



Ethiopian News

September 2015 Issue



Photo Credits: Bale Mountain Lodge

Ethiopia: Tourism Destination of the Year 2015

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Ethiopia at the UN General Assembly in New York

Prime Minister Hailemariam Desalegn addressed the 70th General Assembly of the United Nations in New York on 28th September and warmly welcomed the adoption of Agenda 2030 and the Sustainable Development Goals.



“**Transforming Our World: the 2030 Agenda for Sustainable Development**” is composed of 17 Sustainable Development Goals and 169 targets, which have the overall aim of wiping out poverty, fighting inequality and tackling climate change over the next 15 years.

UN Secretary-General Ban Ki-Moon hailed the Agenda as a transformative vision for a better world. He said “The 2030 Agenda compels us to look beyond national boundaries and short-term interests and act in solidarity for the long-term. Institutions will have to become fit for a grand new purpose. The UN system is strongly committed to supporting Member States in this great new endeavour.”

Prime Minister Hailemariam, who was heading a high-level delegation, told the Assembly that the political will and commitment demonstrated in adopting the **Addis Ababa Action Agenda** and the **2030 Agenda** gave hope and optimism that a new globally binding climate agreement could be

secured during the **Climate Change Conference in Paris** in December.

He said that Ethiopia, as a United Nations' founding member, remained a staunch supporter and is the second largest contributor to UN peacekeeping. Despite its failures, he added, the UN remains the only universal organization that provides all nations with a platform to advance common objectives and to address the problems they face. But membership had changed dramatically over the years, and so had the world's geopolitical and economic realities. Comprehensive reform of the UN, and of the Council in particular, was imperative. He repeated Africa's call for its full representation in all of the Organization's decision-making organs.

The PM said Ethiopia had taken charge of its own destiny and had made the best use of its partnership with the UN and would continue to work towards achieving middle-income status by 2025, on the basis of carbon-neutral growth through Ethiopia's climate-resilient green economy strategy.

During the week in New York, Ethiopia's Foreign Minister Dr Tedros Adhanom, participated in a High-Level Panel on the SDGs, specifically on Goal 17, "**Mechanisms and Partnerships to reach the Goals**", which he said was the most important as it provided ways to achieve the other 16 goals.

Ethiopia's remarkable successes were a result of political commitment and success in rallying society behind the development agenda; its rapid, pro-poor development was more political than technical. He said unless governments, the private sector, civil society and philanthropic organizations, international and regional organizations create a genuine partnership to mobilize essential resources and the necessary technology to implement the post-2015 development agenda, it would remain a mere ambition.

While in New York, Prime Minister Hailemariam held bilateral talks with Japan's Prime Minister

Shinzo Abe and Egypt's President Abdel-Fattah el-Sisi.



PM Hailemariam [left] with President el-Sisi of Egypt [rt]

At an investment event he urged global investors to invest in Africa, as the continent was growing economically and in human resources. He also attended the launch of the Global Strategy for Women, Children and Adolescent Health where UN Secretary-General Ban Ki-Moon announced over US\$25 billion in commitments for a five-year period, to help end preventable deaths of women, children and adolescents.

Dr Tedros was one of the speakers at the High-Level Roundtable discussion under the theme "**Financing Health and Education: Girl's Driving Development**". Other speakers included Gordon Brown, former Prime Minister of the UK and Special Envoy of the UN on Education and Borge Bredede, Foreign Minister of Norway.

On the margins of the UN General Assembly, Dr Tedros met the Foreign Minister of Italy, Paolo Gentiloni and Somalia's Foreign Minister Abdisalam Hadiye Omer to discuss Somalia. He also held bilateral meetings with the Foreign Ministers of Chad, Finland, Kazakhstan, the Democratic Peoples' Republic of Korea, New Zealand, Norway, Poland, Serbia, the Seychelles, South Sudan, Sweden and the UAE. He met US Assistant Secretaries of State, the European Union - on Foreign Affairs and Security Policy - and Canada's Minister for International Development, among others.

Ethiopia receives South-South Award for 2015 for MDG success

While in New York Prime Minister Hailemariam Desalegn received the South-South Award 2015 for Ethiopia's achievements in attaining the Millennium Development Goals. The South-South Awards honour countries, individuals and organisations that have demonstrated distinguished achievements in transformative sustainable development.



Ethiopia reduced the number of people living in poverty by 33% between 2003 and 2011. All children have the opportunity to attend primary school and women and children have far greater access to healthcare. Ethiopia was also recognised for its exceptional

performance in meeting the other MDGs.

