



# Ethiopian News

October 2012 Issue

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### **PM Hailemariam briefs House on economy; forecasts continuing double digit growth**

In his first appearance in Parliament, newly-appointed premier H.E. Hailemariam Desalegn said Ethiopia's economy is expected to maintain a growth rate of 11% in the 2012/2013 budget year, as it has done in the past seven consecutive years.

Currently in its second year of the five-year Growth and Transformation Plan (GTP), Ethiopia is on track to achieve what is envisaged in the Plan. In particular, the industry sector has shown 15% growth and national savings increased from 6% to 9%. "Inflation which is a major challenge of the economy has lowered from a staggering 40% to 19% as a result of policy measures taken by the government" the PM said.

Current GTP projects - the construction of the Grand Ethiopian Renaissance Dam (GERD), rail construction and 10 new sugar factories - are progressing well. 11% of the GERD has been completed so far, in compliance with the stated timeline.

Concerning unemployment, the PM said that over 1.1 million jobs will be created with a focus to reduce women and youth unemployment through small and micro enterprises.

In response to a question regarding quality of education, PM Hailemariam said quality assurance packages have been successful at all levels of education including technical and vocational training. The number of students passing technical school exit exams has been on the rise and "further

activities relating to capacity building in teaching will be carried out this year," he said.

A detailed report can be found in *A Week in the Horn* 12<sup>th</sup> and 19<sup>th</sup> October issues. Please email for details: [info@ethioembassy.org.uk](mailto:info@ethioembassy.org.uk).

### **PM Hailemariam addresses UN General Assembly**



On 28<sup>th</sup> September, in his maiden speech to the UN General Assembly, Prime Minister Hailemariam said Ethiopia will continue to contribute to regional integration efforts, but its success will depend on conditions being met in two areas: peace and stability and the challenge of extremism, and issues related to its capacity to ensure sustainable development.

"We foresee huge possibilities for bringing the countries of the greater Horn of Africa together," PM Hailemariam told the 67<sup>th</sup> Assembly's General Debate.

Ethiopia has already made progress in regional integration, playing a “catalytic role” in laying the infrastructural basis for consolidating economic ties with the countries of the East Africa region.

“The electric power interconnections and the road networks that we have built, and are in the process of building with Djibouti, Sudan, Kenya and South Sudan, are emblematic of our resolve to play our part in regional integration. We are confident that Somalia and others, without exception, will follow suit,” he said. “But our success in all this hinges on a number of conditions being met, all of which are not exactly amenable to our unilateral initiative.”

On relations between Sudan and South Sudan, the PM said Ethiopia was pleased about the major progress in the peace process and is confident the two will maintain the momentum towards “durable peace”.

In September, at talks held in Addis Ababa under the auspices of the African Union High-Level Implementation Panel, the two countries’ Governments signed agreements on security, the common border and economic relations.

On Ethiopia’s capacity to ensure sustainable development, the PM said there is a huge deficit in international cooperation for the development of low income and least developed countries.

His full speech can be found on our website: [www.ethioembassy.org.uk](http://www.ethioembassy.org.uk). More coverage can be found also in A Week in the Horn, 5<sup>th</sup> October Issue, also on our website.

### **UK companies back Ethiopia’s green economy**

UK companies expressed their readiness to transfer technology to assist Ethiopia in its effort to build green economic development.

Gregory Barker MP, Minister for Energy from the British Ministry for Energy and Climate Change, led a delegation of 20 businesspeople from 14 companies on a low-carbon trade mission to Ethiopia from 4<sup>th</sup> to 5<sup>th</sup> October.

The mission met with Government Ministers, science communities and businesses, to explore how the UK and Ethiopia together can develop well-rounded partnerships working on sustainable green energy in Ethiopia.

PM Hailemariam held discussions with the delegation and Mr Barker assured him the UK would closely work with the Ethiopian government in its plan to build a carbon-free economy by 2025.

UK companies have a good reputation in renewable energy including wind, geothermal and solar sources and Ethiopia has immense renewable energy resources and is the leading country in Eastern Africa on green economic development, Mr Barker said.

PM Hailemariam said his government was ready to facilitate ways for UK companies to participate in the sector. The delegation also met with the Ministry of Finance and Economic Development and the Federal Environmental Protection Authority.

The mission learnt about specific investment opportunities and existing rules and regulations governing renewable power generation and distribution in Ethiopia – with an estimated 60,000 MW of renewable energy potential from hydro, wind and geothermal, only a fraction of this potential (2,000 MW) has been harnessed so far, although under the current 5-year plan, the target is to raise the output to 10,000MW by 2015.

