



# Ethiopia Today

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## Ambassador Presents Credentials, Ethiopia Reopens Embassy

Ambassador Birtukan Ayano Dadi, Ambassador Extraordinary and Plenipotentiary of the Federal Democratic Republic of Ethiopia to Canada presented her letters of credence to His Excellency the Right Honourable David Johnston, Governor General of Canada, on Tuesday January 28, 2014 at Rideau Hall.

On the occasion, H.E. Ambassador Birtukan and the Governor General had the opportunity to discuss the longstanding relation and friendship that the peoples and governments of the two countries enjoy and vowed to further strengthen it in the years to come.

The Governor General remarked that Canadian mining companies have identified Ethiopia as having great investment potential. H. E. Ambassador Birtukan noted that Ethiopia has made poverty reduction and sustainable development the core of its economic growth policy. She pointed out that she would work to improve trade and investment ties between the two countries. She took the opportunity to thank the people and government of Canada for their unreserved support to Ethiopia.

Ethiopia reopened its Embassy in Ottawa on November 1, 2013 after three years of closure of its embassy in Ottawa during which time it conducted its relations through its Consulate General office in Toronto.

## Ethiopia Represented at PDAC

H.E Ambassador Birtukan Ayano Dadi attended the Prospectors and Developers of Canada (PDAC) Convention, held from 3-4 March, 2014 in Toronto, Canada.

Speaking at the East Africa Mining Opportunities Session of the conference, the ambassador pointed out that the current Canadian investment in Africa represents a small percentage of total Canadian global investment.

The ambassador stressed that Ethiopia offers abundant mineral resources across diverse geological zones, all suitable for mining investment; that the mineral and geo - energy resources of Ethiopia are yet untouched providing sufficient potential to accommodate the interest of investors, that the growth and transformation plan of Ethiopia outlines very substantial and extensive mining development activities.

“I can assure you that my government is fully committed to encourage and assist Canadian business community in every way possible to become involved in Ethiopia. Certainly, we do have a great deal to offer in Ethiopia and be partners in the development of our prospective mineral and petroleum resources for our mutual benefit” said Ambassador Birtukan Ayano Dadi in conclusion.

Currently, there are more than 135 companies (foreign and in joint venture with local) involved in the mineral operations in Ethiopia granted reconnaissance, exploration and mining licenses for gold and base metals, platinum, cement and ceramic raw materials, potash, diatomite, other industrial and construction materials.

## PM Calls on Egypt to Return to Dialogue

Prime Minister Hailemariam Desalegn called on Egypt to return to the tripartite dialogue with Ethiopia and Sudan to implement International Panel of Experts /IPoE/ recommendations in the construction of the Grand Ethiopian Renaissance Dam (GERD).

The Prime Minister made the call during a parliament session held on April 24 in which he presented a nine months performance report of his government which addressed a wide range of issues.

The Prime Minister said that Ethiopia is working to convince Egyptian authorities to avoid the unnecessary campaigns against the dam and return to the tripartite discussions with Ethiopia and Sudan. He also added that Ethiopia is working to bring Egypt onboard and explain that the construction of the GERD creates a win-win scenario that benefits Egypt, Sudan and Ethiopia.

Sudan, the immediate downstream country, has backed what would be Africa's biggest hydroelectric dam and Hailemariam hailed relations with Ethiopia's western neighbour.

"With the signing of 13 agreements through the joint commission of the two countries, our relation with Sudan has grown to a strategic level," Hailemariam said. "The Renaissance Dam has cemented our strategic partnership."

Hailemariam also reported to parliament that his government is working closely with other Nile Basin countries for equitable utilization of the river.

Six of the basin countries including Ethiopia, Rwanda, Kenya, Uganda, Tanzania and Burundi have signed a Cooperative Framework Agreement (CFA) which rendered colonial era treaties over the utilization of Nile waters null and void.

Ethiopia and Rwanda have ratified the CFA in their respective parliaments and Hailemariam said Kenya, Uganda and Burundi are expected to follow suit soon.

"We have launched diplomatic efforts to convince Tanzania to ratify the framework agreement and South Sudan and Democratic Republic of Congo to join the CFA," he added.

Hailemariam told MPs that the GERD project, whose construction officially began in April 2011, has been accomplished 31 percent adding that the dam will start generating power next year.

Ethiopia expects the dam to not only satisfy domestic power demands but also generate surplus energy for export.

## 3rd GERD Anniversary Celebrated

Members of Ethiopian Community residing in Vancouver and Victoria have Celebrated the third anniversary of the commencement of the building of the Grand Ethiopian Renaissance Dam (GERD) by organizing different community events.

Ethiopians and Ethio-canadians marked the 3rd anniversary of the GERD by renewing their commitment to provide financial and other forms of support for the completion of the building of the dam. Ethiopian and Ethio- Canadians residing

in other Canadian cities are also preparing to celebrate event subsequently.

## ***Business and Economy***

### **Ethiopia Registers Strong GDP Growth**



Prime Minister Hailemariam Desalegn said Ethiopia's Gross Domestic Product (GDP) grew by 9.7 percent last nine months of the current budget year (2013/14) . The government's projection for the current budget year ending July/2014 stands at 11.3 percent.

