



Ethiopian News

October - November 2014 Issue

INSIDE THIS ISSUE

PM Hailemariam at the Global Green Growth Forum.....2
Ban Ki-moon launches Horn of Africa Initiative; Addis Ababa now third largest UN duty station.....3
Ethiopia to issue a ten year international bond.....5
Exemplary gesture by Elizabeth Hopkins as ancient religious manuscript returned.....6
St George’s School officially opened; £150k raised at dinner attended by HRH Princess Beatrice.....6
Ethiopia celebrated in World Travel Market week.....8
Bale Mountain Lodge recognised at the Safari Awards; 2nd Best New Safari Property in Africa.....11
Genzebe Dibaba a finalist for the IAAF World Athlete of the Year Award.....14
5 unexpected wine tourism destinations.....17
Ethiopia Shows Developing World How to Make a Green Economy Prosper18



www.twitter.com/EthioEmbassyUK



www.facebook.com/EthioEmbassyUK



www.youtube.com/user/EthioEmbassyUK

ETHIOPIA...A TOURIST PARADISE



#VisitEthiopia

Message from the Ambassador



It has been a very busy month for us. Ethiopia participated at World Travel Market (WTM), the leading global event for the travel industry, represented by the Ethiopian Tourism Organization, Ethiopian Airlines and twelve of the country’s best tour operators. The Embassy also hosted its annual All Party Parliamentary Group dinner attended by MPs, peers of all parties, members of the business community from a range of sectors, representatives of civil society and friends of Ethiopia.

Every year, the Embassy organizes a cultural event on the side-lines of WTM, showcasing Ethiopia’s rich cultural and historical background. This year, more than 400 people attended our event at the Royal Geographical Society (with IBG).

Recognising the importance of the tourism industry, the government has restructured the tourism sector and established the Ethiopian Tourism Council, chaired by H.E. Prime Minister Hailemariam Desalegn and the Ethiopian Tourism Organisation. Since the adoption of the new tourism strategy, the number of inbound tourists has significantly increased.

Every year, the Embassy organizes a cultural event on the side-lines of WTM, showcasing Ethiopia’s rich cultural and historical background. This year, more than 400 people attended our event at the Royal Geographical Society (with IBG).

Recognising the importance of the tourism industry, the government has restructured the tourism sector and established the Ethiopian Tourism Council, chaired by H.E. Prime Minister Hailemariam Desalegn and the Ethiopian Tourism Organisation. Since the adoption of the new tourism strategy, the number of inbound tourists has significantly increased.

There is a renewed enthusiasm to take Ethiopia's tourism to new heights and make the country a preferred tourism destination in Africa. The partnership between Ethiopian Airlines and the tourism industry is better than ever.

I would like to thank all those who have worked with us this year – the Royal Geographical Society for their continued support and fantastic cooperation, the tour operators who devoted their time and resources to showcase Ethiopia at WTM, dance troupe Dankira for showcasing Ethiopian culture through their performances, Mr Laurence Robertson MP for role in strengthening the partnership between the UK and Ethiopia, and finally my staff at the Embassy for their continued hard work and commitment.

The UN Climate Summit in New York

The UN Climate Summit in New York that took place in September brought together more than 120 Heads of State and Government to discuss national plans of action.

The Summit put the issue of climate change back on the political agenda and lay the groundwork for the UN climate conference in Lima, Peru, in December and for the Paris meeting next year, where the goal will be to reach a binding environmental agreement by 2020.

According to the report by the UN's Intergovernmental Panel on Climate Change, the world is dangerously close to being unable to limit global warming to 2C.



Read PM Hailemariam's statement at the general debate of the sixty-ninth session of the UN General Assembly: <http://goo.gl/JFVfQH>

PM Hailemariam at the Global Green Growth Forum

PM Hailemariam Desalegn attended the Global Green Growth Forum (3GF) from 20th – 21st October, where Ethiopia's efforts at tackling the adverse effects of climate change through its domestic policies as well as its commitment to a global response were widely welcomed.



This year's Forum was held under the theme "Changing Production and Consumption Patterns through Transformative Action" and Ethiopia took part in it for the third time and is now a partner and member of the advisory group. Participation is by personal invitation of the Prime Minister of Denmark.

The PM took part in the plenary session, held under the theme "Walking in the Shoes of Future Middle Class Consumers" and another session entitled "Enabling the Producer for sustainable production".

In his opening address, the Prime Minister said "We recognize that economic development that is not equitable and that can seriously, adversely and, in many cases, irreparably affect our local and global environment, is not sustainable." He highlighted Ethiopia's bitter experience of the negative impact of climate change adversity, the losses it had suffered and the important gains it had made in the past decade as it moved towards building a climate-resilient economy. Discussing the challenges of the growing middle class on the environment across the globe, the Prime Minister said "if we are to improve the quality of lives across developed and developing countries, we must explore what transformative actions are required for sustainable consumption and production patterns."

Prime Minister Hailemariam pointed out the influence and responsibility of the global media and national governments in developing countries in promoting sustainable lifestyles. He noted the importance of making sustainable products and services affordable as a crucial step in promoting sustainable lifestyles in low income and middle income countries. He underlined the need to adopt

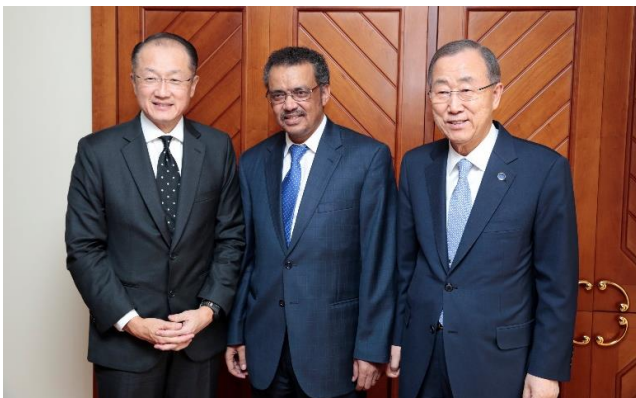
different policies that would reflect the underlying values and aspirations of citizens and of consumers of different types who might have different values and aspirations.

In the second session, the Prime Minister highlighted the point that for Ethiopia, a country which was focused on light-manufacturing in the short term, it was important to work on energy and logistic issues, in order to enable producers to follow sustainable production processes.

