



Ethiopian News

November – December 2012 Issue

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Season's Greetings

From Everyone at the Ethiopian Embassy

PM Hailemariam at the Climate Change Conference; Britain pledges £133 million to help Africa tackle climate change

Prime Minister Hailemariam Desalegn, on 4th December, told the UN Climate Change Conference that Africa demanded full implementation of previous pledges on climate change.

Addressing a high-level segment meeting at the conference and speaking on behalf of Africa, the Prime Minister said, "We are not expecting new decisions from Doha. We are going to push for the powerful countries to implement previous decisions."



The PM said the climate financing fund, established in 2011, simply hadn't enough funds and developed countries should fulfil their pledges, made at Durban and elsewhere, so that Africa can benefit in full.

The conference of parties (COP17) meeting in Durban last year decided to establish a **Green Climate Fund** to provide finance to developing nations, and a central

element in the Doha talks is focusing on finding the promised financing of \$100bn/pa by 2020.

The PM said developed country parties to the Kyoto Protocol, whose second commitment period begins in 2013, should honour their commitments through ambitious mitigation commitments.

In his speech to the Conference, UN Secretary-General Ban Ki-moon listed five areas on which he hoped for agreement before the Conference ends on 7th December: the Kyoto Protocol's extension, progress on long-term climate finance, support for developing countries, Durban Platform's smooth negotiations and willingness for enhanced mitigation. He noted that fast-start finance would expire soon and developed countries must give "clear indications that scaled-up climate financing will flow after 2012."

With regard to support for developing countries, he said financing and technological transfer was urgently needed for effective mitigation and adaptation. He pointed to the huge gap between mitigation pledges and what was required to limit global warming to two degrees centigrade. He also expressed his hope that negotiations on the Durban Platform would be on track to develop a legal climate instrument applicable to all by 2015, with respect to post-2020 climate actions.

At Doha, UK energy secretary Ed Davey announced that Britain will give a further £133 million to help Africa adapt to climate change and reduce emissions - making Britain one of the world's largest providers of climate finance.

£98m of the money will go to the **Green Africa Power Project**, to stimulate investment in large-scale solar, wind and hydro power. A further £14m will support small-scale renewable projects, mainly in Uganda, and £21m will help with water supplies.

Ethiopia's new Foreign Affairs Minister

Dr Tedros Adhanom was appointed Minister of Foreign Affairs of the Federal Democratic Republic of Ethiopia by Prime Minister Hailemariam on 29th November.



Dr Tedros moves from the Ministry of Health, which he headed for seven years. An internationally recognized malaria researcher, and often cited as a visionary in the field of global health, Dr Tedros transformed Ethiopia's health system. Major gains have been made towards providing universal access to primary health care through Ethiopia's community-based health extension programme, which has hired and trained over 35,000 female health extension workers who have contributed significantly to better health outcomes in rural areas. His strategies also helped to reduce the mortality rate for under-5s by 28% in the past five years.

Dr Tedros served in a number of technical posts in the Ministry of Health prior to his appointment as Minister in 2005. He holds a doctorate (PhD) in Community Health from the University of Nottingham as well as a Masters (MSc) in the Immunology of Infectious Diseases from the London School of Hygiene & Tropical Medicine, where he was recently honoured as one of its most distinguished former students. He was also awarded the Stanley T. Woodward Lectureship at Yale University, given to distinguished international visitors to the University. In 2011, he was given the Jimmy and Rosalynn Carter Humanitarian Award for his leadership of Ethiopia's health programme. He completed his

undergraduate studies in Biology at Asmara University in 1986.

PM Hailemariam appoints new ministers

The House of People's Representatives also approved the PM's appointment of five ministers, following recent changes in the organisation of executive duties after the Prime Minister's own appointment in September. For the first time in history, Ethiopia will have three deputy prime ministers.

- Ato Muktar Kedir is now Deputy Prime Minister in charge of coordinating the Good Governance and Reform Cluster. He is also Minister of the Civil Service
- Dr Debretsion Gebremichel is Deputy Prime Minister in charge of coordinating the Economy and Finance Cluster. He also serves as Minister of Communication and Information Technology
- Dr Tewodros Adhanom, previously Minister of Health, has been appointed as Minister of Foreign Affairs
- Dr Kesetebirhan Admassu, formerly State Minister of Health now takes over as the Minister of Health
- Ato Kebede Chane, is now confirmed as the Minister for Trade
- Ato Demeke Mekonnen serves as Deputy Prime Minister after being appointed in September. He is also the Minister of Education.

