



# Ethiopian News

March 2011 Issue

## Inside this Issue:

Ethiopia posts big gains in access to drinking water.....	page 3
Ethiopian Cultural Evening cements Ethio-British relations.....	page 5
World Economic Forum selects <i>SoleRebels</i> founder as Young Global Leader (YGL) 2011.....	page 7
UK leather firm plans Addis factory; receives two major awards.....	page 8
Merga takes World Cross Country crown ending Kenyan dominance.....	page 11

### Hydropower Conference hails best practice

The Ethiopian Ministry of Water and Energy, in partnership with the African Union Commission and the UN Economic Commission for Africa (UNECA), hosted “Hydropower for Sustainable Development 2011” – a high level two-day conference held on 31<sup>st</sup> March and 1<sup>st</sup> April. It gathered around 200 high-level policy makers, regional actors, civil society representatives, industry leaders and members of the financial sector to present and discuss policy challenges and real-world solutions to the challenges of supplying electrical power in Africa, with a focus on regional cooperation.



The two day conference, embodied the vision of Prime Minister Zenawi who actively encouraged stakeholders to come together to advance sustainable hydropower in Ethiopia. The event also addressed the need for further human and technological capacities in the hydropower sector.

The Ethiopian Minister of Water and Energy, Minister Alamayehu Tegenu said “It is the hope of the Ministry of Water and Energy that this event will enable considerable advances in understanding, best practice and successful approaches to the

social and environmental as well as economic aspects of hydropower development. Successfully harnessing Ethiopia’s hydropower potential will play a central role in ensuring Ethiopia’s strong economic development and the eradication of poverty, by supplying reliable electrical power to the country.”

“This event is an opportunity for enabling essential cooperation to advance sustainable hydropower, and for presenting real-world solutions to the challenges of supplying water and energy in Africa., said Richard Taylor, Executive Director, International Hydropower Association.

The conference programme had four key themes:

- African renewable energy potential and hydropower development in Ethiopia
- Regional cooperation for water and energy (including trans-boundary issues)
- sustainability and good practice
- Finance and investment.

The conference built on the Declaration adopted by the 12<sup>th</sup> Summit of the African Union (Feb 2009) and the Maputo Declaration signed by the Ministers in charge of Energy (Nov 2010). A set of recommendations for advancing sustainable hydropower, drafted by conference participants, providing practical guidance on achieving sustainable hydropower development in the East

African region and beyond, formed the key output of the event.

The International Hydropower Association played a key role in building the conference programme, in collaboration with the Ethiopian Electric Power Corporation. Sinohydro, by invitation of Prime Minister Zenawi, provided financial and organisational support to the conference.

**For more information on this conference, please send an email to [info@ethioembassy.org.uk](mailto:info@ethioembassy.org.uk).**

### **Ethiopia plans hydropower project along Nile River**

On 30<sup>th</sup> March, Water and Energy Minister, Alemayehu Tegen, announced that Ethiopia will build a major hydropower project along the Nile River to increase electricity production. Known as the Grand Millennium Dam, it will cost \$4.76 billion - funded by Ethiopia, partly through the sale of government bonds, and by Ethiopia's international partners.

The planned power plant will be situated in Ethiopia's Benishangul-Gumuz region near the Sudanese border.



An artist's rendition of the location where the Millennium Dam is being built between Lebeyat (left) and Neqor (right) mountains on a one-kilometre stretch of land in Benishangul-gumuz Regional State. Of the total 15 turbines the completed hydropower project is to contain, two are to be operational in 44 months to generate 700MW of electricity.

The hydro project will generate 5,250MW upon completion in five to ten years, three times more than the combined capacity of all Ethiopia's existing dams. Upon going fully operational, the dam is

expected to hold 62 billion cubic metres of water, almost double the size of Lake Tana.

