



Ethiopian News

March 2014 Issue

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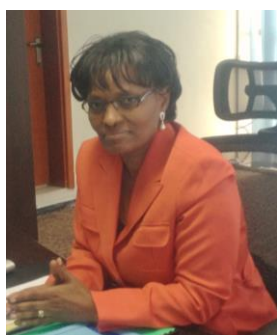
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Coffee’s Coming Home!

Ethiopia to host 4th World Coffee Conference - page 9

Ethiopia’s first female ‘Deputy PM’



H.E. Aster Mammo has been appointed Minister of the Civil Service and Good Governance Reform Cluster Coordinator with the rank of Deputy Prime Minister, making her the first woman to hold such a position in Ethiopia.

The Ethiopian Parliament approved her appointment on 8th April, after she was nominated by Prime Minister Hailemariam Desalegn.

Prior to her appointment, she held other posts including Speaker of the Oromia Regional State Council, Youths and Sport Minister and Government Chief Whip.

She holds a Bachelor's degree in Language and Literature and a Master's Degree in Organizational Leadership.

Ethiopia’s Deputy PM at Global Partnership for Education (GPE) Event

Ethiopian Deputy Prime Minister, H.E. Demeke Mekonnen, said Ethiopia’s impressive performance in education is the result of sustained economic growth, a strong commitment to alleviating poverty and substantial investment in the country's education system.



He was addressing an event hosted by the All Party Parliamentary Group (APPG) on Global Education for All entitled “*Fund the Future: Tackling the crisis in financing education for all*”, in London on 26th March, during an official visit to the UK, organized in collaboration with the GPE. Ethiopia was taking part in its capacity as a member of the **Global Champions Group for Education**, in

recognition of the high priority it has given to quality education for all.



Ethiopia dedicates over 25.3% of its annual spending to education, one of the few countries in the world to do so. Investing its own resources, the government has supported a rise in the number of schools from 11,000 to over 36,000, of classrooms from about 72,000 to 400,000 and of teachers from 105,000 to over 412,000.

Science and technology, research and employability are now top priorities, speeding up the national development drive, as mapped out in the five-year Growth and Transformation Plan.

The Deputy PM said primary net enrolment has more than doubled in the last decade, from 40% in 2000-2001 to 86% last year while the gross enrolment rate for primary grades 1-8 grew to 95.4% from 57.4%.

There are 22 million students in Ethiopia, close to a quarter of the population of 85 million and Ethiopia will achieve universal primary education, but there are still outstanding challenges in addressing disparity in access and high dropout rates. Quality improvement programmes are paying dividends but much still needs to be done.

The Deputy PM thanked GPE for its generous support of \$168 million for the quality improvement programme phase 1, and a pledge of \$100 million for phase 2.

The Global Partnership supports education plans, training and certifying teachers and administrators, building schools and better classrooms and distribution of teaching materials.

The DPM urged other developing countries to mobilize more resources for education to maintain growth and expansion in the education system.

At the APPG-GPE event, Mark Williams MP described Ethiopia's commitment to a transformational education system as exemplary.

House of Lords Spokesperson for the UK Department for International Development, Baroness Northover, emphasized DFID's priorities and those of the GPE, such as education in conflict and emergencies, girls' education and quality of learning.



The Panel (l-r): Mark Williams MP; HE Demeke Mekonnen, Deputy PM of Ethiopia; Alice Albright, CEO of the Global Partnership for Education; Aaron Oxley, Executive Director of RESULTS UK and member of the Global Campaign for Education UK; Baroness Northover, House of Lords Spokesperson for DFID

DPM Demeke also held consultations with the UK Parliamentary Undersecretary of State for International Development, Lynn Featherstone MP, on education for girls in vulnerable communities, the disabled and improved learning outcomes for all. Ethiopia's revised national strategy addresses students' special needs, reinforcing an inclusive approach and seven universities are training teachers for special education so further progress will be made in access to education at all levels.

The DPM also met the CEO of the GPE, Alice Albright, and discussed gains made in Ethiopia's education sector, including the significant progress made in the enrolment of girls, which now stands at a ratio of 0.95 as Ethiopia makes headway in achieving the MDGs.

Alice Albright said Ethiopia's progress is "impressive, a role model for success in education".

She called on governments, the private sector and parliamentarians to help tackle the crisis in financing education for all, by highlighting the unique opportunity provided by the GPE's replenishment campaign.

The full press release can be found on our website: www.ethioembassy.org.uk

GERD construction, third anniversary

On 2nd April, Ethiopians all over the world celebrated the third anniversary of the Grand Ethiopian Renaissance Dam (GERD), launched in 2011 by the late Prime Minister Meles Zenawi.



The \$4.7bn project, mostly funded by Ethiopians at home and abroad, is being built in Western Ethiopia near the Sudan border and is 33% complete.

Events were held both at the site of Dam construction and across the country, including an art exhibition at the National Museum, a musical drama at Addis Ababa University and sport competitions. Senior government officials attended the commemoration at the site of the Dam, held under the motto ***"We shall complete what we've started."***

The Ethiopian Electric Power Manager Engineer, Ms Azeb Asnake, said the construction was on schedule. A representative of Salini Construction Group, expressed his appreciation of the "inspiring spirit" everyone involved had demonstrated. The last three years had been a time of "rich achievement and progress was visible and significant," he said.

Water, Irrigation and Energy Minister, Alemayehu Tegenu, said the Dam was one of several massive

projects designed to move the country forward towards prosperity. He said Ethiopia is committed to continuing talks with Egypt to narrow their differences and will continue to ensure win-win benefits for all Nile Basin countries.

Keynote speaker, Deputy PM Demeke Mekonnen, said the GERD has brought an end to injustices in the use of the Nile Waters. The Dam is one of the cornerstones of Ethiopia's Renaissance and Ethiopians should continue to demonstrate their commitment to its completion. The International Panel of Experts had made clear that the level of construction and the materials used fully meet international standards. Massive public support had made this "a golden and historic example."