The UK is already the world’s sixth largest market in low-carbon and environmental goods and services. Its low-carbon energy sector has grown by an average of 4.4% every year since 2008. UK firms have developed innovative ways to exploit renewable energy resources efficiently. The companies in the delegation were drawn from three main sectors - renewable energy development, financial services and the insurance sectors.

The UK collaborated closely with the Ethiopian Government in development of its ambitious Climate Resilient Green Economy vision, launched by the late Prime Minister Meles Zenawi at the Durban climate conference last year. It envisages a climate resilient, middle-income Ethiopia by 2025, with zero net carbon growth. The UK has already committed £15m of climate finance to help Ethiopia meet this vision, and is in the process of agreeing a further £30m.

### **Ethiopia at Norwegian-African Business Summit**

The Norwegian-African Business Association (NABA) organised a one-day business seminar in Oslo on the 12<sup>th</sup> October – the second of its kind.

Over 350 participants gathered at the event to discuss growing Norwegian-African business relations, with remarks made by the Norwegian Minister of Foreign Affairs Espen Barth Eide, His Majesty Otumfuo Osei Tutu II of Ghana, and Joseph Mucheru from Google Africa.

The Norwegian Minister of Foreign Affairs, Espen Barth Eide, opened the Summit stating that “the image of Africa is changing”. He went on to proclaim Africa as “a continent of opportunities” and said Norwegian companies are already significantly involved in African markets. Norway invests 60 billion NOK in Angola alone, and interest in other African countries is increasing.

The Minister encouraged African governments to take advantage of renewed international interest by ensuring that local content follows the flow of foreign direct investments. This is the model behind the Norwegian oil venture. Africa stands to gain tremendously if it works to ensure inclusive growth.

The second part of the programme focused on the African consumer. Arend van Wamelen presented a McKinsey&Co report with optimistic macroeconomic projections for growth in the African consumer base.



A panel debate moderated by the renowned editor of *African Business* magazine, Anver Versi, ignited an interesting discussion on the sustainability of the growth story in African consumer markets where the prominent founder of SoleRebels, Bethlehem

Alemu Tilahun, shared the story about her company that is now selling Ethiopian shoes to over fifty countries worldwide.

She has achieved international success with her eco-sustainable shoe-label and is, according to Forbes Magazine, one of ten African businesswomen to watch.

H.E. Ambassador Berhanu Kebede and the Embassy’s Trade and Investment Department actively promoted opportunities for doing business in Ethiopia and tracked down about 14 companies interested in engaging in food processing, construction, renewable energy, importing Ethiopian products and tourism.



Discussions were held with the Norwegian Foreign Ministry. The Ambassador also met the special envoy of Norway to the two Sudans. The two discussions covered the latest policy stances over the horn of Africa and matters of bilateral cooperation.

The new Minister of foreign affairs of Norway will continue the policy of his predecessor, further solidifying cooperation between the two countries.

Norway has strong opportunities in advancing environmentally friendly energy policies and business links in the sector.

The visiting delegation also met with Ethiopians residing in Oslo and exchanged ideas on matters of national interest.

### **Ethiopia, Norway sign 23m birr agreement**

Ethiopia and Norway signed a 23 million Birr grant agreement to support an Access to Justice Project to establish and strengthen a network of legal aid service providers to ensure the provision of an efficient legal aid service.



The 2-year project will be implemented by the Centre for Human Rights and College of Law and Governance Studies of Addis Ababa University.

### **Discussions on Investment Opportunities at APPG Business Dinner**

His Excellency Ambassador Berhanu Kebede welcomed MPs, Peers, Ethiopian community leaders and business people from both the UK and Ethiopia to a dinner at the Ethiopian Embassy on 31<sup>st</sup> October.



Jointly hosted by the Ambassador and Laurence Robertson MP, chairman of the Ethiopia All Party Parliamentary Group (APPG), it marked the long-standing relations that exist between Ethiopia and the UK, which have gathered momentum in the last 21 years of Ethiopia's political and economic transformation, the Ambassador said in a welcoming speech.

Ethiopia's renaissance process has registered significant results and Ethiopia is on track to become a middle-income country by 2025. The huge expansion of infrastructure in the energy, transport, health and education sectors – in particular an increase in universities from 2 to 32 - has put the Ethiopian development process onto a sustainable path, the Ambassador said.

Democratic institutions have been built and Ethiopia's pivotal role in bringing peace and stability

to the region, both recently in Somalia and the Sudans, where Ethiopian troops remain in Abyei and Darfur, and previously elsewhere on the continent of Africa and beyond it, make clear Ethiopia's commitment to the global fight against international terrorism.



