The partnership will start in autumn 2014.

H&M CEO Karl-Johan Persson said, "We see the cooperation as an opportunity to get involved in Ethiopia's growing textile industry at an early stage, and to contribute to job creation. We have for many years worked in existing manufacturing countries to improve working conditions and environment. We bring this experience to our cooperation with Ethiopian suppliers."

Investing in production ensures that added value from the textile industry will remain in the country.

"Through this unique partnership with H&M, our goal is to contribute to developing the textile industry in Ethiopia, thus creating jobs with good working conditions that lift people out of poverty, especially women," says Anna Ryott CEO at Swedfund.

Through Swedfund's role as investor, H&M's purchase of high volumes, and each parties' respective knowledge and expertise, a financially strong and viable textile industry can be developed that will be able to operate on a sustainable basis.

CULTURE & TOURISM

Mulatu headlines Africa Utopia; showcases Ethiopian music and culture

World-renowned Ethio-Jazz legend, Mulatu Astatke, thrilled the audience once again at the Southbank's iconic Royal Festival Hall, London on 13th September.





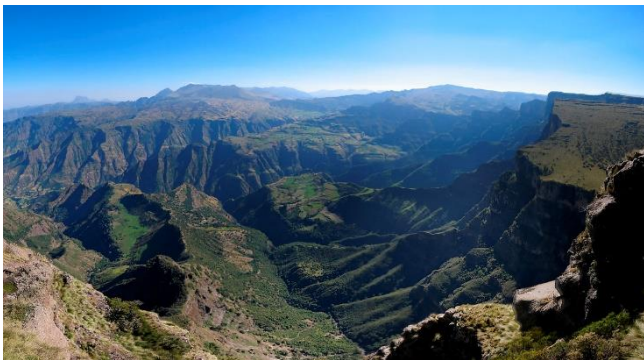
Mulatu was one of the headline acts at the **Africa Utopia** festival, held from 11th-14th September, featuring some of the continent’s most iconic musicians and artists.

Mulatu played songs from his albums including one from Jim Jarmusch’s film *Broken Flowers*, *Yakermew Sew*, to an almost-sold-out venue. His set included guest appearances from UK rappers Adrian Coker and African Boy. With Mulatu on vibraphone and percussion, backed by his talented band, the show ended to a standing ovation.



Ethiopian band, Krar Collective, dubbed ‘the Ethiopian White Stripes’ for their gritty minimal sound and “one of the most rousing, reliable new African bands of the year” also featured in the show with award-winning dance troupe, Dankira, who wowed audiences with their slick dance moves.

Simien Mountains National Park to be removed from endangered list



The Ethiopian Wildlife Conservation Authority hopes that UNESCO will remove the Simien Mountains National Park from the endangered list by 2015, by fulfilling four benchmarks set by

UNESCO. The park has been on UNESCO’s world heritage list since 1978 and has been listed as endangered since 1996.

Simien Mountains National Park Chief Warden, Maru Biadgign, said three of the four benchmarks set by UNESCO have already been fulfilled and the remaining one will be finalized soon. The benchmarks include;

- Realigning of the Park’s boundary to exclude villages along the boundary – this has already been achieved, extending the total area within the Park to 421km² from 136km².
- extending the park to include at least Mesarerya and Lemalino wildlife Reserves – in fact five wildlife reserves have been incorporated - Limalemo, Mesareria, Silke, Kidus Yared and Mount Ras Dashan.
- effective conservation within the extended National Park of a larger population of Walia Ibex and Simien Fox – the population exceeds the target set. Walia Ibex numbered 250 in 1996, there are now over 900. There were 18 Simien Fox in 1996, there are now 102.
- significant and sustainable reduction in the human population density within the park

These are great successes which will help to remove the Park from the endangered list, the chief warden said.

Removing human inhabitants from the boundary of the Park will be carried out when compensation fees are released, said Dawud Mume, Director General of the Ethiopian Wildlife Conservation Authority. The parliament has already approved the 158 million Birr needed as compensation for inhabitants living within the boundary of the Park and negotiations with the inhabitants have been carried out during past years.

The park is home to extremely rare animals such as the Gelada baboon, Simien Fox and Walia Ibex – all endemic to Ethiopia, and more than 400 bird species.