BEN TV - Order of Kilimanjaro for late PM Meles



Bright Entertainment Network Television (BEN TV) has granted the late Prime Minister Meles Zenawi a posthumous award - **THE ORDER OF KILIMANJARO** - the highest honour to be bestowed on anyone by indigenous Africans resident in the UK - at a grand event held at the

Holiday Inn Hotel in Bloomsbury on 23rd November.

The award, a tribute to the outstanding life-long commitment of the exceptional leader to the development of his nation and that of the African continent, praises Meles as "The True Son of Africa".

In opening remarks at the event, Ben TV's representative said "though we are deeply saddened at the loss of Meles, we are also here to celebrate the

achievements of this great son of Africa, who dedicated his life to the development of Ethiopia and firmly stood for African interests.”



Burundian Minister of Finance, Mr Tabu Abdallah, who was the guest of honour, handed over the award to H.E. Berhanu Kebede, Ethiopian Ambassador to Great Britain and the Scandinavian countries.

Upon receiving the award, Ambassador Berhanu said Prime Minister Meles was a staunch freedom fighter and a man of the people who had always been at the forefront in the long and arduous journey to uproot the repressive [Derg] regime and to put in place a democratic order that guarantees equality and prosperity for the people of Ethiopia, now empowered to decide on their own destiny.

Present on the occasion were Government representatives, parliamentarians, members of the diplomatic corps, companies and representatives of the Ethiopian community in the UK, and other guests.

The full story can be found on our website, www.ethioembassy.org.uk

Ethiopia strengthens relations with Wales

A delegation from the Ethiopian Embassy in London visited Cardiff from 27th to 28th November in its bid to expand mutually beneficial cooperation with regions of the UK.

The delegation, led by H.E. Ambassador with the Business Diplomacy and Diaspora Divisions of the Embassy, met the First Minister of Wales, the Rt. Hon Carwyn Jones AM, the Lord Mayor of Cardiff, Cllr Derrick Morgan and the Presiding Officer of the National Assembly for Wales, Ms Rosemary Butler AM, as well as the Department for Rural Affairs.

Breakfast and lunch networking was conducted with the Trade and Inward Investment, Business, Enterprise, Training and Science Department and the Welsh

Business International, which resulted in two proposed business visits to Ethiopia early next year the first one, organised by the Department for Rural Affairs, will be based on recently-initiated contacts in the field of veterinary health. The second visit by the Trade and Inward Investment, Business, Enterprise, Training and Science Department will consist of a Business mission that engages companies in agriculture, health and renewable energy.



(top) H.E the Ambassador with the First Minister of Wales, Rt. Hon. Carwyn Jones AM. (below) The Ambassador with Ms. Rosemary Bulter AM, the Presiding Officer of the National Assembly of Wales.



The First Minister said, “I am delighted to welcome the Ambassador on his first visit to Wales. Our education, culture and health links are well established and we are now looking to expand the economic links between our countries... Back in 2009 Fugro Data Solutions in Conwy secured new business in Ethiopia worth £2m. We want to explore any further potential economic opportunities to our mutual benefit.”

During the visit, Ethiopia was high on the agenda at a two-day conference jointly organised by Cardiff Metropolitan University, the School of Oriental and African Studies and the British Council, focusing on developing tourism in Ethiopia, under the theme: ***‘Sustainable Tourism in Ethiopia and Beyond’***. Addis Ababa University’s College of Development Studies was the main counterpart from Ethiopia.

In his keynote address the Ambassador highlighted measures taken by the Ethiopian government to unleash the potential of the country in sustainable tourism,

highlighting Ethiopia's natural, historical and cultural assets in the tourism sector.



The outcome of this conference is expected to serve as an input to the national symposium scheduled to take place in May 2013 in Addis Ababa.

Dr Mulugeta Feseha, Associate Professor at the College of Development Studies in Addis discussed Ethiopia's tourism potential and its strategy for the development of sustainable tourism.

A cultural exchange evening was successfully staged at the conclusion of the conference, where Ethiopian cuisine was served and a traditional coffee ceremony took place. Present at the dinner was the Rt Hon Alun Michael JP, newly-elected Police and Crime Commissioner for South Wales and a long-time friend of Ethiopia during his tenure in Parliament.