During his stay in Copenhagen, Prime Minister Hailemariam met with Danish business groups to explain the conducive investment environment available in Ethiopia. He paid a visit to Novo Nordisk, a global healthcare company specializing in the treatment of diabetes and production of insulin, which plans to scale up its activities in Ethiopia. He also held discussions with the Prime Minister and the Foreign Minister of Denmark on bilateral and other matters of mutual interest.

Ban Ki-moon launches Horn of Africa Initiative; Addis Ababa now third largest UN duty station

UN Secretary-General Ban Ki-moon began his Horn of Africa tour in Ethiopia on 27th October, together with the President of the World Bank Group, Dr Jim Yong Kim, to launch the Horn of Africa Initiative, a parallel UN initiative to rank alongside the Sahel and Great Lakes Initiatives.



(l-r) Jim Yong Kim, President of the World Bank, Tedros Adhanom, Ethiopia's Foreign Minister and UN Secretary-General Ban Ki-moon

The new \$8 billion development initiative is aimed at boosting economic growth, reducing poverty and fostering business activity across the African region's eight countries and will complement country-based and regional programmes of the African Development Bank, the African Union

Commission, the European Union and the International Islamic Development Bank.

The fund includes \$1.8 billion from the World Bank for regional cross-border activities aimed at boosting overall economic development, the European Union's pledge of \$3.7 billion until 2020, the African Development Bank's pledge of \$1.8 billion over the next three years, and the Islamic Development Bank's \$1 billion to be targeted at its four member countries in the Horn of Africa – Djibouti, Somalia, Sudan and Uganda.

The Secretary General and the World Bank President also met with the ministers of IGAD countries and with the current Chair of the IGAD Council of Ministers, Dr Tedros Adhanom, who expressed his appreciation to the partners for adopting the initiative.

While in Ethiopia, the UN Secretary-General together with PM Hailemariam Desalegn inaugurated a new office facility at the UN Economic Commission for Africa.



With the addition of the new facility, the Economic Commission for Africa becomes the third-largest UN duty station in terms of building portfolio, after New York and Geneva.

Speaking during the inauguration ceremony, the UN Secretary General hailed the opening of the facility as “a milestone for the United Nations and its close partnership with Ethiopia and with people across Africa.” He stressed that “being together under one roof means common services, economies of scale and the harmonization of our operations.”



PM Hailemariam on his part, asserted that Ethiopia had been providing support for UNECA's activities in Africa since the agency was established in 1958.

The new facility, he added, would help further strengthen UNECA's activities.

Annual Parliamentary Dinner a Great Success

Guests gathered in October for the annual Ethiopia All-Party Parliamentary Group (APPG) dinner, hosted at the Embassy by His Excellency Ambassador Berhanu Kebede and Chair of the Group, Laurence Robertson MP.



In attendance were MPs and peers of all parties, business people from a range of countries, specialists in key sectors such as green energy, investors, NGOs and friends of Ethiopia.

The Ambassador told guests that Ethiopia was on the right economic path, changing the course of history "from poverty to pride, prosperity and growth" and that its policies have created an environment conducive to investment.

Ethiopia is an anchor of peace and stability in Africa in general and in the sub-region in particular, and the UK has been a major partner in these endeavours, helping to bring about Ethiopia's socio-economic transformation. Ethiopia is one of the few developing countries that are on track to meet all eight Millennium Development Goals by 2015, thanks to the hard work and determination of its people, and the country is now food self-sufficient at national level because of well-designed agricultural programmes.

Guests expressed their delight at the transformation that is taking place in Ethiopia, after watching a film on the immense progress that has been made in all domains, especially in

infrastructure building, renewable energy production - for both Ethiopia and the region - house-building, the growing tourism industry and the country's rich historical and cultural heritage and the highly successful Ethiopian Airlines.



H.E. Ambassador Berhanu Kebede with Mr Laurence Robertson MP, Chair of the APPG on Ethiopia

Access to primary education and health care is almost universal with an emphasis on preventative care and on providing productive employment; in the last four years around three million jobs have been created, mostly in small, micro and medium size enterprises. The film also covered the major role that Ethiopia has played in peace-keeping operations. Ethiopia has become the third largest FDI destination in Africa and British listed companies have established themselves there. Democracy is a guarantor of future progress and in May next year, Ethiopia will hold elections for the fifth time and the government is working to ensure that the elections will be free, fair and transparent.

After the film screening, Laurence Robertson said that the excellent relations that exist between Ethiopia and the United Kingdom will continue to grow. Partnership in development had grown considerably under the Blair government and the Coalition government has carried the development aid commitment forward and would continue to do so as Ethiopia uses aid so effectively.

After guests had enjoyed exquisite Ethiopian food and drink, representatives from Broomwood in Ethiopia and the NGO Rainbows4Children described their recent construction of schools in Ethiopia.

Ethiopia to issue a ten year international bond

Ethiopia will, for the first time, join the international capital market after the Minister of Finance and Economic Development, Sofian Ahmed, announced the Government's plans to issue international bonds by the end of the year.

This follows the sovereign credit ratings given to the country by the three top international rating agencies in May, when Ethiopia acquired a credit rating of "B" from Standard & Poor's and Fitch for the country's sovereign treasury bonds, while Moody's gave it a "B1" (B+).

Minister Sofian said "on the basis of the ratings, the government of Ethiopia has decided to issue a 10-year international bond and to access the international capital market." He said "the bond sale would serve as a means for the government to know the risk premium," and will help Ethiopian business to access international capital markets by providing a benchmark for risk assessment.

The Minister said the funds raised from the sale of bonds would be utilized to finance infrastructure projects and all the necessary preparations had been carried out, including selection of banks to issue the bonds on behalf of the Ethiopian government. An agreement would be signed soon with three banks.

Ethiopia deploys more than 200 health professionals to boost Ebola response in West Africa

In order to help fill the critical gaps in the Ebola response in highly affected countries, Ethiopia has deployed a mission of over 200 volunteer health professionals to West Africa along with financial support of ETB 10 million (\$500,000).

The mission, comprising of medical doctors, nurses, field epidemiologists, environmental health professionals and public health specialists, will engage in case management/treatment, surveillance, contact tracing, social mobilization, and community engagement, and will help the local national health system continue its essential health, food and WASH services.

Addis Ababa Light Railway progressing well



Construction of the Addis Ababa Light Rail Project is progressing and will be finalised by early 2015. Forty trains will be delivered this month and two major train garages are currently under construction in the city at Ayat and Kaliti.