The Ambassador praised the leadership of the late Prime Minister, Meles Zenawi, who has left a strong legacy and who represented Africa to great effect on the issue of climate change at G8, G20 and in other international fora.

"In all its endeavours to bring peace and stability in the region, and to bring sustainable development in Africa, Ethiopia has been working closely with the UK, and the current Prime Minister, Hailemariam Desalegn, has repeatedly stated that Ethiopia will continue the legacy of the late Prime Minister, which includes the enhancement of the partnership between our two nations" the Ambassador said.

The Ambassador welcomed the news that a parliamentary and business delegation, led by Laurence Robertson MP, was to visit Ethiopia soon, especially as he felt that UK companies have not yet exploited enough the trade and investment opportunities that exist in Ethiopia; though recent developments involving Diageo, Nyota, Tullow Oil and Pittards have encouraged multi-national companies to recognise Ethiopia as a potential investment destination.



In a responding speech, Laurence Robertson MP praised the progress that Ethiopia had made and confirmed the UK government's commitment to ongoing support for Ethiopia, which receives the largest amount of UK aid given to any developing country because of the Ethiopian government's effectiveness in spending it. He said he was very pleased that an APPG delegation was to leave for Ethiopia soon, accompanied by UK business people, which would help further strengthen the excellent relations that exist between the two countries.

Over 60 guests enjoyed full Ethiopian hospitality - a wide range of delicious dishes, drinks and the traditional coffee ceremony, and were able to establish mutually beneficial relations.

### **Embassy Hosts Royal Society Pfizer African Academies**

Participants at the Royal Society Pfizer African Academies workshop - which ran from 30<sup>th</sup> October to 1<sup>st</sup> November - attended a reception at the Ethiopian Embassy on 30<sup>th</sup> October, organized by the Royal Society.



Present were scientists and distinguished researchers from the African Academies, the Society's partner organizations and members of various institutions in the UK. The Ethiopian Academy of Sciences (EAS) was represented by its Executive Director, Professor Shibru Tedla and Alemayehu Teferra, Professor of Civil Engineering.

Addressing guests at the reception, H.E. Ambassador Berhanu Kebede urged the Royal Society and partners to support Ethiopian government efforts to improve the quality and broaden the scope and fields of research in the natural sciences, technology and medicine that underpin the huge task of capacity-building in Ethiopia.



Ethiopia has embarked upon an agriculture-led industrialization development policy at the centre of which lies economic transformation and prosperity. The policy has positioned the country on a sustainable economic growth and development trajectory.

With a view to joining the middle-income group of nations by 2025, Ethiopia has drawn up a 5-Year Growth and Transformation Plan, which calls for increased skill and capacity development that fosters institutional capacity to spur technology transfer and innovation. This is why Ethiopia has adopted a strategy to enrol 70% of new entrants to universities in the domains of science and technology, which are crucial for the realization of the national drive to achieve faster economic growth, benefitting the public at all levels.



Speaking on the occasion, Professor Martyn Poliakoff, Foreign Secretary of the Royal Society, expressed his gratitude to the Embassy for hosting the event and said, "...we chose the Ethiopian Embassy to host this evening as the Ethiopian Academy of Science is our youngest member. It is important to stress that the Ethiopian government has been an extraordinary example for supporting science. Certainly in the UK, we could not dream of having 70% of our students doing science and technology and I think this is an extremely bold experiment."



The professor went on to stress the need for African countries to have their own scientists to drive their countries forward as these scientists will be the ones leading government efforts when it comes to dealing with expanding populations and increased standard of living expectations. The Royal Society, he said, is going to be very strong in bringing together the African Academies and creating a community of scientists across the whole continent.

"My dream is that I will go to a conference in a few years time and there will be African scientists there and nobody will think this is unusual," Professor Poliakoff said.

Guests were then treated to a full Ethiopian dinner, a traditional coffee ceremony and Ethiopian music.

In an interview, Professor Shibiru Tedla, Executive Director of EAS, said the Ethiopian Academy of Sciences will advise government on the quality and

relevance of the sciences, in particular on issues related to science education in Ethiopia.

The Academy was established on 27<sup>th</sup> March 2012 and officially launched on 10<sup>th</sup> April 2010 in the presence of H.E. Ato Girma Wolde Giorgis, President of Ethiopia. The Academy is currently actively engaged in implementing its first five-year strategic plan for the period 2011 to 2015 when it will embark on increasing and strengthening the visibility and relevance of EAS, promote science, technology and innovation and provide consensus building platforms on critical national issues.