The occasion further facilitated networking between Ethiopian and UK scholars. The visit also provided an opportunity for the delegation to meet Ethiopians residing in Cardiff, and preliminary discussions held with the Diaspora gave a clear indication on how the Embassy can enhance the participation of the community in the economic and political transformation of Ethiopia.

Wales and Ethiopia have links through the Welsh Government's **Wales for Africa** programme which helps individuals, groups and communities across Wales to engage in projects with countries in Sub-Saharan Africa.

Projects include a scheme between Wrexham and Abba Gebremichael School which is providing funding for a feeding programme for a nursery and help with building a new nursery. There is also a partnership programme between schools in Monmouthshire and Yirgacheffe in Ethiopia.

Betsi Cadwaladr University Health Board is involved in a project that aims to improve the delivery of eye-care through the Yirga Alem Eye unit.

Mr Anthony Parker, a scholar and friend of Ethiopia, played a pivotal role in facilitating contact with Welsh authorities and in convening the conference.

UK Parliamentary delegation visit Ethiopia

A nine-member UK parliamentary delegation, with representatives of the business community, visited Ethiopia in November on a four-day working visit.

The group, led by Mr Laurence Robertson MP, Chair of the All Party Parliamentary Group on Ethiopia held discussions with Prime Minister Hailemariam Desalegn, members of the Ethiopian Parliament and British companies which have already invested in Ethiopia.

During discussions with Prime Minister Hailemariam, both sides emphasized the value of strengthening existing development cooperation between the two countries in a variety of sectors. The Prime Minister said Ethiopia and the UK should continue to work closely on issues related to peace and security.

Mr Robertson praised the government's successful implementation of UK development cooperation projects and said discussions on furthering these partnerships were on-going.

Ethiopia and the UK share a long-standing relationship and the two countries cooperate significantly on projects designed to help realize Ethiopia's Growth and Transformation Plan. The delegation witnessed UK development assistance in Ethiopia. Ethiopia is the leading country in terms of UK development cooperation assistance.

Ethiopia elected to UN Human Rights Council

On 12th November, Ethiopia was elected to the Human Rights Council, the United Nations key forum for tackling entrenched human right concerns around the world.

Ethiopia joins four other African states – Gabon, Sudan, Côte d'Ivoire, Sierra Leone and Kenya – and thirteen others who will serve three-year terms beginning on 1st January 2013.

Ethiopia has always been committed to the advancement of human rights within the country, establishing, for example, its own national Human Rights Commission and the Ombudsman's Office. It has also made important contributions to the establishment and strengthening of the UN Human Rights Council over many years.

Ethiopian Ambassadors for health

The Guardian newspaper recently reported on Ethiopia's health extension workers (HEWs), the backbone of Ethiopia's health system.

Evelyn Owen reported that "skilled and respected workers have revolutionised neighbourhood healthcare in Ethiopia – using a model other countries could follow."

The journalist saw health extension workers at Sululta Health Centre helping increase the number of babies receiving vaccination against diseases such as diphtheria, whooping cough and polio. Such services are "possible thanks to the expertise and enthusiasm of the women in white coats."

The Ethiopian government's health extension programme (HEP) begun in 2003, employs over 35,000 frontline health extension workers who drive a prevention based health policy. The workers also provide essential preventative and curative healthcare in the *kebeles* in which they work.

According to a recent report from the Ministry of Health, in the five years after the first group of HEWs graduated, infant mortality decreased by 23%.

"As well as providing information and treatment, HEWs mobilise communities, and initiate self-organised, sustainable strategies for environmental improvement, such as malaria prevention committees."

HEWs are ideal ambassadors for the HEP's philosophy that good health begins at home as they are recruited locally and return to work in their communities following training. As a result of the success of this policy, other countries like Zambia are looking to adopt the model, reports Evelyn.

The full article can be found on the Guardian website.

UNFPA hails Ethiopia's success in family planning

A study by UNFPA, the United Nations Population Fund, says that Ethiopia has registered commendable success in family planning during the last 10 years through making use of contraceptives, with use now at 52.5% up from 35.8%.