4.2 billion seedlings planted

According to the Ministry of Environmental Protection and Forestry, some 4.2 billion seedlings were planted across the country in collaboration with regional states, this rainy season.

More than 11 million people participated in the plantation programme, in depleted areas.

According to the State Minister, 14.5 million hectares of land were covered with seedlings from 2003-2005 E.C. The plan was to cover 11.5 million hectares.

The State Minister said an integrated national forest census was launched last February to discover current forest coverage in Ethiopia. Thirty per cent of the census has so far been completed and it will be finalized by June next year.



Ethiopia has been planting trees in their millions since the Ethiopian millennium, to increase forest coverage.

Exemplary gesture by Elizabeth Hopkins as ancient religious manuscript returned

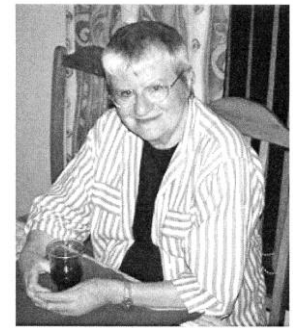


In October, the Embassy had a surprise visit by Mr Mike Lunan, who as manager of the estate of the late Elizabeth Hopkins of London, presented an ancient religious manuscript inscribed on leather to the Ambassador. Mr Lunan said that he was acting in “accordance with Ms Hopkin’s wish for the manuscript to be returned to Ethiopia.”

The Ambassador thanked Mr Lunan and paid tribute to the late Ms Hopkins’s and said, “this exemplary act should be followed by others who possess Ethiopian treasures.” The manuscript will be sent to the Ethiopian National Museum in Addis Ababa as soon as possible.



Elizabeth received the scroll as a gift, but expressed the view that it should eventually be returned to its country of origin.



May Her Soul Rest in Eternal Peace.

St George’s School in Gondar officially opened; £150k raised at charity dinner attended by HRH Princess Beatrice



St George’s School opened in Gondar, back in March this year, offering free education to 93 disadvantaged five and six olds. Since then, in September, a further 50 Kindergarten children have joined the school.



Founded by Sir Malcolm and Lady Katharine Colquhoun, proprietors of Broomwood Hall School, in Wandsworth, London, St Georges School is about to embark on the second stage of development, which will consist of four more classrooms, a library and IT centre, and will continue developing and adding to the school up to a capacity of nearly 1,000 pupils, with a view to educating them up to university level.

On 8th October, Sir Malcolm and Lady Colquhoun attended the Official Opening Ceremony, where Sir Malcolm and Mr Tsegay Nega, Deputy Mayor of Gondar City, presided over a ribbon cutting ceremony in the presence of local dignitaries, parents, carers and supporters.



Sir Malcolm and Tsegaye Nega, Deputy Mayor of Gondar City cutting the coloured ribbons signifying the successful joint venture between Ethiopia and Broomwood Hall, London.

Broomwood in Ethiopia expressed their thanks to everyone at the Ethiopian Embassy in London for their help in gaining an operating license in Ethiopia as well as all involved in the project both at government and local level.

Meanwhile, on 4th November, Bell Pottinger held its inaugural charity dinner at Lancaster House in aid of the Northwood African Education Foundation, of which HRH Princess Beatrice of York is Patron.



Lady Colquhoun with HRH Princess Beatrice

The evening was a huge success, raising £150,000 for St George's School Ethiopia.

www.broomwoodinethiopia.com

TRADE & INVESTMENT

African Hotel Investment Forum successfully held in Ethiopia for the first time

The African Hotel Investment Forum (AHIF), Africa's top event for hotel investors, was held in Ethiopia from 29th September to 1st October where hotel companies from across the globe met to discuss how to best meet tourist demands through hotel investment and development.

Over 500 hotel industry experts gathered to gain insight into the regional markets, and discussed strategic planning. Key findings include the importance of receiving support from local experts, the need to invest in people, and an open mindedness towards the perception of risk in Africa. More importantly, experts underlined the fact that it is vital to approach every country in Africa with a unique strategy.

Highlights included an opening address from H.E. PM Hailemariam Desalegn, and the "Breakfast with a Champion" session – a one-on-one conversation with long distance legend, Haile Gebrselassie, who is also a successful hotel investor.



PM Hailemariam said such events have the power to attract those involved in the sector and contribute to the continent's growth. He highlighted the favourable hotel investment opportunities Ethiopia can offer.

Haile shared his experience of the hotel industry and discussed what it has taken for him to succeed in this competitive market, and his views on Ethiopia's future as a tourism destination. In

addition to his own experience, Haile told top global hotel investors to take every opportunity and make an early entry into investing in Africa's hotel industry. The timing, he said, has never been riper.

As the conference closed, the vibe was exceptionally positive. Overall, African markets are progressing rapidly, and Africa is open for business and investment.

With an increasing rate of inbound tourist arrivals and domestic travel across the African continent, there is a widening gap between demand for international-standard hotels and supply. This accommodation shortage was high on the agenda.

Ethiopia earns close to \$1 billion from pulses, oilseeds and spices

During the fourth international conference on Pulses, Oilseeds and Spices, H.E. President Mulatu Teshome said that Ethiopia had earned \$920 million from pulses, oilseeds and spices in the last fiscal year, which is over 28% of export earnings.



The President noted that Ethiopia is endowed with substantial untapped investment opportunities in the agricultural sector, with the climate particularly suitable for production of pulses, oilseeds and spices. Ethiopia has vast fertile and cultivable land available, and an abundant skilled and trainable labour force, the president added.

The government remains fully committed to boosting the agricultural sector's potential and its operation capacity by making it more relevant to the needs of the international market.

CULTURE & TOURISM

Ethiopia celebrated in World Travel Market week

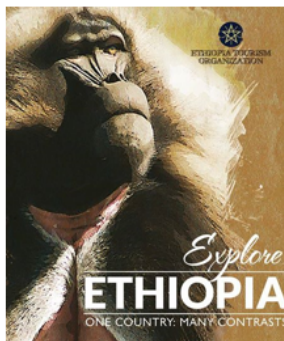


3 - 6 November 2014 • London

A 14-member delegation led by Mr Solomon Tadesse, Director General of the Ethiopian Tourism Organisation, took part in this year's World Travel Market (WTM) in London, showcasing Ethiopia's many tourist sites.