Arba Minch celebrates its Golden Jubilee

The town of Arba Minch, in the Southern Nations, Nationalities and People’s Regional State, celebrated its 50th anniversary in the presence of

Prime Minister Hailemariam Desalegn and other high government officials.

PM Hailemariam said the government has given special attention to developing the vast resources of the town's natural and cultural attractions.

"The celebrations coincide with the government's focus on utilising the untapped potential of the region with the establishment of tourism transformation councils at every level. I would like to take this opportunity to call on private investors in the resort and hotel development sectors to continue their work in this beautiful town...the government is committed to supporting their efforts," Hailemariam said.

Mayor of Arba Minch, Mr Shimeles Tadesse, said the town has registered remarkable growth especially over the past two decades and the number of investors and tourists is on the rise. Natural attractions within resorts and hotels have made Arba Minch a 'tourist hub' and a favoured place to hold national and regional conferences.



Arba Minch is home to five national parks hosting various wildlife and a variety of fruits, fish and crocodile farms

"We prepare to celebrate the 50 year anniversary of the town, not just for festivity but to renew our commitment to completing our developmental work. It is with the objective of promoting the town's level of development in tourism, investment and the existing good governance," he said.

Surrounded by two major lakes, Abaya and Chamo, the town "Arba Minch" meaning "Forty Springs" in

Amharic, owes its name to the 40 water springs in and around the town.

IHG expands in Africa with first hotel in Ethiopia

InterContinental Hotels Group, one of the world's leading hotel companies, has announced that it has signed a management agreement with Tsemex Hotels and Business Plc to develop Crowne Plaza Addis Ababa. The 210-key hotel represents the entry of IHG into Ethiopia and adds to the company's growing presence in Africa.



Crowne Plaza Addis Ababa will sit near significant landmarks including the African Union headquarters, African Union Convention Centre, the headquarters of the United Nations Economic Commission for Africa and the United Nations Convention Centre. It will be close to one of the largest international communities in the city and will feature an all-day restaurant, a speciality restaurant and a bar. Guests can enjoy a health club and spa, and a swimming pool and bar.

Crowne Plaza Addis Ababa will offer a range of meeting facilities including a boardroom, seven large meeting rooms and a ballroom. There is also a business centre.

Pascal Gauvin, Chief Operating Officer, India, Middle East and Africa, IHG, said: "Addis Ababa is evolving at pace, with infrastructure such as Bole International Airport now serving almost 20 million passengers a year. We're always on the lookout for the right partner to grow our brands in the right location. Crowne Plaza Addis Ababa is a strong addition to the brand and with this being our first

hotel in Ethiopia we will now have a presence in 13 countries across Africa."

IHG currently has 29 hotels on the continent across five brands: InterContinental, Crowne Plaza, Holiday Inn, Holiday Inn Express and Staybridge Suites. This is the sixth Crowne Plaza hotel in Africa.

Ethiopian Airlines moves to new home

Ethiopian Airlines, the fastest growing and most profitable African Airline, has moved from Terminal 3 to its new home at Heathrow Terminal 2, dubbed "the Queen's Terminal". It was formally opened by Her Majesty the Queen in June.

Ethiopian Ambassador to the UK, H.E. Mr Berhanu Kebede, officially opened Ethiopian's check-in desk for the inaugural flight on 17th September in the presence of invited guests, passengers and staff from Ethiopian Airlines and Heathrow Airport.

The Ambassador said he was impressed with the new state-of-the-art terminal and hoped passengers would enjoy the facilities and the warm hospitality offered by Ethiopian Airlines.



Ethiopian Airlines UK area manager, Mr Michael Yared, welcomed the move and said the new terminal will offer passengers seamless connections between all 23 Star Alliance member airlines in the terminal. Highlights include less queuing, easier check-in facilities and an all-round

Getting to know 

WE'RE MOVING

On 17 September 2014, Ethiopian Airlines are moving their operations from Terminal 3 into Terminal 2 Zone D.



2 FLIGHTS PER DAY

Ethiopian Airlines operates 1 departing flight and 1 arriving flight per day.



LOUNGES

Star Alliance member airlines offer lounge access to all First Class and Business Class passengers as well as customers with Star Alliance Gold status. Lounges include Air Canada Maple Leaf Lounge, the United Club and United Global First Lounge.



All passengers can use the Plaza Premium Lounge on a 'pay in lounge' basis.



**1 DESTINATION
ADDIS ABABA**

FAST BAG-DROP

Check in desks.



