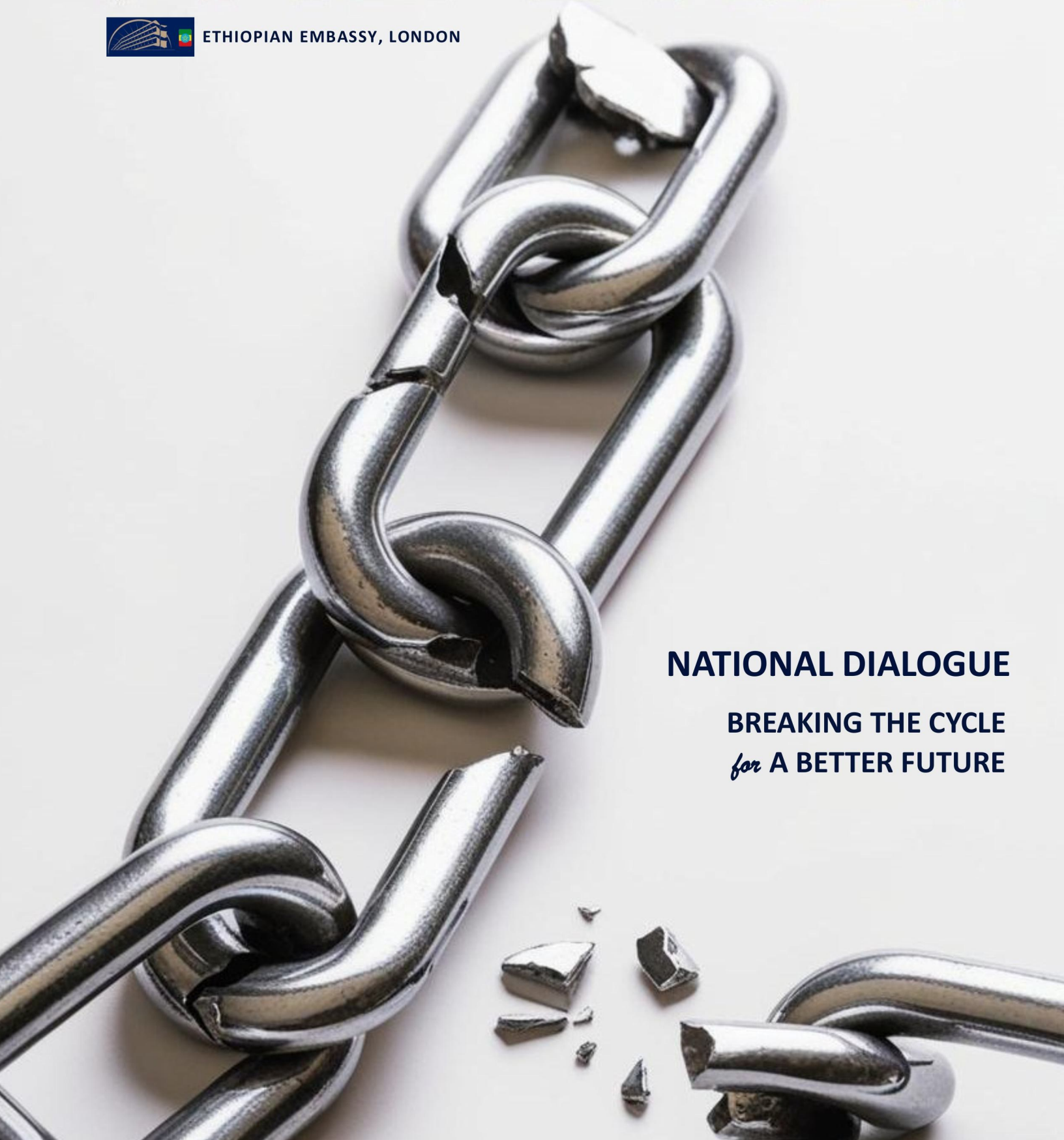


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THE BRIEF



ETHIOPIAN EMBASSY, LONDON



NATIONAL DIALOGUE

BREAKING THE CYCLE
for **A BETTER FUTURE**

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NATIONAL DIALOGUE

Breaking the Cycle for a Better Future

By H.E. Ambassador Biruk Mekonnen

Ethiopia is at a defining moment in its history, where the choices made today will determine the future of its unity, peace, and prosperity. At the heart of this transformative process lies the Ethiopian National Dialogue, a vital effort to address the deep-rooted political, social, and ethnic divisions that have defined Ethiopia's modern history. It is an honour to share with you the significance of this initiative and to shed light on some common misconceptions sur-

rounding it. Though the road ahead is challenging, it offers hope for a united, peaceful Ethiopia—an Ethiopia where dialogue, respect, and cooperation are the foundation of its future.