All downstream countries will be beneficiaries of the project. Since the dam site is in a very narrow and deep gorge, evaporation will be minimal as compared to both the Jebel Awalia dam in the Sudan and the Aswan dam in Egypt. "...with only a slight reduction in the water levels of the Aswan dam of Egypt, more than 7.5 billion cubic metres of water could be saved from evaporation. Moreover, through the implementation of Egypt's own efficient and effective utilisation of the Nile River project, up to eight billion cubic metres of water could be saved," he said.

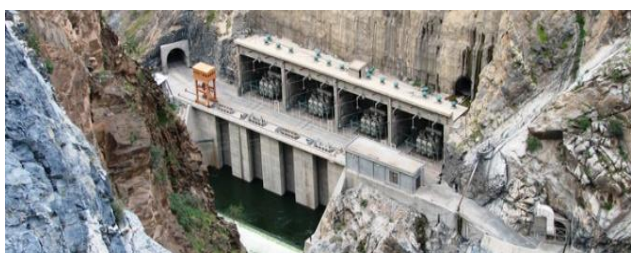
The Dam will be completed in 44 months and two of its units will start generating 700MW of electricity at the initial stage. Ethiopian people, both local and the Diaspora were urged to buy bonds for the construction of the dam, to leave their mark on Ethiopia's transformative development.

This Dam will be one of three Ethiopia plans to begin building in mid 2011. Three other power plants, which have been under construction in the past few years, are expected to become functional some time this year.

Ethiopia's current generating capacity is 2,000MW but it has a potential hydropower capacity of 45,000MW, the second highest in Africa after the Democratic Republic of Congo. Less than 5% of this potential is being utilised to date. Along with investments in wind and geothermal potentials, the Government of Ethiopia is committed to increasing the hydropower capacity in the coming five years to 10,000MW – a five-fold increase. This is part of a strategy to spend \$12 billion over 25 years to improve the country's power generating capabilities. There are plans to export power to neighbours Kenya, Sudan and Djibouti.

According to the International Energy Agency, power demand in Africa will rise by 150,000MW between 2007 and 2030.

Among Ethiopia's already operational power plants are Tekeze, Gilgel Gibe II and Tana Beles.



The Tekeze power plant

A power transmission and substation installation system carries the 460MW of electric power generated from the Tana Beles power plant.

### National rail network underway

Work has begun on a 5-year engineering and design project for a 2,395km railway network built by local and foreign contractors.

Over 5,000 engineers with BSc and MSc degrees and 25,000 TVET (Technical and Vocational Education and Training) graduates will be needed for the construction.

So far, India and China have separately agreed to finance the construction of the network which will run across Ethiopia and is part of the Growth and Transformation Plan.

The cost is estimated at \$6 billion, of which India has pledged \$300 million, with a further \$300 million being sought from India.

China has pledged \$490 million to finance 85% of the cost of the Addis Ababa railway network. A memorandum of Understanding has been signed with *China Railways Group Limited* to build the 36.5km Addis Ababa light rail. To improve public transport, 500 buses are also being assembled and will start operation in September.

Construction of every kilometre of the 2,395km-long track will cost \$2-3 million, while the prioritised 1,808km network, to be completed in five years, will likely cost \$4.5 billion.

### Ethiopia posts big gains in access to drinking water

Ethiopia has tripled people's access to safe drinking water in the last 10 years in one of the most significant signs of environmental progress, *the Guardian* newspaper reported.

New government figures suggest that over 90% of people in urban areas now live within 500 metres of a fresh water source in urban areas and two in three people in rural areas are now within 1.5km.

The remarkable turnaround – from under 20% overall clean water access in 2000 to 68.5% today – has cost around \$745 million since 2005.

The State Minister for Water and Energy, Mr. Kebede Gerba, said "It costs around \$33 per person to bring clean water to communities, and we estimate that around 22.5 million people have benefited since 2005. The investment in water has saved thousands of lives, and improved health, education and living conditions for millions of people. Waterborne diseases have been greatly reduced and it has led to major economic benefits."