Arrivals

Flight No.	Origin	Arrival Time
ET 700	Addis Ababa	06:50 Wed & Fri
ET 700	Addis Ababa	07:05 Sat & Sun
ET 700	Addis Ababa	09:05 Thursday
ET 710	Addis Ababa	17:00 Monday
ET 710	Addis Ababa	19:00 Tuesday

CHECK-IN

Ethiopian Airlines will operate from Zone D.



Opens 4 hours before, closes 1 hour before.

STAR ALLIANCE

Ethiopian Airlines is a member of Star Alliance, which provides services to 193 countries via 26 member airlines.



travel experience with a wide range of restaurants and shops.



When asked what plans are in the pipeline in the future, Mr Yared said, "We fly to more than 83 international destinations across five continents. So our next big step would be to introduce a flight to Australia. In 2015, there are plans to launch flights to Ireland."

...another month, another award

The move comes in light of Ethiopian winning the Passenger Choice Awards for "Best Airline in Africa" for the second time in a row at the APEX 2014 EXPO held in California. Ethiopian was also among the finalists for "Best overall flight experience", "In-flight video" and "In-flight magazine" at the 2014 Passenger Choice Awards.

The UK Area Manager said, "All these awards we are receiving show how prominent the airline is and how we put our passengers first."

Tewolde Gebremariam, CEO of Ethiopian Airlines Group, said, "Ethiopian is a customer-focused airline with global standard service with its hallmark Ethiopian flavoured African hospitality. Passenger Choice is the most important award in our industry and is a strong vote of confidence by our customers and an encouragement to continuously enhance our on-ground and on-board services with a view to meeting their high expectations. I wish to thank them for their vote of confidence and our employees for working hard day-in and day-out to make our airline shine high in the sky."

Ethiopian has previously been awarded multiple prestigious awards, including SKYTRAX "Best Airline Staff Service in Africa" and Best Travel Media "Africa's Best Business Class Airline".

...Ethiopian now flying to Madrid

Ethiopian Airlines has new flights to Madrid, Spain, its 10th European destination, operated through Rome. This has brought the number of the airline's international destinations to 83 across five continents.

The flights, three times a week, will provide the best connectivity between Spain and East and Southern Africa.

Speaking during a ceremony held on the premises of the Ethiopian Airlines Headquarters in Addis Ababa, CEO of the airline, Mr Tewolde Gebremariam, said the new route to Madrid would create opportunities for further strengthening the investment, trade and tourism ties between Spain and 49 destinations in Africa. "The continued expansion of our network in Europe will enable our customers to enjoy a wider choice of connectivity options when travelling between Europe and Africa," he said.

Ambassador of Spain to Ethiopia, Miguel Fernandez, noted during the ceremony that the launch of the Ethiopian flight to Spain would help strengthen the people-to-people and bilateral relations between Ethiopia and Spain.

Ethiopian is currently implementing a 15-year strategic plan called **Vision 2025** that will see it become the leading airline group in Africa with seven strategic business units: Ethiopian International Passenger Service; Ethiopian Regional Service; Ethiopian Cargo; Ethiopian MRO; Ethiopian Aviation Academy; Ethiopian In-flight Catering and Ethiopian Ground Service.

In 2014, IATA (the International Air Transport Association) ranked Ethiopian as the largest airline in Africa in revenue and profit. Ethiopian Airlines Aviation Academy has also joined IATA's global training partner network as an IATA Authorized Training Center. The African Airlines Association has recently voted Ethiopian Aviation Academy "Airline Training Services Provider of the Year".



SPORTS

Ethiopia bids to host 2017 Africa Cup of Nations

Ethiopia will bid to host the 2017 Africa Cup of Nations following Libya's withdrawal due to the ongoing conflict in the country. Kenya and Ghana are also bidding. Ethiopia hosted the tournament in 1962, 1968 and 1976.

Ethiopia Football Federation president Junedin Basha told BBC Sport: "We already have two venues ready, the Addis Ababa and the Bahir Dar stadiums, and the construction of the other venues is advanced. Our government will do everything it can to bring the tournament back to Ethiopia."

Kenenisa Bekele to run the Chicago Marathon

The Bank of America Chicago Marathon announced that three-time Olympic Gold medalist, 18-time World Championship medalist and current World record holder in the 5,000m and 10,000m, Kenenisa Bekele, will compete in his second marathon and first World Marathon Major in Chicago on 12th October.



