



# Ethiopian News

April – May 2014 Issue

## INSIDE THIS ISSUE:

|  |    |
|--|----|
| Ethiopia's first expressway; 12,620km roads constructed, upgraded.....                           | 3  |
| First railway training institute to be established.....  | 4  |
| Ambassador Berhanu addresses TheCityUK business group.....                                       | 9  |
| De La Rue celebrates 100 years in Ethiopia.....  | 10 |
| Ethiopian cuts domestic flights prices by 40%; wins Best Airline of the Year Award in China..... | 11 |
| London marathon report; Tirunesh to defend Manchester Run title.....                             | 13 |

## HIGHLIGHTS ON ETHIOPIA'S HEALTH SECTOR:

|  |    |
|--|----|
| Ethiopia's First Lady visits UNAIDS; IFRC.....                                 | 5  |
| Save the Children: Ethiopia leads the way in combating Maternal Mortality..... | 5  |
| World Malaria Day observed.....  | 6  |
| Ethiopia most successful in Africa at cutting maternal deaths – NGO.....       | 14 |
| Kerry's Remarks During Visit to Gandhi Memorial Hospital.....                  | 14 |

## DIASPORA NEWS:

|  |    |
|--|----|
| Top medical award for Ethiopia-born professor.....       | 6  |
| Ethiopian wins 2014 Innovation Prize for Africa.....     | 7  |
| Ethiopian student invents solar-powered injera oven..... | 8  |
| Leading surgeons on mission to Ethiopia.....             | 8  |
| Ethiopian Diaspora Portal launched.....                  | 15 |

### PM Hailemariam: GDP at 9.7%

Presenting the third quarter report of the budget year in Parliament, Prime Minister Hailemariam said Ethiopia's Gross Domestic Product (GDP) grew by 9.7% last budget year.

Although it fell short of the government's target of 11%, it compared well to the Sub-Saharan Africa average of 5.4%, and the PM expressed satisfaction with the performance, recorded amid the global economic slowdown.

The government's projection for the current budget year stands at 11.3%.

The PM also announced that:

- Inflation remained at 7% during the 12 months to February 2014
- During the past 9 months of the current fiscal year, agricultural exports recorded a growth of 9%
- Overall, the export sector grew by just above 2% during the last 9 months – meeting 63%

of the government's projection for that period

- The manufacturing sector grew by 11.4% with leather and leather products and textiles & clothing registering 12% and 14% growth respectively

The PM's report also addressed good governance, education, health, foreign relations and security issues.

### EU commends Ethiopia for effective use of aid

The Head of a European Union Delegation to Ethiopia, Ambassador Hebberecht Chantal, has commended the Ethiopian Government for effective use of development aid, saying "the Government of Ethiopia has been implementing effectively the development support it gets from the European Union".

Recalling that 80% of the aid goes through the government budget or Multi-donor Trust Fund, she said that the money was properly used for the planned projects - "we [have] successfully

implemented the 10<sup>th</sup> European Development Fund (EDF) in the past five years, 2009-2013”.

She said roads, agriculture, food security and good governance were major areas of co-operation under the Fund. The original allocation was €634 million but the amount was increased by an additional €45 million for regional programmes and another €40 million for maternal health. She added that “the government had good achievements in education, health, water, sanitation and infrastructure, which the EU also supports.” At the completion of the 10<sup>th</sup> European Development Fund, the EU has pledged another €745 million for the 11<sup>th</sup> EDF to be implemented from 2014 to 2020. This will be allocated to agriculture and food security, as well as conservation and management of natural resources, health and the private sector. The pledges will also cover the roads and renewable energy sectors.

### **Ethiopian Diaspora in the UK mark 3<sup>rd</sup> GERD Anniversary**

Members of the Ethiopian Diaspora residing in the UK marked the third anniversary of the launch of the Grand Ethiopian Renaissance Dam (GERD) on 12<sup>th</sup> April, pledging to mobilize more resources to carry forward this mega project that will feed energy to one of the fast growing economies in the world.



Ethiopians from all walks of life have bought bonds worth billions of birr for the dam, which will generate 6,000MW of electricity, helping to make Ethiopia the power hub of Africa.

It has now been three years since the cornerstone was laid by the late Prime Minister Meles Zenawi, who at that juncture said the cornerstone “is a historic laurel wreath to reclaim our former grace”.

The construction of the dam with a reservoir volume of 63 billion cubic metres is now 33%

complete and will be one of the largest on the continent.



Addressing the event, H.E. Berhanu Kebede, Ambassador of Ethiopia to the UK, said the GERD is one of several mega projects designed to speed up the rate of economic growth and development in the national drive to make poverty history.

The Ethiopian Diaspora have raised \$435 million and the contribution within Ethiopia has covered 26% of the expenditure, massively boosting national pride and confidence, the culture of saving and technological transfer.

Ethiopia is promoting equitable utilization of the waters of the River Nile for the benefit of both the upper and lower riparian countries, in accordance with its foreign policy.

As owners of this huge undertaking, Ethiopians are actively involved in the construction of the dam, which was carefully designed to avoid damage to lower riparian countries and to assuage siltation and evaporation.

Ethiopia helped set up an International Panel of experts, engaging Sudan and Egypt, and has consistently implemented its recommendations for the benefit of all in a win-win scenario.

