



Ethiopian News

November – December 2011 Issue

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Season's Greetings

From Everyone at the Ethiopian Embassy

Offer quality coffee for Christmas

Ethiopian prime coffees are gaining well-earned recognition and what better time to drink them than at Christmas. And coffee is the perfect gift for coffee lovers. Ethiopian coffees are generally named after where they're grown and the best known, so far, are Sidamo, Yirgacheffe, Harar, Nekempte, Djimma and Limu.

You can find them (including online) at speciality coffee shops such as Monmouth Coffee and The Ethiopian Coffee Company and from brands such as Café Direct, Equal Exchange, and Union Hand Roasted, or at supermarkets such as the Cooperative, Waitrose, Sainsburys, Aldi and Marks & Spencer.

A gift from the birthplace of coffee...

DPM Hailemariam Desalegn opens international diabetes meeting

Ethiopia hosted the International Conference on Diabetes from 1st to 3rd November, which involved 150 doctors from Ethiopia and over 90 doctors from 20 African countries, the USA, the UK and other countries in Europe.



Deputy Prime Minister and Foreign Affairs Minister, Hailemariam Desalegn said the government is taking different measures to combat diabetes and its complications.

The meeting was opened by H.E. Mr Hailemariam Desalegn, Deputy Prime Minister and Foreign Affairs Minister of Ethiopia. The 3-day meeting included plenary lectures on the latest advances in diabetes by a faculty of 20 professors from Europe and North America.

Speaking at the opening of the conference, the Deputy Prime Minister said the government has been urged to sign-up to commitments, concrete actions and measurable targets to tackle Non-Communicable Diseases (NCDs), which include diabetes, cancers, cardiovascular and chronic respiratory diseases.

The five-year Growth and Transformation Plan (GTP) also gives priority to maternal and pre- and post-natal child health, he said, and attaches due attention to halting and reversing the spread of major communicable diseases, including HIV/AIDS, TB and Malaria.

The International Diabetes Federation recently released figures confirming that the diabetes epidemic continues to worsen. The global diabetes map is changing rapidly and currently an estimated 366 million people in the world have diabetes.

Some 4.6 million deaths are attributed to diabetes and healthcare spending on diabetes recently reached nearly half a trillion USD a year, the DPM noted. The meeting on diabetes and its complications is timely as it provided a great opportunity to update the healthcare professionals on the latest developments in the field, he said.

Feedback from delegates has been overwhelmingly positive particularly as the interactive workshops involved real patients and new approaches to the diagnosis and management of diabetes. A gala dinner was held for all the delegates at the National Palace with the DPM as its guest of honour.



The meeting was conceived and organised by Professor Solomon Tesfaye, an Ethiopian citizen who works in Sheffield, UK. Professor Tesfaye said “I am delighted that the European Association for the Study of Diabetes funded this important meeting that updated

our health care professionals in the latest treatments for diabetes. They would otherwise get little opportunity to travel abroad to attend international conferences”. He also added “Thanks must go to HE Ambassador Berhanu Kebede and Mr Habtom Abraha of the Ethiopian Embassy in London who made the logistics of organising this large meeting in Addis from the UK easier”. Finally, Professor Tesfaye thanked the local organising committee, chaired by Dr Ahmed Reja and the faculty of experts, who were not only exceptionally inspiring and informative, but had given their valuable time to support postgraduate education in Ethiopia.

\$150 billion green growth strategy launched

The Government of Ethiopia has launched an ambitious green economic growth strategy costing \$150 billion over 20 years.

Named the “***Climate Resilient Green Economy (CRGE)***”, the initiative sets out how the government’s dual objective of making Ethiopia a middle income economy by 2025 can be achieved while keeping greenhouse gas emissions constant.

The CRGE marks an important milestone on Ethiopia’s path towards sustainable development. Ethiopia is the first African country with such a strategy.

“Ethiopia, like any other nation, has to take measures to adapt to the inevitable reality of

climate change. But we are going much further than that: we are demonstrating we can deliver an ambitious economic growth agenda, yet do so in a green way,” said Dr. Tewolde G. Egziabher, Director General of the Ethiopian Environmental Protection Authority (EPA).

