Ethiopia is experiencing a new dawn, with before previously unimaginable investment and partnerships that are making a real difference to this incredible country.

In the midst of a sustained double-digit growth story, Ethiopia is building on its natural resource wealth and vast human potential. The country has set ambitious targets to increase its renewable energy capacity, with the government’s vision to become an energy hub for the region.

Prime Minister Hailemariam Desalegnolk dem of Ethiopia during his recent visit to Japan, emphasized the country’s commitment to renewable energy projects. He highlighted the importance of tapping into Ethiopia’s abundant energy resources, including hydropower, wind, and solar. The government is aiming to generate over 1.3 million megawatts of renewable energy by 2025, with a strategic focus on hydropower, wind, and solar projects.

Prime Minister Desalegnolk dem announced that Ethiopia has the capacity to become a net exporter of electricity within this decade. This project will not only bring economic benefits but also contribute to the country’s national development goals. The government’s Vision 2030 emphasize the development of clean energy resources in Ethiopia, aiming to transform the country into a manufacturing hub.

Ethiopia is offing a huge expansion of opportunities. It is becoming a manufacturing hub for various industries, including food processing, textiles, and metal products. The country is also becoming the hub for regional and international transport, with plans to build a new international airport in the capital city of Addis Ababa.

The government is working closely with international partners, including Japan, to develop renewable energy projects. Japan’s support for Ethiopia’s energy sector is significant, with the countries planning to collaborate on the development of hydropower, wind, and solar projects.

Prime Minister Desalegnolk dem stressed the importance of partnerships, particularly with Japan, to ensure the successful implementation of these projects. Japan is committed to supporting Ethiopia’s development efforts, and the countries have a strong bilateral relationship.

In conclusion, Ethiopia is on course to become an electricity hub for the region, with the government’s ambitious plans to transform the country into a manufacturing hub for various industries. The country is also becoming a regional transport hub, with plans to build a new international airport in the capital city of Addis Ababa.

Ethiopia is experiencing a new dawn, with before previously unimaginable investment and partnerships that are making a real difference to this incredible country.
**EXPORTERS MAKE HEADWAY**

**THINGS ARE MOVING AT A RAPID PACE FOR ETHIOPIA’S EXPORT COMPANIES, ACCORDING TO GENERAL MANAGER ASALEM ADLER KEESE.**

For centuries, Ethiopia, the country’s immense resource endowment, has been the hub of Ethiopia’s coffee production. Today, the country is the world’s second-largest coffee producer and the world’s biggest smallholder producer.

**“During the last fiscal year, we exported 18,447 tons of coffee with a value of $57 million, and around half of that was exported to Japan.”**

Asalem Adler, General Manager, Horra Trading

In Ethiopia, coffee is processed into high-quality green coffee, which is then exported to Japan and other countries. The coffee is used to make coffee products, which are then sold in Japan.

**“The Japanese are very particular in their coffee, and we are producing coffee that meets their standards.”**

Asalem Adler, General Manager, Horra Trading

Horra Trading is one of the largest coffee exporters in Ethiopia, and it is very important for the company to maintain a good relationship with its Japanese customers.

**“Horra Trading is developing a close relationship with Japan, and we are investing in coffee production to meet the demands of the Japanese market.”**

Asalem Adler, General Manager, Horra Trading

Horra Trading is investing in coffee production to meet the demands of the Japanese market. This is important because Japan is a major market for Ethiopian coffee, and it is important for the company to maintain a good relationship with its customers.

**“We are also looking to expand our operations to other countries.”**

Asalem Adler, General Manager, Horra Trading

Horra Trading is also looking to expand its operations to other countries. This is important because it will help the company to diversify its sales and reduce its dependence on the Japanese market.

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Manufacturing industries take off

Capital-intensive industries are starting to grow in Ethiopia as the country attracts greater investment and adopts the ‘kaizen’ initiative: slow improvement.

We have a very predictable inflation rate, a consistent interest rate, and a very stable exchange rate, so we have been able to create a stable macro environment for the industrialists.

It is a cornerstone of economic success. Under the ambitious national transformation plan Ethiopian Electric Power (EEP) is seeking international partners from Japan to take its export of green and clean energy.

Meanwhile, demand for Ethiopia’s industrial sector is heating up.

We aim to make working capital and investment capital cheap for all investors so they are able to get the hardware or machinery from elsewhere, but implement operations here.

EEP
Exporting clean and green energy to the region

Proudly leading the renewable energy revolution in Ethiopia and East Africa, Ethiopian Electric Power (EEP) is a leading international partner on the continent, taking advantage of the country’s hydro, wind, geothermal and solar power opportunities. Recognizing the direct benefit of a sustainable generation and transmission infrastructure is a cornerstone of economic success. Under the ambitious national transformation plan currently being undertaken, and the existence of considerable government regulations, EEP aims to be a key player in Ethiopia’s national and regional ambition to improve access to energy and financing for mega projects that will boost national and regional energy capacity.