Ambassador Berhanu said the biggest ever bond sale event yet will be held in London in June.



At the event, Secretary of the GERD Council and Chairman of the Ethiopian Consensus Forum, Mr Mulat Tadesse, praised the contribution of community members and urged them to support nation-building endeavours which are at the heart of the Growth and Transformation Plan. More

commitment and dedication, he said, will bring us closer to our major objective of defeating poverty and ushering in better living standard and prosperity for our people.

Ethiopians in the UK have previously bought bonds worth £702,900 and on the third anniversary bought bonds amounting to £20,000, of which over £10,000 was raised by members of the Tigray People Liberation Front (TPLF).

Members of development associations, mass organizations and other guests witnessed the cutting of a celebratory cake, refreshments were served and an Ethiopian cultural show staged.



Poems celebrating the GERD and Ethiopian Renaissance were recited. A documentary was screened depicting the activities undertaken to implement the GERD.



For more photos, please visit our Facebook page on [www.facebook.com/EthioEmbassyUK](http://www.facebook.com/EthioEmbassyUK)

A copy of Dr Tedros's article, "*The Nile is a Symbol of Cooperation and Collaboration*", can be found on our website: [www.ethioembassy.org.uk](http://www.ethioembassy.org.uk)

## Ethiopia's first expressway; 12,620km roads constructed, upgraded

PM Hailemariam Desalegn and the Chinese Premier Li Keqiang on 5<sup>th</sup> May inaugurated a new 84.6km expressway linking Addis Ababa to the city of Adama.



The Addis-Adama expressway, the first of its kind in Ethiopia, took four years to complete at a cost of 11.2 billion Birr, and will extend to the Port of Djibouti, fostering import/export business.

Once open for traffic, it will reduce the travel time from Addis to Adama by almost an hour and a half to just 45 minutes.



The government aims to extend the road to Awash Arba in the Afar Regional State, while the Ethiopian Roads Authority announced, in March, the launch of two road projects that will link the eastern and western part of Addis Ababa to the expressway.

PM Keqiang was in Addis Ababa on a three-day official visit during which the two countries signed 16 bilateral agreements. PM Keqiang also visited

construction projects being undertaken by Chinese contractors.

The Ethiopian Roads Authority has built, repaired and upgraded over 12,620km of roads in the last nine months at a cost of 19.1 billion Birr, attaining 68% of the plans it set to carry out during the Growth and Transformation Plan period (to 2015).

### **First railway training institute to be established**

Dr Getachew Betru, CEO of the Ethiopian Railway Corporation, has announced that preparations are underway to establish a Rail Transport Training Institute in Ethiopia, which will become operational within the next Ethiopian year (2014-15).

The institute will train engineers and mechanics as well as provide courses in security-related areas. It will aim to employ, as trainers, those students who are currently taking courses at the Tiajing Training Institution in China.

Preparations for course development have been completed and the Institute will help Ethiopia become a hub for railway training in the region, in the same way as it has done for aviation services, said Dr Getachew. Ethiopia could benefit from providing such services to the region as, at the moment, such training has to be provided from as far away as South Africa or China.

Under the GTP, around 2,400km of rail lines are set to be constructed across the nation. The plan also includes the acquisition of about 30 modern trains, training courses for state-employed railway professionals and the recruitment of about 200 new employees.

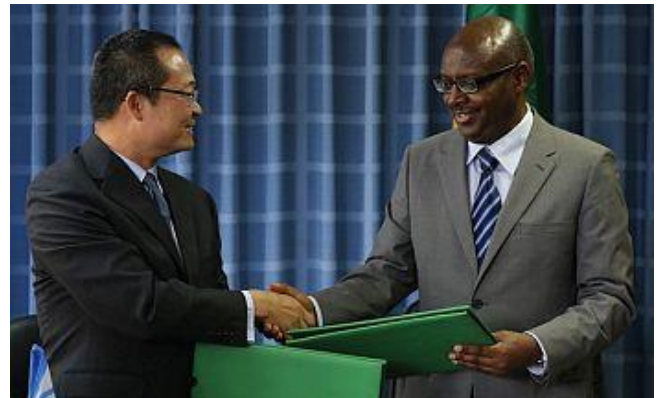
### **Ethiopia, World Bank sign \$380 million deal to improve infrastructure and services**

The Government of Ethiopia and the World Bank signed a \$380 million credit agreement in Addis to help improve the capacity and performance of local urban governments to expand sustainable urban infrastructure/services in cities across Ethiopia.

As the first phase of the programme nears completion, the government is now embarking on a second phase, requesting that the World Bank

continue its support. Through the use of the Programme for Results (PforR) instrument, the International Development Association (IDA) credit for the Second Urban Development Programme (ULGDP II) will scale up support to 26 new Urban Local Governments - for a total of 44 ULGs - across nine regional governments.

The ULGDP aims to address institutional and fiscal gaps at urban local government level by supporting improved performance in the planning, delivery, and sustained provision of urban services and infrastructure.



*The agreement was signed by Sofian Ahmed, Minister for Economy Finance and Development, and World Bank Country Director to Ethiopia, Guang Zi Chenm*

“The ULGDP II will consolidate and expand the achievements of the first phase by providing grants to urban local governments, based on their performance across a range of areas including fiduciary management, asset management, revenue generation, management of environmental and social systems, planning and budgeting practices, execution of planned operations and maintenance, governance, transparency and participation, among others,” said Abebaw Alemayehu, the World Bank Task Team Leader for the programme.