A Journey Toward Unity

National dialogue is not just about exchanging ideas—it is about creating the space for a country to heal and come together. For Ethiopia, a nation marked by its rich ethnic diversity, political complexity,

and long history, dialogue is not just essential; it is transformative. It is a tool that, if wielded with sincerity and commitment, can begin to untangle the deeply entrenched divisions that have, at times, fractured the country.

By facilitating conversations that span ethnic, political, and regional lines, national dialogue nurtures understanding and cooperation. It allows for healing of historical wounds, provides an avenue for addressing long-standing grievances, and creates a platform for Ethiopians to coalesce around a shared vision of the future. This is not a process designed to yield immediate results but one that will take time, persistence, and the collective will of the people. The Ethiopian National Dialogue Commission (ENDC), established to steer this effort, has dedicated itself to making sure every voice, including the most marginalized, is heard.

ENDC: A Catalyst for Change

The Ethiopian National Dialogue Commission (ENDC) was created in 2021, through Proclamation No. 1265/2021, to foster the broad, inclusive dialogue that Ethiopia so urgently needs. This was not merely a reactive move; it was a proactive one, driven by the understanding that Ethiopia's challenges cannot be overcome through conflict or division. To ➡

find resolution, Ethiopia needed an institution dedicated to facilitating genuine conversations—a forum for all Ethiopians, from every corner of the country, to express their hopes, concerns, and dreams for the future.

Operating with full independence, the ENDC has worked diligently to include diverse perspectives in its discussions. It has engaged communities, political parties, civil society groups, regional leaders, and the Ethiopian diaspora, fostering an inclusive dialogue process that aims to represent the full spectrum of Ethiopian voices. The Commission's role is not to dictate outcomes but to create a conducive environment for meaningful, respectful conversations.

Addressing Misconceptions: Inclusivity and Legitimacy

As with any large-scale initiative, there have been critics of the ENDC's approach. Some have raised concerns about the fairness and inclusivity of the process, especially regarding the representation of opposition groups and regional stakeholders. Others have questioned the influence of political elites in shaping the dialogue's direction.

It is essential, however, to understand that the ENDC has made concerted efforts to ensure a broad, inclusive representation. The Commission's outreach has spanned the political and ethnic spectrum, seeking input from a range of stakeholders—from opposition groups to civil society organizations, from regional leaders to ordinary citizens. Moreover, the ENDC's efforts extend beyond national borders, ensuring that Ethiopians living abroad are also included in the dialogue.

The Commission is committed to neutrality and impartiality. It operates independently, and its purpose is to create a space where all voices can contribute freely. The ultimate goal is to facilitate an environment where Ethiopia can move beyond

division and toward a shared future—one shaped by cooperation, respect, and a collective commitment to peace.

Progress and Promise: The Road Ahead

The dialogue process has already made significant strides. Consultations have taken place across Ethiopia, from Oromia to Amhara, and, most recently, the Commission has announced plans to begin the agenda-setting process in the Tigray region. This marks a significant moment—offering the opportunity for swift and decisive action toward lasting peace. The voices of the people in Tigray will now have an opportunity to shape the region's future, contributing to the national conversation.

Although challenges persist, especially in some areas affected by recurring skirmishes, the ENDC remains unwavering in its commitment to bringing all Ethiopians into the process. Reconciliation and peacebuilding are not quick fixes; they are long-term endeavours. But the dialogue process is an important step toward a better future—a future where every Ethiopian feels heard, valued, and represented.

Global Inspiration: Learning from Other Nations

Ethiopia is not alone in its pursuit of reconciliation. Around the world, countries such as South Africa and Colombia have demonstrated that dialogue can be a powerful tool for overcoming division and building lasting peace. The most important lesson from these examples is the value of inclusivity. In successful dialogues, all stakeholders—whether from the government, opposition, or civil society—must have a seat at the table. For Ethiopia's dialogue to succeed, it must embrace every actor, including opposition groups, marginalized communities, and regional leaders, and for this, each and every stakeholder should have the

responsibility to contribute positively towards the success of the dialogue process.