Here in London, diplomats and staff at the Embassy pledged a month's salary to buy bonds amounting to £68,250 (around 2,120,000 Birr). They had previously raised £60,000 (1,920,000 Birr) in support of the Dam project, which upon completion will generate 6,000MW of power to help feed Ethiopia's fast growing economy.

H.E. Berhanu Kebede, Ethiopian Ambassador to the UK, urged compatriots to intensify engagement in development endeavours to help realize growth and economic prosperity in Ethiopia.

In a recent article, Foreign Minister Dr Tedros Adhanom, said the Nile "is a symbol of cooperation and collaboration" and Ethiopia will uphold its principled stance to work for a win-win solution regarding the utilization of the Nile waters.

Three years after the cornerstone was laid, construction is proceeding well because of unprecedented popular support. Ethiopians have been inspired by the knowledge that the GERD has been carefully designed to avoid any damage to lower riparian countries, and will support regional growth, and have given it unprecedented political and practical backing.

BUY BONDS AND MAKE HISTORY!



The Ethiopian community in the UK will commemorate the anniversary on 12th April. Coverage will be uploaded on our new Facebook page, www.facebook.com/EthioEmbassyUK

A copy of Dr Tedros’s article, *“The Nile is a Symbol of Cooperation and Collaboration”*, can be found on our website: www.ethioembassy.org.uk

...GERD to generate electricity by 2015

The Grand Ethiopian Renaissance Dam (GERD) will start generating electricity in 18 months’ time with two of its sixteen turbines generating 375MW each.

The Deputy Director General of the GERD National Coordination Office, Mr Zadiq Abraha, said that over the past three years, the sale of bonds to domestic investors had provided 7.1 billion birr (\$367 million) towards the 27 billion birr spent so far. The total project will cost 75.5 billion birr.

Funding of the 6,000MW hydropower project represents “the golden age of our history as far as economic development and public participation is concerned.” Any increase in Ethiopia’s current generating capacity of 2,000MW will allow the country to reduce its trade deficit by selling excess electricity - Ethiopia is already exporting power to Sudan and Djibouti, constructing a transmission line to Kenya and is in discussions with Yemen and South Sudan as well.

Once the GERD is finished and other hydropower projects, including the 1,870MW Gibe III, are online Ethiopia could earn up to \$2 billion a year from the export of power, he said.

Ethiopia and Kenya in Geothermal Risk Mitigation Facility deal

On 3rd March, Ethiopia and Kenya secured a \$5 million grant from the Geothermal Risk Mitigation Facility for Eastern Africa, to develop renewable

energy and reduce costs in the use of fuel to generate electricity. The programme will co-finance surface studies and drilling projects aimed at developing largely untapped indigenous and renewable energy resource.

Ethiopia, 90% of whose energy comes from hydropower, also secured another grant of nearly \$1million to conduct studies in the Dofan and Cobetti areas of northern Ethiopia. It will also soon sign an additional \$5.6 million agreement with the Facility to develop a 300MW project.

State Minister for Mines, Tewodros G/Egziabher, said Ethiopia will in future generate 10,000MW of geothermal energy from 22 assigned areas.

Commissioner for Infrastructure and Energy of the AU Commission, Dr Elham Ibrahim, said at the signing ceremony that the AU was now processing the second phase of applications for the Facility from 11 countries in the region, including Ethiopia.

...Reykjavik to begin drilling

Reykjavik Geothermal, the US-Icelandic geothermal development company, who signed a deal with Ethiopia last year to build a 1,000MW power plant (Africa’s largest), will begin drilling in July. The plant will generate 500MW of electricity by 2020.

New Climate Economy launched in Addis

The New Climate Economy was launched on 6th March to promote sustainable economic development and reduce environmental risks and ecological scarcities.

The NCE is a research project initiated by seven countries, including Ethiopia, to supply reliable evidence so as to help governments, communities and businesses achieve economic development while combating the risks of climate change. It is the flagship project of the Global Commission on the

Ethiopia: Partnering Economy with Ecology

Economy and Climate, founded by Colombia, Ethiopia, Indonesia, Norway, South Korea, Sweden and the United Kingdom.

Recommendations will be put forward on actions that can help countries attain economic prosperity and combat climate change. The Commission will report on the work of the New Climate Economy in September 2014 at the Leaders' Summit on Climate Change. The launch of the project was attended by Ethiopia's Minister for Environment, Belete Tefere, New Climate Economy Programme Director, Jeremy Oppenheim and the UK Ambassador to Ethiopia, H.E. Greg Dorey.

Mr Oppenheim noted Ethiopia's commendable efforts in achieving low carbon economic growth and its efforts towards realising a carbon neutral economic by 2025. The New Climate Economy will provide best practices from other emerging economies, including China, India and Brazil. Minister Belete expressed his thanks and underlined the pivotal importance of "well organized and effective common action" to realize Ethiopia's ambitious Climate Resilient Green Economy Initiative.

Dessalegn Mesfin, Executive of Eco-Economy Service PLC, said the NCE will help develop new technologies to fast-track the green economy.

Firew Bekele, senior associate research fellow at the Ethiopian Development Research Institute, said the NCE's research programme in Ethiopia helps improve agricultural productivity in harmony with the environment. In Ethiopia the NCE will focus on agriculture, energy, water, forestry, and finance development.

New climate innovation centre launched

Ethiopia's Climate Innovation Centre (ECIC) was launched on 27th March in Addis Ababa to support clean technology enterprises that address climate change, create jobs and improve livelihoods.

The first of its kind in Ethiopia, the centre will help 3.1 million Ethiopians increase resilience to climate change and will create more than 12,000 jobs in the next ten years.

To reduce climate adaptation costs and create

opportunities for growth in the agriculture sector, the ECIC will provide financing, mentorship, and advisory services to the growing number of local clean-tech entrepreneurs working in agribusiness, energy efficiency, renewable energy and biofuels.

The ECIC will improve access to energy for 265,000 Ethiopians and increase agricultural efficiency for 120,000 farmers. The centre will also promote Ethiopia's climate resilience by mitigating almost one million tonnes of CO² and avoiding the loss of 31,000 acres of forest.