The programme funds are disbursed on the basis of the performance of the participating local governments and are earmarked for investment in urban infrastructure and services.

The success of the first phase has proven that this programme will help the urban population in Ethiopia. As of July 2013, around 2.6 million people had benefited from the infrastructure and services financed under ULGDP. Some 670 kilometres of roads and 588 kilometres of drainage system, 171

latrines and 110 community water points have been constructed, with 29,000 people given access to improved water sources. As a result of the roads built by programme funds, mobility for residents has increased, flooding has diminished, property values and small enterprises have increased. These changes are transforming city and town centres into lively and welcoming places in which to live and work.

### Ethiopia's First Lady visits UNAIDS; IFRC



The First Lady of Ethiopia, H.E. Roman Tesfaye Abneh, met with UNAIDS Executive Director Michel Sidibé in Geneva on 28<sup>th</sup> April and discussed the progress made in Ethiopia's response to AIDS.

Ethiopia made substantial gains between 2009 and 2013 in increasing access to HIV prevention and treatment services among pregnant women living with HIV and among children - the number of new HIV infections among children dropped by 54% and the prevention of mother-to-child HIV transmission coverage reached 50%.

Mr Sidibé commended the continuous efforts of the First Lady towards eliminating new HIV infections and her commitment to improving the lives of women and children in Ethiopia. Praising her actions, Mr Sidibé stressed that education is critical to reducing the number of new HIV infections, particularly among girls, given the high level of HIV prevalence among women in the country.

The First Lady informed Mr Sidibé about her current involvement in the development of HIV prevention campaigns in Gambella and Benishangul-Gumuz, two of the regions with the highest HIV burden in the country.

The First Lady is a member of the Organization of **African First Ladies against HIV/AIDS** and is particularly engaged in development work on HIV and gender issues, including maternal and child health and nutrition.

While in Geneva, the First Lady also visited the International Federation of Red Cross and Red Crescent Societies (IFRC) Secretariat and met with Bekele Geleta, Secretary General of the IFRC. They discussed food security, community-based health and first aid, as well as water and sanitation.

The Ethiopian Red Cross Society has implemented a food security programme and has also helped develop community volunteer, first aid and hygiene promotion programmes as part of its community-based health strategy.

The First Lady expressed particular interest in the community health work delivered by Red Cross volunteers in Ethiopia and their role in facilitating access to prevention, treatment and care for vulnerable people living in remote areas.

"In order to better deliver such services to communities - both in times of emergency and in the framework of long-term development programmes - it is necessary that we continue focusing on supporting institutional capacity building, youth leadership and volunteering development, and scale up fundraising efforts at country level," Geleta said during the meeting.



H.E. Roman Tesfaye with IFRC Secretary General, Bekele Geleta

Mr Geleta and the First Lady paid a visit to the International Red Cross and Red Crescent Museum, where they had the opportunity to broaden their discussion.

### Save the Children: Ethiopia leads the way in combating Maternal Mortality

Save the Children in their latest report, *State of the World's Mother's Index*, says Ethiopia has reduced maternal deaths by almost two-thirds since 2000.



25 April **2014**  
Invest in the future, defeat malaria



“Ethiopia leads the way in mainland Africa...Since 2000, [it] has reduced its lifetime risk of maternal death by nearly two-thirds (from 1 in 24 to 1 in 67) – more than every other country on the African continent. By 2010, the proportion of parliamentary seats held by women in Ethiopia had steadily increased from 3 percent to 26 percent.”

Ethiopia is also on track to reduce child mortality by two-thirds by 2015.

The Index scores countries on mothers' and children's health, educational, economic and political status.

Training more midwives, vaccinating more children and providing more education for girls can dramatically cut the numbers of mums and babies dying in developing countries.

The Government of Ethiopia's investment in female health workers and girls' education has aided this improvement. More than 38,000 health workers are employed to provide preventive and curative healthcare services across the country. School fees have been abolished and more schools are being built, more teachers are being hired, boosting the percentage of primary school-aged girls in school from 20% in 1994-95 to 91% in 2008-9. Such results mean that Ethiopia is on track and will meet the 2015 MDG in education.

Great progress has also been made in reducing poverty, with the proportion of people living below the poverty line down from 45 to 29 percent between 1996 and 2012.

### World Malaria Day observed

Ethiopia joined the rest of the world in observing World Malaria Day under the theme *Invest in the Future, Defeat Malaria*, highlighting the achievements made in the fight against malaria and celebrating continued commitments from all partner organisations involved in the movement.

In Bahir Dar, where the Ministry of Health commemorated the day, events included a scientific forum with presentations on the most recent malaria research. A mobile van disseminated key malaria messages, such as the importance of using insecticide-treated bed nets.

Ethiopia has not seen any malaria epidemics in the past six years and is on schedule to meet the MDG target on combating malaria, the Ministry said.

Malaria infection and malarial deaths have dropped by 67% and 48% respectively. The rate of infants below the age of five dying of malaria has also decreased by 81%.

The Government of Ethiopia has invested heavily in the health sector, employing over 38,000 health workers in rural areas. Preventing malaria is one of their main tasks and they can diagnose and treat most malaria cases at their rural health posts.

