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THE BRIEF

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*Why Ethiopia is Your Next
Smart Investment*



ETHIOPIAN EMBASSY, LONDON

Contents

3

Business, Economy and Investment

Why Ethiopia is Your Next Smart Investment

6

International Relations

Why Was Prime Minister Abiy in Hanoi?

9

Technology and Innovation

**Welcome to Africa's Future: Ethiopia to Host
East Africa's Largest Tech Expo**

11

Peace and Security

**Ethiopia's Steadfast Commitment to Sudan's
Peace: A Critical Role in London Talks**

13

Politics and Diplomacy

Seven Diplomatic Milestones in Seven Years

15

Domestic Tourism

We have many shared stories to tell

WHY ETHIOPIA IS YOUR NEXT SMART INVESTMENT

Ethiopia, often referred to as the "Land of Origins" and home to the world's oldest civilization, is increasingly emerging as one of Africa's most attractive investment destinations. With a vibrant culture, an abundance of natural resources, and a rapidly expanding economy, Ethiopia offers exceptional opportunities for growth across various sectors.

An Invitation to Explore Ethiopia's Investment Potential

The *Invest in Ethiopia 2025* High-Level Business Forum will take place in Addis Ababa on May 12-13, 2025. Co-organized by key government bodies and development partners, this landmark event will provide a unique platform for dialogue, collaboration, and networking among investors, policymakers, and global development leaders. This forum offers an invaluable opportunity to engage directly with Ethiopia's economic reform agenda, which prioritizes private sector growth, foreign direct investment (FDI), and public-private partnerships.

Ethiopia's commitment to fostering a business-friendly environment is clear through its significant economic reforms aimed at liberalizing trade, improving financial regulations, and enhancing infrastructure. These efforts are de-



signed to unlock the country's vast untapped potential, making it a compelling choice for investment. With its growing economy, strategic location, and youthful workforce, Ethiopia is on track to become a hub for future-focused investments.

Why Invest in Ethiopia?

Ethiopia's investment climate is rapidly transforming, offering a wealth of opportunities. The country's strategic position at the crossroads of Africa, the Middle East, Asia, and Europe opens access to a multitude of regional and global markets. Its extensive road and rail networks, including the Addis Ababa–Djibouti Railway, significantly reduce transport time for goods, while Ethiopian Airlines, known as the "Spirit of Africa," connects the country to over 120 destinations, including all African countries, and four other continents, ensuring excellent global connectivity.

Ethiopia's demographic advantage further strengthens its appeal. With a population of over 120 million, more than 60% of whom are under the age of 25, the country boasts a young, energetic, and adaptable workforce. This growing labour force is supported by ongoing investments in education





With over 120 million people, 60% under 25, Ethiopia has a young, energetic workforce

© PHOTO: Ethiopian Airlines Aviation Academy Aircraft Maintenance Training School

and vocational training, ensuring that Ethiopia's people are equipped to meet the future demands of global industries.

The country is also abundant in natural resources, including gold, gemstones, potash, iron ore, and other rare earth minerals. These resources are the foundation of Ethiopia's economic growth, particularly in the mining and manufacturing sectors. Ethiopia's untapped potential in oil and gas exploration presents even more opportunities for investors. Simultaneously, the country is making major strides in renewable energy, with the Grand Ethiopian Renaissance Dam, the largest dam in Africa, nearing completion. Once operational, this massive hydroelectric project will provide competitive electricity rates, creating an ideal environment for energy-dependent businesses.

A Thriving Industrial Ecosystem

Ethiopia is rapidly advancing its industrialization agenda. Over thirty industrial parks have been established across the country, each offering modern facilities to ensure efficient operations. These parks provide a comprehensive range of services, including one-stop service centres, healthcare facilities, advanced security systems, and industrial wastewater treatment plants. Strategically connected to key transport routes, these industrial hubs facilitate seamless logistics for import and export activities.

In addition to supporting manufacturing, Ethiopia is developing agro-industrial parks

that encourage the growth of sustainable agricultural value chains. These parks provide commercial farmers with opportunities to scale their businesses, contributing significantly to Ethiopia's economic transformation.