According to a research paper presented by a UNFPA Consultant, Dr Yared Mekonnen, at the launch of the State of World Population 2012 report on 16th November, the success resulted from Ethiopia's health extension programme. The deployment of over 35,000 health extension workers in 15,000 health posts across

the country has increased accessibility to contraceptive use.

Ethiopia has also registered success through incorporating family planning into the 16 packages of the health extension programme and raised awareness of its family planning service.

Similarly, the government has enhanced enrolment of female students in primary schools, increasing their chances of benefitting from contraceptives. According to the study, this helped reduce the child mortality rate and also helped lower family size. The government has also lifted any taxation on family planning commodities to facilitate the availability of supplies.

UNFPA Country Representative, Benoit Kalasa, on the occasion, said increased access to family planning services has proven to be a sound economic investment. Making voluntary family planning available to everyone in developing countries would reduce costs for maternal and newborn health care by over \$11 billion, he said.

Ethiopia reduces spread of HIV

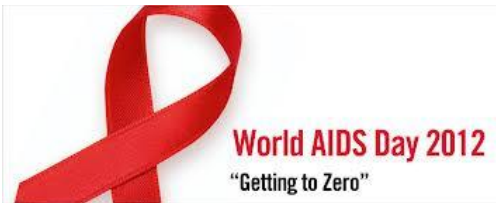
Speaking at a programme to mark World AIDS Day on 1st December, Minister of Health, Dr Kesetebirhan Admassu, said Ethiopia has managed to reduce the spread of HIV/AIDS by 50% - with an HIV/AIDS prevention policy put in place by the government and supported by the public.

Anti-retroviral treatment service coverage has reached 71.5%, with coverage estimated to grow to 85% in the coming three years.

In his commemoration message, Prime Minister Hailemariam Desalegn said the results registered through the policy, strategies and programmes put in place by the government are encouraging. He said the rate of new HIV infections has been reduced by 90% per cent while that of death due to HIV /AIDS decreased by 53% through the integrated efforts of the government, the public and development partners during the last ten years.

The PM said the fight against HIV/AIDS significantly contributes towards the success of the Growth and Transformation Plan and the on-going efforts to reduce poverty. Ensuring accessibility of HIV/AIDS services, prevention of mother to child HIV transmission and support to people living with HIV and also AIDS orphans will be further strengthened. The Premier stressed the need for the public, people living with HIV, religious institutions, media, governmental and non-governmental organizations to further strengthen

ongoing efforts to register better results in the fight against HIV/AIDS.



World AIDS Day offers an opportunity for people worldwide to unite in the fight against HIV, show their support for those living with HIV and commemorate people who have died. World AIDS Day was the first ever global health day, first being held in 1988. The Day was marked for the 23rd time in Ethiopia.

Ethiopia hosts International Conference on Coffee

The **first** international conference on Ethiopian coffee was held in Addis Ababa from 8th to 9th November, under the theme *"Strengthening the Legacy of Our Coffee"*.

The Ethiopian Coffee Exporters Association (ECEA) in collaboration with the Ministry of Trade, USAID and the Commercial Bank of Ethiopia organised the conference to enhance the position of Ethiopian Coffee in international markets. It addressed key opportunities and challenges facing the coffee sector and promoted the uniqueness of Ethiopian coffee, spelling out the vision for the future.

More than 250 participants from North America, Europe, Japan and the Middle East attended the conference. They included international buyers, coffee roasting companies and other relevant bodies including the Executive Director of the International Coffee Organization, Robério Oliveira Silva.

Opening the conference, Prime Minister Hailemariam Desalegn said coffee is a mainstay for more than 15m Ethiopians who are involved directly or indirectly in the sector. Ethiopia, he said, had considerable advantages in trading coffee, allowing the nation to increase the volume of trade, its share of the international market and the income for exports.

Modern trading of the commodity and the comparative advantage Ethiopia has over other coffee producing and exporting countries has enabled it to trade in bigger volumes, enhancing its global share in the coffee market, boosting export income, he said. Coffee traded through the Ethiopian Commodity Exchange (ECX), which is the first of its kind in Africa, has raised exports significantly over the past four years.

Ethiopia, with its extensive wild coffee forests, has more varieties than other countries and the conference provided an important venue for buyers and sellers to create awareness of the potential and of the quality available through a number of useful presentations and discussions. Participants and growers described the conference as a success and thought it would play a significant role in boosting exports.