People in all lowland areas have access to bed-nets impregnated with insecticide. The number of nets distributed increased from 39.5 million in 2010/11 to 45.7 million in 2011/12 and to 46.8 million in 2012/13.

Regarding epidemic-prone villages, indoor residual spraying increased from 56% in 2009/10 to 84% in 2012/13.

To strengthen diagnosis and treatment of malaria, 18.3 million rapid diagnosis kits and 12.8 million cases of anti-malarial drugs were distributed during the fiscal year 2012/13.

### Top medical award for Ethiopia-born professor

Ethiopia-born Professor Solomon Tesfaye, a Consultant Physician/Endocrinologist at the Royal Hallamshire Hospital in Sheffield, and Honorary Professor of Diabetic Medicine at the University of Sheffield, has been awarded one of the most coveted international prizes in medicine in recognition of

his outstanding contribution, the first person in the UK to be awarded the prestigious Camillo Golgi Prize since 2003.



Prof. Solomon was the first to describe how diabetic nerve damage is caused by impaired circulation of the nerves.

The international prize – bestowed by the European Association for the Study of Diabetes to one person across

the world for extraordinary achievements in the treatment and management of diabetes – highlights the cutting-edge work impact Professor Tesfaye and his colleagues from the Royal Hallamshire Hospital have had in helping patients with diabetic nerve damage, a distressing illness causing intolerable pains in the feet and legs, often unresponsive to medical treatment.

Professor Tesfaye and a team of researchers from Sheffield Teaching Hospitals NHS Foundation Trust were the first to show the detailed structure of the peripheral nerves in people with diabetes.

He then went on to lead a major European study highlighting that nerve damage in diabetes is caused not only by high blood sugar levels but also by traditional risk factors for coronary heart disease such as cigarette smoking, high blood pressure, high cholesterol and obesity. The findings of this ground-breaking study were published in the prestigious *New England Journal of Medicine* and have opened the potential for new treatments.

Professor Solomon who described winning the prize as a “dream come true” said the international acclaim from the award would boost further funding and research into the illness: “Ever since I was a junior research fellow it has been my dream to win this prestigious prize, which to me is the highest honour in my field. However, the credit for this award should also go to the many excellent research fellows who worked with me, to our Diabetes Department and our Trust that supported me.

“Since winning the award I have been overwhelmed by congratulations from some of the greatest creative thinkers and inspirations in my field, so I am truly honoured that the advances made in Sheffield have been recognised through this prestigious international award. The award is great news for patients, as it will help us attract even more funding to further improve treatment and management of this chronic illness.

“I’d like to dedicate this award to the patients who’ve supported our research, as without them improvements in care wouldn’t be possible, and to my excellent research fellows and co-investigators for their dedication and commitment.”

Sir Andrew Cash, chief executive of Sheffield Teaching Hospitals NHS Foundation Trust, said: “This is a richly deserved award, highlighting the fantastic advances in research and treatment made by Professor Tesfaye and colleagues at the Royal Hallamshire Hospital.

“The diabetic neuropathy Unit at the Royal Hallamshire Hospital is recognised as one of the best in the world, so we are honoured and privileged that Professor Tesfaye’s extraordinary achievements have been singled out as having a significant global impact on the treatment and management of diabetes.”

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### **Ethiopian wins 2014 Innovation Prize for Africa**

The African Innovation Foundation named Melesse Temesgen from Ethiopia as winner of the Social Innovation Prize, in recognition for his contribution to African innovation during this year’s Innovation Prize for Africa, held in Abuja, Nigeria on 5<sup>th</sup> May.





Melesse was awarded \$25,000 for developing the Aybar Broad Based Furrow Maker - a low-cost farming device for draining excess water from waterlogged fields.

The Aybar BBM is the only known device capable of creating drainage furrows for excess water while building up a broad bed for planting. Up to 5 million hectares of land in Ethiopia and a much larger area in Africa are not available for farming because they are water logged. The Aybar BBM re-avails this abandoned land, improving food production. Built on a 2,000-year-old Ethiopian farming technology, it is easy to use and very cost effective. To date, over 44,000 units have been sold in Ethiopia alone.

### **Ethiopian student invents solar-powered injera oven**

Ethiopian student at the Norwegian University of Science and Technology, Asfafaw Tesfay, has invented a solar oven, which stored the sun's heat.

Solar-powered ovens/stoves are not new technology and are popular across the world especially where electricity and wood for fires are in short supply. There are dozens of designs - using mirrors and other shiny surfaces to concentrate the sun's rays...But one problem is how to keep ovens hot enough, long enough and how to maintain the temperature when the sun goes in or at night.

Instead of cooking the food directly with the sun's rays, his design concentrates the heat on a container holding a mixture of salts. The oven can reach a temperature of 250°C (482°F), and retain this high temperature for as long as 24 hours...making it perfect for baking injera, an Ethiopian staple, which

needs to be baked at a temperature of 200–250°C (392–482°F).



*The inventor Asfafaw Tesfay in the process of baking injeras on his solar powered oven. (Photo: Dag Håkon Haneberg)*

Asfafaw and his team travelled to Ethiopia in January to meet customers and potential partners, and also to see if it is possible to produce the oven locally in Mekele, Asfafaw's home city. The ovens can be used in Ethiopia, in schools, universities, hospitals, bakeries, restaurants and hotels as they want to make the oven accessible to everyone.