A Rich Heritage and Thriving Coffee Industry

As the birthplace of coffee, Ethiopia's coffee industry is integral to its economy. Known for its exceptional quality, Ethiopian coffee is a leading foreign currency earner, accounting for a substantial portion of the country's export revenues. Beyond coffee, Ethiopia's rich cultural heritage is reflected in its 13 UNESCO World Heritage sites, diverse wildlife, and breathtaking landscapes. The growing interest in tourism presents exciting investment opportunities in this sector as well.

A Green Future and Strategic Investments

Ethiopia is deeply committed to building a sustainable, climate-resilient economy. The coun- ➔



Africa's largest dam is nearing completion

try is investing heavily in renewable energy, with ambitious projects in wind, solar, geothermal, and hydropower. These initiatives align with Ethiopia's broader vision of creating a low-carbon economy, while ensuring that the industrial and agricultural sectors have access to reliable and affordable energy sources. As such, Ethiopia presents unique opportunities for investors in the renewable energy sector, driving both sustainability and profitability.

A Thriving Digital and ICT Ecosystem

Ethiopia is positioning itself as a regional leader in information and communications technology (ICT). With the establishment of a national ICT Park and a forward-thinking digital strategy, the country is creating an environment ripe for innovation and technological growth. Whether you're interested in hardware, software, or digital services, Ethiopia's expanding ICT ecosystem offers promising prospects for technology-driven businesses.

The Time to Invest is Now

Ethiopia is not just a country with a rich history; it is a dynamic, rapidly developing nation with abundant opportunities for investment. As the government continues its transformative reforms, the *Invest in Ethiopia 2025* High-Level Business Forum will serve as a pivotal moment for investors to engage directly with policy-makers, industry leaders, and development partners.

We invite you to join us in Addis Ababa from May 12-13, 2025, where you will not only discover new investment opportunities but also be part of a community committed to sustainable economic growth. Ethiopia is ready for its next phase of development, and your participation in this journey will help build a prosperous and sustainable future for all. ■





What do Ethiopia and Vietnam

have in common? Despite being continents apart, both nations share a commitment to transformation—and that was the driving force behind Prime Minister Abiy Ahmed’s recent visit to Vietnam. This diplomatic visit not only aimed to strengthen the long-standing relationship between the two nations but also explored opportunities for deeper cooperation in sectors like trade, agriculture, and infrastructure. The sig-

Why Was Prime Minister Abiy In Hanoi?

nificance of this visit lies in its potential to reshape bilateral ties and set the stage for future growth.

Vietnam’s “Đổi Mới” Reforms: A Source of Inspiration for Ethiopia

“Đổi Mới” (Renovation) reforms, which began in 1986, marked a transformative period in the country’s history, ad-

ressing challenges such as economic stagnation, poverty, and inefficiency. For the Ethiopian delegation, witnessing firsthand Vietnam’s success story provided valuable insights into how such reforms could inform and complement Ethiopia’s own development journey. The Vietnamese people’s deep sense of patriotism and their demo-

graphic advantages played a pivotal role in driving rapid economic growth—elements that align closely with Ethiopia’s aspirations and unique circumstances. Vietnam offers a wealth of experience that holds great potential for Ethiopia, especially in areas like nation-building, industrial advancement, and innovative rural and urban development. Notably, Vietnam’s pioneering work in creating Smart Cities presents a forward-thinking model that Ethiopia could draw upon as it shapes its own urban future. ➔

Ethiopia—Africa’s Gateway for Vietnam’s Trade and Investment

Prime Minister Abiy Ahmed’s visit to Vietnam highlighted the growing importance of Ethiopia as a key partner in enhancing economic and political ties between the two nations. Ethiopia, with its rapidly expanding economy, serves as a strategic gateway for Vietnam to access the broader African market. As Africa’s second-most populous country, Ethiopia holds significant political and economic influence in the region, positioning itself as an essential hub for trade and investment.