Professor Poliakoff presented the Ambassador with a reproduction of pictures of animals from Ethiopia from a book first published in 1691

The Royal Society Pfizer African Academies Programme provides training, mentoring and project support to develop and strengthen national science academies in Ghana, Tanzania and Ethiopia in partnership with Network of African Science Academies (NASAC). Since its launch, it has focused on establishing relationships, building stronger capacity in areas identified by the academies as priorities, and increasing the relevance of science academies in their national context.

### **Forest project gets UN carbon credits**

The U.N. has issued carbon credits to a reforestation project in the village of Humbo in Ethiopia, the second time tree planting has received emission reductions.



On 5<sup>th</sup> October, the project was awarded Africa's first Certified Emission Reductions, commonly called carbon credits, for reforestation. The project, approved by the U.N. almost three years ago, was awarded 73,000 carbon credits under the Kyoto Protocol's Clean Development Mechanism (CDM) for restoring vegetation cover to degraded land. CDM allows developing countries to sell carbon credits to industrialized nations to help them fulfil their obligations to reduce greenhouse gas emissions under the Kyoto Protocol.

The credits were purchased by the World Bank's BioCarbon Fund, creating an important revenue stream for Humbo residents and setting an example for similar projects to be scaled up across the continent.

Jamal Saghir, Director for Sustainable Development, Africa Region, World Bank said, "The experience in Humbo shows how mitigation and adaptation activities can go hand-in-hand, empowering communities to save their local environments and restore degraded lands."

After seeing their lush mountain turn barren from cattle grazing and fuel wood collection, and suffering the effects of deforestation through mud-slides and the disappearance of flora and fauna, Humbo residents decided to take action and mobilize natural processes to bring back vegetation cover to degraded lands.

"To fuel economic growth and fight poverty, the full amount of the carbon revenue awarded is being reinvested in productive, community-driven activities, paying for micro businesses such as beekeeping, livestock husbandry and the construction of a flour mill and grain storage facility. These activities are replacing traditional ones such

as fuel collection," the World Bank said in a statement.

The project, the Humbo Assisted Natural Regeneration project, is managed by World Vision Ethiopia in collaboration with the Government of Ethiopia and World Vision Australia.

The Humbo project is the first of its kind in Ethiopia using farmer-managed natural regeneration (FMNR) techniques to generate carbon credits. This allows rural communities to assist in re-sprouting native species. In addition to limiting cattle grazing on forest land, which allows the Humbo mountain forest cover to regenerate, farmers are planting some supplemental tree species where needed.

By restoring vegetation on the mountain, the fragile water catchment area is being protected, and the project is preventing water and soil erosion and flooding.

"The Clean Development Mechanism is part of our green economic strategy and a necessity for our country," said Ato Dessalegne Mesfin, Deputy Director General of the Ethiopian Federal Environmental Protection Agency. "Projects of this kind have great potential for scaling up across Ethiopia and deliver benefits to rural communities."

Afforestation/Reforestation (A/R) CDM projects can only issue credits once per commitment period, and many are therefore waiting for the end of the Kyoto Protocol's first commitment period to maximize the number of credits issued. While this is the first forestry project in Africa, and only the second worldwide to issue such credits, many others are currently undergoing verification.

### **Immunization reaches more children**

A new approach to routine immunization in the rural Afar region in north-eastern Ethiopia nearly quadrupled the numbers of children vaccinated against measles, diphtheria, pertussis, tetanus, polio and other diseases in 2010 - from 22% to nearly 80% coverage in the target area. The immunization activity used "community champions" to encourage nomadic, pastoral families to have their children vaccinated and introduced new approaches to improve service delivery to these hard-to-reach populations.

The Enhanced Routine Immunization Activity (ERIA) had already generated strong results among nomadic, pastoral families on a small scale in neighbouring Somali region. With support from WHO and partners, health officials replicated the approach on a larger scale in Afar.

Dr Khaled Bessaoud, Acting WHO Representative for Ethiopia said, “We were able to boost immunization coverage in a short time, with relatively low costs, by investing in measures that had shown success, filling in the gaps with technical assistance where needed.”

WHO facilitated a partnership among political and religious leaders, government health offices, NGOs, UNICEF and other partners to win local support, expand the health workforce and plan and implement a vaccine delivery plan to meet local conditions.

The three-month operation took immunization services to children where they lived. Health workers were trained to administer vaccines; health extension workers registered children for immunizations and followed up their progress through home visits. Rural health posts were set up and equipped with vaccine cold-chain supplies to increase access to services.

### **Construction of 50 hospitals underway**

The construction of 50 hospitals is underway to enhance access to health in South Ethiopia Peoples’ State at a cost of more than one billion Birr. They will serve five million people. 46 health centres constructed in 2011 have already begun service and a health extension package is being implemented across the state.