The ECIC is led by the Horn of Africa Regional Environment Center (HoAREC) at Addis Ababa University.

57% access to safe drinking water; funds for clean water approved by World Bank

Ethiopia joined the rest of the world in commemorating World Water Day on 22nd March, under the theme "Water and Energy".



The Ethiopian Government has ambitious plans for water, sanitation and hygiene through its "Universal Access Plan II" – which aims to reach 98.5% access to safe water at the conclusion of the country's 5-year Growth and Transformation Plan in 2015. 54% of Ethiopian households now have access to improved sources of drinking water, up from 35% in 2005 and 25% in 2000.

The World Bank approved \$205 million of International Development Association credit to help Ethiopia increase access to clean drinking water and sanitation services, which will support the Water Supply, Sanitation and Hygiene Project, to help Ethiopia meet its WaSH National Programme

target of 100% access to water and 84% improvement in household latrines by 2015.

The project will finance construction of 6,300 rural water schemes, expansion of water supply systems for 70 towns and the improvement of water supply for health clinics and schools.

Ethiopia to endorse anti-desertification scheme

PM Hailemariam announced Ethiopia's plan to endorse a pan-African initiative to combat desertification at a meeting in Addis Ababa with the Mauritanian Environment Minister Amedi Camara.

The scheme "*the Pan-African Agency of the Great Green Wall of the Sahara and the Sahel Initiative,*" established by 11 African countries, will plant a wall of trees across the southern edge of the Sahara Desert to prevent desertification.

Ethiopia is one of the initiative's co-founders and PM Hailemariam said Ethiopia "will endorse and implement the pact soon in relation to its food-security and environmental protection strategy."

The aim is to combat soil degradation and reduce poverty, focusing on a strip of land – 15km wide and 7100km long – from Dakar to Djibouti.

Addis Light Rail Project passes halfway mark

The Ethiopian Railway Corporation says Addis Ababa's Light Rail Transit project is 56% complete, and will be operational well ahead of the Growth and Transformation Plan period.

Physical progress comprises earthworks, tunnel construction, bridge works and girder erection.

"In some parts of the city we've already completed the bridge work, and we're now track laying. 14 km of railway track has been laid so far" said Yehualaeshet Jemere, Construction and Project Execution Department Chief at the Corporation. Electromechanical parts are under procurement.

The overall project covers 34.24 km (North-South line 16.9 km and East-West line 17.35 km) and will transport 80,000 passengers an hour.

Ethiopians mark Women's Day

Ethiopians residing in the UK marked International Women's Day on Saturday 8th March in London under the theme "*Equality for Women is Progress for All*".

The event was organized by the Ethiopian National Consensus Forum in partnership with the Women's Association of Tigray (UK), the Ethiopian Somali Women's Association and other members of the Ethiopian community.

Gender issues are mainstreamed and affirmative action fosters opportunities for education and jobs that have transformed women's lives.



Nation-wide micro-finance institutions provide loans to both rural and urban women for small-scale and medium enterprises that have brought about life-changing income generating schemes.

Girls now attend school as part of a drive to achieve Universal Education at primary level by 2015.



Opening the event, Head of the Diaspora Department at the Embassy, Demeke Atnaфу, said the rights and equality of women are guaranteed by the Constitution, and play a key role in bringing about development and prosperity.

Women's participation in higher learning institutes has risen significantly and their involvement in social, political and economic spheres has increased.

Women are now entitled to own land and property,

run their businesses, are actively involved in natural resource development and in leadership at all administrative levels.

He emphasized the need to consolidate women's organisations and urged participants to solicit funds for the Grand Ethiopian Renaissance Dam and promote investment, trade and tourism.

Chairpersons of the Women's Association of Tigray, W/ro Tiruwork Abriha; the Ethiopian-Somali Women Association, W/ro Sadia Abas; and a representative of the National Consensus Forum W/ro Alem Bekele, called on Ethiopian Diaspora women to mobilize resources for GERD and other development projects.



Chairperson of the Campaign against Child Marriage in Ethiopia, Alemstehay G/Kidan, explained her experience as a former child wife and encouraged others to come forward to join hands to help others back home.

She commended the Ethiopian Government for the laws against child marriage and those upholding women's rights. Women should contribute their share "by taking full advantage of the enabling environment created by the Ethiopian government," she said.

A minute's silence was observed in memory of H.E. Alemayehu Atomsa, the late President of the Oromia Regional State and Chairman of the Oromo Peoples' Democratic Organization (OPDO).

A cake was cut to celebrate the 38th anniversary of International Women's Day and delicious Ethiopian national dishes were served. Cultural shows were staged and gifts were presented to the women's associations for their outstanding work.

L'Oréal-UNESCO honours Prof. Segnet Kelemu

Ethiopian Scientist, Prof. Segnet Kelemu, was one of five outstanding women researchers awarded the L'Oréal-UNESCO prize for **Women in Science** at a

ceremony held in Paris before an audience of personalities from the worlds of science, economics, academia and culture.

Prof. Kelemu, Laureate for Africa and the Arab States, was honoured for improving the resistance and productivity of tropical and sub-tropical forage grasses through the use of micro-organisms.

Born in Ethiopia, Prof. Kelemu has managed to have an international career and return to Africa where she has shared her much needed knowledge by helping establish the Biosciences Eastern and Central Africa Hub laboratories. She also hosted and managed the International Livestock Research Institute in Kenya, and is currently Director General of the International Centre for Insect Physiology and Ecology in Nairobi.



Dr Segenet Kelemu receiving her award from Mr Jean-Paul Agon, Chairman and CEO of L'Oréal and Chairman of the L'Oréal Foundation

"Africa is in desperate need of world-class institutions and I returned with joy when the opportunity arose, to help create one."



Every year, the L'Oréal Foundation and UNESCO acknowledge the scientific excellence of women who help change the world, support future talent and encourage scientific vocations.