Vietnam sees Ethiopia’s strategic location in the Horn of Africa as a unique opportunity to expand its economic footprint across the continent. The country’s ongoing industrial reforms and infrastructure development have created fertile ground for investments, particularly in sectors like agriculture and telecommunications. Leading Vietnamese companies, such as Viettel, are already exploring opportunities in Ethiopia, with plans to tap into the growing demand for services and products in the region.

Beyond its economic potential, Ethiopia plays a crucial role in international diplomacy, enhancing its influence as a political partner for Vietnam. Ethiopia’s central role in regional and international diplomacy strengthens Vietnam’s presence on the African continent, fostering deeper bilateral ties. As Ethiopia continues to grow and stabilize, its significance as both an economic partner and political ally to Vietnam becomes increasingly vital in advancing the latter’s outreach to Africa.

Enhancing People-to-People Ties: Strengthening Cultural and Educational Exchanges

In addition to economic talks, the visit also emphasized the importance of enhancing people-to-people

ties. Both nations expressed a strong desire to increase mutual exchanges—not only through government channels but also through cultural and educational initiatives. Vietnam’s expertise in agriculture, particularly in rice, fruit, and coffee cultivation, has garnered significant interest in Ethiopia. The two countries agreed to explore avenues for sharing knowledge and best practices to ensure food security and promote sustainable agricultural growth in Ethiopia.

Ethiopian Airlines’ Proposed Direct Flights: Boosting Connectivity

A key topic of discussion was Ethiopian Airlines’ proposal to launch direct flights between Ethiopia and Vietnam. This initiative is seen as a crucial step in boosting connectivity between the two nations. Direct flights will facilitate the movement of goods, people, and ideas, making it easier to build stronger trade relations and expand tourism and other sectors. By improving air travel links, Ethiopia and Vietnam hope to strengthen their economic ties and foster closer collaboration.

South-South Cooperation: A Foundation for Growth and Solidarity

The visit also underscored the importance of South-South cooperation—collaboration between developing countries to achieve shared growth and prosperity. Both Ethiopia and Vietnam are committed to this approach, focusing on knowledge exchange, technology sharing, and sustainable development. Through this partnership, the two nations can share best practices and accelerate progress in critical areas such as agriculture, infrastructure, and healthcare, all while enhancing their collective influence in global forums.

The 4th P4G Summit: A Platform for Green Growth

Prime Minister Abiy’s visit also took place in ➡

VIETNAM SEES ETHIOPIA’S STRATEGIC LOCATION IN THE HORN OF AFRICA AS A UNIQUE OPPORTUNITY TO EXPAND ITS ECONOMIC FOOTPRINT ACROSS THE CONTINENT.



the context of broader international efforts to address sustainable development. The 4th Partnership for Green Growth and the Global Goals 2030 (P4G) Summit, held in 2025, provided an important platform for Ethiopia and Vietnam to push forward green growth initiatives. Ethiopia, with its emphasis on renewable energy and sustainability, shares Vietnam's commitment to promoting eco-friendly development, especially in agriculture, infrastructure, and energy. During the summit, Prime Minister Abiy emphasized the need to scale up global climate financing and support for renewable energy investments in Africa, including Ethiopia's homegrown climate initiatives, such as the Green Legacy Initiative. Ethiopia's potential to host the 5th P4G Summit further solidifies its growing influence in the global sustainable development agenda. By being selected as the next host, Ethiopia is reaffirming its position as a leading advocate for climate-resilient growth in Africa and beyond.

Looking Ahead: A New Phase in Ethiopia-Vietnam Relations

Prime Minister Abiy's visit builds on earlier high-level exchanges between Ethiopia and Vietnam. In 2018, President Tran Dai Quang's visit to Ethiopia paved the way for greater cooperation in trade, agriculture, and education. This recent visit marks a new chapter in Ethiopia-Vietnam relations, setting the stage for even greater collaboration in the future. ■

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Welcome to Africa's Future: Ethiopia to Host East Africa's Largest Tech Expo

As Ethiopia continues to emerge as a beacon of opportunity and innovation in Africa, it is set to host ETEX 2025, the Ethiopian Technology Expo, in May 2025. This transformative event, scheduled to be the largest tech gathering in East Africa, will take place from May 16–18, 2025, at the iconic Addis International Convention Center in Addis Ababa, Ethiopia's vibrant capital.