### **Leading surgeons on mission to Ethiopia**

A team of leading spinal surgeons from Nottingham University Hospital - Queen's Medical Centre went to Ethiopia in May to collaborate with local surgical teams and perform much needed spinal surgical procedures at three hospitals, the first of many.



The team of eight healthcare professionals, led by Dr Mekdim Tsegaye, an Ethiopian spinal neuro-



surgeon, consists of spinal surgeons, operating theatre practitioners and a physiotherapist. They were in Ethiopia for two weeks based at Black Lion Hospital and Addis Hiwot Hospital, both in Addis Ababa, and the Adama General Hospital.

In an interview, the team thanked the Ethiopian Embassy for their assistance in facilitating the trip.



The team works under the umbrella of iSpine Clinic, established by an experienced group

of Neurosurgical and Orthopaedic Spine Surgeons, all of whom have completed their Basic and Higher Specialist training in the UK. They are recognised leaders in the field of Spinal Surgery, tackling both simple and complex problems affecting the Spine.

For more information, please visit the iSpine Clinic's website on [www.ispineclinic.com](http://www.ispineclinic.com)

### **Victory Day celebrated in Ethiopia**

On 5<sup>th</sup> May Ethiopians all over the world celebrated the 73<sup>rd</sup> anniversary of Patriot's Victory Day, which marks the end of the Italian occupation in 1941.

In Addis Ababa, the celebration took place at Arat Kilo's Victory Square in the presence of President Mulatu Teshome, Government officials, ambassadors, veterans, students and other public figures.

According to historical documents, up to 100,000 Ethiopians lost their lives during the five-year struggle against invading Italian forces.

## **TRADE & INVESTMENT**

### **Ambassador Berhanu addresses TheCityUK business group**

H.E. Ambassador Berhanu Kebede on 9<sup>th</sup> May addressed a group of businesses on the economic, social and democratic transformation currently ongoing in Ethiopia, at an event organised in cooperation with Philip Jones, International Manager of TheCityUK, and Catherine Clarke, Head

of International Relations at insurance firm, Prudential.



TheCityUK is an independent and promotional cross-sector membership body for UK financial and related professional services that champions the international competitiveness of the financial services industry.



The Ambassador spoke of the successes registered in the macroeconomic environment, the performance of major sectors and opportunities and investment potential in Ethiopia. He also covered the extensive opportunities and incentive packages readily available for those interested in investing in Ethiopia.

He noted the recent flow of a range of UK companies to Ethiopia, explaining the increase of UK investment in terms of both quality and quantity.

Following his intervention, an interactive session was held in which a number of questions were



raised in relation to opportunities in the agriculture and power sectors, the investment legal framework and Ethiopia’s role in the continent of Africa and the region.

The event concluded after detailed exchange of ideas were made on these questions. It is hoped that the interaction will pave the way to attract more co-operation with UK companies.

**De La Rue celebrates 100 years in Ethiopia**



De La Rue, the world’s largest integrated commercial banknote printer, marked its 100<sup>th</sup> anniversary of entering the Ethiopian market.

De La Rue received their inaugural order from Ethiopia in 1914 from the Bank of Abyssinia for the issue of banknotes (trading at the time as Bradbury Wilkinson & Co Ltd) and has remained a loyal supplier and partner to Ethiopia ever since.

The company has also been manufacturing Ethiopian passports in the UK for many years and in partnership with Berhanena Salem in Addis Ababa.

In a press release, De La Rue said that it was “honoured by the long standing relationships it has developed with some of the key establishments of this nation over the years, and considers them to be amongst some of our most important customers on the African continent.”

Mr Paul Ashcroft, De La Rue EMEA Sales Director said: "De La Rue is proud to have provided such high profile products and services to Ethiopia over the last century and we look forward to continuing our relationship with the Federal Democratic Republic of Ethiopia for many years to come."

**\$343 million earned from mineral exports**

The Ministry of Mines has announced that Ethiopia earned \$343.3 million from the export of minerals during the past nine months, mainly from gold. Export of minerals has become Ethiopia’s second biggest foreign currency earner, contributing over 23% of the overall export earnings. Ethiopia’s export minerals include tantalum, opal and gemstones, marble, platinum and hydrated lime.

**...plans to expand manufactured goods exports**

The Ministry of Industry has announced plans to earn \$1.29 billion from exports of manufactured goods in the current Ethiopian fiscal year 2013/14, with several projects entering into force in the last couple of months for example with UK retailer TESCO and Swedish clothes retailer H&M.

The Ministry will also open up institutes for food and pharmaceuticals to boost capacity in these sectors, in cooperation with foreign institutes like the ones that were formed for the textiles, metals and leather industries.

By the end of the GTP period (2015), Ethiopia plans to earn \$1.8 billion, with a plan to increase its share to 18.7%, from the 13% it was in 2010.

**\$550 million cotton mill under construction**

An Indian company began construction of a \$550 million cotton mill in Kombolcha, Amhara Regional State, which will make a significant contribution to advancing the goals of the GTP.



The mill will produce nearly 280 tonnes of cotton yarn a day once it goes fully operational and will create jobs for 13,000 Ethiopians.

The cotton will be primarily for export to Germany, Turkey, Italy, Sweden and the US.

