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Ethiopia-Canada Keen to Further Strengthen Bilateral Relations



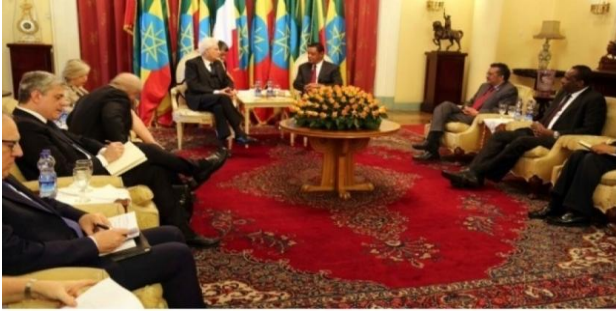
The 5th Ethio-Canada bilateral consultation was successfully held in Ottawa, Canada from 4 - 5, March 2016. The annual bilateral consultation was made between the deligation led by State Minister of Foreign Affairs of the Federal Democratic Republic of Ethiopia, H.E. Ambassador Taye Atske-Selassie and the team led by Assistant Deputy Minister of Global Affairs of Canada, H.E. Ms. Lise Filiatrault. Parallel to the bilateral consultation, Ambassador Taye Atske-Selassie also held bilateral discussions with H.E.

Mr. Daniel *Jean*, Deputy Minister for Foreign Affairs of Canada and H.E. Mr. Peter M. Boehm, Deputy Minister of International Development of Canada.

During the two days bilateral consultation, the two sides reviewed the bilateral diplomatic relations, development cooperation and commercial relations between the two countries as well as discussed various issues including peacekeeping and regional security and multilateral cooperations. In the discussion the two sides agreed to continue strengthening and building on the 50 years of diplomatic relations. Indeed, the 50th Anniversary of the diplomatic relations of the two countries had been commemorated with series of events throughout 2015 both in Canada and Ethiopia.

The discussions of the two sides also focused on exploring ways to further strengthen and expand the trade and investment relations between the two countries and more particularly, to exchange trade and business missions with a view to increasing the links between the business communities of both nations. The two sides also agreed to hold the 6th bilateral consultation in Addis Ababa, Ethiopia.

Italy Supports Ethiopia's Bid for Seat in Security Council



Italian President Sergio Matterella had been in Ethiopia for five days official visit 13-17 March 2016, during which he had discussions with Dr. Mulatu Teshome, President of the Federal Democratic Republic of Ethiopia.

Discussions focused on a range of issues, including Italy's new African engagement, migration and fight against terrorism and peace and security concerns in the region.

President Dr. Mulatu said relations between Ethiopia and Italy have been flourishing in all fronts, underlining that Italian public and private companies should explore the business and investment opportunities in Ethiopia.

President Sergio Mattarella mentioned Italy is keen to enhance the bilateral cooperation in areas of trade, investment, tourism, capacity building among others. He further revealed that Italy supports Ethiopia's bid for a non-permanent seat in the United Nations Security Council. While appreciating Ethiopia's roles in promoting regional and international peace and security, combating terrorism as well as hosting and rehabilitating a great number of refugees, President Mattarella said Ethiopia deserves a seat at the Security Council. He underlined the partnership between Ethiopia and Italy should also be strengthened in areas of promoting regional

peace and stability and working together to curb the challenge of migration.

The Minister of Foreign Affairs of Brazil visits Ethiopia



The Minister of Foreign Affairs of Brazil, H.E Ambassador Mauro Vieira, who led a high level Brazilian delegation made a two day official visit to Ethiopia 7-8 March 2016. The delegation held discussions with Prime Minister Hailemariam Desalegn on ways to promote economic ties. The Premier underlined the need to strengthen the relationship between the two nations. He emphasized that cooperation in agriculture research fields which already started was a priority. He also said Ethiopia's investment environment was conducive for Brazilian investors. The delegation agreed to enhance economic ties in all fields. The Brazilian Foreign Minister mentioned that Brazilian Aircraft Company, construction companies and others are keen to invest in Ethiopia.

The delegation also held bilateral meetings with Dr. Tedros Adhanom. During the discussion Dr Tedros explained the historic relationship between Ethiopia and Brazil and underlined that this relationship would be strengthened in the future. He added the two countries should cooperate more on areas of trade and investment, particularly in the fields of aircraft and pharmaceutical cooperation, and automobile manufacturing.