Traditional water-powered technologies that make it an ideal destination for investors seeking profitable openings in green energy. Ethiopia boasts vast potential in areas such as hydro-electric, biomass, geothermal and wind energy. The detailed feasibility studies already conducted EEP desires Japanese financial and human capital — from public and private sector entities — to maximize these exciting openings and will further facilitate the successful formation of the country’s capacity to the national grid and allow Ethiopia to expand its export of green and clean energy.

Ambasdel Trading House is a reliable and sustainable development partner

Ambasdel Trading House is a leading player in the export of original Ethiopian agricultural products, including oil seeds, raw, bulked & roasted sesame seeds, coffee, pulses, spices and beans to lucrative overseas markets including Japan. The company’s strategic and credible reputation make it a partner of choice for Japanese investors in Ethiopia.

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Transcending standard tourism deals

With a view to making Ethiopia one of the top five African tourism destinations by 2020, with more than one million tourists, the government is offering tempting incentive packages to investors.

With its unique history and culture, landscapes, and people, Ethiopia has the potential to become one of the top destinations in Africa.

Its capital, Addis Ababa, is an enigmatically mix of culture and religious diversity, iconic monuments, bustling market places, and world-class gastronomy. It was featured within the top ten places to be by Lonely Planet in 2013 and is one of the largest diplomatic capitals of the world.

At present time, Addis Ababa is the headquarters of African Union (AU), the Non-Binding Initiative (NBI), the United Nations Economic Commission for Africa (UNECA) as well as having more than 100 diplomatic missions and embassies.

With this in mind, the ministry has announced its plan to turn Ethiopia into one of the top five destinations in Africa by 2013 and is promoting its services in places where cultural sites are located.

The sector is intrinsically with the final aim of creating a favorable conditions favorable to ensure the country’s comparative advantages and sustainable development of the country through poverty alleviation by extending and developing attraction of the country, which will increase jobs and create benefits for local communities.

The newly introduced policy for each organizational change and transformation plan incorporated in the country’s Growth and Transformation Plan (GTP) indicates the specific attention given to the sector geared for long term contribution to long-term country income country by 2020.

“Africa moves to showcasing tourism in that is a land of hospitality with very distinctive character.”

PM Hailemariam, has made favorable the attention of Ethiopia to the Japanese investors and the numbers have increased disproportionately.

“The government is working with the Japanese investors in the country and is a huge opportunity to offer charitable flights to many destinations to meet various customers’ needs. Demand for our services is huge because we offer the flexibility other commercial flights can’t. Every day for example, the AU dispatches flights and an air ambulance aboard,” says Abera Lemi, CEO of National Airways.

In the meantime, local airline companies are currently three international hotels should eclipse 500. There are currently three international chains but this number will quadruple by 2020.

“There is a huge opportunity for investors as you can tell because of the number of hotels that are coming here. Addis Ababa is a city that is really geared towards attracting substations and attractions as a whole and we are after that segment.”

“Japan is a huge market that is looking to penetrate as we are creating a product that the Japanese would like to see. Once we begin marketing our products and services, the Japanese will come.”

“The country now attracts over seven thousand. The trend is only going to keep on increasing.”

Additionally, logistically it will be a great step to connect Japan to the rest of Africa. Ethiopia will be the gateway.”

Ethiopian Sugar Corporation is tripling its annual sugar production capacity.

Ethiopian Sugar Corporation is undertaking construction of 28 new sugar factories in the Growth and Transformation Plan (GTP) period which lasts from 2010-2015.

The execution of this development project is aimed at the completion at the moment, at the end of the GTP period, the corporation’s annual production capacity will reach over 400,000 tons, which is nearly 1.12 million tons of sugar and 9,000 jobs will be created. Sugar production sector development huge potential to products and also create win-win relationships and we have a lot of potential cooperation so please contact us!”

“Africa’s tourism destination is one of the most important sources of employment as every middle range two-hotel concept.”

“Africa is one of the most competitive regions in the world and Ethiopia is also one of the world’s most competitive regions.”

“Ethiopia has the potential to become one of the leading tourist destinations countries in the world.”

“Normal commercial flights might not operate to those destinations, as they charter planes from somewhere else, even the Japanese.”

“Japan is starting to grow very fast in Africa. Japan is working with the government in Africa. Business families or an individual investor in the government or individual investor is going to grow and more and more investors come to Japan, the number of investors that are investing in Ethiopia is going to grow and more and more expatriates come to turn Ethiopia into the top five destinations in Africa by 2013.”

A Japanese trader Mr. Yano of 50 years old said that he wants to turn Ethiopia into one of the most competitive regions in the world as the potential cooperation so please contact us!”

“Ethiopia is a land of hospitality with very distinctive character.”

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The business traveler’s choice in Addis Ababa

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