For three days, world-leading tech innovators, entrepreneurs, policymakers, and investors will gather in Addis Ababa to witness Ethiopia's ambitious digital revolution. ETEX 2025 will showcase the nation's progress in sectors such as artificial intelligence (AI), cybersecurity, smart cities, fintech, technology-driven education, and youth empowerment.

Ethiopia: Building the Future

The invitation extended to the global community is not just for an event—it offers a glimpse into Ethiopia's ongoing transformation. The

country is no longer on the sidelines of the digital age but is actively building the future. ETEX 2025 represents the core of Ethiopia's Digital Ethiopia 2025 strategy, aiming to position the nation at the heart of the global digital economy. With the training of 5 million Ethiopian coders as part of a ➡



Register Now: <https://etexethiopia.com/register-now/>

digital skills initiative, the next generation of developers, innovators, and entrepreneurs is being prepared to lead the way. This vision is not just a future aspiration—it's the reality of a country ready to take its place as a leader in Africa's technology landscape.

Ethiopia's Bold Economic Reforms: Driving Innovation

At the core of Ethiopia's digital growth lies its Homegrown Economic Reform Agenda, which has opened new pathways for digital investment, innovation, and infrastructure development. These reforms have laid the foundation for a thriving digital economy, projected to surpass \$2.4 billion in the IT services market by 2026. A key component of this transformation is cybersecurity, which now accounts for 40% of the market revenue, alongside the rise of smart financial systems powered by AI.

Ethiopia's efforts are also supported by global financial institutions. Recently, the International Monetary Fund (IMF) approved significant funding to accelerate the country's growth trajectory. These advances position Ethiopia as a global investment magnet, offering unmatched opportunities for collaboration in an expanding market.

Ethiopia and Africa's Grand Vision: Agenda 2063

Ethiopia's digital revolution aligns with the African Union's Agenda 2063, a bold vision for a prosperous, peaceful, and integrated Africa driven by innovation and youth empowerment. As one of the continent's leading reformers, Ethiopia is honored to host ETEX 2025 as a critical platform for regional collaboration and knowledge exchange. The Expo will act as a catalyst for Africa's digital transformation, bringing the continent closer to realizing the

vision outlined in Agenda 2063.

A Call for Global Partners—Especially the United Kingdom

Ethiopia warmly invites international partners, particularly the United Kingdom, a strong ally in the digital and technology sectors. The UK's leadership in AI regulation, ethical tech, and fintech innovation serves as a global model, and Ethiopia is eager to collaborate with British tech companies, investors, and researchers to co-create the future. Opportunities for UK businesses in Ethiopia include investing in smart city infrastructure, supporting AI policy frameworks, and collaborating on affordable educational technologies. ETEX 2025 provides the perfect setting to begin these discussions and turn vision into action.

A recent report from the Global System for Mobile Communications (GSMA), conducted with the UK Embassy in Addis Ababa, highlighted Ethiopia's potential for digital growth and identified areas requiring collaborative investments and partnerships in infrastructure and talent development. Ethiopia welcomes the opportunity to work together to unlock these possibilities.

Addis Ababa Awaits: A Future Built Together

As preparations for ETEX 2025 move forward, Ethiopia's invitation is clear: join in shaping the future. Witness the rise of a new digital hub in Africa, where ideas are not only discussed but created, scaled, and implemented. Ethiopia is no longer waiting for the future—it is actively building it. The world, especially partners in the United Kingdom, is invited to join this extraordinary journey.

ETEX 2025 is not just an event; it marks the beginning of a new chapter for Ethiopia, Africa, and global collaboration in the digital age. This is an invitation to be part of a transformative moment. ■

JOIN ETHIOPIA. JOIN AFRICA'S DIGITAL RENAISSANCE!

