



# Ethiopian News

July 2014 Issue

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## Highlights On Ethiopia’s Health Sector:

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### Ethiopia to end FGM and child marriage by 2025; budget to achieve this target increased



On 22<sup>nd</sup> July, a delegation led by Deputy Prime Minister, H.E. Demeke Mekonnen and the Women's, Children and Youth Affairs Minister, Zenebu Tadesse, took part in the first ever Girl

Summit, to mobilise domestic and international efforts to end female genital mutilation (FGM) and child, early and forced marriage (CEFM) within a generation.

The Deputy Premier participated in a high-level panel discussion hosted by the Executive Director of UNICEF, Mr Anthony Lake. Princess Mabel Van Orange of the Netherlands, AU Commissioner for Social Affairs, Dr Mustapha Sidiki Kaloko and Hina Jilani of ‘The Elders’ NGO were also on the panel.

The DPM said the government is committed to sustainable measures to tackle FGM and child

marriage and highlighted the importance of formulating appropriate policies and strategies and putting in place institutions, human resources and appropriate budgets for their implementation.

He stressed that education empowers girls and women, saying that more than 10 million girls have been enrolled in school in Ethiopia. This, he said, is the surest way of protecting girls and women from these harmful practices. Effective decentralisation, he said, ensures the participation of all stakeholders so that they can contribute to the ongoing national effort.



The deployment of more than 38,000 health extension workers, who work at community level in remote parts of Ethiopia, positively contributes to the fight against FGM and child marriage. The Deputy PM emphasised the need to scale up best practices that have produced excellent results.

On the fringe of the summit, the DPM met the UK Secretary of State for International Development, Justine Greening, Home Secretary Theresa May and Alice Albright of Global Partnership for Education, and discussed the challenges facing countries like Ethiopia in the fight against these practices, and how to enhance the partnership to find a lasting solution.

The Honourable Minister W/ro Zenebu Tadesse took part in a special panel discussion on the work and success stories of various countries addressing FGM and CEFM. She highlighted the experience of an Ethiopian girl, Yeshalem from the Amhara region, who was a victim of FGM in her early childhood and how she stood up to protect her rights by joining a girls' club, which empowers them to involve teachers and the police when they hear about threats of child marriage.



W/ro Zenebu (3<sup>rd</sup> left) presenting Ethiopia's position on FGM. Yeshalem is pictured above.

The Minister stressed the need to fully support the mission of girls like Yeshalem, as they are instrumental in fighting this heinous crime. W/ro Zenebu highlighted the fact that the national rate of FGM has decreased by half among girls aged 14 and under, from 52% in 2000, to 23% in 2011 and national prevalence of child marriage has decreased from 33.1% in 1997 to 21.4% in 2009/10.

She also highlighted the three core elements of Ethiopia's approach to end harmful practices, which involve **political will** from the government to end harmful practices, **public opinion** and transforming social norms, and **partnerships** with development partners, institutions, NGOs, etc.

She called on the international community to stand united in the fight against these practices and thanked partners for their continued support in creating an enabling environment for Ethiopian girls, saying the Ethiopian Government hopes this support and collaboration will continue until all harmful traditional practices are abolished.

The Girl Summit, co-hosted by the UK government and UNICEF, brought together women, girls and community leaders from all over the world, together with governments, international organisations and the private sector.

Prime Minister David Cameron said, "All girls have the right to live free from violence and coercion, without being forced into marriage or the lifelong physical and psychological effects of female genital mutilation which violate the rights of girls and women across the world, including here in the UK. I want to build a better future for all our girls and I am hosting the Girl Summit today so that we say with one voice – let's end these practices once and for all."



International Development Secretary, Justine Greening said, "When a girl cannot decide for herself when to marry and have children, or is subject to female genital mutilation, it's not just a

tragedy for her, it's a disaster for development" as these practices "rob girls of a childhood and the chance to reach their full potential. Many countries, communities and families across the world are now saying no to these practices and the UK is determined to play its part."

Home Secretary Theresa May said, "I am proud of the action we are taking in the UK to stamp out these harmful practices and delighted to be joined by community leaders, frontline professionals and charity partners from across the world in taking further action to end FGM and forced marriage."

Success stories and good practice were also shared during the summit, which sought new commitments from the private sector, faith leaders, other civil society organisations and governments.

A new package of action and funding to protect millions of girls at home and abroad was announced at the summit.

*The full press release is available on our website: <http://goo.gl/1T6uWW>. More information about the Summit can be found on: <http://goo.gl/5q2WpZ>*

### **Bill Gates receives honorary degree from Addis Ababa University; commends government development priorities**

Addis Ababa University became the first University in Africa to confer Microsoft founder, Bill Gates, with an honorary degree, in recognition of his great contribution to humanity through the Bill and Melinda Gates Foundation.



After receiving his degree, Bill Gates, in a speech to the students and faculty of the university and

dignitaries, including PM Hailemariam Desalegn and Foreign Minister Dr Tedros Adhanom, said he was deeply grateful to receive the degree and that it was a special honour to receive it from Addis Ababa University, one of the leading institutions of higher learning in Africa.

"I never got my real degree. I dropped out to start Microsoft, and never went back. So getting a diploma I can put on the wall and show my father is a relief," he said.



Coming to Africa 20 years ago inspired Bill and his wife Melinda to start their foundation. "Of course, the Africa I'm visiting today is not the Africa we saw back

then...The real reason why I'm optimistic about Africa is that this continent is now in an incredible position to shape its own destiny for the better...the countries of Africa are learning from each other."

He acknowledged development gains and praised the Ethiopian government for making health and agriculture development top priorities.

"Ethiopia has made enormous improvement in both health and agricultural productivity, which will give the country a solid basis for lasting growth...With per-capita income comparable to many other African nations – and considerably smaller than some – Ethiopia is putting itself on a path to the global middle class. If this proud country – which 30 years ago was seen by many as the world's most extreme example of poverty and malnutrition – can put itself on this trajectory, there's no good reason why other African countries can't do the same. What has Ethiopia done right? Quite simply, it has made health and agricultural development top priorities."

On Ethiopia's health program, he commended the government's health extension program, saying:

"Ethiopia has helped set the standard – most notably with its ground-breaking Health Extension Program. The federal government recognized that if it was going to make good on the Millennium

Development Goals, it was going to have to expand access to primary health care across this large, predominantly rural, country.

It came up with a smart plan. It identified the geographical gaps in health coverage, and went about filling those gaps, deploying more than 38,000 health-extension workers – nearly all of them women – in over 16,000 health posts nationwide. Since its inception in 2004, the Health Extension Program has provided a range of vital services in maternal and child health; disease prevention; sanitation and hygiene; and basic health education. Overall, the Health Extension Program has been a great success – and you can see it in the data.”