Last year, more than 20,000 Ethiopian villages were connected to improved water supplies and sanitation, compared with around 9,000 in 2006 and fewer than 3,000 in 2000. Nearly 120,000 villages have benefited since 2005. Ethiopia is now ahead of schedule to meet its official MDG7 target of 70% overall accessibility by 2015.

### **Ban Ki-moon appoints Ambassador Sahlework as Director-General of UN office**

UN Secretary-General, Ban Ki-moon has appointed Sahlework Zewede of Ethiopia as the Director-General of the United Nations Office in Nairobi (UNON).

Ambassador Sahlework will be the first person to be appointed at the newly created position as head of the organisation's Nairobi office, at the Under-Secretary-General level. Zewede brings to this position more than two decades of progressively responsible experience at national, regional and international levels.



She served as Special Representative and Head of the UN Integrated Peace Building Office in the Central African Republic (BINUCA) and as Ethiopia's Permanent Representative at the AU and the UN Economic Commission for Africa (ECA). She served as Director-General for African Affairs in Ethiopia's Ministry of Foreign Affairs, was Ambassador to France, Djibouti, Senegal and Permanent Representative to the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

### **Meeting of AU, ECA finance ministers opens in Addis Ababa**

The 4<sup>th</sup> annual joint conference of African Ministers responsible for Finance, Economy, Planning and Economic Development opened on 28<sup>th</sup> March in

Addis Ababa with an urgent call from Prime Minister Meles Zenawi for more concrete action on the ground as discussions continue on the subject of sustainable development across the continent.

In an open call for rapid action, PM Meles told some 600 delegates, including about 60 African ministers, that "the debate on a new development paradigm centred on the concept of a developmental state is welcome and long overdue" for Africa, according to the Information and Communications Service (ICS) of the Economic Commission for Africa (ECA).

Most of the seven speakers at the high level opening session praised the choice of the theme of this year's conference for its relevance and pertinence to the present context of development in Africa. The conference was held under the theme "*Governing Development in Africa: The Role of the State in Economic Transformation.*"



In his keynote opening address, PM Meles warned participants that it was high time issues of developmental state and "alternative development paradigms were discussed by our Ministers", before arguing that "the neo-liberal paradigm has got Africa's development wrong both in terms of understanding the source of the underlying problem and the solution it prescribes."

UN Under-Secretary General and Executive Secretary of ECA, Mr. Abdoulaye Jenneh, underlined the progress African countries have made for the last three consecutive years.



He said that despite the poor state of the global economy, Africa managed to grow, on average, by 4.5 percent in 2010 up from 2.3 percent in 2009, and will most likely maintain a steady growth rate of about five percent in 2011.

But he pointed out that “this positive outlook will be affected by risks and uncertainties such as political events which impact on economic performance while the challenge of jobless growth remains.”

Other high profile speakers included Mr. Jean Ping, the Chairperson of the African Union Commission and Mr. Donald Kaberuka, the President of the African Development Bank (AfDB).

On the principal theme of the Conference, the experts urged African governments to promote developmental States that would “transform its political systems from rent-seeking to a developmental one; restructure the economy to ensure sustained diversification of the production and export base; and restructure its bureaucratic incentives away from rent-seeking towards facilitative, pro-growth and pro-poor allocation of resources”.



They also recommended that African countries mainstream the MDGs into their national development plans and strategies and set up

monitoring and evaluation mechanisms to ensure effective implementation.

The ministers dealt with enhancing UN support towards accelerating the implementation of the 10-Year Capacity Building Programme for the African Union and its New Partnership for Africa’s Development (NEPAD) programme.

Recommendations touched on taxation systems, the harmonization of statistics in Africa, gender mainstreaming and the empowerment of women, climate change and development in Africa, health financing in Africa, enhancing science and technology, the illicit financial flows in Africa, and the strengthening of the African Institute for Economic Planning and Development (IDEP), an ECA initiative.