The *Financial Times* **Sustainable Economic Development Assessment** diagnostic tool, which measures relative well-being in countries around the world, shows that Ethiopia has improved its healthcare and other factors measured by the MDGs more than any other country.

In his acceptance speech, Prime Minister Hailemariam said that sustainable development still remained a challenge. He reiterated Ethiopia's commitment to South-South co-operation and stated that, while Ethiopia had been inspired by stories of development from the Global South, in the same way it would also share its 'modest' success with others.

Ethiopia: Tourism Destination of the Year 2015

In July, Ethiopia was awarded the accolade 'World Best Tourism Destination 2015' by the European Council on Tourism and Trade, fending off competition from 30 other countries.

The Council highlighted Ethiopia's outstanding natural beauty and dramatic landscapes, evidenced in the Simien and Bale mountains, which are home to endangered species, ancient cultures and 3,000-year-old archaeological sites. Ethiopia has 10 UNESCO world heritage sites, the most of any African country.



Ethiopian wolf, photo credit: Bale Mountain Lodge

Ethiopia was also praised by the association of EU tourism organisations for its 'excellent preservation of humanity landmarks'.

Numbers of tourists have increased by 10% in Ethiopia over the last decade and the country received over 600,000 visitors in 2014. Although only 20,000 of these originated from the UK, the travel company Kuoni have predicted a surge for the coming year. Ethiopia has been using tourism as a tool for eradicating poverty and has become a model for green tourism and hopes to grow tourism threefold in the next five years.

The cultural and religious celebration of *Meskel* and *Timkat* (Epiphany) have been attracting an increasing number of tourists. Efforts are now being made to promote other cultural celebrations such as *Ashenda* in the Tigray region, attracting both foreign

visitors and diaspora families. Between 2013 and 2014 the number of tourists visiting the state increased by 352,000.

These new developments come before the 36th World Travel Market to be held in London from 2nd to 5th November 2015. The exhibition brings together professionals from over 186 countries and regions and generates upwards of £2.5 billion of travel industry contracts each year.

HE Ambassador Berhanu attends the British political party conferences

The Embassy attended three UK party conferences this year and was able to meet a wide range of parliamentarians.

At the Liberal Democrat Party conference in Bournemouth, His Excellency Ambassador Berhanu Kebede met the party leader, Tim Farron MP and peers Baroness Northover, Lord Wallace and Lord Woodthorpe-Browne, and discussed Ethiopia's progress and Ethio-UK relations. The Ambassador also met Baroness Featherstone, former Parliamentary Under-Secretary at the Department for International Development.



His Excellency and Lib Dem party leader Tim Farron MP

At the Labour Party Conference in Brighton, the Ambassador met party leader Jeremy Corbyn MP and Shadow Secretary of State for the Foreign and

Commonwealth Office, the Rt Hon Hilary Benn MP, Shadow Secretary of State for DFID Diane Abbott MP, John Mann MP, Labour mayoral candidate Sadiq Khan MP and party chairman Iain Nicol. He also met with the former Labour MP John Austin, who for many years ably chaired the Ethiopia All-Party Parliamentary Group, until his retirement in 2010.



His Excellency and the Rt. Hon Hilary Benn MP at the Labour Party Conference in Brighton

At the Conservative Party Conference in Manchester, the Ambassador met the Secretary of State for International Development, the Rt. Hon Justine Greening MP, and the Chairman of the Ethiopia All-Party Parliamentary Group, Laurence Robertson MP, who will be speaking at a UK-Ethiopia Investment Forum in late October.



His Excellency (far left) and the Rt. Hon Justine Greening MP with other African Ambassadors

Ethiopia looks East

Japan confirms development of industrial park in Ethiopia



AFRICA JAPAN BUSINESS INVESTMENT FORUM

The second Africa-Japan Business Forum, co-hosted by the Government of Ethiopia and Nikkei Business Publications, was held in Addis Ababa early last month. Over 300 key actors from government and business policy circles met at the event to share best practices and opportunities for trade and investment in finance, agriculture, manufacturing, healthcare and technology.

Japan and Ethiopia have long-standing relations dating back to the 1930's. Now, Japan is promoting continued long-term engagement with Ethiopia as a result of Ethiopia's abundant resources and growing population. Indeed Ethiopia was one of three African countries the Prime Minister of Japan visited in early 2014, which is believed to have motivated Japanese companies to consider Africa. Since then at least 34 Japanese companies have conducted pre-investment visits to Ethiopia.