“Set your goals and pursue them relentlessly. Don't let anyone tell you that you cannot do it. Science is not reserved for the privileged few or the super smart or the especially crazy! If I can do it, so can you!” - Prof. Kelemu

The Women in Science programme has rewarded more than 2,000 women around the world.

Jackie Chan in Ethiopia

Kung-fu superstar and renowned Hollywood actor Jackie Chan, visited UN Food and Agriculture Organization projects in Ethiopia in March.



Jackie Chan in a meeting with Mitiku Kasa, State Minister for Agriculture (right) and Dr Modibo Traore from FAO (left foreground). ©FAO/Petterik Wiggers.

He and his team including the Blive Global Initiative, were welcomed by State Minister of Agriculture, Mitiku Kassa and met beneficiaries of the 'Purchase from Africans for Africa' (PAA) project. They discussed with Chinese experts how they exchange technical knowledge to help farmers increase the productivity of local crops in a South-South Cooperation Programme.

FAO works closely with the Ethiopian government to reduce hunger and achieve food security,

providing technical assistance for agriculture and rural development, with remarkable achievements.



Jackie Chan in Kerida Gamela Woreda listening to Elias Wolecho (far right), Zone Agriculture Department Head, explain the advantage of thick green forage. ©FAO/Petterik Wiggers

As a Goodwill Ambassador for UNICEF, Mr Chan is an inspiration to people and a compelling advocate in the fight against hunger. He supports the new campaign *Peace and Love Season-Feeding the World Initiative's* sustainable projects.

Broomwood opens school in Ethiopia

In the February 2013 newsletter, we reported that Broomwood Hall School, an independent prep school based in Wandsworth, was raising funds to build and run a school in Azezo, Gondar.



After a two-year fundraising campaign, Broomwood has opened St George's School, which offers free education to 100 five and six-year-olds.

“We are looking forward to a bright and thoroughly exciting future managing our new school in Ethiopia. We are grateful for the support and encouragement we received from the Ethiopian Government including the Deputy Prime Minister

Demeke Mekonnen and Tadesse Haile, the Minister for Trade and Industry and also from H.E. Ambassador Berhanu Kebede in London.”



“Our thanks also go to the Mayor of Gondar, Getinet Amare” said Sir Malcolm Colquhoun of Luss, Principal of Broomwood Hall School and Chair of the charity Northwood African Education Foundation, which raised over £260,000, enabling the completion of the first phase of construction.



Broomwood in Ethiopia will continue to add classrooms and educational specialist facilities and will eventually provide education for up to 1,000 disadvantaged children in the Azezo area from Kindergarten to Grade 12, and will also provide uniforms, shoes, two nutritious meals a day and medical care for every child.



For more information on the school, please visit the Broomwood in Ethiopia website

on www.broomwoodinethiopia.com.

Twitter @BIEthiopia.

TRADE & INVESTMENT

Coffee's coming home...Ethiopia to host 4th World Coffee Conference

On 7th March, Ethiopia made history by winning the bid to host the 4th World Coffee Conference, and the 116th Session of the International Coffee Council, in Addis Ababa in March 2016.

Ethiopia entered the bidding process, hoping to bring the Conference to the African continent for the first time. Ethiopian Ambassador to the UK, H.E. Berhanu Kebede, said “the ICO has reached a very historic decision – the 4th World Coffee Conference will be held where coffee originated – on the African continent. Today, the ICO should celebrate the wisdom of its member countries for continuing the tradition of consensus in the decision to hold the 4th World Coffee conference in Addis Ababa,” the Ambassador said.



Photo: The 112th Session of the International Coffee Council took place from 3rd – 7th March. ©EthioEmbassyUK

He went on to thank the Africa group and the Inter-Africa Coffee Organisation “for speaking with one voice to support Ethiopia’s candidature,” and Colombia for withdrawing its candidature “to give the opportunity to those that have not had a chance to host the conference before.”



He said there had been “a qualitative consensus brought about between a producing country and an importing country - Ethiopia and Italy”, and he thanked the Italian delegation for the decision it had taken to give the turn to Africa and to Ethiopia. “The partnership of our fraternal countries has been further consolidated by this decision.”

He also thanked Roberio Silva and all the staff at the Coffee Secretariat and Jawaid Akhtar, the chairman of the Coffee Board of India, “for his able leadership in steering us through this decision. I assure you the 4th World Coffee Conference will be a memorable one”, he concluded.

Coffee...Ethiopia's Gift to the World

For the full press release, please visit our website on: www.ethioembassy.org.uk.

Unilever, GlaxoSmithKline to invest in Ethiopia



Unilever, the world's second-biggest consumer-products maker, plans to open a manufacturing plant in Ethiopia during the next year.

Unilever sees Ethiopia as a growing market, and may initially make washing powder, then food. The company already imports Knorr stock cubes and Omo detergent into Ethiopia. Dougie Brew, head of corporate affairs in Africa, said the company is renting premises for a plant in the Chinese-built Eastern Industry Zone in Dukem.

"We've taken a long-term investment decision in Ethiopia because of the demography, broad-based growth and opportunity to create a genuinely inclusive and sustainable business model from scratch," Mr Brew said in an interview with Bloomberg.

The company will source from Ethiopian suppliers, and employ local companies as distributors. It will

focus on sales in Ethiopia but later expects to expand these to neighbouring countries including South Sudan and Somalia.

Britain's biggest drug-maker, GlaxoSmithKline (GSK), has revealed plans for a multimillion pound investment in Sub-Saharan Africa, over the next five years, to address pressing health needs which will create hundreds of jobs, contributing to the development of home-grown skills. GSK plan to build up to five new factories in Africa will be looking at sites in Ghana, Ethiopia and Rwanda.

Ethiopia admitted as an EITI Candidate

Ethiopia joined the Extractive Industries Transparency Initiative on 19th March, a global coalition of governments, companies and civil society working to improve accountable management of revenues from natural resources.

The Government welcomed the approval as it has been striving to achieve a waste-free, transparent and corruption-free industrial system in line with its pro-poor development approach.

Ethiopia has large untapped reserves of minerals such as gold, tantalum, potash, platinum and copper, that could help the country diversify its agriculture-centred economy, but they have yet to be fully explored.