Now in its 35th year, WTM is a leading annual global event for the worldwide travel and tourism industry, where more than 50,000 senior travel industry professionals, government ministers and international press, negotiate and discover the latest industry opinions and trends.

Proceedings kicked off on Monday 3rd November with the official opening of the Ethiopian stand by H.E. Ambassador Berhanu Kebede, Solomon Tadesse and the UK Area Manager of Ethiopian Airlines, Mr Michael Yared.



Explore
ETHIOPIA

ONE COUNTRY: MANY CONTRASTS

A new tourism brochure published by the Ethiopian Tourism Organisation can be found on our website: <http://goo.gl/B9iBqa>



Present on the occasion were Ethiopian Airlines and Embassy staff, twelve of the country's best known tour operators, and Kuriftu Resort.



Mr Tadesse and Ambassador Berhanu attended the World Tourism Organization (UNWTO) & WTM Ministers' Summit on 4th November, which brought together Tourism Ministers and leading tourism experts to determine the best course of action for the industry. This year the Summit focused on ***'Tourism and Mega-Events: building a lasting legacy'***. Participants stressed that "immense synergies" between mega-events and tourism should be used to generate long-time benefits for the destination country and its people.

On the same day ETO and Ethiopian Airlines, held a joint press conference under the theme ***'Discover the new Ethiopia and its infinite possibilities'***, outlining how the Ethiopian Government, in partnership with Ethiopian Airlines, is successfully embracing new tourism sectors.

The press conference was addressed by Dr. Talib Rifai, Secretary-General of the United Nations World Tourism Organisation (UNWTO), Ambassador Berhanu Kebede, Mr Solomon Tadesse and Mr Michael Yared.

Speaking on the occasion, the UNWTO Secretary-General gave testimony of his recent visit to Ethiopia, which had exceeded his expectations. "I was able to witness a tourism star in the making," he said. He also mentioned the political will of the government, the country's world class airline and the ethnic and religious harmony in the country, as the main factors that will ensure the success of tourism in Ethiopia. Dr Rifai described Ethiopia as a modern, fresh, democratic and forward-looking country whose time to rise has come.



(l-r) Mr Michael Yared, H.E. Ambassador Berhanu Kebede, Dr Taleb Rifai, Solomon Tadesse and Tadeos Belete of Kuriftu Hotel and Spa at the press briefing

Ambassador Berhanu said the Ethiopian Government has implemented policies and strategies to exploit the country's tourism potential and maximize the benefits that accrue from the sector. The construction of roads and airports leading to tourism sites, duty free privileges and other types of incentives, encourage the private sector to construct and operate hotels, resorts and recreation facilities.

The Ambassador underlined the importance of the tourism sector, highlighting the crucial role it plays in the economy by stimulating the travel and hospitality industry, enabling it to generate foreign exchange and create jobs.

Mr Solomon Tadesse said that his organization will do its level best to take advantage of Ethiopia's potential to increase the number of tourist arrivals.

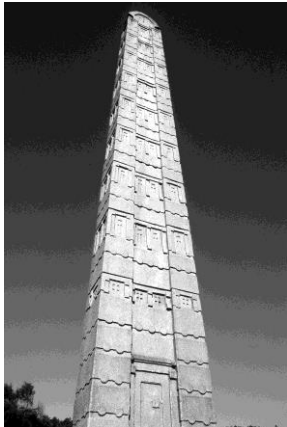
Mr Michael Yared of Ethiopian Airlines took the opportunity to announce the launch of its own tour operator, **Ethiopian Holidays**, which will offer



inclusive tours and holidays around the country. “We are very proud to launch Ethiopian Holidays at the World Travel Market...We have a growing and strong customer base in the UK already taking advantage of our daily Boeing 787 Dreamliner services from London Heathrow to Addis and beyond,” he said. “This complementary offering for the leisure market enables us to showcase the diversity of our country with a range of attractive holiday packages that further enhances the tourism flow to Ethiopia – the cradle of civilisation.”

He also announced the new Addis Ababa–Dublin–Los Angeles route, which will commence from June 2015. Ethiopian will operate three weekly flights, which will for the first time connect these three cities.

Later that day, over 400 guests gathered at the Royal Geographical Society (with IBG) in Kensington Gore for an evening of celebration of Ethiopian history and culture, which was headlined with a lecture by Professor David Phillipson LittD, FBA, FSA, on the *Rise and Fall of the Aksumite Kingdom*.



The Professor spoke of Aksum’s extensive relations with other ancient civilisations such as Constantinople and the Byzantine and Roman empires. Knowledge of the kingdom is made available through written records in Ethiopia’s semitic Ge’ez language and script, which is still used today, and through coinage and diplomatic records. The lecture covered the famous stelae, which were erected above pre-Christian burial chambers, most probably of the Kings of Aksum.

Before the lecture, guests viewed an exhibition of magnificent photos by Chris Roche on the Priests and Pilgrims of Ethiopia. His accompanying book will be published in December.

The author and historian Thomas Pakenham described Chris’ photos as, “...a series of landscapes so dazzling that Claude would have been proud to

have invented them. The photographs are not merely striking. Many of them are masterpieces.”



Guests were welcomed with a glass of the new Ethiopian ‘Castel’ wine and Ethiopian beers and were also able to view the RGS Ethiopia collection in the library. Renowned dance troupe, Dankira, were on hand showcasing the various cultural dances of Ethiopia, much to the delight of the audience.



Over a hundred guests then attended a reception at the nearby Ethiopian Embassy where there was a lavish buffet dinner and a film on Ethiopia’s ten World Heritage Sites.

Video coverage of WTM week can be found on our YouTube page: <http://goo.gl/XrE8td>

#VisitETHIOPIA

A land of surprises

Bale Mountain Lodge recognised at the Safari Awards; 2nd Best New Safari Property in Africa



The Safari Awards, held on 2nd November on the eve of the World Travel Market, crowned Bale Mountains Lodge the second best new safari property in Africa.

With nominations from over a thousand luxury travel professionals, hundreds of readers of Conde Nast Traveller, Tatler, Brides and Travel Africa Magazine you can rest assured that any safari operation nominated for a Safari Award is amongst the best in its genre.

Finalists are amongst the top 3% not just in Africa but worldwide, and the Safari Award Winners are unquestionably the best, their reputation earned through excellence recognised by independent industry experts.