The Conference launched the 2011 edition of the Economic Report on Africa (ERA2011), one of the flagship publications of the ECA, which addresses the role of the state in economic structural transformation. a widely awaited report which includes an analytical appraisal of economic performance of the continent for the past year and expert projections for the coming years.

### **Ethiopian Cultural Evening cements Ethio-British relations**



Guests gathered at the House of Commons on 9<sup>th</sup> March to celebrate the 11<sup>th</sup> Annual Ethiopian



Cultural Evening, which Ethiopia’s Ambassador to the UK, H.E. Berhanu Kebede, described as “a hallmark of the fraternal relations between the people and Governments of Ethiopia and Britain”. The event was hosted by Laurence Robertson MP.

In his welcoming speech, the Ambassador thanked the British government for the confidence it had displayed towards Ethiopia with its recent large rise in bilateral aid. He said Ethiopia’s governing party has set in motion an ambitious five-year Growth and Transformation Plan under which Gross Domestic Product (GDP) and agricultural production are both expected to double. “The Ethiopian economy has been achieving, over the past seven years, average annual growth of 11 per cent”, he said, “and the new plan envisages sustaining the same rate, and even raising it to more than 14 per cent in its best case scenario.”

The Ambassador outlined Ethiopian Government policies which fight poverty, empower people and expand education. “Road construction, telecom expansion, irrigation schemes and power generation will remain Government priorities. In 2015, the number of mobile subscribers will reach 61 million, dwarfing the current 4 million. Primary health care will be accessible across Ethiopia. In addition to extending the total road coverage to 140,000kms, a railway network stretching for about 2,500kms across the country is part of a grand scheme to completely overhaul a sector, which is key to economic transformation”.



The Ethiopian Government is also committed, he said, to further consolidating democratic governance as part of its drive to build a political system which embraces diversity. Ethiopia is an emerging investment destination with

wide-ranging opportunities and incentives in all economic sectors and a promising market, comprising of 80 million people, the second largest on the African continent. Trade and tourism are also showing marked growth.

The Ambassador praised UK companies such as Pittards, Nyota Minerals and South West Energy that have invested in Ethiopia and urged others to follow their lead, sentiments that were later echoed by guest of honour Under-secretary of State for Africa Henry Bellingham.

On International Women’s Day, the Ambassador recognised women’s massive contribution to the political and economic transformation of Ethiopia through their participation in government and parliament, particularly in education and health. Over 35,000 health workers, most of whom are women, have been deployed in villages across the nation, bringing better health services and providing a strong role model for young girls. The girl-boy student ratio in primary education will reach parity by 2015.

The Ambassador said the Diaspora had played a key role in the political and economic transformation of the country through trade promotion and through valuable investment undertakings and urged them to do more, sentiments once again echoed by the Under-secretary of State. The national transformation plan will make the Ethiopian Renaissance a reality, he concluded.

In a speech to guests, Britain’s under-secretary of state for Africa, Henry Bellingham MP, said : “We have a new government and one of our key foreign office priorities is to intensify bilateral relations with a number of countries and obviously one of those countries is Ethiopia. And I think we have already made it clear that this is really a serious commitment. Bilateral aid review, nearly £1bn over 4 years, which shows a real commitment to Ethiopia. But it goes deeper than that. We have fantastic cultural links and we also have trade

because we are passionate in the coalition government about building up bilateral trade between Ethiopia and Britain.”

We have chosen Ethiopia, he said, “for a number of reasons. Ethiopia is a major regional player, you’ve made the most phenomenal progress over the past fifteen, twenty years, you are an absolute model aid partner. That is why the new UK government is increasing our aid to Ethiopia to almost 1 billion over a four year period. We will be looking at how aid works on the ground, what it does to relieve poverty, to create wealth, to help build SMEs - small and medium sized enterprises – to help people who are in need, but most of all to how it can encourage trade and help Ethiopia become self-sustaining, we put a huge emphasis on commercial diplomacy, so that in future you can rely on trade not aid. I am delighted that our trade relations are really very, very strong. The growth in your economy is increasing at a rate that we in the West can only dream of. There are lots of opportunities for UK companies [in Ethiopia].”