Ethiopia's Steadfast Commitment to Sudan's Peace: A Critical Role in London Talks



The recently concluded London Peace Conference on Sudan (April 14, 2025) marked a significant step toward addressing Sudan's ongoing crisis. Ethiopia's active involvement in the conference underscored its deep commitment to peace and regional stability. As a direct neighbour to Sudan, Ethiopia's role was essential—not only because of its geographic proximity but also due to its longstanding dedication to fostering peace in the Horn of Africa.

During the conference, Ethiopia made it clear: any lasting peace in Sudan must be Sudanese-led. The Ethiopian delegation emphasized the importance of an inclusive peace process led by Sudanese actors, ensuring the participation of all stakeholders.

A primary focus of Ethiopia's involvement was its urgent call for a long-term ceasefire. In the face of escalating vio-

lence, Ethiopia stressed that halting hostilities immediately is crucial for protecting civilians and ensuring that humanitarian aid can reach those in need. Ethiopia's commitment to peace rests on the belief that a stable Sudan can only be achieved once the fighting stops.

Ethiopia's efforts to support peace and stability extend far beyond the conference in London. Over the course of the conflict, Ethiopia has consistently demonstrated its leadership in addressing Sudan's crisis. Prime Minister Abiy Ahmed's diplomatic and humanitarian efforts have been critical in fostering dialogue and building bridges between conflicting Sudanese factions. Even before the current conflict escalated, Prime Minister Abiy, in close collaboration with the African Union, played a pivotal role in facilitating dialogue between Sudanese military and civilian groups, leveraging Ethiopia's position as a key regional mediator. This early engagement laid the ➡

foundation for Ethiopia's continued involvement in Sudan's peace process, highlighting its leadership in regional diplomacy.

As early as July 2024, Prime Minister Abiy visited Sudan's army chief, General Abdel Fattah al-Burhan, in Port Sudan to further Ethiopia's role in facilitating dialogue and providing vital humanitarian assistance to Sudan. These actions reflect Ethiopia's ongoing dedication to not only advancing peace but also to securing humanitarian aid for the affected populations.

At the conference, Ethiopia also addressed the escalating humanitarian crisis in Sudan and its neighbouring countries. The Ethiopian delegation stressed the need for increased international support—not only for Sudan but also for the countries hosting Sudanese refugees. With Ethiopia hosting thousands of displaced Sudanese, the delegation highlighted the importance of coordinated efforts to ensure effective aid delivery. Ethiopia's consistent call for a Sudanese-led peace process was further emphasized at the high-level humanitarian forum held in Addis Ababa in March 2025. During this forum, Ethiopia reaffirmed its commitment to Sudan's stability by pledging \$15 million in aid to address the humanitarian crisis. The event, which brought together regional and international special envoys, aimed to strengthen coordination for humanitarian relief efforts, showcasing Ethiopia's leadership in mobilizing global action for Sudan.

Beyond the immediate humanitarian concerns, Ethiopia stressed the importance of post-conflict planning. Ethiopia called for a long-term strategy that integrates humanitarian relief with sustainable development, ensuring that Sudan's recovery can be built on a strong foundation. The Ethiopian delegation emphasized that post-conflict reconstruction must be part of any peace agreement, allowing Sudan to rebuild and thrive once hostilities end.

Regarding the political transition in Sudan, Ethiopia reaffirmed its commitment to a Sudanese-led process. The country called for both regional and international support to assist Sudan in navigating its political transition, while ensuring that Sudanese actors take the lead in determining their nation's future. Drawing from its own experiences in peacebuilding,



Ethiopia strongly advocated for a coordinated international effort to resolve the crisis and avoid fragmented initiatives that could undermine peace efforts.

Throughout the conference, Ethiopia's diplomatic efforts focused on fostering dialogue and inclusivity. The Ethiopian government has maintained open channels with both sides in the conflict, facilitating discussions and advocating for a permanent ceasefire. Ethiopia continues to urge the international community to provide the necessary support for a Sudanese-led peace process, guided by Sudan's sovereignty and the principles of territorial integrity and self-determination.