It has been announced that in the next two years Japan will establish an industrial park in Ethiopia. This comes alongside Ethiopia's plan to establish business parks across economic corridors in the country totalling an investment of \$10 billion in the coming decade. Such parks are planned for

Hawassa, Mojo, Adama, Dire Dawa, Debrebirehan, Kombolcha and Mekelle.

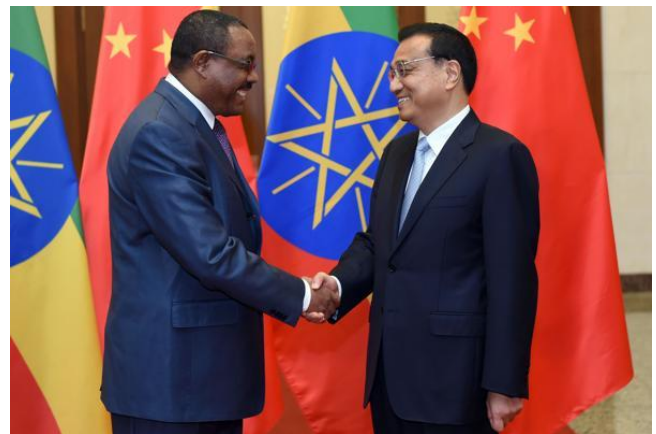
Currently there is a Chinese industrial park, called Eastern Industrial Zone, in operation outside Dukem Town in Oromiya region and a Turkish industrial park is under construction.

Success at Conference on China-Ethiopia Production Capacity Cooperation

In early September, the Conference on China Ethiopia Production Capacity Cooperation took place, building on an already strong partnership between the two countries.

China is Ethiopia's largest trading partner and has been the biggest source of foreign investment in the country for years. Indeed, currently there are approximately 20 Chinese companies engaged in the construction of Ethiopian roads, railways and industrial villages. Ethiopia is the fourth largest destination of Chinese investment in Africa and in 2015 alone approximately 300 Chinese companies conducted pre-investment studies.

At the conference, China and Ethiopia committed themselves to building on this already strong partnership. Premier Li Keqiang and Prime Minister Hailemariam Desalegn agreed to encourage cooperation in infrastructure, construction, energy and agriculture. It was also announced that China



PM Hailemariam Desalegn and Premier Li Keqiang

would help Ethiopia to become Africa's manufacturing powerhouse and that the Chinese Development Bank will co-operate with its Ethiopian counterparts in transferring capacity and investing in industrial parks. Ethiopia is aiming to enhance foreign exchange earnings from coffee, clean energy, oil and gas.

Five agreements were signed during the delegation's trip to China including a Technical Co-operation Agreement, African Regional Co-operation on Aviation, a Letter of Guarantee and Buyer Credit Loan Agreement for the **Ethiopia-Djibouti Railway Power Supply Project**, a Letter of Guarantee and a Special Facility Agreement for the Development of Small Enterprises and a Petroleum Pipeline Agreement.

China supports Ethiopia with US\$1.4 billion loan



China has also announced that it will provide a US\$1.4 billion loan to Ethiopia in order to support six projects including the Ethiopia-Djibouti railway, electricity supply, road development, the installation of a natural gas pipeline and building the capacity of small enterprises.

Premier Li also demonstrated a strong interest in supporting Ethiopia's agricultural research and town planning, while Ethiopia is keen to learn from

China about light industry, infrastructure, tourism, modern farming and the development of lakes.

Dashen Beer becomes Arsenal's Official Partner



Arsenal's Vinai Venkatesham and Dashen's Devlin Hainsworth

London's Arsenal Football Club has announced a three-year partnership with Dashen Brewery as its Official Partner, becoming the first Premier League side to secure a partnership with Ethiopia.

The partnership will allow Arsenal to engage better with its Ethiopian fans through digital platforms, promotional activities and marketing initiatives.

Arsenal chief commercial officer Vinai Venkatesham said: 'Arsenal has a huge fan-base across Africa, and our support in Ethiopia stands out as particularly strong. We are delighted to be partnering with Dashen Brewery'.

Dashen Brewery CEO Devlin Hainsworth stated: 'We are truly excited about this partnership. Dashen and Arsenal share common values with community being at the heart of both brands. This partnership will see Dashen invest both in grassroots football while at the same time supporting our commitment to creating meaningful consumer experiences.'

Addis opens first light railway in sub-Saharan Africa



Ethiopians greeted the opening of sub-Saharan Africa's first light railway with excitement, on 20th September. This north-south section of the 32-km project will be joined by the East-West line which will open in October, expanding the project to 39 stations. The tram system is expected to carry approximately 15,000 people an hour in one direction and will alleviate some of Addis Ababa's travel problems with passengers being able to travel much greater distances than before in far shorter time periods.