Dr. Tedros also briefed the delegation on Ethiopia's efforts in the region and its role as IGAD's Chair in the process of promoting regional peace and stability. He mainly emphasized on Ethiopia's peacekeeping role in Somalia and South Sudan. The Minister also spoke about Ethiopia's efforts of mitigating the refugee crises, which he said was a global concern, noting that his country is currently hosting over 800, 000 refugees from neighboring countries; the largest number in Africa. Expressing the country's long standing commitment and active role in the UN and African peace keeping operations, Dr. Tedros also related Ethiopia's bid for a non permanent membership at the UNSC and called for Brazil's endorsement.

Addis Ababa to Host High-level UN Global Geospatial Information Management Forum



A High-level Forum on United Nations Global Geospatial Information Management (UN-GGIM) meeting will be held Addis Ababa.

According to a press release sent to ENA, the fourth high-level forum that takes place from April 20-22, 2016 is expected to provide member states and geospatial stakeholders with the unique opportunity to share and learn from each other new ideas, methods and strategies to support local, regional and global land administration and management initiatives.

The forum under the theme “Good land governance for the 2030 Agenda” is organized by the Economic Commission for Africa (ECA) and the Government of Ethiopia, in collaboration with the United Nations Committee of Experts on Global Geospatial Information Management (UN-GGIM).

Geospatial information can help in creating crucial decision support systems. It touches on property rights, customary rights and security of tenure while also affecting decisions on the environment and economic and social well-being.

The fourth forum will also raise political awareness and highlight the importance to decision makers of the need for timely and fit-for-purpose land administration and management, the press release stated.

It also encourages collaboration between professional bodies and experts working in land governance, including United Nations bodies and other international organizations, to identify and address common issues of land management and governance in support of sustainable development.

Bringing all stakeholders together, the forum will continue the discussion on sustainable development which formed a major part of the previous forum held in Beijing where member states also deliberated on climate change and sustainable cities.

High-level policy-makers and leading scholars as well as researchers are expected to attend the forum where exhibitions showing latest products and services in geospatial science and technology will be displayed.

Business and Economy

The 4th World Coffee Conference in Addis Ababa



The 4th World Coffee Conference was held in Addis Ababa on March 6-8, 2016 under the theme: "Nurturing Coffee Culture and Diversity." The conference was attended by more than 1500 participants from over 80 countries. Governments, African Development Bank, International Coffee Organization, African Union, United Nations, Global Coffee Council, Inter-African Coffee Organization, EU were some of the participants represented at the global gathering.

Prime Minister Hailemariam Dessalegn in his key note address said that the conference has much more significance to Ethiopia, and equally to other attending coffee producers and consuming countries. The Prime Minister said, "Coffee is part and parcel of Ethiopia's social fabric," adding that the coffee culture is deeply embedded in the identity of the Ethiopian People. The Premier said coffee in many aspects reflects "our tradition and culture" and its economic value to small holder farmers and coffee producing countries is of great significance to development.

Indeed, coffee is an integral part of the country's socio-economic fabric; coffee and the coffee culture play such a heavily ingrained role in the

Ethiopian tradition that it appears in many expressions dealing with life, food and interpersonal relationships. Ethiopian homage to coffee is often uniquely ceremonial. An invitation to attend a coffee ceremony is considered a mark of amity and respect and is an excellent display of Ethiopian hospitality. In fact, the Ethiopian coffee ceremony takes us back to a time when value was given to conversation and human relations.

Ethiopia is the home and cradle of biodiversity of Arabica coffee seeds of which most of them are often identified by their distinct and characteristic flavor, aroma or taste. More genetically diverse strains of Coffee Arabica exist in Ethiopia than anywhere else in the world; a country which botanists and scientists believe was the centre of origin, diversification and dissemination of the coffee plant. Ethiopia is the world's fifth largest coffee producer and Africa's top producer and exporter. Ethiopia with a per capita consumption of 2.40kg leads the African continent in domestic consumption and up to 20% of the population, one way or the other depends on coffee production and trading for a living.

The Prime Minister said the poverty of small coffee growers is also exacerbated by the effects climate change as rising temperature, declining rainfall, resilient pest and plant disease have already begun their toll on the coffee industry. Climate change is a serious threat to the industry, and its impact is most felt by small holder growers, farmers and their families. Ethiopia, the Prime Minister said had embarked on building climate resilient green economy, which he said was initiated in 2011. He said, "We needed this strategy since Ethiopia is working relentlessly to

make sure coffee which amounts to 24% of our export is well protected from the effects of climate change." Ethiopia has also taken the initiative to encourage major green house emitters to commit for a responsible action. The task of mitigating the challenge he said should not be left to governments adding that all other stakeholders in the value chain need to support the global efforts of protecting coffee growers from the effects of climate change. In this regard, he noted the Addis Ababa Action Agenda, the Sustainable Development Goals and the recent Paris Climate Deal "to which we all subscribe" were key milestones to address the challenges in the industry.