Another key lesson is patience. Dialogue is not a quick solution. It requires time, trust, and the willingness to engage in difficult conversations. But Ethiopia's journey toward reconciliation is one that must be embraced—because the stakes are too high for the future of the nation.

Looking to the Future: A Unified Ethiopia

Ethiopia's vision for the future is one where unity does not diminish its diversity but celebrates it. The national dialogue aims to create a framework of governance that is inclusive, just, and fair for all Ethiopians—regardless of their ethnic or political background. The dialogue is not a panacea for all the country's challenges, but it is an essential step toward a cohesive, peaceful, and prosperous Ethiopia.

By addressing key issues such as governance, resource distribution, and political representation, the dialogue seeks to create a foundation where every citizen has the opportunity to thrive. This is Ethiopia's ambition: a country where all its people, no mat-

ter their ethnic or regional identity, can live and prosper together in peace.

The Role of the International Community

The international community has a critical role to play in supporting Ethiopia's national dialogue. While this process is Ethiopian-led, the encouragement and expertise of international partners can provide invaluable assistance. International partners can help by offering technical support and fostering trust between stakeholders. At the same time, it is vital that international actors discourage any entities that place unnecessary preconditions on peace—entities that put price tags on dialogue, thus potentially derailing a process that holds the promise of long-term reconciliation. The international community's role should focus on creating a supportive environment for genuine dialogue—one that is free from external pressures that could destabilize the process. The true support for Ethiopia's dialogue will come from maintaining its integrity and ensuring it stays true to its peaceful and inclusive goals.

A Shared Vision for Ethiopia's Future

Ethiopia stands at a critical moment in its history, and the national dialogue represents an historic opportunity to overcome internal challenges and create a more inclusive, democratic society. The Ethiopian National Dialogue Commission has made significant progress, and while the journey ahead is long, Ethiopia remains committed to this transformative process.

We invite the international community—and all Ethiopians—to join us on this important journey. Together, we can ensure that Ethiopia's future is one of lasting peace, stability, and prosperity for all. ■

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“It is vital that international actors discourage any entities that place unnecessary preconditions on peace—entities that put price tags on dialogue, thus potentially derailing a process that holds the promise of long-term reconciliation.”



Digital Ethiopia 2030

Five years ago, Ethiopia set out on a sweeping digital transformation under the leadership of Prime Minister Abiy Ahmed. More than a technical upgrade, the country's Digital Ethiopia 2025 initiative sought to leverage technology in a way that reflected Ethiopian values, language, and lived realities. Now, as Ethiopia prepares to usher in Digital Ethiopia 2030, the vision is clearer and more ambitious: a future shaped by inclusion, sovereignty, and innovation.

Prime Minister Abiy Ahmed, speaking at the ID4Africa 2025 conference held in May in Addis Ababa, emphasized that “technology carries our identity, reflects our values, and responds to our most pressing needs.” This conviction is evident throughout Ethiopia's recent advances and its digital ambitions. Artificial intelligence, once a distant promise, has emerged as a central force driving transformation across sectors. From agriculture—where predictive analytics help farmers increase yields and adapt to climate change—to healthcare, where AI enables faster diagnoses and better resource allocation, technology is reshaping daily life in profound ways. Education, too, is being transformed, with AI-powered personalized learning tools expanding access and preparing a new generation for the challenges ahead.

Yet, as Prime Minister Abiy Ahmed acknowledged at the ETEX225 Expo in Addis Ababa, these opportunities come with risks. The potential for job displacement, widening inequalities, and deepening digital divides calls for measured, inclusive policy responses. “Africa must lead with bold, inclusive policies, agile regulation, and ac-

PHOTO: A thousand drones synchronized to display stunning images in the sky during the ETEX 2025 Technology Expo

celerated skill development,” he said, underscoring the importance of data sovereignty. For Ethiopia, this means not only building local data infrastructure but also setting ethical standards that reflect African values—efforts designed to reduce reliance on external technologies and unlock the continent’s full potential.

On the ground, Ethiopia’s transformation is already visible. Over 65 percent of the population now enjoys access to clean renewable energy, and sweeping telecommunications reforms have turned Ethio Telecom from Africa’s most expensive provider to one of the cheapest and largest. Affordable broadband and mobile connectivity have become a reality for most Ethiopians, setting the stage for broader digital inclusion.