In the country category, Bale Mountains also won:

- The Best Value Safari Property in Ethiopia
- The Most Ecologically Responsible Safari Property in Ethiopia

- The Best Community Focused Safari Property in Ethiopia
- Best New Safari Property in Ethiopia and
- The Best Walking Safari in Ethiopia

Ethiopian Airlines becomes the largest operator of Boeing 787 in Africa after receiving its 10th dreamliner

Ethiopian Airlines, the largest airline in Africa, received its 10th 787 Dreamliner named “Niagara Falls” on 2nd October, becoming the largest operator of the aircraft in Africa. Ethiopian was the first airline in the world, outside Japan, to receive and operate the B787 Dreamliner, the most technologically advanced commercial aircraft, in August 2012.



The B787s are used in Ethiopian’s core fleet on its mid- and long-range routes, such as Johannesburg, Lagos, Abuja and Harare in Africa; London, Paris and Frankfurt in Europe; Shanghai, Beijing, Hong Kong, and Seoul in Asia and Washington D.C., Toronto and Brazil in the Americas. And now it will also serve the new Addis Ababa–Dublin–Los Angeles route.

Ethiopian CEO Group, Tewolde Gebremariam, said “We have chosen the 787 as our core fleet on our mid- and long-range routes as part of our commitment to our esteemed customers, to give them the best possible travel experience. Today, Ethiopian has the youngest fleet in Africa with an average age of seven years and in line with our long-term, fast, profitable and sustainable growth strategy, Vision 2025, we plan to phase-in new and modern aircraft such as the B787s, B777s, the A-350 and the B-737-8 MAX to support our fast expanding global network.”



Ethiopian is a Pan-African global carrier serving 83 destinations across five continents from its main hub at Bole International Airport in Addis Ababa.

Bole International Airport ranked 5th Best in Africa

Addis Ababa's Bole International Airport has been voted the fifth Best Airport in Africa, based on overall airport experience as determined by voters in Sleepinginairports.com's 2014 Airport Survey.



"Layovers at Addis Ababa-Bole International are quickly becoming an inevitable part of African travel as the airport establishes itself as a new hub for the continent with Ethiopian Airlines. What appears to have secured ADD's place at number five on our 2014 list is the fantastic number of comfortable reclining sleeper chairs available to all departing passengers. These lounge chairs line the perimeter of the central departures lounge – and are sought after by all transiting passengers."

\$3 billion to be earned from the tourism sector

The Ministry of Culture and Tourism says it expects to earn \$3 billion in revenue from the tourism sector in this fiscal year from an estimated 1 million tourists, owing to improvements in the sector.

The Ministry's main aim is to make Ethiopia one of the top 5 tourist destinations in Africa through consolidation of the tourism sector, with the fast growing economy and increased foreign direct investment. Hotel standards are on the rise.

Efforts are underway to register seven historical and cultural heritage sites under the Growth and

Transformation Plan – the Konso Landscape and Meskel ceremony have already been registered by UNESCO. There are plans to add more landscapes and ceremonies to the World Heritage list.

A new proclamation, aimed at boosting tourism income and preserving the country's heritage, is being implemented. It will empower all regional states to administer their respective heritage sites. Furthermore, the proclamation paves the way for identifying heritage to be processed for UNESCO recognition.

Due to the vast amount of historical heritage and natural attractions, Ethiopia has increasingly seen an influx of tourists, with the average stay of foreign tourists now 16 days. Visitor numbers have risen 12% a year in the past decade. In the first quarter of this budget year, Ethiopia earned \$500 million from more than 230,000 foreign tourists.

\$2 billion was earned from foreign visitors in the last budget year.

Meskel celebrations attract more visitors

The commemoration of the finding of the True Cross (Meskel) was celebrated across the country on 26th September, with the lighting of the 'Demera' bonfire. It was the first time that Ethiopia has celebrated the festival as a UNESCO 'intangible' world heritage event. The main celebration took place in Meskel Square in Addis Ababa in the presence of officials, diplomats, tourists and hundreds of thousands of people from diverse communities, particularly Orthodox Christians.

His Holiness Archbishop Mathias, Patriarch of the Ethiopian Orthodox Tewahdo Church, said "we have to renew our vows to exert efforts in realizing the development and peace of the nation while celebrating Meskel."

"The development of the country has emanated from the unity, peace and togetherness of all Ethiopians," the Archbishop said.

Deputy Mayor of Addis Ababa City, Abate Setotaw, said that the registration of Ethiopian 'Meskel' as a world heritage will help build a positive image and boost tourism. Ethiopia has long been known for its religious tolerance, he said, and religious freedom and equality is guaranteed.



Ethiopians have been celebrating this day for a millennium, after Empress Eleni's excavation of the True Cross in Jerusalem. She was told in a dream that she should make a bonfire and that the smoke would show her where the True Cross was buried. She ordered the people of Jerusalem to bring wood and make a huge pile. After adding frankincense, the bonfire was lit and the smoke rose high up to the sky and returned to the ground, on the exact spot where the Cross had been buried.

UNESCO inscribed Demera (Meskel) as a world heritage in December 2013, the first intangible heritage of Ethiopia.

Marriott and Wyndham hotels open in Ethiopia

Marriott International, Africa's largest hotel company, following its strategic acquisition of Protea Hotel Group, has announced a packed schedule of 30 property openings across the continent by 2020, nine of which, including in Ethiopia, will open by end of 2015.

Marriott Executive Apartments Addis Ababa, owned by Sunshine Business plc, will be the first property under the extended stay brand to open in Africa. With 104 units, located in the financial district, close to the UN Headquarters and Addis Ababa Stadium, the Executive Apartments are designed for the international traveller and executive expat seeking luxurious apartment living, along with hotel services.

Wyndham Hotel Group, part of Wyndham Worldwide Corporation and the world's largest hotel company, with approximately 7,540 hotels, has announced the signing of a management

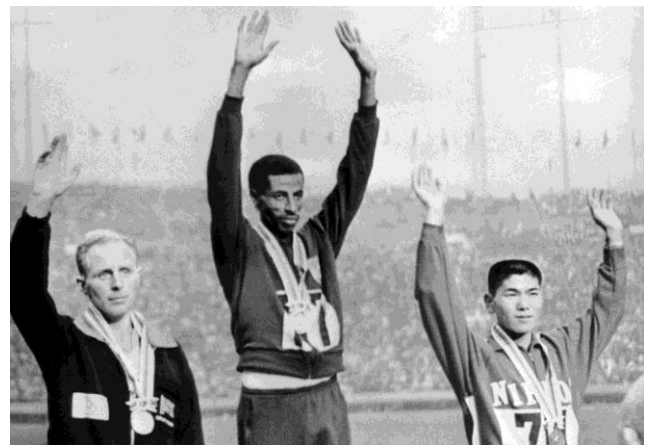
agreement for the Hotel Group's first property in Ethiopia, the 136-room Ramada Addis.