Presenting nine month report of the budget year for parliamentarians, Hailemariam expressed satisfaction with the country's economic performance recorded amid global economic slowdown.

In comparison to sub-Saharan African average of 5.4 percent economic growth during the period, Hailemariam said the government is encouraged by the country's sustained growth. The Prime

Minister also said inflation remained at seven percent during the 12 months to February 2014. It is also recalled that Ethiopia has registered an average of 10.9% GDP growth for the past ten years.

During the past nine months of the current fiscal year, agricultural exports recorded a growth of 9 percent, manufacturing sector grew by 11.4 percent during the past nine months with leather & leather products and textile & clothing registering a 12% and 14% growth, respectively.

### **Ethiopia, Canada Discuss signing FIPA**

Preliminary talks regarding Canada and Ethiopia signing the Foreign Investment Protection Agreement (FIPA) was held in Addis Ababa in February 2014. Canada's Foreign Affairs, Trade and Development delegation had met and discussed the possibilities of signing FIPA with Ethiopian Investment Agency officials in Addis Ababa.

FIPA is a bilateral agreement aimed at protecting and promoting foreign investment through legally-binding rights and obligations.

## Ethiopian wins Best Airline of the Year Award in China



Ethiopian Airlines, the fastest growing and most profitable airline in Africa, won the Best Airline of the Year Award at MICE Magazine's 7th Annual Award Ceremony held in Beijing, China on April 11, 2014.

The ceremony was held in the presence of 200 top travel trade professionals, travel agents, representatives of the national tourism offices and media from all over China. The award was given by Chinese travel professionals and passengers in recognition of exceptional Ethiopian service to the Chinesemarket.

MICE Magazine is the leading media outlet in China reaching over 210,000 travel industry professionals. Its annual awards are given based on on-line voting from the traveling and trade professionals, travel agents, consumers and media.

"I wish to thank the travel and trade professionals, travel agents, media and above all our esteemed customers from China for this award and for their vote of confidence in our airline with record number of them choosing Ethiopian for their

travel needs," Ethiopian Group CEO, Tewelde GebreMariam, said.

Ethiopian has become the airline of choice for Chinese travellers thanks to the unmatched and convenient connectivity options with combined 28 weekly nonstop flights to Beijing, Shanghai, Guangzhou and Hong Kong and connecting to over 48 destinations in Africa and two destinations in Brazil with multiple award-winning on-board service. We pledge to work hard on continuous improvement of our service and keep winning the confidence of our esteemed customers".

Ethiopian is a global Pan-African carrier currently serving 80 international destinations across 5 continents with over 200 daily flights, and using the latest technology aircraft such as the B777s and B787s. The airline is the recipient of multiple prestigious awards, including SKYTRAX "Best Airline Staff Service in Africa"; Best Travel Media "Africa's Best Business Class Airline"; and Passenger Choice "Best Airline in Africa".

Ethiopian flies three days a week between Addis Ababa and Toronto, its second route to North America, connecting Canada to Ethiopia and multiple African destinations.

### **Extractive Industries Transparency Initiative Admits Ethiopia as a Candidate**

The International Board of the Extractive Industries Transparency Initiative (EITI) at a meeting in Oslo on March 19, 2014 accepted the application of Ethiopia as a candidate country.

The Extractive Industries Transparency Initiative is a global initiative launched by former UK Prime Minister, Tony Blair, in 2002. An initiative of governments, companies and civil society aimed to improve transparency and accountability in the extractive sector and strengthen governance, it is the leading global initiative to combat corruption in the energy and mining industries. This builds a more effective investment climate and encourages more Foreign Direct Investment.

The Minister in Charge of the Government Communications Affairs Office, Redwan Hussein, said the Government had been proactive in trying to achieve a waste-free, transparent and corruption free industrial system in support its pro-poor development approach. He said that Ethiopia was pleased to join international efforts to fight corruption in these industries.

Ethiopia has large untapped reserves of minerals such as gold, tantalum, potash, platinum and copper, that could help the country diversify its agriculture-centred economy, but they have yet to be fully explored.

## **Ethiopia: Bedele Launches First Canned Beer in Ethiopia**

For the first time in the country's beer production history, Bedele has released a



new pack-type for its Bedele brand - aluminum beer cans.

The 330ml aluminum beer can offers lightweight packaging, as well as a modern practicality that increases consumer satisfaction. The can is available at all major supermarkets and other smaller outlets in Addis Abeba.

"This is an exciting innovation for us as consumers can be assured that they will experience 'quality beer' from every can of Bedele," Rita Tsehai, HEINEKEN Ethiopia's Marketing manager, said. "We believe high product quality is one of the key factors that can reinforce consumer acceptance and help us grow continuously."

Bedele Brewery S.C was established in October, 1993 in Bedelle town, 433km from Addis Abeba in Illubabor Zone of the Oromia Region. (Addis Fortune)

## Teff, Ethiopia's nutritious grain



Although Teff has been a staple of traditional Ethiopian cooking for thousands of years, this gluten-free grain is quickly climbing to super-grain status in the US.