### **\$84 million earned from textile and garments**

\$84 million worth of textiles and apparel were exported during the first nine months of the current fiscal year, \$9.8 million higher than that of the same period the previous year, mostly to Germany, Turkey, Italy, Sudan, China and the US. Of over 100 companies in operation, 16 of them accounted for more than 80% of exports. Under the GTP, the government aims to achieve \$1 billion in exports from this sector.

## **CULTURE & TOURISM**

### **Ambassador hosts Temple Church group**



The Embassy hosted a tea party for 15 members of the Temple Church, London, on the eve of their visit to Ethiopia's renowned historic route, with attendance at a midnight Easter mass in Tigray.

Welcoming the group to the Embassy, H.E. Ambassador Berhanu Kebede commended their choice of destination for its uniqueness, a place where the rituals of Judeo-Christianity are still observed.



The group were treated to Ethiopian snacks while the Trade, Investment and Tourism Counsellor, Mrs Hirut Zemene, gave a presentation on Ethiopia's popular attractions and culture.

During their 10-day stay in Ethiopia organised by UK tour operator Gane & Marshall, the group visited the Patriarch's library where ancient church

paintings and manuscripts are kept. They also paid a courtesy call on the Patriarch of Ethiopia, His Holiness Abune Mathias I and visited sites in Tigray, Axum, Lalibela and Lake Tana.

The Temple Church is the church of Inner and Middle Temple, two of England's four ancient societies of lawyers, the Inns of Court. Robin Griffith-Jones, who was present at the gathering is the current Master of the Temple.

### **Ethiopian cuts domestic flights prices by 40%; wins Best Airline of the Year Award in China**

Ethiopian Airlines, the fastest growing and most profitable airline in Africa, announced a 40% flight price cut for local tourist destinations in Ethiopia in an attempt to boost tourist flow to the country.

The discounts will make Ethiopian very competitive compared to local flight rates of airlines operating in neighbouring countries and will enable passengers to fly one way for around \$50 to destinations such as Bahir Dar. Ethiopian currently flies to 17 local destinations in Ethiopia and 63 out of Africa.

The airline, in partnership with the Ethiopian Immigration Authorities, is also planning to increase the number of countries which have access to visa on arrival at the airport from the current 30.

The airline added another award to their collection by winning the Best Airline of the Year Award at MICE Magazine's 7<sup>th</sup> Annual Award Ceremony held in Beijing, China on 11<sup>th</sup> April in the presence of 200 top travel trade professionals and media from all over China. The award was given by Chinese travel professionals and passengers in recognition of exceptional Ethiopian service to the Chinese market.



A STAR ALLIANCE MEMBER 

MICE Magazine is the leading media outlet in China, reaching over 210,000 travel industry professionals. Its annual awards are given based on on-line voting from the traveling and trade professionals, travel agents, consumers and the media.

Ethiopian Group CEO, Tewolde GebreMariam, said, "I wish to thank the travel and trade professionals, travel agents, media and above all our esteemed customers from China for this award and for their vote of confidence in our airline with record numbers of them choosing Ethiopian for their travel needs. Ethiopian has become the airline of choice for Chinese travellers thanks to our unmatched and convenient connectivity options, with combined 28 weekly non-stop flights to Beijing, Shanghai, Guangzhou and Hong Kong, using the latest technology aircraft such as the B787 and B777, and connecting to over 48 destinations in Africa and two destinations in Brazil with multiple award-winning on-board service. We pledge to work hard on continuous improvement of our service and keep winning the confidence of our esteemed customers".

Ethiopian is a global Pan-African carrier currently serving 80 international destinations across 5 continents with over 200 daily flights. The airline is the recipient of multiple prestigious awards, including SKYTRAX "Best Airline Staff Service in Africa"; Best Travel Media's "Africa's Best Business Class Airline"; and Passenger Choice's "Best Airline in Africa".

### **Oromia earns 484 million birr from tourism**

The Oromia Regional State has earned over 484.5 million birr from tourism during the last nine months from more than 1.2 million tourists – a 17% increase in revenue and 15% increase in tourist numbers.

The State Culture and Tourism Bureau said the Regional State and its residents are equipping tourist destinations with more road and potable water facilities and 120 forest areas have been designated as parks are being developed.

Training is being given to employees of more than 3,000 hotels to improve tourist services.

### **UK tour operators on Ethiopia FAM trip**

Ten top UK tour operators travelled to Ethiopia for the first time in March hosted by Kibran Tours.

On the 9-day itinerary the operators explored the northern highlands, Addis Ababa, Lake Tana, the castles of Gondar, the monuments of the Axumite Empire and the rock-hewn churches of Lalibela, then flew on a private charter over the Rift Valley lakes south of Addis to the Bale Mountains.

At a reception back in Addis the operators networked with tourism promotional staff, including representatives from the Ministry of Culture & Tourism, the newly formed Ethiopian Tourism Organisation, Ethiopian Airlines, hotel and lodge managers, private air charter operators and others keen to meet them.

Janet Shankland of One Greenstone, who co-hosted the group, said that the trip was a great success and the operators are excited about setting up new programmes and sending their clients to Ethiopia.