Small-scale mining is an important employer in Ethiopia with one million Ethiopians directly engaged in artisanal mining activities.

\$60m earned from textile, garment exports

Ethiopia exported \$60 million worth of textiles and apparel during the first six months of the fiscal year 2013-14, \$15 million more than during the same period the previous fiscal year, said the Textile Industry Development Institute (TIDI), attributing the success to the volume and quality of products, most of which are destined for the international market, particularly Europe, US, Asia and Africa.

TIDI is helping Ethiopian textile and clothing industries realise the \$1 billion target set for the sector during the Growth and Transformation Plan period, which ends in 2015. The sector comprises more than 100 local and foreign-owned companies

and Turkish textile manufacturing firm, Akber, is constructing the biggest textile plant worth \$175 million in Ejere town, Oromia region, with an annual production capacity of \$90 million, creating 10,000 jobs.

Last year, Turkish companies decided to set up their production units in Ethiopia, when a proposal by the Ayka Addis Textile and Investment Group for establishing an industrial zone in the country was accepted by the Ministry of Industry. The relocation will create \$2 billion revenue a year and more than 60,000 jobs.

Ethiopia's new wine; first canned beer

On 22nd March, Prime Minister Hailemariam Desalegn inaugurated Castel Winery Plc, and launched the first Castel Ethiopian wine cuvee.



Castel Winery has two product lines - Rift Valley and Acacia - and the winery has a production capacity of 1.4 million bottles a year, half of which will be exported to China, the US and Europe.

Also present on the occasion were H.E. Brigitte Collet, French Ambassador to Ethiopia, and Castel executives M. Palu and Bernard Coulais.



PM Hailemariam Desalegn visiting Castel Winery

The wine varieties were imported from France to a 125ha vineyard, supervised by a French enologist. 80% of this first cuvee has already been bought by foreign connoisseurs. The PM said Ethiopia could, in 10 years, become Africa's first wine producer.

The French Ambassador stressed the importance of this kind of "audacious and mutual long-term commitment between French and Ethiopian partners", saying it also helps promote the "France" brand in Ethiopia. She cited transmission of skills - technical expertise and savoir-faire - as a key factor for Ethiopia's development.

Present in Ethiopia for the past 15 years, Castel is the number one beer producer in the country. Famous for "St Georges" beer, the firm has invested over €100 million in recent years in three breweries.

For the first time in Ethiopia's beer production, Bedele Beer, now under the Netherlands' beer giant, Heineken, has become the first locally made beer brand in steel coated cans.



The beverage sector is one of the government's most prioritized sector areas, listed in the GTP.

CULTURE & TOURISM

Tourism Transformation Council launched to make Ethiopia a top tourist destination

The Tourism Transformation Council and the Ethiopian Tourism Organisation – both designed to transform the tourism industry, were launched in March, and will coordinate the activities of the various stakeholders in the industry, said Mulugeta Seid, State minister for Culture & Tourism.



At the founding meeting of Ethiopia’s Tourism Transformation Council and the first meeting of the Council’s members, PM Hailemariam, who chairs the Council, expressed his hope that the Council will help Ethiopia to be one of the top tourist destinations in Africa.

Established by the Council of Ministers on 27th August 2013, the “Tourism Transformation Council & Ethiopian Tourism Organisation Establishment”, includes members from relevant ministries, mayors of Addis Ababa and Dire Dawa city administrations, the CEO of Ethiopian Airlines, presidents of the Ethiopian Tour Operators Association and the Ethiopian Hotel & Restaurant Owners Association, president of the Ethiopian Chamber of Commerce & Sectoral Associations (ECCSA) and representatives of religious institutions and celebrities.

The Council will provide leadership and set directions for the country’s tourism development and marketing initiatives and will remove major impediments to tourism development.

The Ethiopian Tourism Organisation, is the secretariat of the Council and has a Tourism Board and director general.

“The establishment of these entities will lay strong foundations for our tourism industry,” Amin Abdulkadir, Minister of Culture & Tourism said. “The Ministry is encouraged by the recent growth of the sector and is keen to scale up its efforts to utilise the industry’s full potential.”

Over 1.38 billion Birr was obtained from tourism in the first half of this Ethiopian budget year. The revenue was earned from 370,754 foreign tourists who visited the country, up by 36% on last year.

The government expects to earn \$3 billion from tourism by the end of the GTP in 2015, and make Ethiopia one of the top five tourist destinations in Africa by the end of 2020.

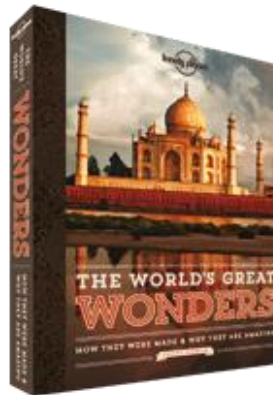
Ethiopia - Hospitality Investment Destination

A W Hospitality Group survey puts Ethiopia and Uganda among the top five countries in sub-Saharan Africa, as key investment destinations for global hotel chains scouting for opportunities in the region. The survey is based on the number of signed contracts by international and regional hotel brands

and smaller non-branded hoteliers. Nigeria leads with the creation of 53,000 jobs, followed by Ghana with 11,000, Angola with 9,000, Ethiopia with 8,800 and Uganda with 8,500.

Group managing director, Trevor Ward, noted that in Sub Saharan Africa, hospitality industry growth is faster than in the developed economies, providing 23% compared to the developed economies 2%. “Africa is positively booming and in an industry which is as labour intensive as hotels this is very good news for job creation.”

Lonely Planet name Dallol and Lalibela as “Great Wonders”



Dallol volcano, part of the Great Rift Valley, and the rock-hewn Church of St George in Lalibela, have made it into new Lonely Planet book, The World’s Great Wonders.