Yet, as the Prime Minister warned during the inauguration of the ETEX225 Expo, “technology without inclusion is complexity without purpose.” More than 15 million Ethiopians and residents have been issued digital IDs, unlocking access to services, enhancing security, and creating new economic opportunities. Digital payments have overtaken cash in daily use, and platforms now connect people to government services with unprecedented speed and transparency.

One such innovation is **Mesob**, a one-stop service center pilot project integrating 41 public services from 12 federal agencies into a single digital hub. Named after the traditional Ethiopian shared plate, Mesob embodies the spirit of shared access and convenience. More than just a tool for efficiency, it builds trust and transparency, empowering citizens to engage with their government more effectively.

Realizing this vision depends on people. Ethiopia has invested heavily in cultivating talent and innovation. Through PhD programs, international research partnerships, and initiatives like the “5 Million Coders” project—which has already trained nearly a million young Ethiopians—the country is preparing its workforce for a digital future. At the same time, reforms to investment laws and capital markets have created

an environment where entrepreneurs can thrive.

“Technology is only as powerful as the people who shape it,” Prime Minister Abiy Ahmed said during the ETEX225 Expo, emphasizing the need to integrate digital literacy and AI education at every level, from primary schools to universities, ensuring Ethiopia’s citizens are equipped to lead in the new technological era.

Looking ahead, the government has laid out four core commitments to guide the next phase of the digital journey. First, it aims to build smart, reliable infrastructure for energy, connectivity, and data, creating a foundation that is both solid and sustainable. Second, it is focused on safeguarding digital sovereignty—ensuring secure systems, responsible governance of data, and empowerment through technology. Third, it is committed to investing in people by expanding education and skills development to prepare the workforce of tomorrow. Finally, it envisions a digital economy that leaves no one behind, whether in Ethiopia’s bustling cities or its most remote villages, allowing citizens to register businesses, make sales, and access credit in their own languages and on their own devices.

Prime Minister Abiy Ahmed’s vision transcends national borders. Rooted in the ideals of African unity, he calls for “human collaboration, sustainability, and ethical progress,”

as he stated at the ID4Africa conference. He makes clear that Africa is not here to catch up but to lead through inclusive, value-driven models that empower communities and ensure no one is left behind. “We believe in a shared future,” he said at the ID4Africa summit, “one where ideas are exchanged and growth is mutual.” Ethiopia’s experience, driven by this commitment, stands as a powerful example of how technology—grounded in culture and identity—can be harnessed to serve the collective good.

In Ethiopia, the promise of a digital future is already taking shape. It is a testament to visionary leadership, collective resolve, and the enduring belief that technology, when wielded thoughtfully and inclusively, can open new pathways toward opportunity and justice. ■

“
Technology without inclusion is complexity without purpose. – Prime Minister Abiy Ahmed

AU-EU STRATEGIC DIALOGUE FOR SHARED PROGRESS

By Ambassador Eshete Tilahun



The third African Union–European Union Ministerial Meeting, held in Brussels on May 21, 2025, offered a timely opportunity for both Unions to reaffirm their shared priorities and assess progress under the Joint Vision for 2030. Co-chaired by the European Union’s Foreign Policy Chief and Angola’s Minister of External Relations, the meeting brought together foreign ministers from across the African Union Member States and European Union Member States to review key commitments, address challenges, and shape a forward-looking agenda.

At the heart of the discussions was the Global Gateway investment package with the proposed resources of €150 billion, an initiative that seeks to transition the Africa-EU partnership from an aid-based relationship to one driven by sustainable investment. With priority areas spanning from digital and transport infrastructure, healthcare, education, climate resilience to youth employment, the initiative aims to unlock Africa’s vast development potential through strategic and long-term engagement. Ministers explored how to ensure that these priorities translate into action, particularly by mobilizing private sector support and building inclusive, resilient economies.

The meeting also served as a forerunner to the upcoming EU-AU Summit, which will be hosted in Africa and coincide with the 25th anniversary of the partnership. Discussions were structured around four thematic pillars: peace and security, multilateralism, shared prosperity, and mobility and migration. While African countries emphasized development and conflict prevention, the European side

focused on migration management and multilateralism including institutional reforms. The dialogue reinforced the importance of tackling root causes of instability, deepening cooperation on governance, and delivering on the commitments outlined in Africa’s Agenda 2063.