The London conference, co-hosted by the UK, EU, France, Germany, and the African Union, included representatives from 14 countries and global organizations, including the United Nations. The one-day event brought together a wide range of stakeholders committed to addressing both the immediate humanitarian crisis and the long-term political resolution of Sudan's conflict.

The outcome of the London conference was an international call for a Sudanese-led peace process, accompanied by encouraging pledges for humanitarian support. These commitments, alongside Ethiopia's continued advocacy for a coordinated approach to peace, reflect the global resolve to address the crisis in Sudan.

Ethiopia's role in the Sudanese peace process has been pivotal, demonstrating both diplomatic and humanitarian leadership. The Ethiopian government has been tireless in its efforts to support a peaceful resolution, urging both Sudanese leaders and international stakeholders to work together to end the conflict. Ethiopia's involvement in the London conference further underscores its commitment to Sudan's peace and highlights the country's broader vision for regional stability in the Horn of Africa.

As the conference concluded, it was clear that Sudan's path to peace remains a shared responsibility. Ethiopia's continued commitment to supporting Sudan, along with the backing of its regional neighbours and international partners, will be pivotal in ensuring that Sudan can rebuild its future. Ethiopia remains steadfast in its role as a key player in the peace process, working alongside regional and global stakeholders to ensure lasting peace and stability in Sudan and the broader Horn of Africa. ■

During the conference, Ethiopia made it clear: any lasting peace in Sudan must be Sudanese-led.

SEVEN DIPLOMATIC MILESTONES IN SEVEN YEARS

Over the past seven years, Ethiopia has undergone a remarkable transformation in its diplomatic strategy, positioning itself as a formidable force in both regional and global affairs. From leading intricate regional peace negotiations to pioneering ambitious environmental initiatives, Ethiopia's diplomatic footprint has expanded substantially, reshaping its global presence. The following milestones illustrate Ethiopia's evolving stature and growing strategic importance on the international stage.

1. Transformational Infrastructure: Elevating Ethiopia's Global Standing

Ethiopia's expansive infrastructure initiatives have been crucial to its diplomatic ascent, spurring significant advancements in transportation, energy, and tourism that bolster domestic economic growth and amplify international recognition. Central to this transformation is the Grand Ethiopian Renaissance Dam (GERD), which symbolizes Ethiopia's commitment to sustainable development and regional cooperation. Despite complex negotiations with downstream nations,

Ethiopia has consistently emphasized the importance of African-led solutions through the African Union (AU).

2. Regional Leadership: A Pillar of Stability in the Horn of Africa

Ethiopia has solidified its position as a cornerstone of peace and stability in the Horn of Africa. Its pivotal role in mediating conflicts in Sudan and South Sudan, along with its vital contributions to peacekeeping missions in Somalia, has been instrumental in strengthening regional security. The country's diplomatic leadership has reinforced Ethiopia's status as a stabilizing force, dedicated to fostering a future of shared prosperity in the region.

3. Economic Integration: Advancing Pan-African Development

Ethiopia's active involvement in institutions such as the African Union, the Economic Commission for Africa (ECA), and the International Monetary Fund (IMF) has strengthened its role as a leader in Africa's economic integration efforts. Its engagement in the African Continental Free Trade Area (AfCFTA) and advocacy for enhanced regional economic cooper-



Citizen-Centered Diplomacy



Green Diplomacy



Securing Maritime Trade

ation have placed the country at the forefront of Africa's economic agenda.

4. Green Diplomacy: Ethiopia's Commitment to Sustainability and Climate Action

Ethiopia has established itself as a global leader in green diplomacy, boasting a comprehensive portfolio of renewable energy projects and sustainability initiatives. The country's investments in hydro, wind, and solar energy, alongside the Grand Ethiopian Renaissance Dam, underscore its dedication to environmentally sustainable development. Additionally, the Green Legacy Initiative, which has led to the planting of billions of trees, exemplifies Ethiopia's proactive approach to combating climate change.