The price of travelling on the train is said to reflect the city's need for new infrastructure to alleviate traffic problems; it is not a profit-driven exercise.

The \$475 million project was 85% funded by Export-Import Bank of China and took three years to be completed, while a similar project in Lagos has suffered many delays.

Ethiopia launches first space programme in East Africa



Mount Entoto domes, with telescopes and a spectrograph, monitor electromagnetic radiation

Ethiopia has recently joined an elite club of African states who have space programmes. The first of its kind in East Africa, the programme is designed to complement the country's rapid economic development and inspire young people to become involved in space and technology.

The mission programme states that one of the space programme's objectives is 'to build a society with a highly developed scientific culture that enables Ethiopia to reap the benefits accruing from space science and technology.'

Perched 3,200 metres above sea-level on Mount Entoto are two metal domes housing computer-controlled telescopes and a spectrograph to monitor electromagnetic radiation. Costing \$3 million, the programme has been funded by Mohammed Alamoudi, an Ethiopian-born Saudi businessman and the richest man in Ethiopia, and will allow astronomy and astrophysics students to train on-site as opposed to taking expensive trips abroad to study.

'Science is part of any development cycle - without science and technology nothing can be achieved,' said Abinet Ezra, communications director for the Ethiopian Space Science Society (ESSS).

There are hopes to launch a national space agency, to put an Ethiopian satellite into orbit within the next five years, and to build a new site in the northern mountains in Lalibela, well away from the lights of Addis Ababa. This will not only boost communications but also bring beneficial effects for agriculture by enabling the monitoring of farmland. Plans to test the first Ethiopian rocket to go more than 18 miles into the sky have been revealed by the Institute of Technology in the town of Mekelle.

Milan holds Ethiopia Trade and Investment Forum

On September 21 over 300 Italian firms met in Milan's Stelline Conference Centre for the Ethiopia Trade and Investment Forum, to learn more about trade and investment opportunities in Ethiopia. Ethiopian firms attending the conference represented sectors including infrastructure, textile and leather, pharmaceutical, construction and the food industry.



The event was organised by the Italian Trade Agency alongside the Ministry of Foreign Affairs and International Co-operation, and was attended by Ethiopian Foreign Minister Dr Tedros Adhanom and Italian Foreign Minister Paulo Gentiloni.

Ethiopia is one of the three main markets in sub-Saharan Africa for Italian firms, largely due to its political and institutional stability. The Italian Minister also highlighted Ethiopia's high growth

rate and its 90 million inhabitants as reasons for Italian firms to 'gather together and grasp such opportunities'. He emphasised that:

'Italy's entrepreneurship sees Ethiopia as one of the countries on the priority list for 2015-2017'.

Ethiopian Airlines leaps from success to success



State-owned Ethiopian Airlines, ranked as the largest carrier in Africa by revenue and profit by the International Air Transport Association (IATA), is planning to expand its fleet and routes.

The airline plans to double its current fleet of 77 planes, including 13 Boeing 787-7 Dreamliners, and to broaden its routes in order to increase revenue to \$10 billion by 2025. Ethiopian already ordered 6 more Dreamliners in June and has 50 planes on order altogether, including 14 Airbus A350s.

Ethiopian unveiled the first direct route connecting Japan and Africa in late August, connecting Addis to Tokyo via Hong Kong, and will operate three times a week using a dual airline code, incorporating All Nippon Airways. Planes will leave Addis Ababa on Mondays, Wednesdays and Fridays returning on Wednesdays, Fridays and Saturdays. This new destination is one of seven new destinations announced in the past few months including Manila,

Los Angeles, Cape Town, Dublin, Cameroon and the Republic of Congo.

Mr Solomon Begashaw, Area Manager of the Nigerian Office of Ethiopian Airlines, outlined the company's targets for the future, stating that they aimed to fly to 120 international and 26 domestic destinations by 2025. He also said that the airline hoped to increase the number of employees on its payroll from the current 8,000 to 17,000 by 2025.

"In our vision 2025, our mission is to transport 22 million passengers per annum; currently we are at six million plus per annum.

"In terms of cargo, we are expected to hit 820 tonnes of cargo per annum; we are currently doing 220 tonnes of cargo", he said.

These plans come amidst the revelation that Ethiopian recorded a profit of 3.5 billion birr last month, well above its expected 2.9 billion birr at a time when other Africa airlines are struggling to make any profit at all.

Furthermore, going from strength to strength the company has relaunched its website, creating a far more user-friendly platform to book and manage flights, and verify flight statuses. It is now possible to check-in online.