Upon opening in the first half of next year, Ramada Addis will offer 128 guest rooms and eight suites, ideally located on a major transport route linking the city centre with Addis Ababa Bole International Airport.

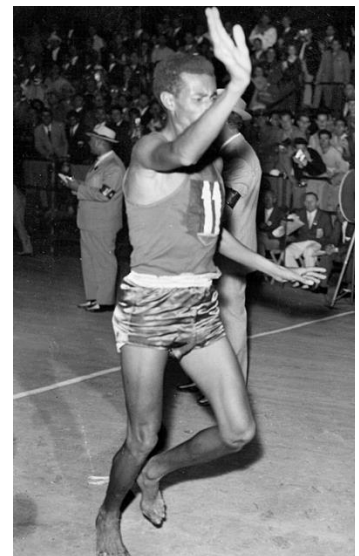
SPORTS

Remembering Abebe Bikila



On 21st October 1964, Abebe Bikila won the men's marathon at the Tokyo Olympics, breaking the World Record...this time with shoes!

In 1960, 28-year-old Abebe amazed the world when, unknown and unheralded, he won the Olympic marathon in Rome. He attracted the world's attention, not only by being the first East African to win a medal, but also because he ran the event barefoot.



Abebe Bikila, 1960 Rome Olympics

Genzebe Dibaba a finalist for the IAAF World Athlete of the Year Award

Genzebe Dibaba's year keeps getting better...after being nominated for the IAAF 2014 World Athlete of the Year Award, she has now reached the finals.



The IAAF website has the following on Genzebe : “At the end of any outdoor season, it’s easy to overlook some of the performances from the indoor season. But Genzebe Dibaba’s feats in the first few months of 2014 are difficult to forget in a hurry.

The Ethiopian middle-distance runner had shown flashes of brilliance in the past, winning the 2012 world indoor title and setting a national 1,500m record that summer. This year, though, Dibaba was better than ever.

In her first race of 2014, she smashed the world indoor 1,500m record in Karlsruhe, with 3:55.17. The last time anyone ran faster outdoors was in 1997.

Five days later in Stockholm, she was in record-breaking form again as she obliterated the world indoor 3,000m record with 8:16.60, the fastest time in the world under any conditions since 1993.

The following week, she set a two miles world indoor best of 9:00.48 in Birmingham, taking six seconds off the previous mark. Her indoor season was capped by winning the world indoor 3,000m title in Sopot.

Outdoors, Dibaba won the 3,000m at the IAAF Continental Cup and posted world-leading marks over 5,000m and 2,000m.”

The Council of the International Athletics Foundation will select the winners, with the

announcement taking place live on stage during the 2014 World Athletics Gala in Monaco, on Friday 21 November 2014.

Good luck Genzebe!

Sports Tourism - Great Ethiopian Run and Simien Walia 10km run

More than 40,000 fun runners and elite athletes are scheduled to take part in the 2014 Great Ethiopian Run International 10k, the biggest road race in Africa, on 23rd November.



On 14th December, the first ever Simien Walia 10k run will take place in Northern Gondar.



Organised by Simien Lodge, the run has received sponsorship from Heineken and the African Wildlife Foundation. So far, around 4,000 runners are expected to take part in the race.

For those thinking of taking part, if you want to perform a little more like an Ethiopian runner, try including Teff in your diet.

According to Matt Fitzgerald, an iron rich diet could be the secret weapon of Ethiopian runners. A study has shown that eating teff, an iron-rich grain found in Ethiopia, can boost iron levels - and athletic performance.

Read his full article on: <http://goo.gl/ckjDSZ>

Athletics round up – medals galore for Team Ethiopia



At the Berlin Marathon on 28th September, Tirfi Tsegaye and Feyse Tadese produced an Ethiopian 1-2 in the women's race with Tirfi winning in 02:20:18, while compatriot Feyse came in second in 02:20:27. In the men's race, Abera Kuma won bronze finishing in 02:05:56.

In Colombia, Belaynesh Oljira swept to a decisive win in the women-only Carrera de la Mujer 10km, crossing the line in a course record of 33:52. Compatriot Azmera Gebru finished third in 34:29.



Here in the UK, Belaynesh Oljira was in top form as she won the Great South Run on 26th October in 52:40, her personal best for the distance. And on 5th September, Olympic marathon champion, Tiki Gelana, finished third in the Bank of Scotland Great Scottish Run in 70:37.

On 12th October, Mamitu Daska and Lelisa Desisa won the Boston Athletic Association half marathon, with Mamitu setting a women's course record of 1:08:20.

Lelisa, the 2013 Boston Marathon champion, defended his title in 1:01:38. In the Netherlands, Tilahun Regassa won the Eindhoven Marathon in 2:06:21. While at the Chicago Marathon, Mare Dibaba finished second in the women's race in 02:25:37.

At the Beijing Marathon on 19th October, Ethiopia managed a double victory, despite the heavy smog. Girmay Birhanu and Fatuma Sado won respectively in 2:10:42 and 2:30:03.



Lelisa and Mamitu at the B.A.A. Half Marathon

Birhanu fulfilled his role of favourite and won his first race over the classic distance after four second place finishes in his eight marathons to date. He became the third successive Ethiopian man to win the race.

By contrast, Sado was the first overseas women's winner since Great Britain's Deborah Noy in 1991. She grabbed her fourth win in 10 marathons, in a 2:30:03 season's best!



Meanwhile at the Amsterdam Marathon on the same day, Betelhem Moges won the women's race in 2:28:35.

At the Venice Marathon on 26th October Ethiopia achieved another double from Behailu Mamo (2:16:45) and Konjit Tilahun (2:40:20). And in Germany, Aberu Kebede won the Frankfurt Marathon in 2:22:22 while compatriot Ashete Bekere finished third in 2:24:59.