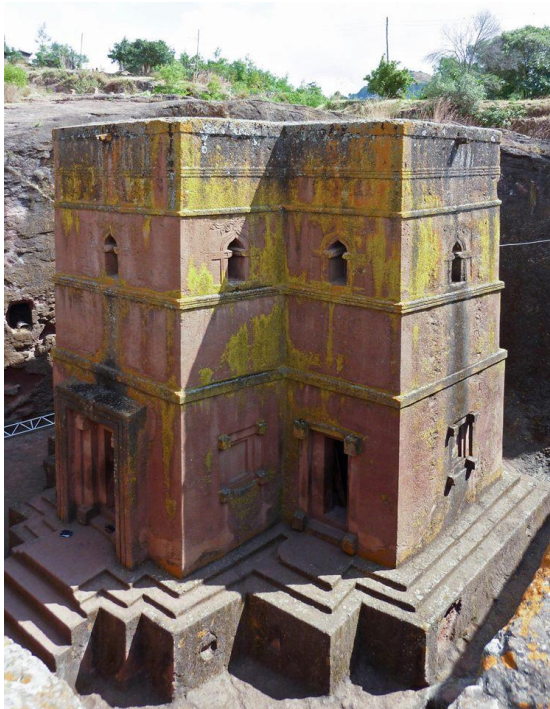
The book, with a foreword written by BBC presenter Dan Cruickshank, unlocks the secrets of 50 of the world’s most extraordinary natural and man-made wonders, with expert commentary and detailed illustrations.



Dallol, in the Danakil Depression, northeast of the Erta Ale Range in Ethiopia, was formed by the intrusion of basaltic magma in Miocene salt

deposits and subsequent hydrothermal activity. Numerous other eruption craters dot the salt flats nearby, the lowest known sub-aerial volcanic vents in the world, at over 45m (150 ft.) below sea level.

The Guardian and *Daily Mail Online* both list Dallol among the top ten wonders. Up to 75km wide in places, it's cradled by a series of cliffs, rising from the valley floor to the top of the highest escarpments.



Church of St George in Lalibela

St George (Bete Giyorgis) church is one of eleven monolithic churches in Lalibela, Amhara region. Carved from solid red volcanic rock it has been referred to as the "Eighth Wonder of the World".



Lonely Planet has also listed Ethiopia in their **Best in Travel 2014**, highlighting the Historic Route, with its Lake Tana monasteries, the Blue Nile Falls, Lalibela and Aksum.

"This is one slice of Africa that rewards the curious as well as the deep-pocketed. Budget hotels abound - the new ones are best."

EVENTS

Krar Collective to play at Rough Guide Live

London-based Ethiopian band, Krar Collective, will play at Rough Guide Live on 17th May at Rich Mix in London's East End, as the event celebrates 25 years of Riverboat Records and 20 years of music through Rough Guides.

Krar are famed for their "hot, impossible-not-to-dance-to rhythms, spectacular vocals and winning stage performance. Their album *Ethiopia Super Krar* introduced the traditional krar lyre to a wide international audience. Plugged in and turned up, it transforms into a gritty ancient rock guitar."



Lead singer Genet Assefa (pictured), will join Parisian Ethiojazz band, Akalé Wubé, on 26th April, also at Rich Mix, where they will "bring the atmospheric, danceable, retro-inspired sounds of Golden Age 1960s Swingin' Addis Ababa to the party."

"Inspired by the sounds they heard on the now legendary *Ethiopiennes* series of reissued albums, five Parisian jazz musicians, strong on horns and guitars, reinterpret classic tracks by the legends



of Ethiopian music, adding some original *je ne sais quoi* here, some Afrobeat there, a bit of New York scene cool, and a huge dollop “jawa jawa” - what they call ‘the groove’ or ‘swing’ in Amharic.”

Tickets to both acts can be purchased on the Rich Mix website: www.richmix.org.uk

SPORTS

Kenenisa wins Paris marathon debut; Great Manchester Run next

Kenenisa Bekele, three-time Olympic Champion and five-time World Champion in the 5,000m and the 10,000m, won the Paris Marathon on 6th April in 2:05.04, breaking the course record of 2:05:10 set by Kenyan Stanley Biwott in 2012. This was Kenenisa’s first marathon.

Bekele’s winning time is the sixth-fastest marathon debut in history and the fastest ever debut by someone older than 30.



On finishing Bekele said, “It was my first marathon and I didn’t have much experience...it was the time I expected. After 25km I pushed alone but it was very tough.”

Compatriot Limenih Getachew came in second place in the men’s elite race, while in the women’s race, Yebrguai Melese and Ahmed Zemez, came in second and third.

On 18th May, Kenenisa will make another debut at the **Great Manchester Run**, his first ever 10km in the UK, where he will clash for the first time with marathon world record-holder Wilson Kipsang of Kenya. It follows his stunning return to world-

beating form at the Bupa **Great North Run** in Newcastle last September, where he debuted and won the 13.1 mile half-marathon distance, beating Mo Farah in a thrilling sprint finish.



“Kenenisa and Wilson have never raced against each other before, so it will be fascinating to see what happens in Manchester,” said Peter Riley, elite athlete manager for the Bupa Great Manchester Run. “It’s great that we’ve got him running his first 10km on the roads in Britain. He’s won the last two Bupa Great Ireland Run 10km races in Dublin.”

Ethiopia finishes third in Sopot

Ethiopia finished third at the IAAF World Indoor Championships in Sopot, Poland earlier in March taking home 5 medals in total...2 Gold, 2 Silver and 1 Bronze.



Genzabe Dibaba won the 3,000m and Mohammed Aman retained his 800m title. Axumawit Embaye and Aman Wote came second in the women’s and men’s 1,500m and Dejen Gebremeskel took bronze in the men’s 3,000m.

ETHIOPIA IN THE NEWS

Forget the BRICs; Meet the PINEs

TIME

Time introduces us to the PINEs - Philippines, Indonesia, Nigeria and Ethiopia - where "the IMF sees growth in the 7% range in the coming years...and there's even talk of a group of "lion economies" rising up in the same way the "tigers" of Asia did in the late 20th century. Africa now, finally, seems to be joining the party... Ethiopia may be even more exciting. Once synonymous with poverty, peace and strong economic management have turned the nation around."