The Ethiopian Coffee Exporters Association was established 40 years ago, and it plans to organize coffee exhibitions to promote Ethiopian coffee and its products.

Ethiopia is the birthplace of coffee, with the name deriving from the Kaffa region in the southwest of the country. Ethiopia has a longstanding history with coffee, obvious in its rich culture particularly during coffee ceremonies.

In related news, work done by a UK-Ethiopian team published in the academic journal *Plos One*, has concluded that the Arabica coffee plant could be extinct in the wild by 2080 due to the effects of climate change.

The study, led by London's Royal Botanic Gardens in Kew and the Environment and Coffee Forest Forum (ECFF) in Addis Ababa, found that climate change will reduce the number of suitable growing locations for the Arabica coffee plant, which provides about 70 per cent of the world's coffee supply.



Arabica has a significant role in coffee production because of its good genetic diversity. Its sensitivity to environmental changes and constantly deteriorating conditions of climate have therefore raised concerns.

"For the long-term sustainability of Arabica production it is essential that the reserves established in Ethiopia to conserve Arabica genetic resources are appropriately funded and carefully managed", said Tadesse Woldemariam Gole, from the ECFF.

Adama Wind Power Project inaugurated

The 1st December saw the inauguration of the Adama One Wind Power Project in the presence of Prime Minister Hailemariam and other high-level government officials.

The project, built at a cost of \$117 million, has the capacity to generate 51MWs.



PM Hailemariam noted that Ethiopia is striving to meet its goal of producing 10,000MWs by the end of the Growth and Transformation Plan in 2015, and he thanked Addis Ababa University for its commendable performance over the project consultation.

According to Ato Fikadu Abraham, coordinator of the site, using wind to generate electricity is cost effective, and the project was particularly advantageous because it had no negative impact on the environment or the surrounding community. In addition "we have no additional expense once it is completed, except for maintenance," he said.

The wind farm has already been connected with the country's main power grid.

In October, EEPCo signed an agreement worth \$340m for the construction of Adama II Wind Power Generation Project. The project, an extension of the Adama I Wind Power Project, will play an important role in the country's economic transformation.

65% of Gibe III completed; other dams on track

Construction of the Gibe III hydroelectric power plant has reached 65% and is on schedule.

Launched with 32 billion Birr (\$1.8bn), the project – one of the biggest hydroelectric projects currently underway in Ethiopia – will have the capacity to generate 1,870MW once completed in June 2014.

The project will significantly contribute towards the growth of Ethiopia's power supply, helping Ethiopia's effort to build a green economy through reducing the effects of carbon. The late Prime Minister, Meles Zenawi, launched the Climate Resilient Green Economy strategy last year. It envisages a climate-resilient, middle-income Ethiopia by 2025, with zero net carbon growth.

Energy Minister Alemayehu Tegenu also announced that construction of the Grand Ethiopian Renaissance Dam is

on course to be completed on time in 2015, with 13% completed so far.



The dam – Africa's largest and costing \$4.1 billion – will generate 6,000MW at full capacity. Ethiopia has already raised \$277.1m for its construction, mostly from sales of government bonds.

Another 254MW project is being built in the Oromiya region and will be ready in two years, bringing the total capacity from these three projects to 8,124MW. Ethiopia currently generates only 2,167MW, but has the potential to generate up to 60,000MW.

63,000km of roads constructed in over 22 years

63,000km of roads have been constructed across Ethiopia at a cost of over 120 billion birr, according to the Ethiopian Roads Authority – up from only 19,000km in 1991.



To enable the public to benefit from economic activities, the government has given prime attention to road construction in every region.

Nations & Nationalities Day celebrated in London

Ethiopians from all walks of life celebrated the 7th Nations, Nationalities and People's Day in London on 2nd December in the presence of H.E. Shiferaw Shigute, President of the Southern Nations, Nationalities and People's State (SNNPS).



Organized in collaboration with the London-based Ethiopian National Consensus Forum, the event brought together Ethiopians and foreign nationals of Ethiopian origin, irrespective of creed and political orientation, with a single focus on economic growth and Ethiopia's Renaissance.

Speaking on the occasion, H.E. Ato Shiferaw said that the celebrations marked a new chapter in Ethiopian history that guarantees the sovereignty of the people as the ultimate custodians of power, opening the way for prosperity and social justice and ensuring a better life for the Ethiopian people.