On Agriculture, he said:

“Here too, Ethiopia has been a leader. The federal government did something extraordinary – it set up an organization, the Agricultural Transformation Agency, or ATA – that focused on providing data-driven, evidence-based solutions to improving farm productivity nationwide. It's very strategic for an African government to place this kind of bet on agricultural innovation.”

*Bill Gates' full speech can be found on the Bill and Melinda Gates Foundation website:*  
<http://goo.gl/on4Dx6>

### **2014/15 budget prioritises education, health and road building**

On 7<sup>th</sup> July, Ethiopia's Parliament, the House of People's Representatives, approved the 2007 E.C. (2014/2015) budget amounting to over 178 billion birr - a 15.3% increase on the previous budget year. Education, health and road building will take priority.

Of the 64% earmarked for development spending, 24.55 billion birr will be spent on education, up from 22.48 billion the previous year, 5.15 billion birr on health, a 12% increase and 29 billion birr on road building. The road network will expand to 136,000km by 2015 from less than 50,000 in 2010.

5,000 km of railway lines will be built by 2020, and the Ethiopian Railway Corporation says the Addis Ababa Light Rail Transit system, similar to London

Docklands Light Railway, will go operational in January 2015.

### **TB to be eradicated within 20 years**

The Ministry of Health has announced that Tuberculosis (TB) will be eradicated from Ethiopia within 20 years, well ahead of the international date set by World Health Organisation to eliminate the disease within 50 years.

Minister of Health, Dr Kesetebirhan Admasu, while visiting the renovated TB capture laboratory of St Peter's Specialised Hospital, said the facility is enhancing its services by expanding infrastructure to accelerate the fight against TB and said the hospital has appointed two artists and a footballer as TB ambassadors who will help realise the vision of preventing and eliminating TB from the country.

The lab will go fully operational in September.

### **Maternal mortality reduced by 69% in 20 years**

The Minister of Health, during a 3-day conference evaluating the Millennium Development Goals (MDGs) on maternal health, said Ethiopia has reduced maternal mortality by 69% over the past two decades and is on track to achieve MDG 5, which aims to reduce by three quarters, between 1990 and 2015, the maternal mortality ratio and achieve, by 2015, universal access to reproductive health.

Minister Kesetebirhan said political commitment, creativity, public participation and health extension activities have helped reach these goals.

Ethiopia's achievements in family planning and reducing maternal mortality can be considered as best practice by other countries with a high burden of maternal mortality, the Minister said.

Ethiopia is keen to learn from best practice in India, Indonesia and Bangladesh on provision of quality health services, improving sustainability of medical equipment, medicines and technology.

He said Ethiopia also managed to reduce under-five mortality and new HIV infections by 77% and 90% respectively. New malaria and TB cases have also been reduced by 60%, which demonstrates the political commitment of the government.

Allocating an ample budget to the health sector, deploying a large number of health professionals and the operation of a health development army contributed to the excellent results, he said.

The UN Population Fund (UNFPA) Country Representative Faustin Yao said "ending preventable mortality is critical for the health of women and to sustain development."

**...AIDS-related deaths in Ethiopia fall by 63%; new HIV infections amongst young decline**

The new United Nations Aids agency (UNAIDS) Gap Report launched in Geneva in July said that by ending the AIDS epidemic by 2030, the world would avert 18 million new HIV infections and 11.2 million AIDS-related deaths between 2013 and 2030.

The reports says that number of new HIV infections and deaths from AIDS were both falling: the number of AIDS-related deaths in sub-Saharan Africa fell by 39% between 2005 and 2013, and in Ethiopia by 63%, while new HIV infections among children declined by 50%+ in 8 countries, including Ethiopia.

In the first report of its kind, the UNAIDS Gap report emphasizes the importance of location and population through an in-depth regional analysis of HIV epidemics and through analysis of 12 populations at higher risk of HIV. It analyses the

reasons for the widening gap between people gaining access to HIV prevention, treatment, care and support, and people being left behind. It shows how focusing on populations that are underserved and at higher risk of HIV will be key to ending the AIDS epidemic.

The full report can be downloaded on the UNAIDS website.

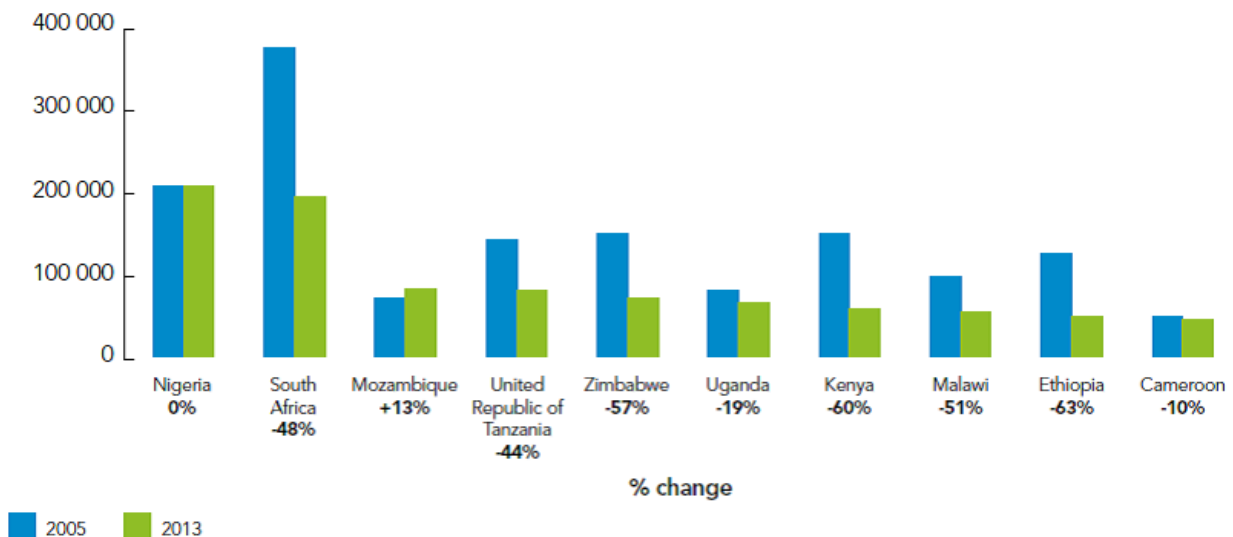
In Ethiopia, leaders of religious groups announced their united stance to end the AIDS epidemic.



They called on the Government to include a commitment on ending the AIDS epidemic in the post-2015 development agenda.