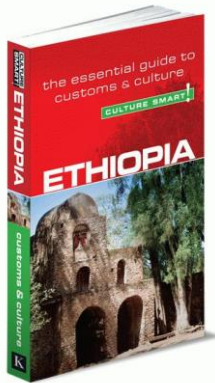


The operators were equally impressed with Ethiopia and said the highlights of the tour included the boat trip to the Island Monasteries on Lake Tana, the serenity of Kuriftu Resort & Spa, Gondar's Debre Berhan church, the Four Sisters Restaurant, having an archaeologist explain the

wonders of Axum, the views and the stargazing from the roof of Mountain View Hotel, the truly magnificent Lalibela churches, the Sanetti Plateau in the Bale Mountains and meeting so many friendly and hospitable people!

For more information, visit [onegreenstone.com](http://onegreenstone.com).

## Ethiopia - Culture Smart!



Sarah Howard, a botanical artist and writer, is the author of a guide book on Ethiopia, CultureSmart!, which offers illuminating insights into the culture and society of Ethiopia, providing essential information on attitudes, beliefs and behaviour. Contents include: Land and people; Values and attitudes; Religion and traditions ; Making friends; Ethiopians at

home; Time out; Travel, health and safety; Business briefing and Communicating.

Sarah commutes between Scotland and Ethiopia: in Scotland, she runs a small business specialising in roasting Ethiopian coffees; in Ethiopia, she is currently painting portraits of endemic plants. She helped illustrate the seminal *Flora of Ethiopia and Eritrea* (Addis Ababa University), and has written articles about the country for *Selamta*, the in-flight magazine of Ethiopian Airlines.

## SPORTS

### London marathon report; Tirunesh to defend Manchester Run title



The Virgin London Marathon on 13<sup>th</sup> April saw seven Ethiopian competitors finish in the top 10 in what was dubbed the toughest marathon to date.

In the women's elite race Tirunesh Dibaba came in third finishing in 2:20:35 in her marathon debut,

while fellow Ethiopians Feyse Tadese finished strongly coming fourth in 2:21:42, Aberu Kebede was in fifth place behind her in 2:23:21. Tiki Gelana, the 2012 marathon Olympic Champion finished in ninth place.

In the men's race, defending champion, Tsegaye Kebede finished third in 2:06:30, while compatriots Ayele Abshero and Tsegaye Mekonnen, the 18-year-old Dubai champion, came fourth and fifth respectively. Feyisa Lilesa and Yared Hagos finished at ninth and eighteenth place.



Long distance legend, Haile Gebrselassie, who was lead pace maker at the race, led off the first group containing "the best marathon men in the world", "including four of the fastest 10 men in history".

Meanwhile, the reigning world and Olympic champion at 10,000m, Tirunesh Dibaba, is set to defend her title in the Bupa Great Manchester Run on 18<sup>th</sup> May. Nicknamed the 'baby faced assassin', Tirunesh won the race last year on her debut. Kenenisa Bekele will also be making his debut at this race, his first ever 10km in the UK, where he will clash for the first time with marathon world record-holder Wilson Kipsang of Kenya.

### Ethiopia to host 2014 CECAFA Cup



The Council for East and Central African Football Associations (CECAFA) announced that Ethiopia will host the 2014 Senior Challenge Cup from November to December.

A Cecafo delegation is set to visit Addis Ababa after the World Cup to finalise arrangements and sponsorships. It will be the first time Ethiopia hosts the regional tournament since 2006.

# ETHIOPIA IN THE NEWS

## Ethiopia most successful in Africa at cutting maternal deaths - NGO



THOMSON REUTERS FOUNDATION

Katy Migiro referring to Save the Children's new report, State of

the World's Mothers, says pregnancy-related deaths in Ethiopia have fallen by nearly two-thirds, making it the African country that has most successfully lowered its maternal mortality rate thanks to its lifesaving investment in female health workers and girls' education.

"For a country beset by natural disasters such as droughts and food shortages, this shows that concerted efforts in tough places work."



<http://www.trust.org/item/20140506093030-nmvy8/>

Ethiopia-born supermodel, Liya Kebede, in the Huffington Post also commended the government's work in the health sector.



"For the first time on the African continent, there is strong evidence that simple, community-based interventions implemented by well-trained health workers can dramatically reduce deaths from infections in babies less than a month

old...the government deserves credit in bringing health care closer to households. By strengthening community health services - and training health extension workers to use basic interventions that can save lives - Ethiopia is becoming a global leader in reducing maternal and newborn deaths."



[http://www.huffingtonpost.com/liya-kebede/gambling-with-motherhood\\_b\\_5092472.html?ir=Impact](http://www.huffingtonpost.com/liya-kebede/gambling-with-motherhood_b_5092472.html?ir=Impact)

## Remarks During Visit to Gandhi Memorial Hospital

On his recent trip to Ethiopia, U.S. Secretary of State John Kerry visited the Gandhi Memorial Hospital in Addis Ababa - a specialist centre created to help in the prevention of mother to child transmission of HIV/AIDS - where he praised public health progress in Ethiopia.