Ethiopia participated actively in the meeting, where Foreign Minister Dr. Gedion Timothewos contributed particularly in the plenary session on prosperity. He presented Ethiopia’s vision for development and equitable partnership. The Minister underscored the importance of scaling up investment through the Global Gateway initiative and emphasized the need for measurable outcomes that move beyond policy declarations. He reaffirmed Ethiopia’s commitment to continental institutions and programs such as the African Continental Free Trade Area (AfCFTA), the Comprehensive Africa Agriculture Development Programme (CAADP), the Programme for Infrastructure Development in Africa (PIDA), and renewable energy investments.

Minister Gedion also emphasized that specific regulatory concerns, particularly regarding the European Union Deforestation Regulation (EUDR), advocating for greater alignment with Africa’s trade frameworks such as the Everything But Arms agreement. He called on Member States to pay attention on the necessity to protect smallholder farmers from unintended consequences of abrupt regulatory changes. Closer collaboration in digital innovation, artificial intelligence, and data ➔



Ethiopia's Foreign Minister Dr. Gedion Timothewos, left, speaks with Pasi Rajala, Finland's State Secretary of Defence and Foreign Affairs, center, and Eswatini's representative Geert Vanden Wijngaert.
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infrastructure, the Minister underlined serve as catalysts for shared prosperity.

On the side-lines of the meeting, Ethiopia held bilateral consultations with several European and African foreign ministers, as well as EU Commissioners responsible for international partnerships and migration. These discussions centred on optimizing development financing models. Ethiopia expressed its support for direct investment and government-led programs, allowing for more efficient use of resources by reducing administrative overhead. The Minister highlighted that Ethiopia's ongoing macroeconomic reforms and improved business climate are well aligned with the strategic objectives of the Global Gateway.

Migration is also featured prominently in bilateral talks. While expressing concern over recent EU decisions that have presented challenges to the spirit of partnership, Ethiopia restated its continued cooperation with EU Member States. Both sides echoed their respective responsibilities and commitment to dialogue. They agreed the cooperation at the bilateral level should take into account the need to preserving the integrity of the broader EU-AU framework.

The Ministerial Meeting concluded with the adoption of a joint declaration and the presentation of a preliminary monitoring report by the AU-EU Follow-Up Committee. These documents outlined key areas of progress and highlighted the importance of renewed focus and accountability moving forward.

The European Union remains Africa's largest trading partner, with total trade amounting to €467.2 billion in 2023. Ministers discussed the timeliness of enhancing value addition within African economies and agreed that reformed mobility policies would help strengthen people-to-people ties.

Provided its expanding agricultural production, untapped mineral resources, and rapidly growing tourism sector, Ethiopia stands out as a strong destination for increased investment from Europe. Recent economic reforms and an improved regulatory environment in Ethiopia offer promising returns for investors seeking long-term businesses.

As Ethiopia continues to implement its development vision and contribute to regional integration, it remains committed to a robust, equitable, and forward-looking partnership with the European Union. The Ethiopian Embassy in Brussels keeps fully engaged in supporting and strengthening this relationship across all sectors—from diplomacy and trade to educational cooperation, innovation, and sustainable development. ■

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Ethiopia's President Taye Atske-Selassie, center, speaks to the Governor of the National Bank of Ethiopia (NBE), Mamo Mihretu, left, at the Ethiopia Finance Forum in Addis Ababa

Ethiopia's Financial Reforms for a Market-Driven Future

Ethiopia is undertaking an ambitious overhaul of its financial sector through a series of sweeping reforms aimed at creating a modern, market-based, and inclusive economy. This transformation seeks to unlock the full potential of the country's financial system and align it with international standards—laying the groundwork for sustained economic growth.

The recent Ethiopia Finance Forum held on May 15-16, 2025, drew together a wide range of stakeholders—banks, insurers, microfinance institutions, digital payment innovators, policymakers, and international partners—reflecting the growing mo-

mentum behind these changes. More than a platform for debate, the forum became a crucible where ideas crystallized into policies, signalling a decisive shift in Ethiopia's financial landscape.

Modernizing Monetary Policy to Anchor Price Stability

At the heart of Ethiopia's financial reform is a fundamental reorientation of monetary policy. After enduring years of high inflation, the NBE has made price stability its foremost goal—a marked departure from previous strategies. This required revising a 17-year-old legal framework to clarify monetary policy priorities.