The event was jointly organized by the Ethiopian Interfaith Forum for Development Dialogue and Action and UNAIDS, in collaboration with Christian Aid, Norwegian Church Aid and DanChurchAid.

**Trends in AIDS-related deaths in sub-Saharan Africa, 2005 and 2013**





### **Action plan to end fistula launched**

On 7<sup>th</sup> July the Ministry of Health announced a national action plan that will help eliminate obstetric fistula from Ethiopia, during a national conference on fistula elimination held under the theme, **“Ending Fistula and Transforming Lives by 2020”**. Around 200 policy makers, decision makers and experts on fistula attended the conference.

Opening the conference, Health Minister Dr Kesetebirhan Admassu, said Ethiopia will eliminate fistula in the coming six years - activities carried out by the health sector over the past two decades have created capacity which enables the sector to eliminate fistula cases, namely the huge increase in the number of health centres, trained midwives, hospitals and trained surgical officers.

The main objective of the action plan will be preventing fistula by enabling mothers to deliver in health centres, and tracing and treating mothers that suffer from fistula. A recent analysis of the problem shows that there are 39,000 women currently living with this problem in Ethiopia.

### **Ebola Outbreak: Ethiopian Airlines takes precautions; Ebola committee established**

Ethiopian Airlines, which operates an extensive flight network connecting West African countries to other parts of the world, announced that it has put in place precautions to combat Ebola, which is currently spreading in West Africa.

In a statement, Ethiopian Airlines said:

*“The safety and well-being of our customers and staff always come first...Ethiopian has taken the lead in taking extraordinary precautions in connection with the outbreak of the disease in some parts of West Africa...Ethiopian has already implemented the following measures to ensure to the maximum extent the safety of its customers and staff:*

- **Frontline staff of Ethiopian both on-ground at airports and on-board have and are being continuously given information on the disease, its mode of transmission and how keep safe;**

- **More specifically, staff have been sensitized and trained so that they avoid coming into contact with bodily fluids while doing their work;**
- **Stringent and specific surveillance is being carried out regarding all flights from West Africa at Addis Ababa airport.**
- **Ethiopian is continuously monitoring updates from the World Health Organization and other international and national bodies on the disease, its spread and recommended safety measures.**

*Ethiopian will continue to closely monitor the situation and implement recommended measures with a view to ensure at all times the safety of its customers and staff.”*

Similarly, the Ethiopian Public Health Institute announced that it has set up **a national committee to put in place a plan to prevent and contain any possible outbreak of the deadly virus**. The Committee members will include officials from the Ministry of Health, health professionals, Ethiopian Airlines and other stakeholders, and will draw up guidelines to prevent and contain the disease, of which will be made official soon.

Institute Deputy Director, Dr. Dadi Jimma said that the institute is working closely with different stakeholders to prevent the disease from entering Ethiopia, by preparing technical and other inputs necessary to pre-empt it. Preventive equipment and medicines have been readied, and preventive activities will be carried out in border areas and at airports.

Mesafint Alebachew, Officer with Addis Ababa City Administration Health Bureau, said the bureau, in addition to training health professionals, has raised public awareness about the disease, its causes, and ways of transmission and prevention.

Technical Officer for Preparedness, Surveillance and Response Program with World Health Organization, Dr. Keba Omar Jaiteh, said the Ethiopian government is doing a good job work to prevent the disease from entering the country. The WHO will support Ethiopia’s efforts and has donated equipment and prepared trained health professionals.

The Ebola virus disease is a severe, often fatal illness, with a death rate of up to 90%. In the current

outbreak in West Africa, the majority of cases in humans have occurred as a result of human-to-human transmission. Infection occurs from direct contact through broken skin or mucous membranes with the blood, or other bodily fluids or secretions (stool, urine, saliva, semen) of infected people. Infection can also occur if broken skin or mucous membranes of a healthy person come into contact with environments that have become contaminated with an Ebola patient's infectious fluids such as soiled clothing, bed linen, or used needles.

The incubation period, or the time interval from infection to onset of symptoms, is from 2 to 21 days. The patients become contagious once they begin to show symptoms. They are not contagious during the incubation period.

Ebola has never been reported in Ethiopia.

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### **Nile International Conference Centre inaugurated**

A new conference centre, the Nile International Conference Centre, was inaugurated in Bahir Dar on 14<sup>th</sup> July in the presence of Deputy Prime Minister Demeke Mekonnen, Foreign Minister Dr Tedros Adhanom, Ambassadors of the Nile Riparian states and other high-level dignitaries.

The Centre, which cost over half a billion birr, has one main hall and 10 syndicate boardrooms, named after the 10 basin states. The centre which rests on 110,000 square metres, includes an amphitheatre, photo gallery, café and restaurant.

At the inauguration, Demeke Mekonnen noted that Ethiopia's federal governance is playing a great role in speeding up the development of the regional states, adding that, in addition to its natural attractions, Bahir Dar now has a conference centre, a stadium and is acquiring modern technology, making it a symbol of national development. He said the designation of the syndicate rooms after the 10 Nile basin states will help consolidate close ties among the basin states and their aspiration to grow together.

Dr Tedros Adhanom stressed that Ethiopia's foreign policy is predicated on ensuring common

development and peace with its neighbours, for the benefit of all. Ethiopia's strides in developing mega projects will integrate the region and eventually bring about a prosperous, democratic, conflict-free continent.

Egypt's Ambassador to Ethiopia Mohammed Edris and Philip Karenzy, Deputy Head of Mission of Rwanda, said the designation of the syndicate rooms after basin states symbolizes Ethiopia's contribution to the realization of continental integration and regional development. It also reflects Ethiopia's contribution to Africa's peace and security and promotion of rapid and inclusive development. The construction of the conference centre took four years.

### **New gender mainstreaming manual launched**

A new Gender Mainstreaming and Operational Manual, to enhance female participation in the country's international relations and diplomatic activities, was launched at a conference organized by the Women Affairs Directorate of the Ministry of Foreign Affairs (MoFA).

Addressing the conference, State Minister Dewano Kedir said gender mainstreaming was inextricably linked to all development endeavors and said that at a national level the efforts made to empower women had registered encouraging results.

To increase the number of women engaged in diplomacy, he said, the Ministry's intake, through its Foreign Service Training Institute, had recruited more than 40% young women. An action plan has also been prepared and will be incorporated into the working plans of both the Head Office and all Overseas Missions.

### **...“Knowing the Diaspora” project Launched**

The Ministry of Foreign Affairs and the International Organization for Migration (IOM) have launched a diaspora project aimed at providing ways to mobilize the Ethiopian Diaspora for national renewal and Ethiopia's Renaissance.