### **Nile, a symbol of unity for riparian countries**

A political scientist and renowned expert on the Nile from Addis Ababa University, Dr Yacob Arsano, said the world’s longest river must spur riparian countries towards unity and development. He expressed Ethiopia’s willingness to use the water of the Nile in a fair and equitable manner. Ethiopia contributes 86% of the Nile waters.

Dr Yacob was speaking to invited diplomats, academicians, representatives from various NGOs and the media on 5<sup>th</sup> October at Chatham House, a UK-based think tank.

At the meeting held under the theme “*Progress and Prospects of Cooperation in the Nile Basin*”, chaired by Chatham House’s Assistant Head of the Africa Programme, Mr Thomas Cargill, Dr Yacob spoke emphatically about the current unfair utilisation of the waters of the Nile. Out of the 11 riparian states, Egypt is the net recipient, he added. He explained the favourable conditions that have been brought about by the signing of the Cooperative Framework Agreement (CFA). The Nile Basin Initiative (NBI) is based on a shared vision and has a subsidiary action programme that bodes well for a new era of closer cooperation among riparian countries, he stated.

Dr Yacob dispelled concerns over the presumed adverse impact on lower riparian countries of the construction of the 6,000MW Grand Ethiopian Renaissance Dam (GERD). Far from impacting the lower riparian countries, construction of the GERD will, in fact, alleviate the ravages of floods and siltation, showcasing Ethiopia’s commitment to both producing renewable energy and to a green economy.



An International Panel of Experts, composed of representatives from Ethiopia, Egypt and Sudan, together with international experts, has been established to address transparently concerns that lower riparian states may have over the construction of GERD, Dr Yacob explained.

Challenges include water security and water management problems in lower riparian countries, watershed management problems in upper riparian countries and the lack of multipurpose water development programmes.



Dr Yacob urged all riparian countries to learn from the experiences on the use of trans-boundary rivers - such as the Mekong, the Amazon and the Indus - and to forge a united front so that their respective economic, environmental, institutional and national interests can be realised.

Dr Yacob gave answers to the many and varied questions raised by the audience. Answering a question on the International Panel of Experts, Dr Yacob explained that the Panel is working under agreed terms of reference. Over and beyond establishing trust and confidence among the troika (Ethiopia, Egypt, and Sudan) the Panel serves as an instrument to address concerns on the construction of the dam.

On 6<sup>th</sup> October, Dr Yacob gave a similar talk on the ***“Hydo-politics of North Eastern Africa”*** at a public discussion organised by London-based Ethiopian National Consensus Forum (ENCF) which brought together members of the ENCF, Ethiopian academicians, members of the Ethiopian Diaspora and representatives of Ethiopian religious groups.

H.E. Berhanu Kebede, Ethiopia’s Ambassador to the UK, opened the meeting by calling on all Ethiopians in the UK to rally behind the GERD diplomatically and financially, a call that was backed by Chairman of ENCF-UK, Ato Mulat Tadesse who urged those present to purchase GERD Treasury Bonds.



Dr Yacob said Ethiopia has a good chance of becoming a regional power-house by harnessing its many trans-boundary rivers to produce renewable energy. For decades, Ethiopia has been promoting her unwavering stand on using the water of the Nile in the spirit of cooperation. Tanzania, Rwanda, the Democratic Republic of Congo, Kenya and others

have implemented water development projects and Ethiopia’s rivers, too, must be viewed as sources of national identity and prosperity.

GERD is an enriched realisation of an earlier draft project that opened up a new opportunity for development cooperation among the upper and lower riparian countries.

ENCF is a network of dedicated Ethiopians keen to forge consensus on core national issues such as sovereignty, poverty alleviation, the fight against HIV/AIDS and the rights of women. It also encourages Ethiopians in the UK to trade with and invest in Ethiopia.

### **Ethiopian Human Rights Commission short-listed for UN accreditation**

Ambassador Tiruneh Zena, commissioner of the Ethiopian Human Rights Commission (EHRC) has disclosed that the EHRC has been short-listed for accreditation with the UN; a decision is expected in November 2012.

"It is very important to be accredited as this will enable us to take positions in the UN forum not just as a member of the Ethiopian delegation but as EHRC," Ambassador Tiruneh said. "As a member, we will have full rights and take the floor and speak about human right situations in Ethiopia."

EHRC, whose activities were confined to Addis Ababa

when it started five years ago, has now opened up branches in Hawassa, Bahir Dar, Mekelle, Jimma, Gambella and Jijiga. The commission, in collaboration with universities and NGOs, has also set up 112 legal aid centres that provide legal assistance to people who are economically disadvantaged.