Ethiopian is a Pan-African global carrier with the youngest fleet on the continent, which has an average age of less than 7 years, and currently serves more than 91 international destinations across 5 continents and with over 200 daily departures.

Watch *Lamb*, the first Ethiopian film to be shortlisted at Cannes at Film Africa – see page 15 for dates



<http://www.filmafrica.org.uk/venues/>

EU plans 1.8 billion euro fund for migration crisis



The European Union plans to launch a fund to help states close to Europe deal with migrants before they arrive. The fund aims to promote stability in countries from where migrants originate and to address the causes at the root of migration. It will be provided by the 28 member states and will be focussed on northern Africa and the Horn, including Eritrea, Ethiopia and Somalia.

European Union member states agreed on a voluntary basis to accept 32,000 migrants in July, but these plans fell through because of opposition from eastern member states. The commission also proposes that asylum seekers be allowed to work while their claim is being processed. Currently this is not possible in most European countries, meaning most have to rely on state benefits.

Ethiopia opens electronic trading system

Ethiopia is set to open an electronic commodity exchange in order to double the number of items it trades. The new platform will replace the 'open outcry' system of shouting and gesturing orders.

Currently the exchange trades seven commodities, including sesame and coffee. The new system is expected to allow for a trading capacity 5,000 times greater than at the present time, permitting the trade of 'multiple commodities with no limits', says ECX's Chief Executive Ermias Eshetu.



Eshetu added that sugar, teff, chickpeas and many more commodities will be targeted by the platform with the aim of doubling the number traded each year.

Nespresso supports coffee growers in Ethiopia



Since the start of 2015, Nespresso, in conjunction with partner Pur Project, has planted 200,000 trees in Ethiopia and Guatemala to help benefit over 600 local farmers. This initiative is in line with Ethiopia's commitment to a green economy and to protect its land from environmental degradation. It is part of the Nespresso AAA Sustainable Quality™ Program, which aims to improve the fertility of soil and productivity of coffee farms. It is hoped that the trees can also be a source of income diversification through the sale of timber and fruit.

Trade and Investment Update

Textile Industry - new focus for second Growth and Transformation Plan

The Textile Industry Development Institute has said that during the second Growth and Transformation Plan (GTP II) 5-year period it aims to generate 2.5 billion dollars. The Institute's Corporate Communication Director, Bantihun Gessesse, said that focus will shift to the industry during GTP II and that ties will be strengthened between the input and output generating sub-sectors.

Training of the workforce and bolstering technology transfer by building the relationship between industries and academic institutes, and creating a stronger market for micro- and small-scale enterprises engaged with textiles, will be the key components.

Job opportunities for approximately 100,000 are expected to be generated during the period and Bantihun added that development of the sector will be in line with Ethiopia's environmental protection aims.

This announcement has come alongside a McKinsey & Company report stating that East African countries, especially Ethiopia, could become leading clothing manufacturers with major buyers such as H&M, Primark and Tesco increasingly sourcing their clothing from the region. All three already source from Ethiopia - children in the UK went back to school this autumn in uniforms made in Ethiopia for Tesco.

Dangote Cement to Build New Plant in Ethiopia



Dangote Cement Plc has announced that it will increase output by 25 million metric tonnes across 11 countries after agreeing to contracts with Simona International Engineering Co. Ltd, a Chinese construction company. Ethiopia will be one of these countries.

Aliko Dangote, CEO of the company, stated that he is not deterred by falling commodity prices. He instead asserted: 'I am very confident when it comes to Africa'.

Debre Birhan records 12 billion birr investment

In the last three years Debre Birhan Town Administration has licensed investors with capital amounting to 12 billion birr. Located close to Addis Ababa and accessible to international markets via Port Djibouti and the Port of Tadjoura, Debre Birhan is ideal for international investment.

The Deputy Mayor of the town, Samuel Alen, told the Ethiopian News Agency that 124 of the 300 companies licensed in the town are involved in manufacturing. Seventeen of these are already operational and approximately 2,000 permanent jobs have been created.

The Ethiopian diaspora are partly responsible for the success, accounting for 26 projects worth 400 million birr.

Ethiopia to further encourage investment in mining

Speaking at a two-day International Mining Conference in September, the Minister of Mines, Tolesa Shagi, stated that Ethiopia's plentiful mineral resources were yet to be tapped. He noted that ores, gems and fuels could be found in Ethiopia and their exploitation could be easily developed in a transparent and accountable way.

The conference drew over 200 representatives from countries including Australia, the UK, Finland, Canada, Kenya and Mozambique as well as the World Bank and the UNDP.