Under the theme, “Knowing the Diaspora,” over 20 Ethiopian Ambassadors and diplomats took part in the training, further accelerating efforts to tap the

wealth of knowledge, resources and expertise within the Ethiopian Diaspora around the world.

Most participants were from countries with great numbers of Ethiopians. The training will help participants develop a system with full information about members of the Diaspora, protecting the rights of Diaspora communities and engaging them in Ethiopia's march towards the attainment of a climate resilient green economy.

Mr Josiah Ogina, IOM Country Director, said the IOM is committed to working with the Ethiopian Government to counter the brain-drain. The Government encourages Diaspora communities to contribute their share in the fight against poverty, binding them to the nation's development projects.

## **TRADE & INVESTMENT**

### **\$245 million earned from horticultural products**

Ethiopia's Horticulture Development Agency said \$245 million was earned from export of flowers, vegetables and fruits during the just-ended Ethiopian fiscal year – a 6.4% increase on last year.

Of the total, \$199.74 million was from flowers, \$40 million from vegetables and \$6 million from fruits.



The flowers are mainly destined for Europe - the Netherlands, Germany, Belgium, and Norway. Saudi Arabia, Japan and the USA import flowers and Somalia and Djibouti fruit and vegetables.

More than 80 companies, mostly foreign-owned, are engaged in floriculture in Ethiopia, with vast land available for cultivation. Foreign and local investors are encouraged to invest in the sector.

Ethiopia is the world's fourth largest flower producer and the second in Africa behind Kenya. The flower sector alone has created over 50,000 jobs and over 70% of the workforce are women.

### **...Ethiopian flowers gaining popularity in Europe**

According to Herburg Roses Company, a Dutch floriculture company with a farm near Ziway, Oromia Region, the popularity of Ethiopian flowers is growing in the European market.

Its managing director, Hubert Wilhelmina Maria Van Der Burg, said demand has grown as the types and quality of flowers have improved.

Herburg Roses Ethiopia exports 22 types of flowers, offering wide-ranging alternatives to the European market. Flowers which were previously exported only to the Netherlands are now also sold in Britain and Russia.

Herburg supplies quality flowers to the European market by expanding farms and has won a prize from the EU for quality flowers that meet international and European standards. The award will help boost demand for Ethiopian flowers in Europe and internationally.

### **Oilseeds overtakes coffee as top export earner**

For the first time in Ethiopian history, the export of oilseeds has become the biggest foreign exchange earner, overtaking coffee, which has been the number one export item for decades.

The Ministry of Trade's ten-month performance report revealed that just under \$585 million was obtained from the export of over 404,000 tonnes of oilseeds, a 10% rise compared on last year. Coffee generated \$489.28 million. The revenue from oilseeds is over 95% of the Ministry's projected amount.

Ethiopia is the fourth largest sesame producer in the world.



According to the latest report by the Ministry, overall exports have risen 5.8% to \$3.3 billion in the year up to 7<sup>th</sup> July.

### **ECX to introduce traceability, online trading**

The Ethiopian Commodity Exchange (ECX) has announced plans to implement commodity traceability and online trading projects this Ethiopian fiscal year.



The traceability project, to be implemented at a cost of \$1.3 million, in collaboration with USAID, will provide buyers with origin and processing information on the commodities traded, creating market access to ECX members and clients.

The online trading project will be implemented at a cost of \$3.8 million in collaboration with Investment Climate for Africa (ICA).

“When the project begins service, it will enable market players to participate directly in trading from remote online trading centres in different parts of the country, including Humerra, Gondar, Adama, Hawassa and Jimma,” Shimelis Habtewold, CEO of ECX said.

Online trading will increase access to ECX and its services and will build the capacity of various stakeholders and groups and increase efficiency.

Meanwhile, the total value of traded commodities in the just-ended fiscal year reached 26.2 billion birr (about \$1.33 billion) from the sale of sesame, coffee and white pea beans, an increase of 7.3 billion birr or 38% on the previous year.

The number of ECX members – a hundred on establishment - has now reached 346. The ECX has 14,725 clients and 10% of farmer co-operative unions, reaching 2.7 million small farmers.

### **Sugar production to increase five-fold within a year**

The Ethiopian Sugar Corporation says seven sugar factories currently under construction as part of the 10 sugar factories planned under the Growth and Transformation Plan (GTP) will be fully commissioned by next year.

Sugar production has been one of the cornerstones of the government plan to profit from the country's competitive advantage in agro-processing. Once fully commissioned, the seven factories will significantly boost the country's sugar production capacity to 1.58 million tonnes - a five-fold increase from the beginning of the GTP period.

### **Jatropha plantation expands to produce biodiesel**

500 million litres of biodiesel will be produced from the expansion of Jatropha plantations in Ethiopia following a 5-year Jatropha development project aimed at transplanting 700 million seedlings.



Jatropha is an inedible plant, which is drought resistant and contributes to natural resource conservation as it can grow on depleted land

The Ministry of Water, Energy and Irrigation said the project is being implemented in collaboration with the Ethiopian and Norwegian governments at a cost of over \$2.8 million and will help save foreign currency spent on the import of petroleum which stands at \$2 billion a year, with imports coming from Sudan and Saudi Arabia.

There are 2.5 million hectares of land suitable for Jatropha across the country. So far, only 90,000

hectares of land is planted with it. The Ministry is looking to modernise Jatropha planting to encourage more investors.

### **Sudan second largest investor after China**

Sudan became the second largest foreign investor in Ethiopia after China, with investments reaching \$2.4 billion and over 800 Sudanese firms operating in agriculture, manufacturing and construction.

The Sudanese Investors Society in Addis Ababa said more and more Sudanese firms are investing in Ethiopia because of the favourable investment opportunities.

## **CULTURE & TOURISM**

### **UNWTO Sec-General on official visit to Ethiopia - tourism key to promoting development**

United Nations World Tourism Organization (UNWTO) secretary-general Taleb Rifai, made an official visit to Ethiopia from 13<sup>th</sup> to 18<sup>th</sup> July to address the advancement of tourism in Ethiopia and the key role of the sector in the country's socio-economic development.

UNWTO is the UN agency responsible for the promotion of responsible and sustainable tourism.

Ethiopia is implementing a number of strategic measures to further develop the country's tourism sector, including investment in infrastructure and capacity building, destination management and product development, through the recently established Tourism Transformation Council.

These measures reflect how tourism is firmly established among the country's development drivers, said President Mulatu in a meeting with Mr Rifai, where he expressed the government's commitment to sustainability in tourism.