To realize this vision, the NBE introduced its first-



ever policy interest rate and established a Monetary Policy Committee empowered to set rates independently. The launch of open market operations, through government securities, marked a milestone in modernizing financial infrastructure.

The creation of Ethiopia’s first electronic interbank money market enables banks to lend short-term funds to one another, reducing central bank intervention and improving market efficiency. Supported by the Ethiopian Securities Exchange, these developments underscore Ethiopia’s commitment to a more transparent and stable financial system.

With monetary policy firmly anchored, the focus has shifted to liberalizing the country’s long-restricted foreign exchange market—a move critical to unlocking new avenues for trade and investment.

Liberalizing the Foreign Exchange Market

Ethiopia’s, once rigid and centrally controlled foreign exchange system has undergone significant liberalization. Moving away from a fixed exchange rate regime, the NBE has embraced a market-driven approach and streamlined regulations into an accessible “Green Book.”

Key reforms include allowing exporters to retain a larger share of their foreign currency earnings, introducing FX bureaus for small transactions, and easing restrictions on external borrowing. These changes have already borne fruit: exports have more than doubled in nine months, foreign exchange inflows rose 20 to 30 percent, and central bank reserves tripled.

This newfound openness is also paving the way for a more competitive banking sector, inviting foreign participation that promises to deepen Ethiopia’s financial markets.

Following the financial reforms exports have more than doubled in nine months, foreign exchange inflows rose 20 to 30 percent, and central bank reserves tripled.

Opening the Banking Sector to Foreign Investment

Alongside monetary and foreign exchange reforms, Ethiopia has revamped its banking legislation and regulatory framework to clarify the roles of monetary and fiscal authorities, impose term limits on central bank officials, and modernize oversight.

A landmark policy now permits foreign banks to enter the market, injecting much-needed capital, expertise, and competition. This step is expected to foster innovation, enhance risk management, and broaden financial services across the country.

As the sector embraces this openness, ensuring financial stability and broadening inclusion—particularly for underserved communities—remain critical priorities.

Enhancing Financial Stability and Inclusion

Recent financial stability reports from the NBE show progress in key areas such as non-performing loans, capitalization, and liquidity. The recapitalization of the Commercial Bank of Ethiopia has bolstered sector resilience.

Credit growth is being managed cautiously, with the majority of new loans directed toward the private sector. Meanwhile, digital finance is booming—hundreds of millions of digital accounts have been opened, with widespread adoption of mobile banking, ATMs, and fintech solutions.

Innovations like collateral-free microloans, supported by data analytics, are expanding access to finance for traditionally underserved groups. The central bank stresses the importance of partnerships among banks, fintech companies, regulators, and development partners to sustain this progress.

These advances reflect a carefully sequenced reform agenda, supported by international partners, that balances ambition with prudent macroeconomic management. ➡



More than one thousand participants attended the Ethiopia Finance Forum , 15-16 May 2025

A Methodical, Coordinated Approach Supported by International Partners

These reforms have been shaped by meticulous planning and coordination among government bodies, ensuring each step builds on the last to mitigate risks. For example, monetary tightening preceded the liberalization of the foreign exchange market to maintain macroeconomic stability. Robust financial support from international institutions—including the largest concessional funding from the International Monetary Fund and one of Africa’s biggest budget support packages from the World Bank—demonstrates strong global confidence in Ethiopia’s reform path.

Looking Ahead: Sustaining Growth and Innovation

Despite encouraging early results, Ethiopia’s reform journey is ongoing. The NBE plans to further refine monetary policy, continue liberalizing the for-

eign exchange market, and phase out credit limits and mandatory government securities purchases.

Digitization remains a priority, with efforts underway to improve remittance services and expand financial inclusion for rural populations and women. Investing in human capital and nurturing innovation through talent incubators and diaspora engagement are central to sustaining inclusive growth.

Building a Financial Beacon for Africa

Ethiopia’s financial reforms represent a pivotal moment, setting the stage for a resilient, inclusive, and dynamic financial system. Through collaboration among government, the private sector, and international partners, the country is positioning itself as a model for financial transformation on the continent.