Executive Director of the International Coffee Organization (ICO), Mr. Oliver Silva also presented the global, African and Ethiopian outlook for the coffee market. He said the conference would help connect actors in the coffee sectors and attain targets set at a global level. ICO's current estimate for global coffee production in crop year 2015/16 stood 143.4 million, 60-kg bags, 1.4% higher than the previous year, and the lower production in Brazil, where 43.2 million bags has been compensated by increased productions in Vietnam, Colombia and Indonesia, among others. In Africa, production is rising by 6.1% reaching 17.1 million bags, and representing nearly 12% of the world's total. Mr. Tefera Deribew, Ethiopia's Minister of Agriculture and Natural Resources said Ethiopia has attached at most weight to the development of the coffee sector, describing that the government and coffee growers have long been exerting concerted efforts to improving productivity and maximizing the quality of coffee. He noted the prospect of maintaining the high quality of Ethiopia's organic coffee goes in line with the country's climate resilient strategy.

Ethiopia Represented at PDAC



H.E. Tewodros Gebregzihabher, State Minister of Mines, Petroleum and Natural Gas attended the Prospectors and Developers Association of Canada (PDAC) Convention held from 3-4 March 2016 in Toronto, Canada.

Speaking at the panel discussion "Changing Mining Landscape in Sub Saharan Africa", the State Minister highlighted attractive investment opportunities in Ethiopia in the mining sector.

He pointed out that Ethiopia offers abundant mineral resources across diverse geological zones suitable for mining companies to invest.

He took the opportunity to reassure would-be investors the readiness and commitment of the government to encourage and support Canadian investors to realize their investment in Ethiopia.

PDAC International Convention, Trade show and Investors Exchange is the world's leading convention for people, companies and organizations in, or connected with mineral exploration.

The four day annual convention in Toronto included 900 exhibitors and 22,000 attendees from over 100 countries.

Horticulture Export Generates Over USD 185 mln in Eight Months



Ethiopia's horticulture sector has generated more than USD 185 million in just eight months, showing a 17 per cent increase compared against the performance same period last year, according to Ethiopian Horticulture Development Agency (EHDA).

Cut flower export to Europe takes the biggest share of the revenue obtained in the reported period generating over USD 150 million.

"We managed to obtain USD 151.06 million from flower export which is 71.98 per cent of the USD 209.86 million targeted revenue for the period," said Alem Woldegerima, director general of the agency during an interview with ENA.

Export earnings from vegetables hit USD 30 million while fruits generated USD 3.6 million, according to the director general.

Despite improvements in revenue as compared to same period last year, Alem said the agency along with regional bureaus and other stakeholders is engaging in integrated works to increase the capacity of revenue generation which also includes series of supports and follow up activities on investors engaged in the field.

The director general attributed limitations in providing land and low appetite in the global market for the decrease in revenue targeted for the period.

He mentioned joint activities with the Ministry of Foreign Affairs and ongoing efforts to provide investors with lands to raise revenue generated from the sector.

Attracting new entrants to the field can also be possible through providing plots of land furnished with required infrastructure, according to Alem.

Future focus areas of the agency will include increasing supply of land, establishing integrated work between federal and regional states as well as follow up and supervision activities on investors provided with lands but who fail to launch projects as per schedule. (ENA)

Ethiopia Set to Begin Export of Potash

Ethiopia's vast deposit of potash will make its way to global markets within the coming four years, announced the Ministry of Mines, Petroleum and Natural Gas (MoMPNG).

Three international companies were involved in the study and they are about to start production of the mineral, Minister Tolosa Shagi disclosed to ENA.

The Canadian miner Allana Potash Corporation which was a standalone company in the potash exploration has already been acquired by fertilizer giant Israel Chemicals Ltd. (ICL).

Along with ICL, Sarkam Mineral UK and Yara International ASA, a Norwegian chemical company have been involved in potash mining in Ethiopia which enable them to involve in export of the mineral, according to the minister.

The companies are currently facilitating ways for the export of the mineral.

"The exploration takes long and we are assisting potential companies investing in the sector with

friendly policies and the stability in the country all helping attract such companies," Tolosa said.

The Ethiopian government along with stakeholders is installing power, water and road infrastructures to facilitate export of the mineral.