"Ethiopia is endowed with rich historical relics which, combined with the hospitality of our people, make it viable for tourism", said President Mulatu.

Mr Rifai commended Ethiopia for the political support awarded to the tourism sector and in particular for integrating tourism into

development. "Tourism is a key tool to lift people out of poverty and create new opportunities", he said. "The steps being taken by Ethiopia - enhancing the protection and conservation of tourist attractions, expanding tourism infrastructure, establishing a tourism marketing organization and a national tourism council and increasing tourism education and training institutions, will surely make tourism a pillar of the development of Ethiopia", he added.



While in Ethiopia, Mr Rifai met President Mulatu Teshome, Prime Minister Hailemariam Desalegn, Deputy PM Demeke Mekonnen, Minister of Culture & Tourism Amin Abdulkadir and the Ethiopian Tourism Organisation

Mr Rifai also met Prime Minister Desalegn, who, on the occasion of the High-Level Seminar on Tourism Industry, was presented with the UNWTO/WTTC Open Letter on Travel and Tourism, for promoting "the value of the tourism sector in advancing sustainable tourism development".

The PM said "The Tourism Transformation Council builds on Ethiopia's natural, historical and cultural resources to strengthen the tourism sector, identify and filling value-chain gaps, based on scientific studies jointly with the private sector and the international tourism community. Together, we will work hand in hand to make tourism one of the leading economic sectors of our country and

Ethiopia a top destination in Africa”, said Mr Desalegn.



Mr Rifai visiting Lalibella rock-hewn churches

UNWTO and Ethiopia have agreed to reinforce their collaboration in the areas of tourism statistics, sustainable tourism development, public-private partnerships and marketing strategies.

### Finalising Sustainable Tourism Master Plan

Ethiopia is formulating its Sustainable Tourism Master Plan (STMP), with technical support provided by the Sub-Regional Office for Eastern Africa (SRO-EA) and the Division for Regional Integration and Trade (RITD), in partnership with the Ministry of Culture and Tourism.

The process involves extensive field missions, in-depth interviews with key stakeholders from public, private and professional organisations, civil society, regional government officials and academia. Regional consultative meetings have already been held in Mekele, Dire Dawa and Addis

Ababa and a draft STMP will be prepared within one month.

The STMP is part of an on-going process the Inter-Governmental Authority on Development (IGAD) and was officially launched at the IGAD Tourism Inter-Ministerial forum held in Nairobi in December last year. The IGAD STMP strongly recommends that member states align their respective tourism development within a regional framework.

The formulation of the STMP for Ethiopia is timely, following the establishment of the National Tourism Transformation Council, chaired by Prime Minister Hailemariam, and the Ethiopian Tourism Organisation, which spearheads tourism product development and marketing. The sector can bring about meaningful socio-economic development. In terms of cultural and heritage resources, the country is ranked at 33 globally, above Egypt which is ranked 39<sup>th</sup>, and is regarded as one of the safest countries in the world. Yet, despite its current challenges, Egypt continues to draw over 9 million international tourists annually compared to the country’s 550,000 as of last year. But the industry still contributes 12.3% of GDP, is a leading foreign exchange earner and a key sector for both domestic and foreign investment valued at ETB 16.38 billion in 2013. The industry is also a leading employer, generating over 2.4 million jobs both directly and indirectly.

By embracing the IGAD STMP, Ethiopia is achieving regional integration through the promotion of trade in services, leading towards a Continental Free Trade Area.

### New lodge in Simien Mountains to open in 2015



Limalimo Lodge, a world-class boutique hotel in Ethiopia’s Simien Mountains National Park, with high-end accommodation, tailor-made activities, and gourmet cuisine in one of the most

beautiful places in the world, is scheduled to open in September 2015.

African Wildlife Capital (AWC), a mission-based investment company owned by African Wildlife Foundation (AWF), has signed agreements with a



British–Ethiopian venture to build the lodge, bringing tangible benefits to the neighbouring Limalimo community by employing locals to both help during the construction phase and to work at the lodge once open.



Speaking at the lodge site, Shifteraw Asrat, CEO of Limalimo Lodge, said: “Together with the African Wildlife Foundation and the Ethiopian Wildlife and Conservation Authority, we can develop long-term, sustainable conservation practices in the Simien Mountains and showcase the potential for well-managed tourism projects in Ethiopia.”

As the lodge draws more visitors to Simien Mountains National Park, it will generate much-needed revenue through conservation fees for the Ethiopian Wildlife Conservation Authority and establish a financially and environmentally sustainable model for conservation tourism that can be replicated across other parks in Ethiopia.



Simien Mountains

Listed as a World Heritage Site in 1978 by UNESCO, Simien Mountains National Park offers dramatic mountain scenery with a wide variety of endemic

fauna and flora, including the Gelada baboons and the Walia Ibex. It offers excellent trekking opportunities, including Ethiopia’s highest mountain Ras Dashen. Visitors staying at the lodge will also be able to take part in community visits, enjoy traditional coffee ceremonies, and visit local farmers’ markets.

African Wildlife Capital Investment Manager Giles Davies said “In Ethiopia, tourism is still in its infancy but is growing fast, and rarely have we been able to engage in a country during this stage of tourism development. The Simien Mountains - a key tourist destination - will benefit from a well-managed and thoughtfully constructed lodge.”

Solomon Tadesse, the director of the newly established Ethiopian Tourism Organisation, said “This public–private partnership will create jobs for the local community as well as improve Ethiopia’s national parks.”

### **Ethiopian starts daily London/Addis flights**

Ethiopian Airlines now has daily flights from London Heathrow to Addis Ababa, because of an additional service on Tuesday evenings. This addition, daily services to 49 African destinations and very short connections in Addis, means Ethiopian Airlines now offers the shortest total travel time to customers.

Ethiopian CEO Mr Tewelde Gebremariam, said: “This new addition to the schedule will enable our leisure and business clients to enjoy greater flexibility in selecting their flights aboard our technologically advanced Boeing 787 Dreamliner.”

### **...More Dreamliner deliveries**

The airline, the largest in Africa, took delivery of its 8<sup>th</sup> and 9<sup>th</sup> Boeing 787 Dreamliners recently, naming them ‘Taj Mahal’ and ‘Great Wall of China’.

Ethiopian was the first in the world, outside Japan, to receive the Boeing 787, in August 2012. The airline will take delivery of a further two Boeing 787s in 2014. Ethiopian is the largest operator of the Boeing 787 in Africa, serving routes to Africa, Brazil, Europe, the U.S., Canada and China.

The Boeing 787 offers passengers unparalleled on-board comfort with greatly reduced noise, higher ceilings, biggest windows in the sky, higher humidity and unique lighting. The aircraft also has a greatly reduced carbon footprint.