He added : “The Diaspora in the UK contribute a huge amount to our country, and it’s a way of us cementing those links between our two countries, and we need to make the most of it because we want the Diaspora here to do well in the professions, in their chosen walks of life, in their communities. But we want them also to take an interest in Ethiopia, and the way we can build trade is through that two-way relationship, not just UK

companies exporting to Ethiopia, but Ethiopians selling goods to the UK and using London as the launch-pad for their business into Europe.”

“Finally”, he said, “we have a superb cultural relationship as well. You have incredible tourism in your country and you want to build that up even more. There’s huge potential for Ethiopia really selling what it has in tourism. We have those other cultural links too, the British Council has been in Ethiopia since 1944 and there are also the Chevening Scholarships, so let’s build those cultural links, let’s move forward, lets enhance relations between our countries. And I look forward to working with you. Let us drink to Anglo-Ethiopian relations, he concluded.”

#### **WEF selects SoleRebels founder as YGL 2011**

The World Economic Forum has announced that Bethlehem Tilahun Alemu, founder and managing director of trailblazing footwear brand *SoleRebels*, has been selected as Young Global Leader (YGL) for 2011. The honour, bestowed each year by the Forum, recognises and acknowledges outstanding young leaders from around the world for their professional accomplishments, their commitment to society and their potential to contribute to shaping the future of the world.



“I was deeply honoured when notified about my selection by the Forum. This represents a recognition of the power of our core aim at *soleRebels*: to show that development and trade go hand in hand, and that delivering world class products to the global marketplace is a potent key to creating real and sustained prosperity in the communities of developing nations,” said Bethlehem.



Bethlehem joins a distinguished list of executives from companies and non-profit organisations from around the globe, including co-founders of Google, Larry Page and Sergey Brin; Mark Zuckerberg, the founder and CEO of Facebook and actor Leonardo DiCaprio, among others.

“The WEF is a true multi-stakeholder community of global decision-makers in which the Young Global Leaders represent the voice for the future and the hopes of the next generation. The diversity of the YGL community and its commitment to shaping a better future through action-oriented initiatives is even more important at a time when the world is in need of new energy to solve intractable challenges,” said Klaus Schwab, Founder and Executive Chairman of the WEF.

Drawn from a pool of more than 5,000 high level global candidates, the 2011 winners were chosen by an elite selection committee of global business and media leaders, chaired by H.M. Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan.

As a 2011 honouree, Bethlehem will become part of the broader Forum of Young Global Leaders community, currently comprising 660 outstanding individuals. This year’s Young Global Leaders will convene at an annual summit in Dalian, People’s Republic of China from 12<sup>th</sup> to 16<sup>th</sup> September, and at World Economic Forum events and meetings throughout the year. These events enable YGLs to build a strong and diverse community, to engender a better understanding of global and regional agendas and address specific challenges.

On 1<sup>st</sup> May, the World Wildlife Fund will celebrate its 50<sup>th</sup> anniversary with a conference at St. Gallen, Switzerland and have invited Bethlehem Tilahun Alemu to address the attendees.

### **Ethiopia to construct 600 hospitals in 5 years**

The Ministry of Health says 600 hospitals will be constructed in the country in the coming five years, increasing access to health services to meet the Millennium Development Goals.

The construction of 30 hospitals is underway in Amhara state and the Oromia state has also started constructing hospitals. Over 14,300 health posts have been built and construction of more health posts is expected to be completed by the end of this Ethiopian budget year [July 2011].