John Kerry plays with a little boy whose family has received treatment at the PEPFAR-supported HIV clinic in Addis

"You all are amazing in the work that you are doing...You're doing the day-to-day hard work every single day. We're trying to provide as much medical expertise and as much insight, knowledge as we can to help. But this is really your programme and it's about your future...And I am so impressed by the way in which people in Ethiopia have grabbed onto this, and you are making a difference everywhere...we are learning how to prevent the transmission of HIV/AIDS from mother to child...[guaranteeing] that a mother or a pregnant girl, woman, will be able to receive lifetime antiretroviral drugs if they take part in the programme and we are able to be able to make sure that child is born, as a result, #HIV-free...So on behalf of every American, I can tell you that Americans are very, very proud to be able to help in this...this is the best of countries working together and the best of people working across big oceans and big continents, but coming together because we believe in something for each other...You are working here to make a difference in the lives of other people. And the example of what you're achieving here in Ethiopia is an example that we can take all over the world. So I hope you feel very proud of it."



<http://www.state.gov/secretary/remarks/2014/05/225465.htm>

## The spirit of a pure Christianity: Exploring Ethiopia's stunning subterranean churches



“When he ventured into the mysterious subterranean churches of Ethiopia, Evgeny Lebedev not only visited one of the world’s architectural marvels, he experienced a humble Orthodox Christianity which shames Russia’s own.”

Evgeny Lebedev, owner of *The Independent* titles, *London Evening Standard* and *London Live*, documents his trip to Ethiopia, “the cradle of an ancient form of Christianity”, where in Lalibella he experiences how St George’s Day is commemorated.



“I had already been in the country long enough to appreciate its rich cultural heritage and how it is a very, very different place to its Live Aid-era image. The capital, Addis Ababa, is a hive of construction...Great stretches of the countryside look lush and green. But, for me, the biggest revelation in my time there was about the Ethiopian Orthodox Church, and its relationship with the people it serves.”



<http://www.independent.co.uk/news/world/middle-east/the-spirit-of-a-pure-christianity-exploring-ethiopias-stunning-subterranean-churches-9268381.html#>

### The 17 Most Amazingly Epic Places on Earth

This Huffington Post article places Ethiopia’s Erta Ale fourth in a list of the 17 most “amazingly EPIC places on Earth.”

“In the middle of Ethiopia’s harshest landscape, the earth opens up and there’s a glowing lava lake

known as the Gateway of Hell. Though the Afar region is remote and inhospitable, laying eyes on this massive bubbling cauldron is something that no traveller ever forgets.”



Erta Ale, means “smoking mountain” in the local Afar language and is the most active volcano in Ethiopia.



<http://www.huffingtonpost.com/minube/the-17-most-amazingly-epic-b-5205744.html>

## NEWS IN BRIEF

### Ethiopian Diaspora Portal launched



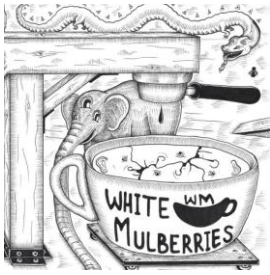
In order to bring the knowledge, experience, skills and financial resources of Ethiopians in the Diaspora into the country’s national growth plans, the Government of Ethiopia has launched the Ethiopian Diaspora Web Portal.

The portal contains a range of information about the Diaspora Engagement Affairs Directorate General, Investment Procedures in Ethiopia, Investment Incentives in Ethiopia, Customs Duty, Ethiopian Tariffs and Taxes, Tax Regulations in Ethiopia, Customs Procedures in Ethiopia, Ethiopian Origin ID card (Yellow Card), Opening a Diaspora Account, the Grand Renaissance Dam Bond, Formal Remittance Services in Ethiopia, Tax ID Number and Finger Print Requirements and Addresses for Regional and Federal Offices.

Web: <http://www.ethdiaspora.org.et/>



### London's best coffee shop



White Mulberries in St Katherine's Dock, East London, beat hundreds of other coffee shops nominated by Londoners and was named "London's Best Coffee Shop 2014" at the inaugural London Coffee

Stop Awards on 24<sup>th</sup> April.

The husband and wife team were given two return flights to Addis Ababa, courtesy of Ethiopian Airlines, for a coffee-sourcing trip to the country where coffee originated, which they hope to embark on soon.

An independent coffee shop located minutes away from the Tower of London, White Mulberries serve Allpress Coffee accompanied by rotating guest coffees from the top roasters in the UK and around the world.



Winner: *Peyman and Rana Darban with the awards' host and ITV newsreader, Alistair Stewart*

The award was set up by Chris Ward following the success of his 2014 London 'Coffee Stops' Tube Map. More than 18,000 people voted for their favourite coffee outlet with 10 winning categories selected on the night.

## *Save the Date!*



### **Bond-Selling Day- 21<sup>st</sup> June**

To register your interest in the next bond-selling event, send an email to [info@ethioembassy.org.uk](mailto:info@ethioembassy.org.uk)

## **BUY BONDS AND MAKE HISTORY!**

### **Celebrating Ethiopian Culture - 5<sup>th</sup> November**

To celebrate **World Travel Market** week in early November the Ethiopian Embassy will host an event at the Royal Geographical Society (with IBG).

World-renowned expert on Ethiopian archaeology, Professor David Phillipson Litt.D., F.B.A., F.S.A., will give a lecture on **The Rise and Fall of the Aksumite Kingdom** exploring, through recent archaeology, Aksum's place in the ancient world in Africa and beyond and how it played a major role in international affairs 1500 years ago. Lecture plus exhibitions, traditional music, Ethiopian coffee ceremony, £10 (includes a drink), £20 lecture plus reception.

Tickets will go on sale soon at *Eventbrite*: <https://aksum-ethiopia.eventbrite.co.uk>



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