And finally, on 2nd November at the New York Marathon, Lelisa Desisa and 2010 New York winner Gebre Gebremariam finished in 2nd and 3rd place in 2:11:06 and 2:12:13 respectively.

ETHIOPIA IN THE NEWS

A leap of faith! Ethiopia's 'church in the sky' is perched on a 2,500ft cliff... with a wall of rock devotees must climb barefoot

MailOnline Abuna Yemata Guh, nicknamed Ethiopia's 'church in the sky' will be featured in Lonely Planet Traveller Dream Trips 2015, a collection of beautifully photographed travel stories to inspire your adventures in 2015.



In an article in the Mail Online, Lonely Planet reporter, Oliver Smith, tells of his own experience climbing to the church in the sky. "I begin the walk up to Yemata Guh, and views of vast, Old Testament landscapes unfurl to the horizon. Cloud shadows shift across the farmland, and shepherds guide

flocks over the stony soil...The adrenaline rush of the climb makes stepping inside the church all the more sublime, your pulse slowing and eyes adjusting to the darkness, watching angels and archangels emerging from the shadows. It is a place of the utmost sanctity and tranquillity."

<http://goo.gl/3kCIt0>

Ethiopia?! Yes, Ethiopia. Right Now.



"Ethiopia has a rich cultural heritage...it's a country moving forward...The economy is now booming and Ethiopia is under construction...The music is captivating, and the traditional dancing is fascinating (and terribly embarrassing when they make you join in!) The people are quick to flash a smile and were nothing but kind... I never once felt unsafe or pursued. This is not the Ethiopia of the 80s, it's the Ethiopia of right now, and it's begging to be discovered," writes Michelle Holmes

<http://goo.gl/36z4IA>

Bale Mountains National Park, Ethiopia: A landscape full of unique wildlife



"You would never see this scene outside Ethiopia – both the wolf and giant moles-rats are endemic to the country. But they're not the only endemic animals in

the National Park, which is the size of Herefordshire...Bale is known to be home to 78 mammal species and around 300 species of birds, but who knows what truly lives here? Largely unexplored yet potentially full of exciting discoveries, researchers have recently found 22 previously unknown species of butterflies and moths," writes Sue Watt.

<http://goo.gl/WKFwdp>

5 unexpected wine tourism destinations

"When it comes to wine-themed tourism, certain destinations come to mind immediately: France's Rhone Valley, Australia's Yarra Valley, California's Napa Valley. But great wines are also made where you may least expect them."



"...Ethiopia has acquired a different image abroad thanks to its rich cuisine and culture. Now the country's wines are also making their way around the globe...It may come as a surprise, but certain grapes actually thrive in the arid African climate. The soil is sandy and the rainy season is short, at least at the location chosen by the French wine company Castel Group for its first production site in the country, in Ziway. The relatively new vineyard will launch to market its first wines this year, primarily to customers abroad. Around 1.2 million bottles will be produced and sold under two different brands: the Rift Valley line of red and white varieties (Merlot, Cabernet Sauvignon, Syrah, Chardonnay), and the Acacia blended wine."

<http://goo.gl/VJ0Y9h>

World's Best Cities for Coffee

Addis Ababa was among the top ten world's best cities for coffee according to this Daily Meal piece.



"There are certain cities that are definitely worth a visit if you're hoping to indulge in the art of coffee...Ethiopia is a coffee powerhouse...and has 5,000 different strains of Arabica coffee, while other countries like Brazil and Columbia only have 20. So, there is little doubt that the coffee you are going to get in Ethiopia is good. Traditional Ethiopian coffee is roasted by hand and brewed in a traditional clay coffee pot. Nearly all restaurants and cafés in the city will have some on offer and it's considered one of the best coffee experiences in the world. Scouting out coffee shops like Tomoca and Mokarara in Addis Ababa is highly encouraged, and taking part in an Ethiopian coffee ceremony should be an integral part of any exploration of Ethiopian culture."

<http://goo.gl/rxe6Qh>

Ethiopia - a land of surprises

Louisa Verney of Scott Dunn Travel shares her thoughts on Ethiopia, which she recently visited.

"Ethiopia is a wonderful land of surprises, colour, smiles, landscapes, churches and monuments. The stunning and intricately painted monasteries tucked away on remote islands in Lake Tana; the stories of the ancient civilization of Axum; and of course the rock hewn churches in and around Lalibela cannot fail to impress.



When you visit, take time to sit and watch local life...As you drive around Ethiopia you will be mesmerised by the vistas...the overall experience was incredible – the friendliness of the people, the depth and wealth of the country’s history and its simple, arid beauty made this a firm favourite of mine.”

<http://goo.gl/u4ozeZ>

Re-greening programme to restore one-sixth of Ethiopia's land

theguardian John Vidal reportsA tree and shrub-planting programme has transformed degraded and deforested land across Africa, with Ethiopia planning to restore a further 15m hectares by 2030.

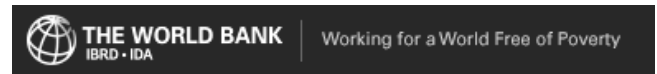


"Fifteen years ago the villages around Abaha Weatsbha in northern Ethiopia were on the point of being abandoned. The hillsides were barren, the communities, plagued by floods and droughts, needed constant food aid, and the soil was being washed away...Today, Abaha Weatsbha in the Tigray region is unrecognisable and an environmental catastrophe has been averted

following the planting of many millions of tree and bush seedlings...The “re-greening” of the area is now to be replicated across one sixth of Ethiopia – an area the size of England and Wales – in an attempt to reduce soil erosion, increase food security and adapt to climate change. This will vastly increase the amount of food grown in the area...Tigray is now much more food secure than it was 10 years ago. Rather than just plant trees, the farmers have turned to “agro-ecology”, a way to combine crops and trees on the same pieces of land. At the end of the New York climate summit last month, Ethiopia pledged to restore a further 15m hectares of degraded land by 2030.”

<http://goo.gl/CnZ0KF>

Restoring Land, Lives and Livelihoods in Africa



“In Ethiopia, large-scale restoration of land has transformed the lives of smallholder farmers. The government programme, partly supported by the World Bank, has boosted the livelihoods of 30 million people and helped put 15 million hectares of communal and individual lands to more productive use.