<http://time.com/22779/forget-the-brics-meet-the-pines/>

Boosting Ethiopia's economic growth



Jenny Vaughan reports on the construction boom in Addis Ababa - "a city in transformation...driven by the country's rapid economic growth...The billion dollar public works projects include new roads, railways and massive power generation schemes". The government calls for further investment so Ethiopia "can reach middle income status by 2025."



<http://news.yahoo.com/boosting-ethiopias-economic-growth-building-boom-064408834.html>

Transport: Riding the rails in Ethiopia, Kenya



Addis Ababa's light rail transit system takes giant steps across the cityscape. Photo©Carl de Souza/AFP

Elissa Jobson in Addis Ababa and Marshall Van Valen for the Africa Report look into ambitious railway projects. In Ethiopia, they cover Addis Ababa's fast progressing Light Rail Transit system, which on completion "will revolutionise transportation in the fast-growing city". Construction of the 5,000km network will connect Ethiopia up economically and increase access for imports and exports.



<http://www.theafricareport.com/East-Horn-Africa/transport-riding-the-rails-in-ethiopia-and-kenya.html>

Japan brings kaizen philosophy to Ethiopia

BBC NEWS

Paul Melly investigates how Japan's Kaizen philosophy is working in Ethiopia, following its adoption into the national strategy by the late Prime Minister Meles Zenawi.



"What we hope to achieve through the introduction of the kaizen system is improvement in the productivity of all our enterprises, public and private," Mr Zenawi once said. "It's based on the creativity of all employees and involves all employees in the improvement of quality and productivity of a company."



<http://www.bbc.co.uk/news/business-26542963>

Industrial park leads way for others

This China Daily article reports on the progress of the **Eastern Industrial Park**, the biggest of its kind in Ethiopia, under construction 30km from Addis Ababa. A range of companies, including a biscuit maker, clothes maker, shoemaker, Chinese auto



company Lifan and Unilever NV have already signed up to rent space there.



Employees at the Eastern Industrial Park, near Addis Ababa. 11 buildings cover 110,000 square metres along with a waste-water processing plant [Photo/China Daily]

By year end, the park will officially become a destination port – the government will post custom officers there to deal with import export issues. Products will then be sent directly abroad, saving the hassle at ports.



http://www.chinadaily.com.cn/bizchina/2014-03/24/content_17373205.htm

Ethiopia's clothes firms aim to fashion global sales



Yefikir Design's clothes are handmade from cotton

James Jeffrey reports for the BBC on Ethiopia's budding fashion industry, which is "proving to be one of the most successful Ethiopian sectors for small business and entrepreneurs, generating profit margins ranging from 50% to more than 100%... it is changing the image of Ethiopia...It is showing the diversity and beauty of Ethiopian culture, providing some of the world's best hand-woven cotton fabrics."



<http://www.bbc.co.uk/news/business-26627406>

Textile Manufacturers Attract Global Interest



For IPS, James Jeffrey reports on Ethiopia's new role as an "awakening textile giant", with the increasing international interest the textile industry has been attracting recently. Tesco, the world's third-largest retailer, announced it expects to source more clothes from Ethiopia. H&M, the world's second-biggest fashion retailer, will also begin producing clothing in Ethiopia, he writes.

http://www.ipsnews.net/2014/03/ethiopias-textile-manufacturers-benefit-global-winds-change/?utm_source=rss&utm_medium=rss&utm_campaign=ethiopias-textile-manufacturers-benefit-global-winds-change

Ethiopia: emerging on the sourcing skyline

Fashion United UK reports on Ethiopia emerging as a textile and apparel sourcing country.



"It is not surprising that Ethiopia is emerging as one of the most promising African nations in terms of

resources, growth, potential and investment opportunities for international companies...with its textile and garment industry planning to increase product diversity and product categories, we can expect to see more apparel products "Made in Ethiopia" on store shelves soon."

 <http://www.fashionunited.co.uk/fashion-news/fashion/ethiopia-emerging-on-the-sourcing-skyline-2014031720458>

Of light and shade in Ethiopia

The West Australian

TRAVEL

Stephen Scourfield looks into the history of Ethiopia's elaborate and colourful umbrellas, widely used all over the country during


Christian holidays, especially Timket, - the Christian festival of Epiphany.

The umbrella in the Ethiopian Orthodox Church is said to signify the presence of the Holy Spirit and is opened during the liturgy and held by a deacon over the head of the priest reading the Gospel from the Bible - white for Easter, and colourful umbrellas the rest of the year.



Priest with umbrella at a Lalibela rock-hewn church

However, it is integral to a defining conviction of the Ethiopian Orthodox Church that the original Ark of the Covenant, containing the stone tablets onto which God inscribed the Ten Commandments, was taken from Jerusalem and brought to Axum under a protective canopy of umbrellas held by 12,000 Ethiopian Jews, or falashas.


 <http://au.news.yahoo.com/thewest/travel/africa-and-the-middle-east/a/22230690/of-light-and-shade-in-ethiopia/>

OMO: Tribes of Ethiopia by Sam Barker

CREATIVE BOOM
inspiration & ideas for creatives

During a 10-day trip to Africa, London-based travel photographer Sam Barker took incredible images of the Southern Ethiopian Omo ethnic groups, capturing the people and their tribal body paint and surroundings, it's a project that opens up a whole new world of culture.



 <http://creativeboom.co.uk/photography/omo-tribes-of-ethiopia-by-sam-barker/>

Also on *Creative Boom* is London-based photojournalist, Alan Gignoux's photographs which focus on religious pilgrimages to Lalibela, a centre of the Ethiopian Orthodox Tewhaedo Church.

 <http://creativeboom.co.uk/photography/the-religious-pilgrimage-to-lalibela-by-alan-gignoux/>



Sun-worshipping baboons rise early to catch the African sunrise - and race each other to the top for the best spots

MailOnline

This article documents Simone Sbaraglia’s amazing photos of Ethiopia’s Gelada baboons, “some of Africa’s most sociable monkeys”. Mr Sbaraglia spent three weeks following the group of monkeys and said that over time they started to allow him to get up close and personal with them, as they gained his trust.



