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 agenda, Ethiopia is building on its natural resource wealth and scarce and manufacturing sectors with value-added projects to becomes a middle-income country by 2025. Thanks to an ambitious blueprint known as the Growth and Transformation Plan, the government, led by Prime Minister Abiy Ahmed Ali since September 2018, has introduced reforms and economic incentives, including free zones for investors and help to take the country forward.

With untapped resources such as gas reserves, gold and a huge potential for oil and hydropower development, the country is full of investment opportunities. To complement this is a population that exceeds 11 million, three-quarters of which are under 35, an enthusiastic middle class with 100% of the adult population literate.

With the leadership and the single-minded commitment of the government, led by Prime Minister Abiy Ahmed Ali and the African Development Bank with the International Monetary Fund, the African Development Bank and World Bank, Ethiopia is redefining public-private partnership not only to develop its infrastructure but also to address the country’s pressing social and economic challenges.

In May 2018, Ethiopia signed an agreement with the World Bank for a $1.2 billion loan to finance the electrification of 1,200 schools across the country. The electrification of schools is part of the government’s efforts to improve access to education and increase the number of Ethiopian students in rural areas.

In addition, Ethiopia is also working on the development of a national railway network, which will connect the capital Addis Ababa with the regional capital, Bishoftu. The railway is expected to be completed by 2023 and will provide a significant boost to the country’s economy.

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With coffee, meat, cut flowers and other natural produce slated for increased investment, agribusiness is an incredible opportunity for Japanese businesses looking for profitable yields.

Accounting for 45 percent of Ethiopia’s exports, coffee brings in a third of the country’s foreign exchange revenue due to a lack of technological and financial resources andCtx.

With only 5 percent of the available 77 million hectares of arable land under cultivation, there is huge scope for a high-yielding kebabic industry. The main obstacles to achieving this potential are a lack of efficient infrastructure, substance and, based, but Ethiopia would be an ideal location for the growth of meat and milk products.

Hannah’s background in coffee helped to boost up the base in the first place. The coffee industry’s recent surge has come mainly from Ethiopia’s coffee sector, which contributes about 50 percent of the country’s export earnings. Ethiopia is the world’s largest exporter of coffee, with its famous varieties including the famous Yirgacheffe and the more recent introduction of the Ashenge variety.

In Ethiopia, there is a strong tradition of coffee consumption, with coffee shops dotted throughout the country and coffee being served at almost every meal. This tradition has helped to drive the coffee industry forward, with exports increasing steadily in recent years.

There are many European industries already looking at the potential of this market. We are trying to bring in the best farms and the corresponding expertise to create a coffee culture in Ethiopia.

In return, Japan can reap the benefits of growing flowers, vegetables and fruits and training up the use of direct flights we will connect from Addis Ababa to Japan.

So, what is the strategy for increasing coffee exports to Japan? We have to understand the requirements and demands of Japanese farmers, processors and consumers.

This under-utilization is of course lucrative for the agribusiness sector. There is huge scope for a highly productive and efficient coffee sector.

In Ethiopia, coffee is currently the fastest-growing industry, with the government aiming to increase its share of global coffee production to 1 percent by 2025. This is a ambitious goal, but with the right investments and policies, it is certainly achievable.

There are many European countries involved in coffee production, and we have the necessary expertise and resources to establish a successful coffee industry in Ethiopia.

But we have to do it right, because the coffee production in Ethiopia is a true example of how cooperation and investment can bring about sustainable development.

“Thanks to our היידג העלים שטח הצמחייה עורכת ו_TERMINוסה, העלים הנובעים והbecome one of the top four pro-ducers of cut flowers in the world.”

In the meantime, Kaleb also has a strong presence in Japan, exporting coffee to various buyers in the country. Kaleb currently supplies coffee to over 3.5 million customers in Japan, including major coffee chains and supermarkets.

One of the main reasons for Kaleb’s success in Japan is its ability to tailor its products to the specific tastes and preferences of Japanese consumers. Kaleb has developed a range of coffee products, from arabica to robusta, to meet the needs of different customer segments.

In addition to its coffee exports, Kaleb also distributes a variety of coffee-related products, such as coffee makers and grinders, to consumers in Japan.

Kaleb’s commitment to quality and customer service has been a key factor in its success in the Japanese market. The company has invested heavily in research and development to improve the taste and quality of its coffee products.

As a result, Kaleb has been able to establish a strong brand image in Japan, and its coffee products are highly regarded by Japanese consumers.

Looking to the future, Kaleb is dedicated to continuing its growth and expansion in the Japanese market. The company is exploring new opportunities to increase its market share and strengthen its position as a leader in the Japanese coffee industry.
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 found that the government funds a minimum of 25 percent of project cost and the rest comes from external sources, either through Public-Private Partnership or not.

We have identified five clusters for industrial concentration and are also developing the infrastructures for hydrogen, solar, water and others and are always looking for private-public-industry mixes to turn indirect investment from the BIR countries into direct foreign investment.