### **Kids master tablet PCs without instructions**

The One Laptop Per Child (OLPC) organisation launched an experiment in two remote Ethiopian villages to see “what happens” after dropping off tablet computers with pre-loaded programmes.





The main aim of the experiment is to see if children (aged between 4 and 11 years) with no previous exposure to written works can learn how to read all by themselves, by experimenting with the tablet and its preloaded alphabet-training games, e-books, movies, cartoons, paintings and other programmes.

Earlier this year, OLPC workers dropped off closed boxes containing the tablets, taped shut, with no instructions. "I thought the kids would play with the boxes. Within four minutes, one kid not only opened the box, found the on-off switch ... powered it up. Within five days, they were using 47 apps per child, per day. Within two weeks, they were singing ABC songs in the village, and within five months, they had hacked Android," Nicholas Negroponte, founder of One Laptop Per Child said at MIT Technology Review's EmTech conference. "Some idiot in our organization or in the Media Lab had disabled the camera, and they figured out the camera, and had hacked Android." OLPC's mission is to empower the world's poorest children through education.

### **Ethiopian Airlines African Airline of the Year**

Ethiopian Airlines has once again been recognised for its commitment to service excellence after winning two awards from African Travel Quarterly (ATQ) magazine, the first international travel magazine in West Africa.

On 22<sup>nd</sup> October, during the 8<sup>th</sup> Akwaaba: African Travel Market Exhibition held in Lagos, Ethiopian was given the "**African Airline of the Year**" award and Captain Desta Zeru, Vice-President of Flight Operations, the "**Africa Legend of Travel**" award. The African Travel Market exhibition is the only international travel exhibition in West Africa recognized by the UN World Tourism Organization (UNWTO).

Ethiopian received the award for its excellent service and pioneering spirit in the aviation industry in Africa with the introduction of the **Africa's first 787 Dreamliner**.

"Ethiopian Airlines, in the last year, has made Africa proud and smaller. As Africa emerges as a united group of nations, Ethiopian has been driving this integration by opening new routes and linking neighbours. The B787 is the icing on the African Aviation cake. With its successful partnership with ASKY, Ethiopian is the leader in the West African Air

transport market making the award inevitable," said the organizers at the event.



Captain Desta was also recognized for being the first African captain to fly the Dreamliner. He flew the Dreamliner on its debut flight to Africa from China to Addis Ababa where the aircraft landed at Bole Addis Ababa International Airport during its world tour.

"The awards are strong testament to Ethiopian's continuous leadership in aviation technology in Africa and bringing the continent together and closer to the rest of the world with excellent service. We are greatly encouraged by this recognition and it motivates us to work even harder to provide better service to our esteemed customers," said Tewolde Gebremariam, CEO of Ethiopian.

Ethiopian recently won Gold in the African Airline of the Year 2011/2012 Awards organized by the African Aviation News Portal. It also received the 2011 AFRAA award for being consistently profitable over the years and has won the "AFRICAN CARGO AIRLINE OF THE YEAR 2011 Award" for its excellence in air cargo. Ethiopian also won the NEPAD Transport Infrastructure Excellence Awards 2009 and "the Airline of the Year 2009 Award" from the African Airlines Association (AFRAA).



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With its acquisition of and firm orders for several new modern aircraft and its fast expanding network, the airline is well positioned to become the leading aviation group in Africa, as per its Vision 2025 strategic roadmap.

**Solerebels opens first outlet in Taiwan**

Solerebels, the world’s first fair-trade certified footwear brand, has reached an important milestone with the launch of its first retail store in Taiwan.



Founded in 2004 by young entrepreneur Bethlehem Tilahun Alemu, soleRebels sells fair-trade, locally-produced footwear, hand-crafted using Ethiopian craft

practices like hand-spun organic cotton. Up until now, a majority of sales have been generated online and through its flagship store in Addis Ababa.

“We are extremely excited by this store opening. Taiwan is an incredible market and the stores we are opening here give us a fantastic platform to showcase our products and our innovative brand in an equally dynamic market. This is the perfect place for soleRebels to anchor our Asia-wide roll-out of soleRebels stores,” Bethlehem said.



The store is in Kaohsiung, Taiwan’s second largest city. A total of up to 30 soleRebels outlets are planned for Taiwan, with three locations expected to open by the end of 2012.

**Tourism**

**Addis Ababa one of world’s best cities 2013**

Lonely Planet, the global travel guidebook company, has placed Addis Ababa in 9<sup>th</sup> place in a list of ten cities to visit in 2013.