Gelada baboons can only be found in the Ethiopian Highlands, with large populations in the Simien Mountains.

<http://www.dailymail.co.uk/news/article-2583322/Monkey-magic-Playful-baboons-scramble-mountain-enjoy-spectacular-sunrise.html>



6 More Fearless Black Female Warriors You Should Know



Atlanta Black Star looks into Empress Taitu Bitul of Ethiopia’s (1851 to February 11, 1918) role as a “a brilliant military strategist, a commander and an advisor to her husband, Emperor Menelik II.”

“Taitu played a key role in halting European plots to colonize Ethiopia when she advised her husband to reject the Treaty of Wuchale (May 2, 1889) between Italy and Ethiopia... Taitu’s strategy helped Ethiopia soundly defeat Italy during the Battle of Mekelle [in January 1896, and also later that year at Adwa on 1st March].”



<http://atlantablackstar.com/2014/03/18/6-more-fearless-black-female-warriors-you-should-know/>

Little Town of Champions

the Atlantic

Nick Ashdown looks into the remarkable success of the village of Bekoji, in the highlands of Ethiopia, which has produced long-distance runners who have won 16 Olympic medals in 20 years.



Marathon runner Askale Tafa shows off her medals

The runners from this tiny town have hauled in more gold medals than India has won in all the Summer Olympic categories put together.



<http://www.theatlantic.com/features/archive/2014/03/little-town-of-champions/284143/>


The Great Ethiopian Run: An Addis Ababa carnival

The Telegraph’s Michael Kerr reports on his trip to Ethiopia last year when he participated in the Great Ethiopian Run, “the biggest mass-participation athletics event in Africa”, and met Haile

Gebrselassie, “the dominant force in distance running for 20 years, and joined a training run with Kenenisa Bekele, holder of the world and Olympic records in both the 5,000m and 10,000m.”



Haile said “Running or jogging is a fashion [here] now. Twelve years ago, to register 10,000 people was hard. Now, a week after we open registration, 80% of the places have gone.”

 <http://www.telegraph.co.uk/travel/destinations/africaandindianocean/ethiopia/10665432/The-Great-Ethiopian-Run-An-Addis-Ababa-carnival.html>

The Master of Masters


RUNNING^{TIMES} Paul Gains looks into the life of “the greatest distance runner in history”, Haile Gebrselassie, which includes a vast array of business ventures.



Haile Gebrselassie wins the Vienna Half Marathon last April, days before turning 40

“Still running with the world’s best at age 40, Ethiopia’s great Haile Gebreselassie gets a lot more than training done in a day....Over the past two

decades, Haile & Alem International PLC, the company he founded with his wife, Alem, has built three hotels, two primary schools, six office towers, a 1,500-hectare coffee plantation and cinema in Addis Ababa. Their subsidiary company, Marathon Motors, imports Hyundai cars to Ethiopia. And they have plans to build an SUV assembly plant in Addis. Most recently, Haile’s company has begun construction of a housing and condominium complex.”

 <http://www.runnersworld.com/elite-runners/the-master-of-masters>

Giant Basket Uses Condensation to Gather Drinking Water

WIRED Joseph Flaherty reports on Designer Arturo Vittori’s new invention, the WarkaWater towers, which he hopes will offer access to clean water in remote areas.



The towers can collect over 25 gallons of potable water a day by harvesting atmospheric water vapour and are inspired by the Warka tree, a giant, gravity-defying domed tree native to Ethiopia that sprouts figs.

“WarkaWater is designed to provide clean water and ensure long-term environmental, financial and social sustainability,” he says. “Once locals have the necessary know how, they will be able to teach others villages and communities to build the WarkaWater towers.” Each tower costs approximately \$550 and can be built in under a week with a four-person team and locally available materials.



Vittori hopes to have two Warka Towers erected in Ethiopia by 2015 and is looking for financial rainmakers who'd like to seed these tree-inspired structures across the country.



<http://www.wired.com/2014/03/warka-water-africa/>

NEWS IN BRIEF

New Addis Ababa airport

Ethiopia plans to build a new international airport on the outskirts of Addis Ababa – in Modjo, Dukem and Tefki - to accommodate increased traffic through the city's main Bole International Airport.

Bole Airport, with 150 flights a day, will expand to include modern VIP and passenger terminals which can serve 22 million passengers a year.

Ethiopia pledges support for science, engineering

At a high-level forum held in Kigali, Ethiopia was among five African countries to commit to invest more in science, technology and engineering education to accelerate a knowledge-based society within a generation.

Themed "**Accelerating Africa's Aspirations**," the forum on Higher Education for Science, Technology and Innovation was co-hosted by the World Bank and Rwandan government.

Rwandan President, H.E. Paul Kagame, said "Our collective commitment to Africa's transformation must be followed by action to drive innovation for the development of our people and our continent," said Kagame.

Makhtar Diop, the World Bank's vice president for Africa, challenged countries to expand knowledge and expertise in science by doubling the share of students graduating from universities with degrees in scientific fields by 2025.

Cement output surpasses local demand

Ethiopia's annual cement output has reached 12.12 million tonnes, double the current local demand, thanks to new factories said the Industry Ministry.

There are 18 cement factories whose surplus cement will be exported. The National Cement Factory has already begun exports to neighbouring countries Somaliland and Djibouti. Cement production will increase to 27m tonnes by 2015.

Melkam Fasika!

Happy Easter

From Everyone at the Ethiopian Embassy

Ethiopian Christians at home and abroad, will join the rest of the world in celebrating Easter on 20th April (This year, Ethiopian Easter, Fasika, falls on the same day as Easter holiday for Catholic and Protestant Christians). Fasika follows eight weeks of fasting from meat, or animal products of any kind, and dairy. On Easter Eve, Ethiopian Christians participate in an extended church service that ends at around 3 a.m., after which they break their fast and celebrate the resurrection of Jesus Christ.

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