Some 35,000 health extension workers are providing door to door health services to the public with a view to attaining MDGs, reducing maternal and child mortality.

### **UK leather firm plans Addis factory; receives two major awards**

Pittards Plc., a UK leather and leather products company, plans to open a factory in Addis Ababa that will produce industrial gloves and is expected to start production by August 2011, according to John Moriarty, managing director of Ethiopian Tannery SC, the local subsidiary of Pittards.

Two weeks ago, the company received their investment licence for the factory, which is to be named Pittards Product Manufacturing SC.

The new factory is expected to cost 12 million Birr and at the start of production is expected to produce an estimated 40,000 pairs of industrial gloves a month. Between 75% and 80% of the gloves will be exported to the US and the others mainly to Europe, especially the UK. A small amount will be sold in Ethiopia.





Pittards, which was founded in 1826, produces leather gloves as well as luxury leather goods and sports equipment. Their Yeovil factory continues to produce high-end technical leathers and is the centre for research and development for the production of leathers elsewhere in the world.

Pittard's commitment to investment and development in Ethiopia has been recognised recently by two major awards.

The first is the Oromia Award of Appreciation for Pittards' unprecedented contribution towards development and rehabilitation within the Oromia region of Ethiopia. The award, presented by Mr Abrahaam Aduulaa Ogee, Chief Administrator of the East Shoa zone of Oromia, recognised the contribution Pittards has made to the local environment with special mention of the planting of trees.

John Moriarty, Managing Director of Pittards' Ethiopian tannery, said the company had planted around 600 mango trees, 800 coffee plants and 20 avocado trees as part of their ongoing environmental programme. The produce from the trees and plants was given to local employees and families and also used as part of an education programme for local people and school children.

The second award was from the US Aid and Trade Expansion Programme in recognition of Pittards' year-long project to improve the quality of sheepskins through improved husbandry and treatment against parasites, which otherwise cause severe damage to the skins and reduce the animals' growth potential effecting both meat and milk yields.

"We have invested heavily in a major research programme and have been especially pleased with the results of our commercial trials on the rearing of sheep and other research in on-going husbandry," said Mr Moriarty. "The project was run at a pilot station at Debre Berhan where we funded visiting

staff, pharmaceutical products and numerous other aspects to progress the project."

One area where Pittards is achieving real success is connected to parasites which attack local flocks. A new treatment should reduce this parasitic infestation which will improve meat yields as well as the quality and value of skins. In particular, trials have shown a dramatic improvement in the animals born to treated ewes.

"We are hopeful the results will bring far reaching benefits to local farmers across a wide sector when replicated," Mr Moriarty added.

### **Accreditation to ease leather exports to EU**

Exporting Ethiopian leather has been made easier by the second phase of accreditation the Ethiopian Leather Industry Development Institute (LIDI) has received from the South African National Accreditation System (SANAS) to conduct laboratory tests and issue quality grades for leather products.

The new certification, which was awarded in December 2010, was announced at a formal ceremony held by the LIDI and the United Nations Industry Development Organisation (UNIDO) on 28<sup>th</sup> February.

This phase comprises single and double edged tear load tests, flex resistance, grain distension and strength with the "ball burst test", water resistance and vapour permeability tests, as well as colour with a colour fastness to perspiration test.

"The competency of the LIDI personnel to conduct laboratory tests on leather and related products are now certified by SANAS and it can facilitate their entry into a strictly regulated market like the EU where top quality standards are required."

Most Ethiopian leather and leather products are exported to Europe, the Middle East, the US and China; the total exported out of the country

amounted to \$65.4 million in 2010, said the Ethiopian Revenues and Customs Authority.

### **Flower exports to triple by 2014**



Ethiopia, the second largest flower exporter among African countries, plans to triple the amount of foreign currency it secures from flower exports by 2014 - from \$160m in 2010 to \$530m by 2014.