San Francisco, finished top in the list followed by Amsterdam and Hyderabad in second and third place respectively.

Addis Ababa, “Ethiopian metropolis evolving at pace” is best for its culture, food and value for money.



“Like the Ethiopian marathon runners, Addis Ababa is evolving at a fast pace. The country’s economic growth helps create a feeling of confidence and stamina. Founded little more than a century ago, Addis Ababa, which in Amharic means ‘New Flower’, is not only the diplomatic capital of Africa and a thriving metropolis, but also a groovy city that takes pride in its multifaceted assets.”



Portrait of jousting competitor at festival of Timkat, dressed in style of traditional Abyssinian warrior, with Gelada monkey headdress and embroidered cloak. © Lonely Planet Images

“Perched on the Abyssinian plateau, some 2,400m above sea level, Addis boasts a climate classed as ‘tropical highland’ – in other words, balmy and temperate, with cloudless blue skies for about eight months of the year... It’s well endowed with museums, including the culturally stimulating Ethnological Museum, set within emperor Haile





Selassie’s former palace, which gives a great insight into Ethiopia’s many rich cultures. Another highlight is the National Museum, the collection of which ranks among the finest in sub-Saharan Africa; its star attraction is Lucy, the oldest hominid ever found.”

“Addis gets rave reviews for its restaurant scene and nightlife. Bole Rd – the avenue that connects the airport to the centre – is the fashionable district, with plenty of fancy bars, eateries, galleries and clubs. Addis has lots of great surprises up its sleeve – it’s time to delve in!”

### **Ethiopia’s unique lions**

A recent study found that descendants of a collection of lions that belonged to the late Emperor Haile Selassie are genetically distinct from all other lions in Africa.

A group of scientists led by Susann Bruche, of Imperial College London, studied the DNA of 15 lions (8 males; 7 females) kept in Addis Ababa Zoo and found that they belonged to a separate genetic group from the lions in east Africa and southern Africa. The lions have a distinctive dark mane that extends all the way to their chests and belly and are slightly smaller and more compact than other African lions.

The males at Addis Ababa Zoo are thought to be the last lions in the world with such thick, dark manes. They are direct descendants of a group of seven male lions and two females taken from the wild in 1948. Now there are 20 descendants.



Efforts are being made to conserve these lions. According to Dr Bruche, a captive breeding programme at the zoo could ensure that the tiny population doesn't die out.

The full study is published in the European Journal of Wildlife Research.

Another study found that large numbers of hyenas and humans live together without coming to conflict.

An international team of scientists, led by Professor Gidey Yirgaa of Mekelle University surveyed the population size and diet of spotted hyenas found in the Wukro district of northern Ethiopia and found that the hyenas lived on a diet that consisted almost exclusively of domestic animals.

Humans and hyenas are able to coexist because the cost of livestock predation to the local people is relatively low. The results are published in the journal of Mammalian Biology.

One of Ethiopia’s tourist attractions is the hyena-feeding ritual that happens in Harar. The Hararis have long had a strange relationship with the hyena, and some rituals very similar to this one have existed for at least 700 to 800 years.



The origin of feeding the hyenas dates back to the late 19<sup>th</sup> Century. According to legend, the hyenas were fed by the inhabitants of Harar to appease the animals in good times, so that in times of drought they would not attack people or livestock.

### **Early humans climbed trees**

A new study has proved that early humans were adapted to tree climbing much later than thought. Analysis of the fossilised shoulder bones from Selam (3.3 million-years-old) suggest that their bodies were shaped by a life spent clinging on to branches with their hands. Selam, a three-year-old girl unearthed in 2000 in Didika, is an *Australopithecus*

*afarensis* - an extinct group of slender hominids that are closely related to modern humans. *A. Afarensis* is also the species of the well-known Lucy skeleton. The full study is published in the Science Journal.

### Full laser scan carried out on historic Ethiopian Coptic churches

The World Monuments Fund (WMF) has undertaken a comprehensive 3D laser scanning project of the historic Lalibela rock-hewn Coptic churches in Ethiopia.

The scanning project, which was carried out by the WMF working with scanning experts from the University of Cape Town, is aimed at understanding the layout of the ancient Christian monuments and at looking out for any potential problems that may arise in their preservation.



The 11 churches were carved out of the volcanic rock around 800 years ago in the Amhara Region of Ethiopia. Made during the reign of King Lalibela (1167-1207), of the Zagwe dynasty, they are still used for daily worship and special ceremonies, and see large numbers of pilgrims visit them during Christmas and Easter.