The day before (1st December), the newly organized **Southern Ethiopia Diaspora Association** was launched in the presence of H.E. the President and members and supporters of the Southern Peoples Diaspora Association. Discussions were held with over 150 participants. A fundraiser took place where members of the association, in addition to the £40,000 bond they had bought earlier, secured an additional 333,500 birr (£11,500), from the sale of Grand Ethiopian Renaissance Dam bonds, and pledges made in support of the construction of the dam, bringing the total to £51,500. Those present expressed commitment to the success of the project.

Renowned Jazz musician gives talk in London

Jazz musician, Mulatu Astatke, a leading Ethiopian composer since the 1960s, gave a presentation to an audience of 500 at the Royal Geographical Society (RGS) in London, on "Ethiopia's Contribution to World Music" on 7th November.



Mulatu covered a host of issues in connection with Ethiopia's history as the cradle of mankind, its unique

alphabet, musical notation and the legendary composer and choreographer, Yared, father of the Ethiopian Zema or chant. Yared used modulated keys in church music before even Europeans did. He is a hero and an Ethiopian saint, according to the tradition of the Ethiopian Orthodox church.

Mulatu also expounded on the significance of the eight Ethiopian musical signs which he said takes 15-20 years to study in the traditional schools. Winning recognition for these home-grown notations is among the aims he aspires to achieve, which would consolidate Ethiopia's contribution to world music.



Ethiopians, he argued, are scientists of sound, inspired by nature and their environment to develop and play an assortment of indigenous musical instruments including the Masinko, Kirar, the drum and prayer sticks, long before others came onto the scene.



In opening remarks at the event, H.E. Ambassador Berhanu Kebede said Ethiopia offers visitors the opportunity to enjoy a wide range of tourism – natural, cultural and historical.

Our great country, the mosaic of nations and nationalities, is a treasure house of traditional songs and dances reflecting the beliefs, lifestyles and history of ancient civilizations, the ambassador noted, highlighting Ethiopia's plan to be one of the ten top tourist destinations in Africa by 2020. Bound together by a common destiny, these nations and nationalities provide a fine example of the principle of unity in diversity, the Ambassador added.

Invited guests attended a traditional Ethiopian coffee ceremony and watched award-winning *Dankira* perform traditional dances in a vivid range of costumes. Guests were also able to view an exhibition of spectacular Hipstamatic photos taken by Lisa Bentinck on her recent visit to Ethiopia.

Present were an Ethiopian delegation in London, participating at the global World Travel Market exhibition where the beautifully designed Ethiopian stand attracted a big crowd of visitors from both the UK and the rest of the world.

Guests were entertained by the Ethiopian World Laughter Master, Belachew Girma, who holds the Guinness world record for longest uninterrupted laughter. He has established Ethiopian Laughter Day and uses laughter as a tool for personal and community healing as well as the development of positive energy.

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

Tewolde Gabremariam claims Africa CEO of the Year Award; Ethiopia Airlines unveils Cloud Nine

Tewolde Gabremariam of Ethiopian Airlines clinched the most coveted CEO of the year award on 20th November at the Africa CEO Forum, attended by 500 CEOs from some of Africa's most influential companies, from oil, gas and the telecommunications sector to small companies.



The Africa CEO Awards are for companies and investors who have demonstrated a determination to advance the continent's development by virtue of their promotion and development of the African private sector, intra-African trade, regional integration and Social and Environmental responsibility.

Ato Tewolde was given the award for the stellar performance that Ethiopian Airlines had registered over the year. Ethiopian made an operating profit of 1 billion birr (\$55m) and a net profit of 732m birr (\$40m). It now has flights to 43 African countries and a growing international network including 28 flights a week to China. Despite reduced demand overall in the airline industry due to the economic recession in Europe, Ethiopian managed to produce a 25% increase in passenger numbers. Its expansion is continuing in accordance with its 15-year development plan.

In a speech at the meeting, Ato Tewolde attributed the success of the airline to good cost management, efficient aircraft utilization, a good route network, good corporate governance and institutional independence. In particular, he emphasized managerial autonomy as a key to success, noting that "the fallacy is that whatever

government owns is a failure. It is not." In fact, he underlined that it was the full managerial autonomy of Ethiopian that had made it successful while the airline was still fully owned by the state.