Libya Oil Holdings Ltd to expand interests in Ethiopia

Zekaria Wolika, the sales and marketing manager of Libya Oil Ethiopia, said recently that after discussions lasting for a whole week, the management has decided to expand operations in Ethiopia with a planned investment of 150 million birr.

Libya Oil is looking to build a motor oil and lubricants blending facility, and move into the chemical supply business. While initially the plan is to import chemicals, the company aims to manufacture them locally in the future. It also has impressive targets to operate 185 fuel stations in Ethiopia by 2020 (currently it operates 143).



Agro-processing Industrial Plants to be established

The Ministry of Industry has announced that agro-processing parks will be constructed in Tigray, Amhara, Oromia and the Southern Nations, costing US\$2.5 billion.

The agricultural sector is currently facing a variety of challenges including shortage of inputs. Furthermore there is often an absence of industries in areas with an abundance of agricultural products and a lack of raw materials in areas where industries are located.

The agro-processing parks are designed to mitigate these challenges. More than 17 possible sites have been identified, including Bahker in Tigray, Bure in Amhara, Ziway in Oromia and Sidama in SNNP. The areas are rich in livestock, fish, sesame, spices and honey, making them ideal candidates.

Ethiopian film sold out at London Film Festival



Picture: Lamb, London Film Festival
<https://goo.gl/M0Nqsy>

Lamb, the first Ethiopian film ever selected for the Cannes Film Festival, has sold out at October's London Film Festival. Playing on two nights on 9th and 10th October, the film has been well-received across the globe and will compete for the Sutherland Award in the First Feature Competition at the Festival.

"This film is a celebration of being Ethiopian. It is about the love, struggle, complexity and beauty here that you usually do not see portrayed," said Mr Yared, the film's Ethiopian director.

The story follows nine-year-old Ephraim and his best friend, and pet sheep, called Chuni. The two are sent away to live with relatives after Ephraim's mother dies, but Ephraim soon becomes homesick and constantly gets into trouble. When his uncle orders him to kill Chuni for a holiday feast, Ephraim is heart-broken and formulates a plan to return home.



Lamb was shown at Rich Mix Cinema in Shoreditch

Ethiopia in the News

The Telegraph

<http://goo.gl/G38zzN>

The world's most surreal landscapes

The Telegraph reports that at the 'Danakil Depression, Africa dips to a depth of 116m below sea level, and the temperature soars. Dallol has the highest average air temperature in the world calculated at 34.4°C.' The article advises readers to cross 'the salt plain to the Dallol volcano, the lowest on earth, if that's not enough for you.'



Photo: Fotolia/AP

The Danakil Depression is just one of Ethiopia's many unique attractions, helping to make it the tourist destination of 2015.

The Telegraph

<http://goo.gl/xzQqjf>

Meet the man who built his own plane from scratch, using second-hand parts and YouTube tutorials

The Telegraph also reports on Asmelash Zerefu, a 35-year old Ethiopian who dreams about being the first African to fly 10m above the ground in a hand-made aircraft. As a young man he was rejected from Ethiopian Airlines Aviation Academy for being 1 cm too short and decided to take matters into his own hands by building his own plane.

He has since spent at least a decade reading countless maintenance books on Federal Aviation Administration and scouring YouTube for tutorials on building aircraft.

Over the course of 570 days, Asmelash built a plane powered by a second-hand Volkswagen Beetle engine with an overall price tag of £4,900. In June of this year, however,

during her maiden voyage flight, there was



unexpected friction causing the propeller to break and forcing Asmelash to rethink his design.

Nevertheless, he has not been perturbed and remains optimistic. Recently he was offered a scholarship to study Aeronautical engineering in the Netherlands which may be just what he needs to fulfil his childhood dream.



THE GLOBE AND MAIL

Scaling Simien: Budget Mountains for beginners in Africa

In August the Globe and Mail highlighted the Simien Mountains in Ethiopia as a cheaper and 'jaw-dropping' alternative to hiking the more expensive and well-known trails in Africa. A trip up Mount Kilimanjaro can set a traveller back as much as \$4,000 whereas online quotes for trips in the Simiens come in between \$600-\$2,000.



Gelada baboons are one of the many species to be seen while climbing

Elizabeth McSheffrey, however, recommended choosing an agent at Gondar which cost her a mere \$435 for a 4-day hike including food, accommodation, porters, guides and transportation. She describes the area as ‘one of the most spectacular landscapes on earth’ and ‘almost biblical in appearance’, home to the ‘socially adventurous’ gelada baboons, the elusive Ethiopian wolves and the indigenous walia ibex (a goat found nowhere else on earth).