They were surveyed in the 1960s by Italian professionals, who undertook stabilisation work on them and drew international attention to their situation. In 2007 the WMF partnered with the world heritage organisation, UNESCO, to develop a management and presentation plan for the site, using local workers and experts.

The survey has so far seen archival research, photogrammetry and laser scanning of all the churches, with a GIS survey taken of the entire site. Environmental and physical monitoring of one of the churches will help develop a clearer understanding of the impact of environmental change.

### Ethiopia: A Land of Contrasts



On 18<sup>th</sup> October, a team from Wild Frontiers led by its founder Jonny Bealby, showcased Ethiopia to an audience of over eighty invited guests at the Ethiopian Embassy.

H.E. Ambassador Berhanu Kebede opened the evening by encouraging guests to visit Ethiopia as it has so much to offer in terms of the diversity in its people and culture. He also urged guests to visit the Ethiopia stand at World Travel Market (5<sup>th</sup> – 8<sup>th</sup> November).

Jonny Bealby kicked off by challenging the West's distorted view of Ethiopia and showed guests photos of the Ethiopia he fell in love with when he first visited in 1991 when riding his motorbike around Africa. He arrived looking for a new adventure, and left feeling like he had discovered another world - from the rugged mountain peaks, extraordinary rock-hewn churches and castles to a truly unique culture and cuisine.

Operations Manager Lulu Perry showed guests the historical route which she had recently visited for the first time, which covers Lalibella, Axum, Gondar, Bahir Dar and the Simien Mountains. Dario Ghirlanda, the team's Tour Leader showed the route into the Rift Valley which included sites like Erta Ale, the Danakil Depression and Dallol. And finally, Marc Leaderman, Head of Operations, closed the evening with their typical package of the Omo Valley.

Wild Frontiers is a multi-award winning independent travel company specialising in tailor-made holidays and small group adventure tours in Ethiopia. It has been running trips in Ethiopia for almost 10 years. Actively promoting responsible



tourism, Wild Frontiers, also works closely with community based project TESFA (Tourism in Ethiopia for Sustainable Future Alternatives) to offer village walking trips in conjunction with local communities.

### **Ethiopia generates \$462 million from tourism**

Ethiopia earned \$462 million from tourism during the last Ethiopian budget year from 584,000 tourists who visited various sites around the country. The majority of the tourists came from the US, UK, Germany, France and Italy. The income earned is a 69% increase compared to the previous year, and the number of tourists has grown by 14% during the same period. According to Awoke Tenaw, PR Director at the Ministry of Culture and Tourism, the sector created 224,000 jobs.

### **Hilton Worldwide invests \$60m in Ethiopia**

Hilton Worldwide, one of the largest hotel groups in the world, has announced plans to invest \$60m in Ethiopia's growing hospitality sector.

The announcement was made after PM Hailemariam Desalegn told visiting Hilton Worldwide president and CEO, Christopher John Nassetta of the opportunities in tourism and the hotel sector.

The premier also called on Hilton Worldwide to "contribute to the on-going efforts to build up the good image of the country."

Addis Ababa is popular with foreign visitors as it is home to many international and regional organisations.

Nassetta said the planned investment would benefit Ethiopia significantly and encourage business. Hilton Worldwide has 10 brands, more than 3,800 hotels, and 140,000 team members across 91 countries, making it one of the world's leading hospitality companies. Hilton group has over 610,000 hotel rooms worldwide, including in Ethiopia. Construction will begin in the next two years.

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

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## **Sports**

### **Ethiopia qualifies for African Cup of Nations**

Ethiopia's national team, the Black Lions, has qualified for the 2013 African Cup of Nations for the first time in 31 years beating Sudan 2-0 on 14<sup>th</sup> October. Ethiopia won the Nations Cup fifty years ago (in 1962) when it was host, and this victory gives them a chance to do it again.



**GO BLACK LIONS!**

The 2013 Cup of Nations will take place in South Africa.

### **Dibaba shortlisted for IAAF top athlete award**

The IAAF has announced the names of the 10 men and 10 women who have been shortlisted for the 2012 World Athlete of the Year Award on.



Olympic champion Tirunesh Dibaba is one of only two African athletes to be shortlisted – the other being Kenya's David Rudisha.

Dibaba is the reigning Olympic 10,000m champion and also won bronze in the women's 5,000m race at the London 2012 games.

The 20 candidates were selected by an IAAF panel of experts. An email poll involving the World Athletics Family closed on 28<sup>th</sup> October. The Council of the International Athletic Foundation will then select the winners from the finalists on 24<sup>th</sup> November at a special ceremony in Barcelona, during the 2012 Centenary Celebrations.