Since commercial flower farming was introduced in Ethiopia some 12 years ago, the amount of foreign currency obtained from flower export has accelerated. Revenue stood at less than \$1m over a decade ago, but jumped to \$160m in 2010. It is expected to reach about \$190m in 2011 – a 25% increase.

The government has been providing a variety of incentives to the sector and is now beefing up the revenue secured from the flower trade in the next five years to meet targets.

The Ethiopian Horticulture Producers-Exporters Association (EHPEA) General Manager, Tsegaye Abebe, singled out making available adequate land for flower farms in different regions of the country as one of the efforts being made by the government presently to increase the area of flower farms to 3,000 hectares from the existing 1,600 hectares.

### **Mining revenue to be increased ten-fold**

Ethiopia plans to increase revenue secured from export of mining products by earning \$2 billion from it by the end of the five year plan.

Various activities have been undertaken to increase the revenue. The Ministry of Mines is implementing a modern system that enables the nation to provide fast, efficient services to investors.

Some 187 projects, with a combined capital of over 13 billion birr, are operating in the country. Ethiopia secured \$108 million from this sector during the previous budget year.

### **UN grants \$2 billion to Ethiopia**

The United Nations agencies working in Ethiopia have signed a \$2 billion grant agreement with the Government of Ethiopia.

According to the agreement signed on 17<sup>th</sup> March, the grant will be disbursed over the coming four years (2012-2015) and will be delivered by the United Nations Development Assistance Framework (UNDAF).

The fund is to be allocated in four major areas - sustainable economic growth and risk reduction will get 49% of the total grant, while basic social services will get 40%. Governance and capacity development, women, youth and children will also benefit from the fund.

The main implementing partners of the framework will be government institutions at all levels in all regions and administrative cities.

### **AfDB approves \$40m loan to Ethiopian Airlines**

The African Development Bank has approved a \$40 million second corporate loan to Ethiopian Airlines (EAL). It will support the purchase of five Boeing 777-200LR passenger jets.

Part of the airline's investment plan for 2010–2018, the aircraft will replace old aircrafts and expand its capacity on long haul routes to and from Africa.

Ethiopian Airlines was established in 1945 and is the national flag-carrier of Ethiopia. With its excellent service reputation, highly respected indigenous training and maintenance operations, and well integrated cargo network, Ethiopian Airlines continues to play a major role in capacity development within Ethiopia and is an engine of the country's economic growth. The airline's Addis

Ababa hub has become an important gateway for businessmen travelling in and out of Africa and has assumed the role of integrating African economies with the rest of the world.

The AfDB supports the Project and EAL's overall long-term investment plan, in its continued technical and service excellence, which reflect the Ethiopian government's priorities and strategies, and those of AfDB's Country Strategy for Ethiopia.

## Events

### Addis Build 2011

The 2<sup>nd</sup> *AddisBUILD International Construction, Construction Materials and Technologies Exhibition* will take place in Addis Ababa, Ethiopia from 11<sup>th</sup> to 14<sup>th</sup> May 2011 at the Addis Ababa Exhibition Centre.

*Addis Build 2011*, one of the biggest leading trade fairs for the Building Construction industry, will showcase Building Materials and Systems, Construction Equipment, Prefabricated Buildings, Roads and Flyovers, Construction Tools, Marble Granite and Ceramics, Kitchen and Bathroom Products, Landscaping, Safety and Security Equipment, Air-conditioning, Formworks, Flooring, Interiors, Specialist Vehicles Detection Equipment, Floor Finishes, Identification Systems, Interiors & Lighting, Locking Equipment, Marble & Granite Products, Rescue and Emergency Equipment, Security Doors.