"As technology leaders in the continent, we will continue to introduce the latest technology aircraft with the aim of meeting the high expectations of our valued customers." said CEO Tewolde Gebremariam.

Ethiopian is a global Pan-African carrier serving 82 international destinations across 5 continents using 68 ultra-modern aircraft including Boeing 777s, Boeing 787s and Boeing 737-800s with sky interior.

### Media drift through the Rift Valley



Leading travel writers from Lonely Planet, the Rough Guide, The Irish Times, The Sunday Independent and Buying Business Travel embarked on an exciting journey that showcased the southern part of the dramatic Rift Valley during a media trip arranged by Ethiopian Airlines UK.

On board Ethiopian Airlines' Boeing 787 Dreamliner, the group experienced the best in inflight entertainment and enhanced on-board comfort with lower cabin altitude, which reduces the effects of jet lag.

A recent addition is *injera* (Ethiopia's staple sour-dough bread) and *Wat* (spicy stew), served to

clients flying in Business Class, Cloud 9, giving an authentic flavour of Ethiopia. Further national dishes will be added to the menu soon.

The group explored Ethiopia's unique culture, landscape, wildlife and society, staying at Kuriftu Resort and exploring the Bale Mountain National Park overnighing at the stunning new Bale Mountain Lodge. Opened earlier this year and run by UK expats Guy and Yvonne Levene, it is 100% eco-friendly and is dedicated to conserving the environment and integrating the local community to support sustainable tourism growth.

The return trip was across the Seneti plateau, which, at its peak, is the second highest point in Ethiopia reaching 4,377m above sea level. It is home to the planet's largest collection of Ethiopian Red Wolves, the world's rarest carnivore.

The 5-day trip finished with an overnight stay in Hawassa at Haile Resort, which is owned by legendary marathon runner Haile Gebrselassie.

The overall feedback from the group was that Ethiopia, the landscape and people, were enchanting. All left promising to return.

## SPORTS

### Ethiopia finishes 3<sup>rd</sup> at the World Junior Championships

Ethiopia finished third at the IAAF World Junior Championships held in Oregon, USA with 3 gold and 3 silver medals.

It was a series of 1-2's from Team Ethiopia, which kicked off with Alemitu Heroye and Alemitu Hawi finishing first and second in the women's 5,000m - the fourth time at the World Juniors that Ethiopia secured a 1-2 in that distance.

Haroye finished in 15:10.08, two seconds outside the championship record, held by compatriot Genzebe Dibaba, who ran 15:08.06 back in 2010. Her win also makes it the seventh victory for Ethiopian runners in 10 editions of the event which came on to the championships programme in 1996.

Hawi finished in 5:10.46, a massive personal best by 25 seconds.

The gold-silver sweep didn't stop there as in the women's 1,500m, Dawit Seyaum became the fourth Ethiopian woman to win the 1500m at the games in 4:09.86. Gudaf Tsegay finished second in 4:10.83.



In the men's 5,000m, Yomif Kejelcha won in 13:25.19, his best ever clocking...teammate Yasin Haji finished in 13:26.21 for silver, giving Ethiopia a gold-silver sweep.



Kejelcha is the eighth Ethiopian to win the 5,000m at the World Junior Championships. Of the 15 titles awarded to date, eight have gone to Ethiopia and seven to Kenya.

### **More wins for Genzebe Dibaba in Monaco and London**

Ethiopia's Genzebe Dibaba year just keeps getting better and better. In July she added two more wins within days at the Monaco IAAF Diamond League and the Sainsbury's Anniversary Games.

The double World Indoor Champion and world record holder (1,500m and 3,000m) showed that she was in top form by winning the women's 5,000m in Monaco in a world leading time of 14:28.88 on 18<sup>th</sup> July.

In another 1-2 sweep, compatriot Almaz Ayana, who got the bronze medal last year's World

Championships in Moscow in 5,000m, finished second in 14:29.19.



Two days later at the Sainsbury's Anniversary Games at Horse Guards Parade in London, she led the women's one mile race and won with ease in 4:28.00.



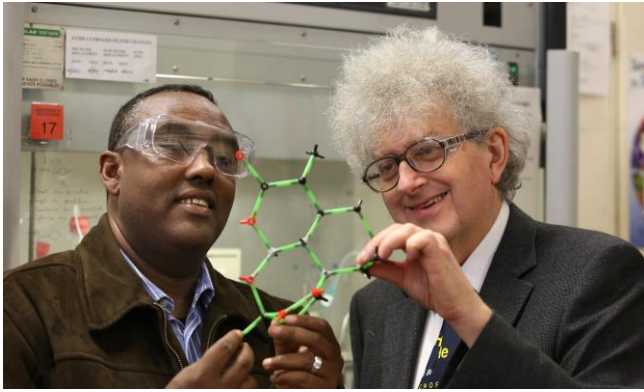
The 23-year-old stretched the field after the half-way point holding on to beat US athlete Morgan Uceny.

## **ETHIOPIA IN THE NEWS**

### **The worldwide chemist**

**chemistryworld** Bea Parks profiles the internet's favourite 'mad professor', Martyn Poliakoff, who is a strong supporter of Ethiopian science through links with Addis Ababa University and The University of Nottingham in the UK.

Through The Royal Society, Poliakoff helped set up the Ethiopian Academy of Sciences.




Poliakoff's connections with Ethiopia led to Demeke Mekonnen, the deputy prime minister, visiting Nottingham University

'It has been an enormously rewarding experience,' he says. 'I have become quite a strong advocate for getting African scientists into the international scientific community. My long-term vision is that Ethiopian scientists should go to an international conference and nobody should think it surprising.'

Prof. Poliakoff is foreign secretary of the Royal Society, professor of chemistry at the University of Nottingham and honorary professor of chemistry at Moscow State University in Russia.

 <http://goo.gl/1D7MPs>

**Travel: Ethiopia - A journey to the cradle of humanity**

**Independent.ie**  Jamie Blake Knox documents his journey to "the cradle of humanity".



"...like many Irish people, my perceptions of Ethiopia are not simply outdated, but frozen at a particular moment in its history...I was immediately struck by the huge amount of construction

underway, and the frenetic pace at which Addis and Ethiopia seemed to be changing...To say that my visit to Ethiopia changed my perception of that country is an understatement. This is not a poor country, but one of extraordinary cultural riches. I cannot wait to return."

 <http://goo.gl/PDklBT>

**Five extraordinary deserts worth sweating over**



Ethiopia's Danakil Desert is placed among "five extraordinary deserts worth sweating over".