In one of the most anticipated marathon debuts in history, Bekele raced into the record books, clocking the sixth-fastest marathon debut time while setting a new course record, 2:05:03, at the 2014 Schneider Electric Paris Marathon.

"I am looking forward to coming back to America, and to running fast," says Bekele. "I have heard great things about the fans in Chicago and the course. After my win in Paris, I understand the marathon distance a lot better and I will bring that experience to Chicago. I know Chicago has a very fast course

and, therefore, my goal is to break the course record of 2:03:45."

The Chicago Marathon, widely recognized as one of the fastest marathons in the world, has witnessed four World Records. Bekele is the ideal candidate to threaten Wilson Kipsang's 2013 World Record set in Berlin, 2:03:23.

Tsegaye Kebede to run in Berlin Marathon

Organisers of the 2014 BMW Berlin Marathon have announced that Ethiopia's Tsegaye Kebede will be on the start line of Marathon on 28th September.

27-year old Kebede is one of the most consistently successful marathon runners of all time. Of the 17 marathons he has finished, he has won six and was placed 2nd three times, followed by five 3rd-place finishes including bronze medals in the Olympic marathon in 2008 and the World Championship marathon in 2009. He achieved his personal best of 2:04:38 when he won the Bank of America Chicago Marathon in 2012. Last year, Tsegaye Kebede won the World Marathon Majors' Series.

The past five men's world records in the classic event have been set at the BMW Berlin Marathon circuit where, in 2007 and 2008, long distance legend Haile Gebrselassie finished in 2:04:26 and 2:03:59, respectively.

In the women's race, 29-year old Tirfi Tsegaye is one of the top contenders.

Sport highlights this month: Diamond League, Great North Run

The last three Diamond Leagues of the year were held in Stockholm, Zurich and Brussels.



Stockholm saw Ethiopia's Muktar Edris win the men's 5,000m in a world season's best of 12:54.83.

In the women's 3,000m steeplechase, Hiwot Ayalew won in 9:17.04. And finally Genzebe Dibaba came in second in the women's 1,500m finishing in 4:01.00.

On finishing the race, Muktar said, "This is a personal best for me and the world's best time this year so of course this is a great night for me. It is all good – good race, good day, good time."

In Zurich, Hiwot Ayalew and Sofia Assefa won silver and bronze in the women's 3,000m steeplechase in 9:19.29 and 9:19.79 respectively.



Hiwot was also declared the 2014 Diamond Race winner together with Jairus Birech of Kenya. Muktar won silver in the men's 5000m in 13:07.32.

In Brussels, Genzebe Dibaba won bronze in the women's 3,000m, finishing in 8:29.41. Mohammed Aman came second in the men's 1,000m finishing in 2:15.75.



Olympic Gold Medalist Tiki Gelana (right) finished in third place at the UK Great North Run in 1:08:45.

NEWS IN BRIEF

Child mortality reduced by two-thirds

According to the latest report by UNICEF, the World Health Organisation and the World Bank, entitled *The Levels and Trends in Child Mortality 2014*, global mortality for children under five has almost halved since 1990. In Ethiopia, it fell by 69%, reaching the MDG well ahead of the target.

The report says, "The 10 countries with the largest absolute declines in neonatal mortality are all low- and lower middle-income countries in Africa or Asia: Bangladesh, Nepal, Ethiopia, Malawi, Liberia, Mozambique, South Sudan, Bhutan, Timor-Leste and Tanzania. The decline in these 10 countries saved the lives of 3.4 million newborns."

First science museum launched

Ethiopia's first Science Museum has been launched to help promote science and research, at the Addis Ababa Science and Technology University.

The University established the museum and an Engineering and Mathematics Center, in cooperation with Israeli aid agencies based in the US.

Minister of Education, Shiferaw Shigutie, said the museum would increase students' understanding of science and, as a result, contribute to Ethiopia's industry-led economic policy.

Ethiopia's first toll road opens for traffic



The Addis Ababa-Adama highway, the first toll road in Ethiopia, opened for traffic on 14th September. The six-lane, 84.6km long and 31 metre wide road will cut the travel time from Addis Ababa to Adama from three hours to 45 minutes.