“Because industrial funding cannot be capital intensive and based on long-term returns, the government has done much to gain investor confidence. We have a very predictable inflation rate, a consistent dollar rate, and a very stable exchange rate, so we have been able to create a stable macro economy for the industrialists. We aim to make working capital and investment capital funds for all investors so they are able to get the hardware or machinery from elsewhere, but implement operations here.”

Minister of Industry, Ahmed Ali Bekele

Economists and engineers before it. Ethiopia needs executives, managers, trained production supervisors and engineers before it can really leverage its industrial potential.

With this in mind, the government is calling on private investors to step forward. Minister of Industry Ahmed Ali Bekele explains more:

You can see within the fact that the majority of growth comes from the agricultural sector and the major export products come from the rural area, as both in terms of local economic growth and foreign currency earnings, we need to turn the sector to our terms of local economic growth, development and competitiveness.

“Over the last 10 years, the economy has grown with 10 percent every year and the unemployment has fallen by 30 percent. Ethiopian sugar has become competitive in the world market and jobs.

We supply them with the leather and they manufacture high quality products. They have also started up a factory here in Ethiopia so we supply them here as well. Both the Tannery and Sheep factories are under construction but not yet finished. We are planning to sell some more to Japan as we have employed more than 9,000 people. The Japanese are now working with us and helping us improve as a partner, especially in the work of future, or future improvement. We are benefiting from them, and our corporation is now entering in the implementation phase in the first year of the strategic plans, so we are making the move to import and export from our factory to the countries with the highest demand.”

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The government has earmarked 2,000 hectares of land for fair share production and at the same time, helped increase animal feed production and multiple other sugar by product developments so that local farmers can benefit from the industry.

We plan to approach the market continuously,” says General Manager of Operation and Policy Tolyen Lemma. “To achieve that objectives, we insist on B to B, i.e. new technology, manpower development and work on a strong management system and disciplined workforce. In the short term, we are planning to subsidize the lion’s share of different imported wire produce to Ethiopia. In the medium term, we have a plan to participate in the starring sector to create a closed flow linkage with our production chains in the steel industry. In the long run, our vision is to turn all of the cost-effective and steel manufacturing industries in Ethiopia.”

“Slightly RMG’s competitive advantages are the investment in new and modern technology and a highly motivated and skilled workforce.”

“We have started contributing to the economy by exporting fin- ished leather to new parts of the world including Japan. At the moment, we are working with one Japanese factory producing garments and gloves. We supply them with the leather and they manufacture high quality products. They have also started up a factory here in Ethiopia so we supply them here as well. Both the Tannery and Sheep factories are under construction but not yet finished. We are planning to sell some more to Japan as we have employed more than 9,000 people. The Japanese are now working with us and helping us improve as a partner, especially in the work of future, or future improvement. We are benefiting from them, and our corporation is now entering in the implementation phase in the first year of the strategic plans, so we are making the move to import and export from our factory to the countries with the highest demand.”

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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 visitors, 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 leading African destinations.

Its capital, Addis Ababa, is an intriguing mix of culture, religious diversity, iconic monuments, bustling market places and world-class gastronomy was featured within the top ten places to be in 2017 Planet in 2013 and it is one of the largest diplomats of cultural capital of the world.

At present time, Addis Ababa is the headquarters of the African Union (AU), the New International Economic Community for Africa (NECRA), 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 2020 in order to address the short-term and long-term contribution to bring the country’s economy to middle-income country by 2025.

In order to attract foreign investors as you can tell from their by-products.

Additionally, it is very important to support Ethiopia as a mediocre tourist destination. Every day, the business traveler’s choice in Addis Ababa www.jupiterinternationalhotel.com

The Ethiopia’s Sugar Corporation is undertaking construction of 36 new sugar factories in the Growth and Transformation Plan (GTP) which lasts from 2010-2015.

The execution of the sugar development project is expected to reach 70% of its completion at the moment. The annual sugar production capacity, which was less than 1.2 million tons in previous years, will reach over 1.2 million tons. This production capacity will jump to over 2.5 million tons and bring their technology know-how to Ethiopia. It will produce 700,000 tons of sugar annually.

In addition to sugar production, the sugar development sector has high potential to produce food products for both domestic and international markets.

To achieve its many development projects, sugar production, such as cattle and sugar by-products, the government has been allocating 100 million birr to work on it. For example, if we need 2,000 hectares, more than 9,000 jobs will be created, Sugar produced in new factories will not only satisfy local demands, but be exported from the country.

Ethiopian Sugar Corporation is targeting to produce 700,000 tons of sugar in this year.

The business traveler’s choice in Addis Ababa www.jupiterinternationalhotel.com

We want to ensure that Ethiopian Sugar Corporation will be working with the Japanese for a long time.

In case of emergency because there are not many medical institutions in the country. We could fly them to Nairobi or Johannesburg for example, or wherever they could find better medical facilities.

We are interested in partnering with foreign investors, especially those from Japan, who would be interested in investing in our air transportation services.

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