As leadership at the National Bank of Ethiopia emphasizes, bold action and a shared vision are essential to turning Ethiopia into a “beacon of light” for Africa’s economic future. These reforms embody that vision—ushering in a market-driven future where finance underpins broad-based prosperity. ■

STRIKING GOLD

MINING SECTOR DRAWS RISING INVESTMENT

Ethiopia's mining sector is rapidly evolving, marking its position as one of Africa's most promising investment destinations. In the 2024/2025 fiscal year alone, gold exports reached an impressive \$2.1 billion, with 26 tons of gold delivered to the National Bank of Ethiopia. This remarkable achievement has significantly bolstered the country's foreign currency reserves, underlining the sector's growing importance and untapped potential.

Ethiopia's mining sector is not only growing but revolutionizing the country's economic landscape. With ongoing reforms designed to create a business-friendly environment, Ethiopia is emerging as a key player in Africa's mining industry. Investors are increasingly looking to Ethiopia as an attractive destination, thanks to initiatives aimed at improving geodata management, streamlining licensing processes, and enhancing transparency in mining operations.

A Vision for 2030: Cementing Mining as a Pillar of Ethiopia's Economy

The Ethiopian government has

set ambitious targets for the mining sector. By 2030, mining's contribution to GDP is projected to rise substantially, signalling a transformative shift from its current modest share. With expectations to generate millions of jobs and account for a significant portion of export earnings, these goals illustrate mining's crucial role in driving Ethiopia's industrial growth and broader economic development.

Unlocking Ethiopia's Vast Mineral Wealth

Ethiopia is home to a rich and diverse array of mineral resources, many of which remain largely untapped. Known reserves include over 30 metallic, industrial, and construction minerals, such as gold, rare gemstones, potash, and coal. The country also boasts an abundance of rare minerals, including gems like sapphires, emeralds, and opals, as well as energy minerals such as lithium, graphite, and tantalum—resources that position Ethiopia to play a strategic role in the global green economy. The country's vast untapped reserves present exciting opportunities for investors looking to explore new mining ven- ➔



Gold exports reached an impressive \$2.1 billion, with 26 tons of gold delivered to the National Bank of Ethiopia



Prime Minister Abiy Ahmed recently announced the government's strong commitment to large-scale fertilizer production.



Potash is one of the many minerals found abundantly in Ethiopia.

tures.

Gold, in particular, has shown remarkable growth. Export earnings from gold surged 25-fold between 2019 and 2021, driven mainly by government reforms and a more organized approach to production. This year's growth, however, is unprecedented. This growth provides a solid foundation for continued expansion in the gold sector, as well as a model for future success in other mineral industries.

Opportunities Beyond Gold: Potash, Iron, and Fertilizer Production

While gold has dominated recent growth, Ethiopia's potential extends far beyond the precious metal. The country holds significant deposits of potash, phosphate, and sulphur, minerals that could make Ethiopia a global leader in fertilizer production. Currently, Ethiopia spends over \$688 million annually on fertilizer imports, highlighting a substantial market gap that local production could fill.

Additionally, Ethiopia boasts iron ore reserves of over 1.1 billion tons, presenting a lucrative opportunity in the iron and steel sector. Although Ethiopia currently imports most of its iron and steel, the government plans to produce 3 million tons annually, opening doors for investors to enter and capitalize on this growing market.

The construction sector also offers substantial opportunities, driven by rapid urbanization and infrastructure development. Demand for cement, marble, and limestone is soaring, yet local production remains insufficient to meet national needs. Cement production is expected to reach 100 million tons annually by 2030, leaving significant investment gaps for foreign companies to fill.

Incentives and Reforms: A Business-Friendly Environment

The Ethiopian government has taken bold steps to ensure that foreign investors are welcomed with open

arms. The sector's growth is fuelled by progressive reforms, including enhanced transparency, simplified licensing processes, and improved geodata management. To further attract investment, the government offers a range of incentives: lower income tax rates, duty-free import of capital goods, favourable depreciation rates, and higher royalty payments for investors. These measures create a stable and predictable business environment, making Ethiopia a competitive and compelling choice for those seeking high-potential mining opportunities.

Why Now Is the Time to Invest

Ethiopia's mining sector is entering a new phase of development. The combination of a growing resource base, clear long-term goals, and government-backed reforms makes Ethiopia an attractive investment destination. With untapped mineral resources, strong export potential, and a commitment to infrastructure development, the opportunities are vast.

Ethiopia's Bright Mining Future

Ethiopia's mining sector is on an upward trajectory, with significant achievements already made and even greater potential ahead. The government's reforms and infrastructure development are laying the groundwork for a thriving industry that will become a cornerstone of Ethiopia's economy.