The plan was prepared jointly by the EPA and the Agriculture, Finance and Industry ministries, among others and includes improving crop and livestock production practices for higher food security and farmer income with reduced emissions, protecting and re-growing forests to make use of their economic and ecosystem services, including their capacity to store carbon.

Expanding electricity generation capacity from renewable sources of energy for domestic and regional markets, leapfrogging to modern and energy-efficient technologies in transport, industrial sectors and buildings area are also key.

Representatives of EU, UN agencies, USAID present at the launch praised the plan and promised support.

Ethiopia was praised for pioneering green growth in Africa during the launch and Prime Minister Meles Zenawi is considered a champion of climate change discussions in the continent and heads the Committee of African Heads of State and Government on Climate Change (CAHOSCC).

Ethiopia launches six wind power projects and a geothermal project as part of green growth initiative

Ethiopia has launched six wind power projects and a Geo Thermal Power plant as part of its green growth initiative and its move to become Africa's top green power exporter.

The Ethiopian Electric Power Corporation (EEPCo) said the projects will have the capacity of generating around 1,015MW of electricity at a cost of more than \$300 million in investment.



EEPCo has already harnessed 30MW of power from the Ashegoda Wind Power Plant (120MW), which is under construction.

The wind and geothermal projects are part of EEPCo's aim to increase Ethiopia's electric power generation capacity to 10,000MW from the current 2,000MW.

Ethiopia already sells electricity to Djibouti and is expected to begin exporting power to Sudan and Kenya next year. Construction of a multi-billion dollar 5,250MW dam is also underway. EEPCo also plans to generate 104MW of power from ethanol, a sugar by-product.

Ethiopia is banning the importation of plastic bags after the parliament approved a bill, becoming one of the first African countries to take such measures to prevent the adverse effects of environmental degradation as plastic bags are not easily degradable.

Ethiopia, Kenya sign \$743 million road project

Ministers of Transport from Ethiopia and Kenya signed a \$743 million deal to construct a road network connecting the two neighbouring countries on 7th November.

The Addis Ababa-Nairobi-Mombasa road project, an important part of the Trans-African Highway corridor, will further interconnect the two countries with the rest of eastern and southern Africa.



It is financed by a loan from the African Development Bank and covers over 880km, with completion expected in three years.

Diriba Kuma, Ethiopian Transport Minister, said "The agreement indicates the commitment of the two governments to interconnect themselves through road and rail transport, which will bring immense socio-economic benefits to both countries."

"The agreement will further cement our multifaceted, historical and traditional bonds of friendship and cooperation," he said.

Kenyan Minister of Transport, Amos Kimunya, said the deal was a milestone in the Ethiopia-Kenyan mutual efforts to develop links between the two countries.

"The completion of the road network will enable our countries to realise the huge potential in our relations, particularly in boosting people to people interactions and cross border trade," Kimunya said.

He added, "This road link is also critical to the fulfilment of the regional integration agenda of the Eastern Africa region, Common Market for Eastern and Southern Africa and beyond".

Ethiopia working towards commercialising agriculture

The Ministry of Agriculture said Ethiopia is working towards commercialising agriculture to realise its full potential to provide each household with surplus and an income for the growing population.

Agriculture State Minister, Wondirad Mandefro said the government took strong policy measures to recognise agriculture as an engine of the economy and a means to fight poverty.

Agriculture-Development-Led-Industrialization (ADLI) was launched in Ethiopia when the rest of

Africa was under the influence of the Structural Adjustment. Since the launch of the Rural Development Policies and Strategies (RDPS) in 2002, extensive public investment was made on providing basic services including extension, credit, input and technology.

The government is devoting more than 14% of its GDP to the sector, exceeding the target set by the Maputo Declaration to meet the Comprehensive African Agriculture Development Programme targets, the State Minister said. "The Ethiopian economy has continued to grow in double digits for a subsequent eight years."

In the Growth and Transformation Plan (GTP), the government plans to double agricultural production and achieve food self-sufficiency and food security at both household and at national level.

Ethiopia to Export Technology by 2025

The Ministry of Science and Technology says Ethiopia is seeking the capacity to export technology by the year 2025, making the announcement at an event marking 2011 World Science Day on 10th November.