ETHIOPIA IN THE NEWS

Ethiopia's Impressive Economic Growth



Julians Amboko, a research analyst at Stratlink Africa, in an interview with CNBC Africa, said, "If you look at it from an economic standpoint, I think Ethiopia..has become the quintessential embodiment of the Africa Rising narrative."

"The country's economic growth is principally attributed to intense government projects aimed at achieving its Millennium Development Goals (MDGs) as the country aims for middle income status by 2025. Look at the year between 2013 and 2014, the GDP growth was about 10.6 per cent. Kenya's was only 4.8 per cent, Rwanda which has been a stellar performer, only 7.9 per cent and therefore from that standpoint investors must be looking at how they can tap into this market which is growing so fast," Amboko said.

⇒ <http://goo.gl/Xl1Clu>

Also watch the video interview: *Investment Opportunities in Ethiopia* → <http://goo.gl/SzH1d3>

Ethiopian Teff - An Ancient Grain

BBC
RADIO



Sheila Dillon talks about Teff in her latest Food Programme on BBC Radio 4. She meets UK entrepreneurs bringing foods normally seen as Ethiopian to new diners, and speaks to experts to hear how the rise in popularity of teff is affecting the farmers back home.

"Teff has been grown in Ethiopia for Millennia. Traditionally, it's ground, milled, mixed with water and fermented for days to make the sour staple flatbread injera. Cultivation of this mysterious, tiny grain has been concentrated in Ethiopia for thousands of years. But now that's changing as the health-conscious Westerners realise the nutritional secrets this crop might bestow."

⇒ <http://goo.gl/l8llpS>

Forget the Big Five – visit Ethiopia's wonderful wildlife instead



"Encounter rare wolves, hyenas, beautiful birds and cheeky monkeys in the untouched wilds of Ethiopia," says Lonely Planet editor Helen Elfer.

"Travelling to Africa for wildlife usually means one thing and one thing alone: Big Five spotting in one of the continent's well-loved safari parks. But for anyone that wants to get further off the beaten track, Ethiopia is incredibly rewarding. Its unusual geography, particularly the more isolated regions such as those within the Bale Mountains National Park, means there is a high number of endemic species and the very real possibility of glimpsing species that only a handful of people have ever seen.



The Gelada monkeys, which only live in the Simien Mountains...Ethiopia is gradually becoming known as one of Africa's top birding destinations...with no less than 835 bird species...and an incredible 23 that are unique to the country. The ancient walled city of Harar attracts travellers primarily to see its heritage buildings and shrines, but it's also a great place to get up close and personal with wild hyenas. The Ethiopian wolf is the rarest canid in the world, with less than 500 left in the wild. The Bale Mountains National Park has 22,000 different species of butterfly and moth, often in eye-popping colours and patterns. And finally the Walia ibex, with the highest concentration of numbers living in the Simien Mountains.

⇒ <http://goo.gl/RQGWB4>

Ethiopia: A Different Kind of Africa

RAINBOW TOURS

Leila Kassam from Rainbow Tours UK, recently came back from Ethiopia and said, "When

you think of eastern Africa, you probably do not immediately think of ancient civilisations, huge rock churches or European style castles. However it is these attractions which make Ethiopia so unique. Ethiopia is among the top destinations in Africa for bird watching and is the only place where you can find Africa's last remaining packs of wolves...As soon as I landed in Addis Ababa I instantly felt like I was in a different kind of Africa."

"I am incredibly happy to have been given the chance to travel to Ethiopia, with my trip made all the more special by the people. Ethiopians are among the friendliest, most honest and genuinely eager to please people I've had the pleasure to meet in all my travels around Africa. Having never been properly colonised by Europe they have an independent dignity which again makes your time in Ethiopia that much more special and unique. Although my trip was exhilaratingly jam-packed, there is so much more of Ethiopia to see and I'm already planning a trip back."

⇒ <http://goo.gl/ZmYt1a>

Rainbow world: the most colourful places on Earth - in pictures

This Guardian piece features Ethiopia's Dallol Volcano as one of the most colourful places on earth.



"The world is full of landscapes that are so surreal, and so intensely coloured, that it's hard to believe they really exist."

⇒ <http://goo.gl/sCjP3Z>

Ancient rock churches put Ethiopia back on tourist map



theguardian "The 11 Ethiopian Orthodox churches here have to be seen – and walked through – to be believed. They were built in the 13th century on the orders of King Lalibela, not from the ground up but chiselled out of the town's red volcanic rock hills. Legend has it that the toil of thousands of labourers on this "new Jerusalem" during the day was continued by angels at night."

