

## *Investment and Business Forum held in Sao Paulo*

The Embassy of the FDRE in Brasilia has held a successful Investment and Business Forum entitled “Investment and Business opportunities in Ethiopia” on April 7, 2015 in Brazil-Sao Paulo . The Business forum was organized by Ethiopian Embassy in Brasilia in collaboration with the Federation of the Industries of the State Sao Paulo /FIESP/.



H.E Ambassador Sinknesh Ejigu, Special Envoy, Ambassador Extra ordinary and plenipotentiary of the Federal Democratic Republic of Ethiopian (FDRE) to Brazil and other south American countries made a presentation on **business and investment opportunities in Ethiopia, the priority sectors, the conducive investment environment and the incentive packages in Ethiopia**. She invited Brazilian well known companies to come and invest in Ethiopia which has untapped resources as well as vast business and investment opportunities and assured them the Embassy’s readiness to assist them in every aspects they need.



During the forum, the Honorary consul of Ethiopia in Sao Paulo and the FANEM company executive for operation in Africa , who currently won contract bid of R\$ 22million from MoH by submitting the best bid against competitors to export Medical equipments to Ethiopia gave his witness to the participants. He clearly pointed out that "Ethiopia is a peaceful and stable country that you can do your Business anywhere in the country " and a country with many potential in which many Brazil companies can explore a lot . After presentation the discussion was conducted and H.E Ambassador addressed questions that rose from the participants. The Forum is expected to be an eye opener for Brazilian Business companies and it was organized to raise awareness about the business and investment opportunities in Ethiopia for those Companies who have an interest to do business in Ethiopia. Many participants from the Industry Federations, Associations, and private sectors and from different Brazilian Institutions took part at the Business forum.

Finally, H.E Ambassador in her closing remark thanked all participants and ones again invited all the companies to go and do Business in Ethiopia by assuring them "No better time than now to do Business in Ethiopia".