On 2nd December, Ethiopian Airlines was awarded the International Diamond Prize for Excellence in Quality by the European Society for Quality Research (ESQR) for its commitment to quality, excellence and continuous improvement.



This award is a continuation of recognition of Ethiopian operational excellence and performance. The International Diamond Prize for Excellence is the sixth international award Ethiopian has received in 2012.

In related news, Ethiopian Airlines also recently unveiled its business class lounge, dubbed Cloud Nine, at its Addis Ababa Hub Airport.



Currently in its first phase, when fully completed, the new lounge will be three times bigger than the existing one. This development is in line with Ethiopian's vision 2025 fast growth plan and with the exponential growth in passenger numbers.

On the occasion of the unveiling of the new Cloud Nine Lounge, CEO Tewolde Gebremariam said, "Our new Cloud Nine Lounge will enable us to greatly enhance our premium passengers' on-ground experience with facilities and amenities that will make their airport departure and transit time as enjoyable as possible. As a customer focused airline, we will continue to invest towards customer service excellence.

Addis Ababa celebrates 125th anniversary

Celebrations of 125th anniversary of Addis Ababa took place over several months concluding on 24th November with a grand ceremony at Addis Ababa Stadium in the presence of ministers, mayors of African cities, diplomats and other dignitaries.

Deputy Prime Minister Demeke Mekonnen in his speech noted that “the rapid growth of the city within a short period of time has made it one of the best cities in the world”, a point emphasised recently by Lonely Planet when they placed Addis Ababa at 9th place in a list of ten cities to visit in 2013. He stressed government efforts to support the city administration in its development efforts. The city is not only the capital of Ethiopia but of the whole of Africa, he said, adding that it needs prime attention as it is also a centre for innumerable international conferences.

Addis Mayor, Kuma Demeksa, said that Addis Ababa has registered rapid development over the past ten years and could now be “considered as a second home to all Africans”.

The city is home to many international organizations including the United Nations Economic Commission for Africa (ECA), the African Union (AU) and other Diplomatic missions.



Lying at the foot of Mount Entoto, the site of Addis Ababa was chosen by Empress Taytu Betul and the city was founded in 1886 by her husband, Emperor Menelik II at the site of a hot spring. The name Addis Ababa means “new flower” in Amharic. Its lowest point is at 2,326 metres (7,631 ft) above sea level in the southern periphery and rises to over 3,000 metres (9,800 ft) in the Entoto Mountains to the north.

Over \$39 million earned from Conference Tourism

Over \$39m was earned from conference tourism last budget year from the local, continental and international conferences Ethiopia has hosted.

Last year alone, some 49,685 participants attended conferences conducted in Ethiopia, most in Addis.

According to the Ministry of Culture and Tourism (MoCT), conference participants on average stay in Ethiopia for 6 days and spend \$121 a day on accommodation, shopping and other services.

To boost income from this sector, efforts are underway to expand conference tourism to regional towns such as Adama, Bahir Dar, Hawassa and Bishoftu.

Ethiopia moves up 16 places in FIFA Rankings

For the first time in more than 30 years, Ethiopia has qualified for the African Cup of Nations, resulting in it climbing 16 places to 102 in the latest FIFA rankings – the best since 2006 when it was ranked 92nd.

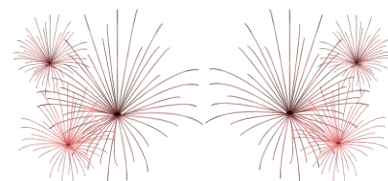
Ethiopia has a special place in African football as one of the founding members of the African Football Federation. It won the African Cup of Nations in 1962 and was a runner-up in 1957. 2013 will mark the first time Ethiopia is competing for the African Cup of Nations in 31 years.

Ethiopia is also vying to make history in the World Cup qualification as it leads Group A for FIFA World Cup Qualification from Africa and according to Author David Gold’s article in football.co.uk, Ethiopia’s team is placed 8th as one of the teams to watch out for in Brazil 2014.

“They will go to South Africa for the African Cup of Nations with a chance of reaching Brazil a bright start to the World Cup qualifiers. The country more famed for its athletics stars than its footballers will be one to watch as they look to upset regional favourites such as the Ivory Coast and Ghana, and could be a surprise participant in Brazil.”

Happy New Year

to All Our Esteemed Readers



Best wishes for a happy and prosperous 2013

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