5. Citizen-Centered Diplomacy: Strengthening Ties with Ethiopians Abroad

A central tenet of Ethiopia's foreign policy has been citizen-centered diplomacy, which prioritizes the welfare of Ethiopians abroad, particularly the second generation of Ethiopians in the diaspora. Initiatives designed to foster cultural exchanges, educational opportunities, and economic collaborations have strengthened the bond between the diaspora and Ethiopia. This inclusive approach underscores the significant role the diaspora plays in the country's growth.

6. The Quest for Sea Access: A Diplomatic Milestone

A notable diplomatic achieve-

ment has been Ethiopia's determined efforts to regain access to the Red Sea, following its loss of sea access. As a landlocked country for nearly two decades, Ethiopia has started to pursue peaceful and diplomatic channels to secure vital maritime routes for its economic aspirations. The re-establishment of the Ethiopian Navy marks a historic milestone in the country's diplomatic journey, symbolizing Ethiopia's determination to regain rightful access to the sea.

7. Multilateral Diplomacy: Enhancing Ethiopia's Global Presence

Ethiopia's active participation in multilateral diplomacy has been a cornerstone of its foreign policy. As the host of the African Union, Ethiopia plays a central role in shaping continental policies on peace, security, and development. Its active involvement in global institutions such as the United Nations, its recent membership in BRICS, and ongoing efforts to join the World Trade Organization highlight Ethiopia's steadfast commitment to multilateralism and global cooperation.

Looking Forward: A Future of Diplomatic Promise

Ethiopia's diplomatic evolution over the past seven years reflects a nation poised for continued growth, with a clear vision for regional integration, economic expansion, and global engagement. The establishment of the Ethiopian Navy and the pursuit of peaceful sea access are key milestones that underscore Ethiopia's readiness to engage fully in global trade and international affairs. As Ethiopia continues to build on these diplomatic foundations, its influence is set to grow, shaping a more prosperous, secure, and interconnected future for the Horn of Africa and beyond. ■

Ethiopia's diplomatic evolution over the past seven years reflects a nation poised for continued growth, with a clear vision for regional integration, economic expansion, and global engagement.



ETHIOPIANS HAVE SHARED STORIES TO TELL

Archive: Prime Minister Abiy Ahmed, Speech at the opening ceremony of the Tourism & Hospitality Fair, Sept. 29, 2016 Ethiopian Calendar

Ethiopia has vast potential to generate significant wealth, not just from foreign tourists but also from the rich possibilities of domestic tourism. With a population exceeding 120 million, encouraging five or ten million people to travel from one region to another is no small feat. But the rewards go beyond just economic gain. Domestic tourism serves as a bridge for sharing culture, knowledge, and experiences, thus reinforcing and deepening the sense of Ethiopian identity.

We are a nation of shared stories—stories that bind us together. For example, the Nile River connects us all. If any of its tributaries were to disappear, it would no longer be the Nile. This is a common story that unites us all. Similarly, the origin of humanity is not confined to Afar; evidence has been found in the Awash region and the southern parts of Ethiopia as well. All across Ethiopia, there are countless stories—some told, some untold—that reflect the many things we share as a people. By embracing and amplifying these stories, we can strengthen our sense of unity and pride. Our unique calendar, too, stands as a testament to our shared identity.

There are countless stories—some known, some hid-

den—woven throughout our country. By promoting domestic tourism, we have the opportunity to emulate the success of other nations that have used tourism to generate wealth, create jobs, and reduce unemployment.

The countries that are regarded as developed, educated, and advanced have focused primarily on two key elements: people and climate. A country that nurtures both its people and its natural environment is a country poised for prosperity. When a nation invests in its people and its resources, it opens the door to true success. Ethiopia is a land of extraordinary beauty and potential. It is home to thirty million students, brimming with talent, ambition, and hope. With such a resourceful and energetic population, Ethiopia has the potential to become Africa's powerhouse.

While challenges may exist—challenges we might wish to avoid or ignore—no developed nation has reached its present state without encountering and overcoming similar hurdles. Every nation that has achieved prosperity has faced its own set of trials. But the key lies in unity and perseverance. If we work together—humble, realistic, and united—we can create a prosperous, beautiful Ethiopia that will serve as the pride of all Africa. ■

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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