Looking beyond national borders, Ethiopia's mineral wealth places it at the forefront of Africa's mining renaissance—a region increasingly vital to the world's supply chains and the global transition to sustainable energy. For foreign investors, this is more than an opportunity; it is a chance to shape the future of a continent poised for transformation.

Now is the moment to invest in Ethiopia's mining future—an industry ready to deliver growth, innovation, and prosperity on the global stage. ■

To further attract investment in the mining sector, the government offers a range of incentives: lower income tax rates, duty-free import of capital goods, favourable depreciation rates, and higher royalty payments for investors.



The Gelada Baboon, above, also known as the bleeding-heart monkey, scans the vast Ethiopian Highlands from a mountaintop, while the Walia Ibex, below, roams its natural habitat — both stunning native species found only in Ethiopia.

Bringing Ethiopia's Story to the World: Tourism Growth Through Strategic Alliances

With extraordinary cultural heritage and diverse landscapes, Ethiopia aims to elevate its position in global tourism, attracting a wider and more discerning audience. Guided by an ambitious government agenda, the country is determined to position tourism as a key engine for economic growth and sustainable development.

The government of Ethiopia has adopted a focused strategy centered on developing new tourist attractions and improving access to existing sites, alongside preserving the nation's rich cultural legacy. This approach aims to create compelling destinations that draw visitors deeper into Ethiopia's history and natural wonders. Concurrently, sustainable tourism practices remain a priority, ensuring that the country's unique cultural and environmental assets are safeguarded even as the tourism sector expands.

In April 2025, the Ethiopian Embassy in

London took a pivotal step by signing a Memorandum of Understanding with Africa Travel Connect, a prominent organization focused on advancing African tourism and investment. This partnership represents a strategic effort to ➡



Looking to the future, Ethiopia is exploring an innovative vision to alternate hosting the Africa Travel Show between London and Addis Ababa every other year.

elevate Ethiopia's global profile by fostering international collaborations and engaging its broad diplomatic and diaspora communities.

Following the agreement, Ethiopia became the centerpiece of the Africa Travel Show Media Event held in London in May. The event brought together over 40 prominent journalists and travel professionals who engaged directly with Ethiopian tourism officials. The spotlight was on Ethiopia's unique blend of ancient heritage—home to 12 UNESCO World Heritage Sites—and progressive tourism policies aimed at fostering sustainable growth.

Ethiopia offers travellers a journey into a living history, where ancient rock-hewn churches in Lalibela and centuries-old coffee ceremonies tell stories that resonate far beyond their borders. These authentic cultural experiences, paired with stunning natural beauty, remain the country's strongest draw for global travellers seeking depth and discovery.

The country's forthcoming participation in the Africa Travel Show in London this September is set to further elevate its profile. As one of the continent's premier tourism events, the show attracts thousands of exhibitors and industry leaders. Ethiopia plans to show-

case a compelling portfolio of investment opportunities in hospitality and infrastructure, alongside immersive cultural exhibitions that highlight its rich culinary heritage, textiles, and performing arts.

Looking to the future, Ethiopia is exploring an innovative vision to alternate hosting the Africa Travel Show between London and Addis Ababa every other year. Such a move would underscore Ethiopia's emergence not only as a tourist destination but also as a hub for continental business and diplomacy. As the headquarters of the African Union and home to numerous international organizations, Addis Ababa holds a unique and strategic position on the continent.

This status enables the city to host a wide range of events that seamlessly blend culture, commerce, and diplomacy on an unprecedented scale. With its vibrant cultural scene and growing infrastructure, Addis Ababa attracts global leaders, business professionals, and cultural ambassadors alike, making it a dynamic hub for international conferences, summits, and exhibitions. The city's ability to bring together diverse stakeholders fosters collaboration and innovation, further strengthening its reputation as a key center for continental and global engagement.

This rotation promises substantial economic benefits and an expanded platform for showcasing Ethiopia's rich heritage. It also offers a chance to deepen community engagement and attract broader investment, reinforcing Ethiopia's gateway status to Africa.

As Ethiopia continues to invest in infrastructure and foster global partnerships, it stands ready to welcome travellers to a land of unparalleled history, biodiversity, and culture. With a clear strategic vision and collaborative spirit, Ethiopia is poised to unlock the full potential of its tourism sector, delivering lasting economic and social benefits for its people. ■

Should you require any of the embassy's services, find the names and contact details of our dedicated staff members here.

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