"Although most deserts offer sand as far as the eye can see, there are a few that do more than put the sun on our backs and sand in our shoes. Some, like these five deserts, flaunt bold colors and lush landscapes... The Danakil Desert is plagued by boiling temperatures that glisten on its pools of

green, yellow, red and orange salt deposits intensified by volcanic activity.”

 <http://goo.gl/NNQE20>


The Danakil Desert lies in the Afar Triangle and is the homeland of the Afar people who are known for their ability to withstand the extremes and survive as they have done for hundreds of years. The deepest point in the desert lies up to 100 m below sea level in the Danakil Depression.

### The Top 50 Cities to See in Your Lifetime

This Huffington Post piece places Lalibela in 17<sup>th</sup> place out of 50 cities to see in your lifetime.



“Lalibela is one of Ethiopia's great holy cities and is famous around the world for its unique and stunning collection of monolithic churches carved right into the rock below your feet.” Photo by Alfonso N. Tappero

 [http://www.huffingtonpost.com/minube/t-he-top-50-cities-to-see\\_b\\_5547308.html](http://www.huffingtonpost.com/minube/t-he-top-50-cities-to-see_b_5547308.html)

### Twenty precarious sacred places


The Abuna Yemata Guh church in Tigray tops the Telegraph’s list of twenty precarious sacred places.

“This 15th-century church is carved into a 2,000ft rock-face in northern Ethiopia... Inside, rock paintings are resplendent, and the floors are covered with bright patchwork rugs. Because of the remote location, and lack of infrastructure, it is said that visitors need to have faith in order to experience this place: follow one’s guiding priest,

and you will be able to climb into the church in safety.”

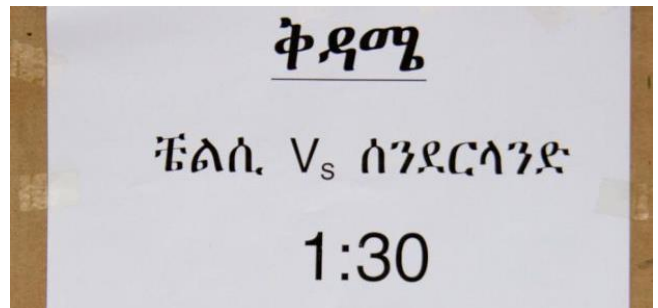


There are more than 120 rock-hewn churches in Tigray, which are similar in design to the 11 monolithic churches found in #Lalibela

 <http://goo.gl/tTgWgS>

### An Irishman’s Diary on a match made in Ethiopia

**THE IRISH TIMES** Aidan O'Donnell learns to read all over again in Ethiopia.




At 1.30 it seemed, the bar would be showing “squiggle” versus “squiggle”.

“I was standing on the main street in a small town in Ethiopia, studying a noticeboard outside a bar. It listed the times of what I imagined were football matches, probably the English Premier League...The problem was that the names of the teams were written in Ethiopia’s main language, which (like its Semitic cousins Hebrew and Arabic) doesn’t use the Latin alphabet... it all looks like nothing so much as a great collection of squiggles...I knew a little bit of this strange alphabet and was scrutinising the first fixture when a young boy, maybe nine years old, asked me in English if I



needed help deciphering the noticeboard. I replied, somewhat defiantly, that I was getting on fine, thank you very much. "Look", I proudly announced, "the first team listed is . . . Cheh-luh-see – Chelsea!"

 <http://goo.gl/xvME55>

### The most vegetarian-friendly capital in Africa

Susan Wong says that Addis Ababa is the "most vegetarian-friendly capital in Africa."



"...Addis Ababa is home to a dynamic restaurant industry, where the flavours of the world are well represented including some of the best vegetarian cuisine that farm-fresh organic produce can make.

Ethiopia's culinary traditions have transformed a diet of characteristically spicy and meaty dishes into one that's also friendly for vegetarians. About 60% of Ethiopia's population are Orthodox Christians, where fasting on Wednesdays and Fridays throughout the year, aside from the Lenten season are mandatory. Even on non-fasting days, the majority of restaurants will have some delicious vegetarian options, as many as 15 different dishes!...Whether you are a vegetarian or an admirer of Ethiopian cuisine or just a diner who wants to try something healthy; head over to your nearest Ethiopian restaurant, or better yet, Addis Ababa and dine in Africa's vegetarian haven."

Her personal favourite? **Aterkik Alitcha** - split peas prepared with a light sauce.

 <http://goo.gl/hd3MGU>

### The World's Best Diet



In case you missed Jimmy Doherty's The World's Best Diet which aired on Channel 4 on 30<sup>th</sup> June, Ethiopia's diet, which includes the staple, *injera*, was number 24 (out of 50)...Does this mean that the Ethiopian diet is the best in Africa?

The one-off documentary follows Jimmy Doherty and Kate Quilton who travel around the globe, tracing the story of how eating habits across the planet have changed radically over the last 50 years, and how this has affected our health.

In an interview with What's on TV, Jimmy said, "Ethiopia.. is a really lush country, with a rich food culture and heritage and the people there have a really healthy diet, based on lots of whole grains, lots of fibre, and meat is seen as a luxury...It's a really good diet and, as a result, Ethiopia has really low rates of colon cancer, so maybe here in the UK we need to start eating the whole grains that we used to eat in abundance, but no longer do."

The programme is no longer on Channel 4 OD, so the transcript follows.

*"...From overabundance in the countries we've just seen, the next country in our list is associated with the opposite. And surprisingly, there is a valuable lesson to be learnt. Guess where I am. Look at that behind me...lots of rain...lots of forest...I'm not in the Lake District...I'm not in Wales. It's not the Amazon Rain Forest. Believe it or not, that lush green countryside...its Ethiopia!*

*This is a country that is lush with a rich food heritage and I think that we can learn a lot from their diet. ...Western food hasn't reached beyond the big cities. I'm going to a local market to see what Ethiopians are eating..All these lovely piles of different grains and mixed spices and there's lots of chilli...but amongst this sea of pulses and dried beans and grains, there's one cereal crop that I'm particularly looking for. And the name of this wonder seed is Teff.... it's the smallest grain in agriculture. What's really important about it is that it's unprocessed, it's the whole grain, you get all the goodness. It's got lots and lots of soluble fibre. It's got lots of iron in it, which is really important, but*

also when it comes to protein, this makes up two-thirds of their protein.