The minister also mentioned activities from the part of Djibouti as the country is expanding the Port of Tadjoura to facilitate export.

According to Minister Tolosa, many investors are showing interest to set up potash fertilizer factory in Ethiopia.

Ethiopia's potash deposit is estimated at more than 100 million tons which, according to the minister, makes the country home to the third largest potash deposit in the world.

Potash is found in significant quantity and quality in a limited number of countries. Canada has almost half of known global reserves and approximately 36 percent of world capacity, according to Potash Corp. (ENA).

Ethiopia Top Investment Destination for Turkey in Africa: Turkish Ambassador

Ethiopia has become the largest investment destination for Turkey in Africa, the newly-appointed Turkish Ambassador to Ethiopia disclosed.

Ambassador Fatih Ulusoy said Ethiopia has so far attracted 2.5 billion USD of the total 6 billion USD Turkish foreign direct investment in Africa.

The two countries have also strong trade relation and Ethiopia is Turkey's number four trading partner among African countries, he added.

Flag carriers of the two countries, Ethiopian Airlines and Turkish Airways, fly daily to Istanbul and Addis Ababa thus facilitating their trade relations, Ulusoy stated.

The ambassador noted that his government is committed to further consolidate the current economic partnership with Ethiopia and successive dialogues are underway with government of Ethiopia to attract more Turkish investment.

In terms of diplomatic ties, the ambassador said Ethiopia and Turkey have enjoyed a long-lasting relation in that Addis Ababa hosted the oldest Turkish embassy in Sub-Saharan Africa.

The ambassador appreciated the role Ethiopia has been playing to restore peace and stability in Somalia and pledged to work together with Ethiopia to ensure peace and stability in the Horn of Africa and to fight terrorism in the region.

Ulusoy said both Ethiopia and Turkey host a large number of refugees and expressed his government's desire to cooperate with Ethiopia to improve the condition of the refugees.

Turkish business groups that have invested in Ethiopia have also the desire to support the current drought victims in the country, according to the ambassador.

Tourism and Culture

Ethiopia's Tourism Industry Gets Boost with New Brand



The newly defined Ethiopian brand “Ethiopia, Land of Origins” will transform Ethiopia's tourism industry into a new chapter, according to the Ministry of Culture and Tourism.

The new brand visibly proves that Ethiopia is the land of origins which represented not only itself but also the rest of the world, said Gezahegn Abate, Public and International Relations Director with the ministry in an exclusive interview with ENA. “The brand has its logo, slogan and icons drafted in a blue background and the tree with full of green, yellow and red colors and its full root simply to show Ethiopia has its original identity and strong ties among the nations, nationalities and peoples,” Gezahegn said while explaining about the new national brand.

The country has been in search for a genuine expressive brand, the director said, mentioning further benefits of the new brand in encouraging scientists, researchers and other interested foreign visitors to discover Ethiopia and see its unique features which make it "the land of origins".

The official recalled that Ethiopia is the land of ancient civilization, the cradle of mankind, origin of coffee, rich history, culture and source of Blue Nile, among others. Ethiopia's new brand

“Ethiopia, Land of Origins” was unveiled in Berlin, Germany at the International Tourism Trade Fair this month replacing the former "13 Months of Sunshine".

With the dramatic increase in the flow of tourists to the country, the director has encouraged foreigners to come and witness the real reason behind the rebranding of the national slogan.

According to the ministry, 478,890 tourists have visited Ethiopia during the past six months which showed increase by 108,136 visitors as compared against the performance of same period last year.

In terms of revenue over the past six months, the country secured over 1.7 billion dollars from the stated figure of visitors which also surpassed last year’s performance by 404,842,160 dollars, the ministry said.

The coming years will also see Ethiopia's tourism sector take a five percent share of its GDP. By the end of the second five-year Growth and Transformation Plan Period (GTP2), the country's tourism sector is expected to generate seven billion dollars.

“13 Months of Sunshine, Cradle of Humanity were among the previous brands of Ethiopia which did not give a one and clear picture while the new brand well expressed all natural, cultural and historical sites, strong ties among its people and its future inclusive growth,” Gezahegn indicated. The extraordinary achievements of ancient civilizations of Axum, the rock-hewn churches of Lalibela, the castles of Gondar, the colorful holy Islamic city of Harar are all among the World Heritage Sites found in Ethiopia.

The General Assembly of the European Council on Tourism and Trade (ECTT) has chosen Ethiopia as the number one World Best Tourist Destination and Favorite Cultural Destination for 2015. (ENA).