Ethiopia is committed to encouraging the application of science and technology as a means of assuring equality among all sections of society to enhance sustainable public participation.

The Ethiopian government has shown initiative in the areas of science and technology by increasing the number of universities and establishing a 30-70 ratio favouring science in the placement of candidates for higher education, said Professor Shibru Tedla, Vice President of the Ethiopian Academy of Sciences.

This year's World Science Day focused on the role of Science, **'Towards Green Societies: Equity, Inclusiveness and Participation.'** Scholarly papers on technology transfer and other topics were presented at the event.

New dry ports to promote trade activities

The Government of Ethiopia has decided to establish four new dry ports in Woreta, Moyale, Mekelle and Dire Dawa to increase trade with neighbours and drive industrial growth. The feasibility studies are completed and the construction activities are set to begin soon.

Established in 2007, the state-owned Dry Port Services Enterprise of Ethiopia said the new dry ports will make trade smooth and support the nation's growing political and economic ties with neighbouring countries. The Enterprise is entrusted with the task of developing and running the dry ports in various parts of Ethiopia. It has earned \$1.5 million revenue in last four months.

The agency is about to complete construction of two dry ports at Modjo and Semera and is planning to improve and fine tune service delivery, customer care, and implementation capacities through internal training and training in Italy, China, and the Netherlands. The government is considering encouraging movement of imported and exported cargo by merging the Dry Port Services Enterprise with the state-owned Maritime Transit Services and the National Shipping Lines.

Inverness Chamber briefed on business opportunities in Ethiopia

The Trade and Investment Department at the Embassy of Ethiopia recently visited Inverness, Scotland to discuss promoting future cooperation in investment, technology, trade and tourism with the city's Chamber of Commerce.

The embassy held discussions with Ms Paula Nicol on the possibility of forging mutually beneficial economic and social contacts



Mrs Hirut Zemene, Trade and Investment Counsellor, with Ms. Paula Nicol.

Opportunities exist in Ethiopia for foreign investment, including agriculture and agro-processing, tourism and energy.

Paula Nicol explained how Inverness has become one of the fastest growing cities in Europe since it achieved city status in 2000. She said the Inverness Chamber of Commerce has 340 business memberships where tourism, energy and agriculture represent the main engines of the economy.

Tourism, renewable energy and agriculture are possible areas of cooperation.

Inverness Chamber of Commerce is one of the largest chambers of commerce in the highlands region of Scotland. Tourism, energy, agriculture and medicine are the major contributors to the economy of the city. Inverness is attracting increased domestic tourism.

Ethiopia to export only finished leather items from December

The Ministry of Trade has announced that the Ethiopian leather industry will only export finished goods from December 2011.



The five-year Growth and Transformation Plan attaches great importance to increasing leather export earnings by way of developing new leather units and by expansion of the existing units. The plan aims at raising the earnings from the sector from \$76 million last year to \$497 million over the next five years.

Up to now, exports consisted of raw hides and skins, which does not allow the domestic industry to fully profit.

**Pittards opens factory for finished products;
looks into sheep farming**

Pittards, based in Yeovil, have opened a 1,000 sq m premises in Ethiopia to produce even more finished products, following a rise in profits.

Workers in the factory will make a range of gloves and bags, as well as fashion garments designed by the company's in-house fashion design team in Yeovil.



Pittards has a 100-year history of involvement with Ethiopia and in 2005 it started managing the Ethiopian Tannery Share Company (ETSC), which it acquired in December 2009. It has won several awards for its contribution to Ethiopia, from assistance with local schools and environmental programmes to improving the quality of local skins through improved husbandry and treatment against parasites.

Reg Hankey, chief executive officer of Pittards, said the opening of the factory was the next natural step for the company.

"This new facility in Ethiopia will make a substantial addition to our finished products

manufacturing capabilities and will make a real contribution to our future profitability."

John Moriarty, the general manager of Pittards' Ethiopian tannery, said "The Ethiopian Government and authorities have been very supportive, and the establishment of a modern leather goods manufacturing unit in the country incorporating best practices for high-quality production should help to show to the world the potential of this fast-developing country."