Teff is a gluten-free whole grain that, despite its size (about the size of a poppy seed), is mineral-rich and high in protein. In fact, the Whole Grains Council estimates that Ethiopians get about two-thirds of their dietary protein from teff. And long-distance runners from Ethiopia have credited their energy and health to the grain. One serving of dry teff (a quarter-cup) offers 7 grams of protein, 4 grams of dietary fiber, 25 percent of your daily recommended magnesium, 20 percent of your daily iron and 10 percent of your daily calcium, Vitamin B6 and zinc.

Teff has a mildly nutty flavor and is incredibly versatile. When cooked on a stovetop with water,

it creates a creamy product similar to porridge or cream of wheat that would be a nice twist on the usual hot breakfast cereal options. It also works wonderfully in stews, adding both thickness and texture.

In Ethiopia, teff is ground into a flour and fermented to make injera, a spongy, sourdough flatbread that is soft, porous and thin like a pancake. Traditional Ethiopian restaurants serve injera with all meals as an edible serving plate topped with meats, vegetables and sauces.

As America embraces this ancient grain, teff can be found in gluten-free recipes for pancakes, breads, crepes or waffles and is showing up in products such as cereal, snacks, wraps and more. Nutrient-packed bran and germ make up the majority of the teff grain, which is why the nutrient content is so high compared with more common grains. Teff offers the most calcium (1 cup of cooked teff offers 123 milligrams, which is equivalent to half a cup of cooked spinach). And most grains don't offer Vitamin C, but teff is an excellent source.

Plus, according to the Whole Grains Council, teff is high in resistant starch, a newly discovered type of dietary fiber that can benefit blood-sugar management, weight control and colon health.

(Excerpts from [washingtonpost.com](http://washingtonpost.com))

## European Union Praises Ethiopia for Effective Use of Aid

The European Union Delegation to Ethiopia commended Ethiopian government for effectual

use of its development aid. The Head of the European Union Delegation to Ethiopia Ambassador Hebberecht Chantal said the government of Ethiopia has been implementing effectively the development support it gets from the European Union.

Recalling the allocation of 80 per cent of the aid goes through government budget or Multi-donor Trust Fund, she said that this money is properly used for the planned projects.

There is political, economic and diplomatic diversification of cooperation between the two parts, she said, adding we successfully implemented the 10th European Development Fund in the past five years, 2009-2013. According to Ambassador Hebberecht, road infrastructure, agriculture, food security and good governance were some of the major areas of cooperation in this Fund. The financial allocation of that fund was first 634 million Euros but the enveloped pledge was raised after the 1st term view of the cooperation, additional 85 million Euros allocated for regional programs and materiality.

The 10th European Development Fund (EDF) has already completed in 2013; consequently, EU pledged another 745 million Euros in its 11th EDF to be implemented from 2014 to 2020, she displayed.(WIC)

## *Tourism and Culture*

### **Ethiopia Launches Tourism Transformation Council**

Prime Minister Hailemariam Desalegn made official the establishment of new entities touted to be instrumental in transforming Ethiopia's tourism industry.

At a ceremony held inside the African Union. Tourism Transformation Council and Ethiopian Tourism Organization are launched. Prime Minister Hailemariam will serve as chairperson of the Tourism Transformation Council highlighting the government's commitment to develop the sector.

"It is imperative to coordinate the activities of the various stakeholders in the tourism industry to promote and develop the sector," PM Hailemariam said during the inauguration.

The council, whose members are drawn from federal and regional government institutions, the private sector, associations and religious institutions, is tasked with the major responsibility of providing leadership and directions.

The ceremony also saw the establishment of an autonomous federal government organ - the Ethiopian Tourism Organization. The organization will function as the secretariat of the council and is structured to have a Tourism Board and a Director General.

Endowed with rich natural, historical and cultural resources, Ethiopia has nine UNESCO registered World Heritage Sites - the leading in Africa.



## Rock Hewn Churches of Lalibela

Lalibela is found in a mountainous region in the heart of Ethiopia, about 645 kms from Addis Ababa. Lalibela is a collective name of the 11 rock hewn churches all carved out of rock.

The 11 medieval monolithic cave churches of this 13th-century 'New Jerusalem' are situated in a mountainous region in the heart of Ethiopia near a traditional village with circular-shaped dwellings. Lalibela is a high place of Ethiopian Christianity, still today a place of pilgrimage and devotion.

Lalibela is a small town at an altitude of almost 2,800m in the Ethiopian highlands. It is surrounded by a rocky, dry area. Here in the 13th century devout Christians began hewing out the

red volcanic rock to create 13 churches. Four of them were finished as completely free-standing structures, attached to their mother rock only at their bases. The remaining nine range from semi-detached to ones whose facades are the only features that have been 'liberated' from the rock.

## FACTS About Ethiopia



**Population:** 83,742,600 projection/  
2012/ECSA/

**Capital:** Addis Ababa 3,047,234 projection/  
2012/ECSA/

**Area :** 1,133,380 Square kilometer( 437,600  
square miles)

**Language:** Amharic, Oromigna, Tigrinya,  
Guragigna, Somali,