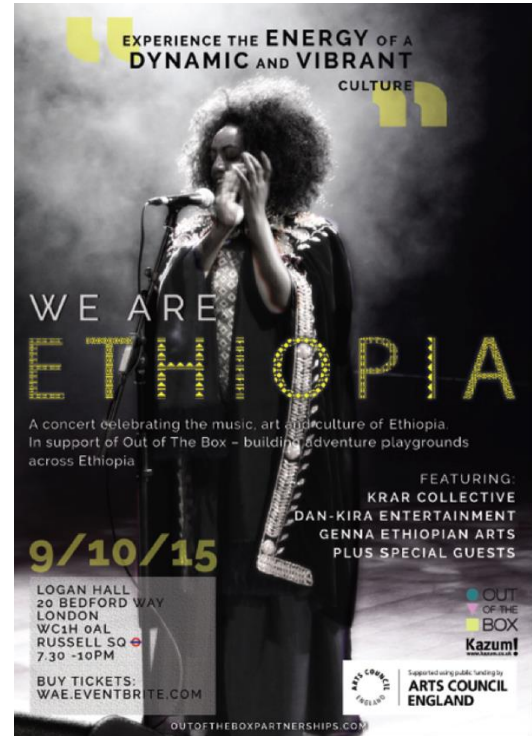
<http://goo.gl/gBdCIZ>



You’re likely to be treated to an authentic Ethiopian coffee ceremony during your trip

Ethiopian Events in London

The weekend of 9th and 10th October saw an explosion of African culture in London with two events dedicated to celebrating the continent. On Friday 9th October the ***We Are Ethiopia*** concert, supported by Out of the Box, was head-lined by Krar-Collective, Dan Kira and Genna Arts.



The event celebrated and promoted the unique, rich and vibrant music, dance, poetry and art culture of Ethiopia, rarely showcased in central London. It also aimed to raise awareness and support for Out of the Box, a project that builds adventure playgrounds and youth centres across Ethiopia.

On 10th October, Trafalgar Square played host to a vibrant and diverse celebration of African culture: ***Africa on the Square***. Held jointly by London’s Mayor, Boris Johnson, and *The Voice* newspaper, the event brought together up to 55 stalls showcasing African fashion, beauty products, jewellery, books, artwork, food, music and dance.



Krar Collective at Africa on the Square

Forthcoming events

Ethiopia Submits its Climate Action Plan Ahead of 2015 Paris Agreement

Ethiopia is looking forward to participating in the upcoming UN Climate Change Conference (COP21), which will take place in Paris in December. As a country that has formulated a plan for a Climate Resilient Green Economy, Ethiopia intends to put forward proposals that will secure the financing required for the project.

Ethiopia strongly believes in international cooperation to combat the adverse effects of climate change and was one of the first two countries to declare its **Intended Nationally Determined Contributions (INDCs)**, which offer quantifiable information on the time-frames, scope and coverage, planning processes and methodological approaches and how the intended nationally determined contribution is fair and ambitious, in light of its national circumstances.

So far 40 parties to the UNFCCC have formally submitted their INDCs and the list of these countries are available on the UNFCCC website [here](#).

Ethiopia has made commendable efforts to mitigate climate change. In recent years, to take just two instances, over 20 million Ethiopians have participated in a tree-planting campaign that is transforming the landscape and in the energy sector hydro-electric dams have been built with more on the way with an expected output of 10,000mw by 2017.

The Paris agreement will come into effect in 2020, empowering all countries to act to prevent average global temperatures rising above 2 degrees Celsius and to reap the many opportunities that arise from a necessary global transformation to clean and sustainable development.

Coming up...



UK-Ethiopia Trade & Investment Forum 2015
Central London, 21st October 2015

Logos for: UK Trade & Investment, British Expertise, and other partners.



ETHIOPIA SUMMIT
OCTOBER 26TH - 29TH 2015 | ADDIS ABABA, ETHIOPIA

Silver Sponsors: Microsoft, Standard Bank. Energy Sponsor: Ethiopian Airlines. Official Airline: Ethiopian Airlines.