By participating at the 2<sup>nd</sup> *AddisBUILD Exhibition*, companies will have the following opportunities;

- Sales – via a targeted audience of qualified buyers at specialised industry events who have come to see you
- To build a network of new and productive business contacts and establish local partnerships, which is a very effective way of doing business in the region

- A strong brand building environment via product demonstrations
- The ability to check and evaluate competition
- Opportunities for your audience to see, touch, smell or try before buying

## Sport

### Merga takes World Cross-Country crown

Ethiopia's Imane Merga won gold at the men's 12km race at the world cross-country championships in Punta Umbria, Spain on 20<sup>th</sup> March, preventing Kenya from repeating last year's gold medal sweep.



Merga set the pace at 33 minutes and 50 seconds, which saw the first four finishers separated by just five seconds with the Kenyan trio of Paul Kipngetich Tanui, Vincent Kiprop Chepkok and Mathew Kipkoach Kisorio taking second, third and fourth.

"Before I used to think of myself as a track runner but this winter I have got to like cross country races more," said Merga, whose previous cross-country win had come in December 2009. Ethiopia also came second in both the men's and women's team titles.

### Bekele back in training; hopeful for London 2012

Multiple world record-holder, Kenenisa Bekele, is finally over the worst of the injury that prevented him from competing throughout 2010 and kept him

out of the World Cross-Country Championships held in Punta Umbria, Spain on 20<sup>th</sup> March.

Bekele, a three-time Olympic gold medallist, last competed 14 months ago at the Bupa Great Edinburgh Cross, where he finished fourth.

Bekele said, "It has been almost a year since my leg injury, but I have now started training – I'm hoping to be ready for the London Olympics."

He hopes for another double at the London Olympics in 2012 – in the 10,000m and the marathon. The recently-released athletics schedule for London shows that there is an eight-day gap between the two events, the 10,000m on 4<sup>th</sup> August and the marathon on 12<sup>th</sup> August.

### **Firehiwot Dado wins 3<sup>rd</sup> straight Rome marathon**

Ethiopia's Firehiwot Dado won her third consecutive Roma marathon on 20<sup>th</sup> March and paid tribute to legendary countryman Abebe Bikila by running the final stretch barefoot.



Dado (left) winning the women's Rome marathon barefoot, replicating Abebe Bikila's famous barefoot victory at the 1960 Olympic Games (right)

Dado clocked 2:24:13, finishing more than two minutes ahead of fellow compatriot Goitetom Haftu Tesema.

Bikila won the 1960 Olympic marathon gold in Rome having run the entire course without shoes. Siraj Gena also ran the final yards barefoot last year in Bikila's memory.

### **Gebreselassie to run Vienna Half**

Haile Gebreselassie, the two-time Olympic gold medallist and holder of 27 world records, will be returning to the roads on 17<sup>th</sup> April, at the Vienna City Half Marathon.

After a fall in training, during which he injured his knee, Haile Gebrselassie had to cancel his start at the Tokyo Marathon in February. Originally it was feared that he would not be able to run for six weeks, which might have meant he would be unable to participate in Vienna as well. But his manager has confirmed that he has started running again: "Recently Haile was able to start running again and is confident that he can participate in the Vienna Half Marathon as planned."

To mark the occasion of having signed one of the best athletes of all times, organisers of the Vienna City Marathon have created a special race for Haile Gebrselassie. It will have the motto: 'Catch me, if you can'. Haile will not only run the half marathon but he will also chase the elite marathon runners. They will run on the same course and will get a head start. The time difference between the two starts will be determined nearer to the event.

Organisers expect a total of more than 30,000 runners to take part in the various events on 17<sup>th</sup> April.

\*\*\*\*\*

**Look out for the Guardian's "Mystery Bird" series which feature some Ethiopian birds at: <http://www.guardian.co.uk/science/punctuated-equilibrium/2011/>**

\*\*\*\*\*

**A version of this newsletter is also available online at [www.ethioembassy.org.uk](http://www.ethioembassy.org.uk).**

**If you would prefer to receive an email version, send an email to [info@ethioembassy.org.uk](mailto:info@ethioembassy.org.uk).**

**Published by the Press Office  
Ethiopian Embassy**