“The land here used to be barren and full of rocks.. and there were no trees on it so our soil used to be washed away,” said farmer Meri Geta Hulgize Nurelgne. “With the programme, trees have been planted and this new grass you see is either sold or used as cattle feed.” Unemployed youth and landless women have also been able to transition away from subsistence farming to become entrepreneurs in honey production and other small businesses.”

Ethiopia Shows Developing World How to Make a Green Economy Prosper



James Jeffrey writes, “Ethiopia has experienced its fair share of environmental damage and degradation but nowadays it is increasingly setting an example on how to combat climate change while also achieving economic growth.”

In an interview with IPS, Fritz Jung, the representative of bilateral development

cooperation at the German Embassy in Addis says, "It is very well known by the international community that Ethiopia is one of the front-runners of international climate policy, if not the leading African country."



This Horn of Africa nation has learned more than most that one of the most critical challenges facing developing countries is achieving economic prosperity that is sustainable and counters climate change.

<http://goo.gl/ugcKB1>

Made In Africa?



Interesting article by Jake Bright on Ethiopia's success in becoming a global manufacturing hub.



"Ethiopia is bidding to become Africa's lead manufacturing hub, repositioning itself as an outsourcing alternative to countries such as China...The government is embarking on a multi-

point national campaign to create the commercial infrastructure to support more manufacturing...A number of notable firms are sourcing goods from Ethiopia, attracted by incentives the government is offering in the industrial zones and lower labour costs compared to many parts of Asia...[Ethiopia] can serve as an example for other African countries looking to transform their economies. If Ethiopia's model can be modified and replicated, it could usher in the next phase of the region's economic evolution."

Full article on the following link:
<http://goo.gl/zGpHvI>

Also read CNN's "**Made in Ethiopia: The leather gloves keeping the world warm and stylish**" which also notes why foreign firms are establishing factories in Ethiopia to take advantage of the national resources. "The fashion glove is made of sheep skin which is unique to Ethiopia...The durability, the stretch ability and the strength makes it popular for gloving leather specifically. That has been the one strength of Ethiopia and the leather sector."

<http://goo.gl/byLNbr>

Fastest Growing African Shoe-Brand 'SoleRebels' Launches Flagship Store in Silicon Valley

As SoleRebels launches its flagship store in Silicon Valley, we wonder where Bethlehem Alemu will venture next. London maybe?

"Named one of the 20 Youngest Power Women in Africa in 2011 by FORBES, celebrated Ethiopian entrepreneur, Bethlehem Tilahun Alemu's innovative SoleRebels line is one of the world's fastest growing African shoe brands and the new Silicon Valley store location is the company's latest global retail store rollout...a total of 18 SoleRebels branded stand-alone retail stores have been opened globally. The company plans 50 stand-alone SoleRebels retail stores across the U.S. by 2018 and 500 worldwide by 2022.



Founded in 2004 by Alemu in her community of Zenabwork, Ethiopia, SoleRebels is the first and

only WFTO Fair Trade-certified footwear company. It is also the fastest growing consumer brand from Africa and the first African consumer brand to ever open stand-alone branded retail stores around the globe.

The Silicon Valley store launch continues the historic push that SoleRebels is making as the very first African consumer brand to ever open its own stand-alone branded retail location in the US."

<http://goo.gl/ofuMy9>

The Definitive Top 10 Coffee-Growing Countries in the World, Ranked By Experts



Thrillist asked 11 coffee industry experts to rank their top three coffee-growing countries and you guessed it...Ethiopia came first! And as Sarah Allen from Barista Magazine says, "There's a reason great coffee comes out of Ethiopia year after year: it's truly the birthplace of coffee."

"With sweet fruit notes and delicate floral aromas, it's hard to imagine a coffee that tastes better than a finely washed Yirgacheffe or a big, sweet, natural processed Sidama. This is the genetic birthplace of *Coffea arabica*, which has been growing wild and harvested here for millennia. Every time I drink a coffee from Ethiopia, I can't help but feel that this is how coffee is supposed to taste and everything else is an imitation, a copy of a copy, changed in some way inadvertently because of genetic drift or changing climates," says Lorenzo Perkins, of Cuvée Coffee.

<http://goo.gl/PS3ZrB>

Boom times for Ethiopia's coffee shops

Addis based James Jeffrey writes on the changing landscape of the coffee culture in Ethiopia.

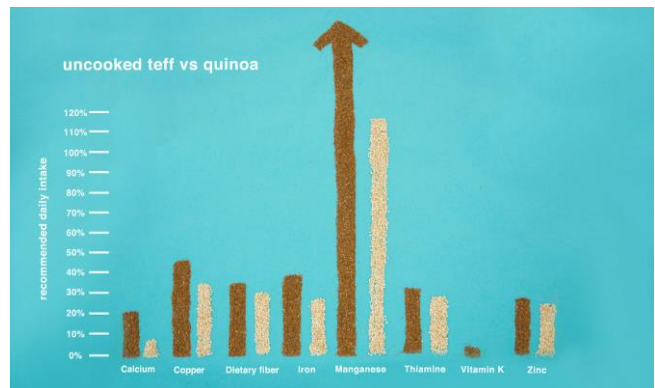


"Traditionally it takes rather a long time to be served a cup of coffee in Ethiopia - but things are now speeding up...as Ethiopia's economy continues to expand strongly, more people - led by young professionals in the capital Addis Ababa - are instead buying pre-roasted beans, or visiting coffee shops to have their favourite drink made for them. It means boom times for the country's independent coffee roasters and cafes, who have seen their numbers rise and some are even looking to expand overseas."

<http://goo.gl/C9ORjA>

10 Reasons Why Teff is the New Quinoa

"There's a new superfood grain gaining traction in kitchens worldwide that is in many respects healthier and more ethical than quinoa. It's called teff.



The poppy seed-sized grain, the world's smallest, punches far above its weight nutritionally, providing up to two-thirds the protein and nutrients in a daily Ethiopian diet. It's no wonder why they call teff Ethiopia's second gift to the world (the first being coffee).

From its gluten-free goodness to its versatility in the kitchen, Mark Hay gives us 10 reasons why teff could overtake quinoa as the new 'it' grain."

<http://goo.gl/B7pDMY>



BE FIRST TO RECEIVE OUR NEWSLETTER

To receive a copy by email, please send an email to info@ethioembassy.org.uk.
A copy is also available online on our website: www.ethioembassy.org.uk.
Published by the Press Office, Embassy of Ethiopia, London SW7 1PZ