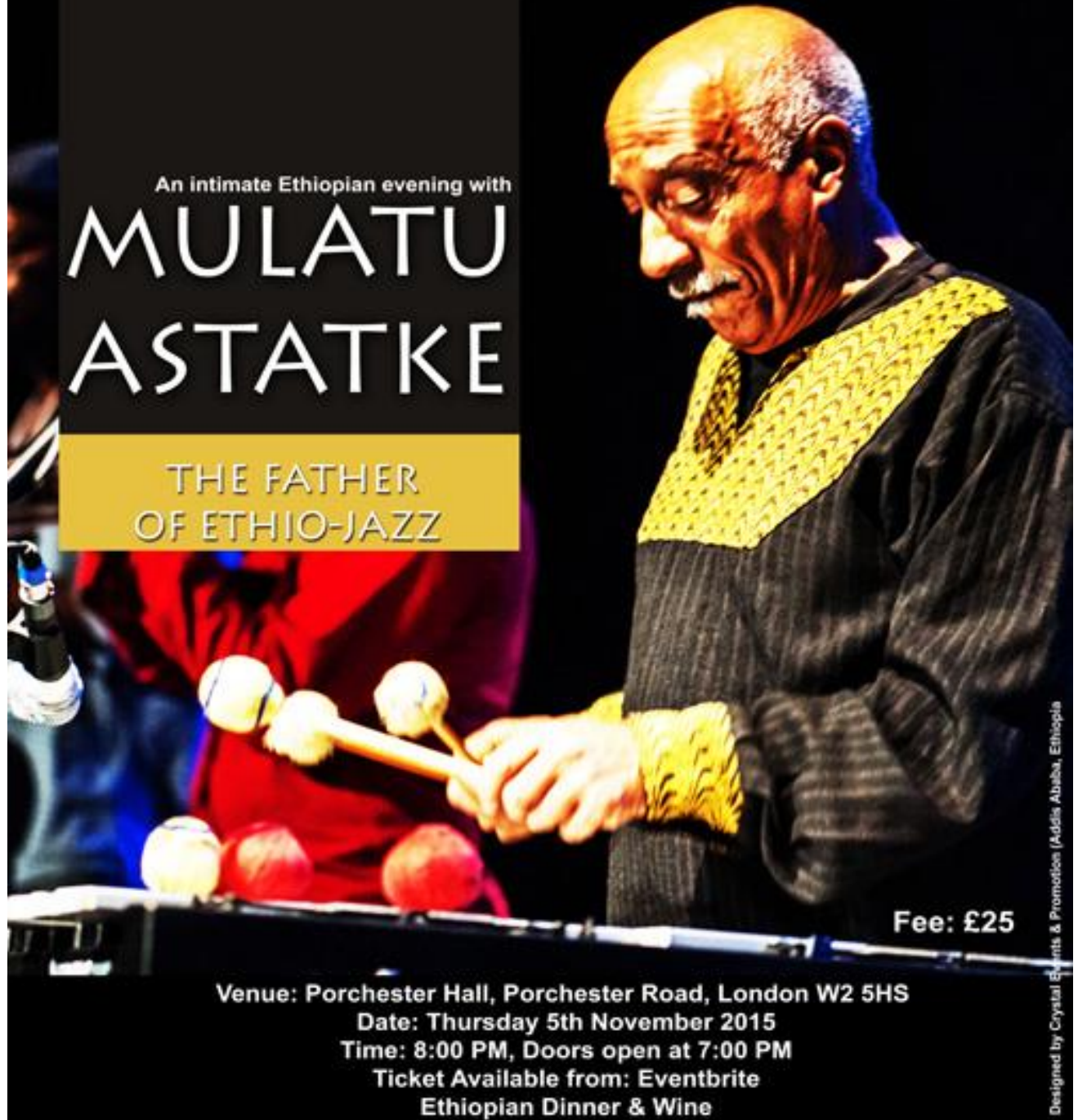
21-Oct	UK-Ethiopia Investment Forum	London
28-29 Oct	<i>The Economist</i> Investment Forum	Addis Ababa
30 Oct-7 Nov	Film Africa, London (3 Ethiopian films showing)	London
2-5 Nov	World Travel Market & <u>Mulatu Astatke</u>	London



Part of Ethiopia's Participation in World Travel Market 2015

An intimate Ethiopian evening with
**MULATU
ASTATKE**

THE FATHER
OF ETHIO-JAZZ



Fee: £25

Venue: Porchester Hall, Porchester Road, London W2 5HS
Date: Thursday 5th November 2015
Time: 8:00 PM, Doors open at 7:00 PM
Ticket Available from: Eventbrite
Ethiopian Dinner & Wine

Designed by Crystal Events & Promotions (Addis Ababa, Ethiopia)



THE EMBASSY OF THE
FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA



<https://www.eventbrite.co.uk/e/intimate-ethiopian-evening-with-the-father-of-ethiojazz-mulatu-astatke-tickets-18712982033>