⇒ <http://goo.gl/11o9VD>

World view: From architects to explorers, experts reveal what they feel are the most beautiful places on earth



What inspires some of the world's most visionary people? According to art historian and BBC television presenter, Dan Cruickshank, Lalibella.





“The rock churches of Lalibela are a wonderful reversal of the normal process of construction, whereby one creates space by building. Here one excavates space by burrowing in: mistakes cannot be put right because you’ve cut into the rock itself...Seeing buildings sculpted from rock makes you think of the very nature of architecture. It makes you aware of the possibilities of invention and imagination.”

⇒ <http://goo.gl/FHJG9W>

Ancient Empires and Epic Castles in Ethiopia and Sudan



"When you think of grand castles and empires, you might not imagine them in the context of Ethiopia and Sudan. But these epic photos will change that... [these photos] remind us of how truly majestic Africa is."

⇒ <http://goo.gl/nf0189>

10 Places to Visit from Cairo to Cape Town

Akin to North America's Route 66, the Cairo-Cape Town highway is set to be the first road connecting the uppermost point of Africa in Egypt to its most southern in South Africa. Developed by the United Nations Economic Commission for Africa (UNECA) the African Development Bank (ADB), and the African Union the trans-African highway reaches 10,228KM and was first proposed back in the 19th century by the British Empire.

With the highway between Egypt and South Africa close to completion, here are the top places to stop if you ever make this epic road trip...



Ethiopia, contrary to popular belief, is mainly beautiful green land and on the Cairo-Cape Town road you will pass by Gondar. Sounds like something from Lord of The Rings and looks like it too. The city holds the remains of several royal castles, including those in Fasil Ghebbi pictured above.

⇒ <http://goo.gl/0q9eNu>

Mulatu Astatke: the man who created 'Ethio jazz'

theguardian Astatke was supposed to devote his life to aeronautical engineering. Instead, he invented a musical genre and became the central figure in an enormously successful series of anthologies that dug deep into the origins of a fascinating but long-hidden world.



After studies in the UK and US, he returned to Ethiopia in 1969 with the idea of creating a more ambitious musical fusion. In Addis Ababa he discovered an upsurge of activity in the world of the arts and entertainment, and a booming night-life scene that offered plenty of scope for experiment. He called his new music "Ethio jazz", and his recordings from the period show him using local musicians, steeped in the four basic pentatonic modes with which they grew up, to impart a new flavour to the structures he had brought with him from America.

⇒ <http://goo.gl/UC503P>

Step into a supermodel's shoes with Liya Kebede



CNN Despite the supermodel success Liya Kebede has never forgotten where she came from. When an opportunity arose to launch her own fashion line, Lemlem - meaning "to flourish or bloom" in Amharic - in 2007, Kebede drew inspiration from her native land. She embraced the traditional hand-woven style from back home, in the hope of offering employment and business opportunities for the country's long-established weavers, and incorporated it into her collections.

⇒ <http://goo.gl/mqZCLi>

DIY Beauty Recipes from Ethiopia



Want to know why Ethiopians have gorgeous hair? soleRebels founder, Bethlehem Alemu shares some beauty recipes from Ethiopia in this article in Yahoo Beauty.

The globetrotting entrepreneur says that one of the greatest lessons she learned growing up in her small village was actually a pretty global ideal: beauty comes from within, and is in large part determined by how you treat others. "Truly beautiful people have incredibly beautiful spirits that allow them to radiate a special kind of physical beauty," Amelu says. "It is in our actions. Doing beautiful things to uplift and empower other people is the ultimate expression of beauty."



Unlike the United States, Alemu's native country doesn't celebrate stress, and that laid back attitude encourages a positive outlook that she says contributes greatly to overall wellness and health. She also comes from a rich tradition of do-it-yourself beauty. "We have so many local beauty secrets," she says. "Ethiopians are well known for having gorgeous hair." Their amazing locks are thanks to a specialized hair butter called KIBE that women make themselves. "Almost every family has their own special recipe that they have passed on from generation to generation," she says. "It is truly a skilled craft."

⇒ <http://goo.gl/PZAis7>



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Published by the Press Office, Embassy of Ethiopia
London SW7 1PZ

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