*“...Injera is the staple food of Ethiopia and it’s at the heart of many meals eaten here. Local farmer Getachew Ashenafi has invited me over for lunch which his wife is preparing...there is nothing like eating with the family. The enormous injera pancake serves as a base for all sorts of toppings made mostly from vegetables and pulses.”*

*Jimmy: So this is like lentils? \*eats a bite\* Wow! That’s delicious. The texture is just like a pancake but mixed with a bit of spice...and this stuff is unbelievable. ...Now I’m curious to see what this family’s weekly shop looks like. I’ve seen lots of tables around the world but this has got to be one of the best. It’s very high veg...a lot of fibre...hardly...well, there is no meat.*


*Our experts found this diet really interesting because of its high amount of fibre and low red meat. Scientific studies have claimed this combination means that rural Africans like this family have a lower risk of colon cancer than us in the west... In the rural communities, they have a low consumption of red meat and high consumption of fibrous foods like grains. And although we cannot copy their diet, maybe we should eat more of our own whole grains like oats, barley and rye...and less meat.*

### 6 Destinations to Get Your Coffee Buzz in

Another Travel Pulse article places Addis Ababa among six worldwide destinations where you can get your coffee buzz.

“When you are in the capital city of the birthplace of coffee you can expect tourists and residents alike to

be high off the bean here. And if you truly want to drink like a local, you may find its bitter taste amazingly delicious. The café is so strong its aromas are powerful enough to stop the wandering traveler dead in his tracks...From the fruity flavor of the Harar to the coffee plant Coffee Arabica, the brew can be found through the city’s smallest nooks, which contributes to Ethiopia’s long-lasting career as a coffee producer. Since the first coffee plant was spotted in the country centuries ago, Ethiopian cities like Addis Ababa have made the world wild after the beloved brew.”

 <http://goo.gl/1h7POL>

If you can’t get to Addis, Ethiopian coffee is now widely available at most high street stores in the UK and some local coffee shops.



*Coffee... Ethiopia's Gift to the World.*

And if coffee isn’t your thing...



Ethiopia’s famous St. George Beer, made it into Thrillist’s “most popular beers from 35 countries”.

“In Ethiopia, beer has long been the drink of choice, and the crisp St. George out of Addis Ababa has helped cool down locals and travellers since 1922.”

See the full list on: <http://goo.gl/hNT5my>

And then there is wine...

## First bottles of Ethiopian wine produced by French firm Castel

**theguardian** Kim Willsher writes on Ethiopia's latest export – wine!

“The grape names – merlot, syrah, cabernet sauvignon, chardonnay – are distinctly French, but the label on the Rift Valley wines is surprising: made in Ethiopia.”



Encouraged by Ethiopia's late Prime Minister Meles Zenawi, Castel, one of the world's biggest producers of wine and beer developed a vineyard in Ethiopia, and is looking forward to its first production of 1.2m bottles of Ethiopian Rift Valley wine, half of which are intended for export, with the company planning to double production. 26,000 bottles have already been snapped up by a Chinese buyer.

“Wine experts say parts of Ethiopia's diverse landscape, which includes high plateaux and verdant valleys as well as six climatic zones, are perfect for grape growing.”

Industry Minister, Ahmed Abteu, said in a recent interview: "People who live outside Ethiopia remember the drought a decade ago, but when they see a wine labelled '**Made in Ethiopia**' ... oh, their whole attitude immediately changes."

 <http://goo.gl/0YfVvU>

### Supermodel Liya Kebede - Lemlem's Evolution



Liya Kebede talks about her ready-to-wear brand, Lemlem, which was launched back in 2007 as a way to create new opportunities for Addis Ababa's traditional weavers and

artisans. The word lemlem means “to bloom” in Amharic.


“I really see Lemlem as a lifestyle brand and something that can ultimately be quite impactful. The whole motto of Lemlem is “**Made in Ethiopia.**”



That will always be our signature and what makes our story a bit different. Even now as we're introducing jersey and new categories, we're going to stay true to our original Made in Africa mission. We want to prove ourselves and prove to the world that there's a new destination for clothing production.”

 <http://goo.gl/7ZIW9E>

### Learning something new through fashion

**AFRICAN START-UP**  Budding Ethiopian fashion designer, Hiwot Gashaw, talks to CNN about what inspired her to design her unique fashion line.

Hiwot says, “I want Abugida Fashion to become a brand like Gucci and to be known all over the world.”

 <http://goo.gl/ZBQLod>

## EVENTS

### Mulatu Astatke to play at South Bank Centre's Africa Utopia



The father of Ethio-jazz, Mulatu Astatke, will be back in London to play a one-off gig at this year's Africa Utopia at London's South Bank Centre on 13<sup>th</sup> September.

The music that became known as Ethio-jazz is a compelling fusion of traditional styles with funk, jazz and soul. Its creator, Mulatu Astatke, has a musical history rivalled by few.

Trained at Trinity College London and Berklee College of Music in Boston, he has contributed music to the film work of Jim Jarmush, been sampled by the biggest names in hip-hop and played to audiences of thousands at festivals around Europe and South America.

Combining the rhythms of his homeland with arrangements reminiscent of the great Gil Evans and late Ellingtonian tone poems, Mulatu's first international release, Sketches of Ethiopia, was rapturously received.

The second Africa Utopia takes place from 11<sup>th</sup> to 14<sup>th</sup> September and will look at how African art and ideas can change the world for the better and how Africa can lead the way in thinking about culture, community, technology, fashion, sustainability and ethical wealth creation.

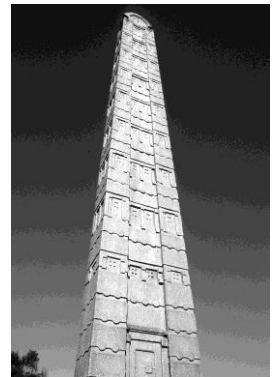
Some of the continent's most iconic musicians and artists appear at the festival but also take part in the debates alongside experts, entrepreneurs and activists.

Tickets for Mulatu's gig start from £20 and can be purchased online via the South Bank website.

### The Rise and Fall of the Aksumite Kingdom 5<sup>th</sup> November 2014

Tickets for our annual cultural evening during World Travel Market week are on sale.

The Embassy will host an event at the Royal Geographical Society (with IBG) with world-renowned expert on Ethiopian archaeology, Professor David Phillipson Litt.D., F.B.A., F.S.A., who will give a lecture on **The Rise and Fall of the Aksumite Kingdom**.



The lecture will explore, through recent archaeology, Aksum's place in the ancient world in Africa and beyond and how it played a major role in international affairs 1,500 years ago.

Tickets: <https://aksum-ethiopia.eventbrite.co.uk>.

Lecture plus exhibitions, traditional music, Ethiopian coffee ceremony, £10 (includes a drink), £20 lecture and drink plus post-lecture reception.



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