Pittards also announced plans to venture into sheep farming in Ethiopia and has looked at a 10,000 hectare plot of land in the North Shoa region.

The farming will be in controlled environments to ensure that they are parasite free explained Moriarty. A parasite free environment will reduce the mortality of the sheep and increase the quality of the skin for leather production.

The company has been working with German International Corporation to improve animal husbandry in Ethiopia.

French company to export wine from Ethiopia

Castel Winery Plc, sister company of BGI Ethiopia, will soon begin exporting bottled wine from its Ethiopian vineyards in Zeway, making it the first company to invest in wine production in Ethiopia in recent years.

The French winemaker has installed 28,430 hectolitre Inox tankers for the production of its first bottles of wine.

Total production from this year's harvest of grapes is expected to be around 450,000 bottles and Castel aims to export more than half of its wine.

The first production, which will be bottled over the next three to six months expected on the

market shortly afterwards, will be mainly white wine.

Castel harvested its first Chardonnay grapes in the first week of November and hopes to begin production around the New Year.

Castel has made an estimated 305 million Birr investment on its vineyard and factory in Zeway. It has employed 120 hectares of land to grow four different grapes to produce white and red wines, include Chardonnay, Syrah, Merlot and Cabernet Sauvignon.

Wine production normally takes five years - from planting to harvesting the first vines – but the Ethiopian climate, according to the French company, has allowed it to cut the production time to three and a half years.

This is not the first financing for Castel in Ethiopia. It invested in BGI Ethiopia, the country's largest brewery with an annual beer production of 1.9 million hectolitres, buying the St George Beer Factory for \$10 million.

Castel's venture into the local winery came after the Prime Minister's meeting with the French Castel group, where they were asked to consider investing in the wine market in Ethiopia, considering their expertise in France and elsewhere in the world.

Foreign companies in the past few months have invested heavily in the Ethiopian beverage market and bought three state owned beer companies with over \$400 million investment. One state-owned wine company is currently producing wine for local consumption.

ECX receives Agribusiness Investment Award for “Agricultural Commodities Initiative of the Year 2011”



Africa investor (Ai), a leading international investment research and communications group, announced the winners of its prestigious 2011 Africa investor Agribusiness Investment Awards to the global agribusiness investment community. Africa Investor recognised the Ethiopia Commodity Exchange (ECX) as winner of Agricultural Commodities Initiative Award for the year 2011.

The Awards are the first of their kind to internationally recognise Africa's agribusiness investment leaders improving the continent's agribusiness investment profile. The Ai Agribusiness Investment Awards recognise achievements across the main agriculture sectors and reward the personalities transforming Africa's agribusiness investment climate.

ECX received the award because it “has pioneered the way forward for other African commodity exchanges”. CEO of ECX, Dr. Eleni Gabre-Madhin, thanked Africa Investor and said, “I am honoured that the exchange has been recognized.”

Commenting on the Award winners, Hubert Danso, Chief Executive Officer and Vice Chairman, Africa investor, said: “Private sector innovation and partnerships are critical to developing investable agribusiness transactions and stimulating job creation. We are delighted to have received such great interest in these awards from both public and private sector institutions, committed to showcasing their success stories. The calibre and innovation of the winning individuals and institutions will go a long

way towards establishing African agriculture as an internationally competitive investable asset class.”



This is the second award to be received by ECX in recent months, with the awarding for the first time in Africa of global IT recognition of the highly coveted **CIO 100 Award**, at a ceremony held in Colorado Springs, Colorado in

August. The Award recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology "This year's CIO 100 awards draw well-deserved attention to companies that are not only innovating with IT but creating genuine business value as well," said Maryfran Johnson, Editor in Chief of *CIO* magazine & Events. "These winning companies and their IT organizations are an inspiration to businesses everywhere."

ECX commenced trading operation in April 2008, with contracts traded in coffee, sesame, maize, wheat and pea beans. At ECX well informed buyers and sellers come together to trade, assured of quality, delivery and payment. It is a national multi-commodity exchange that provides market integrity, enhances market efficiency, ensures market transparency and allows risk management. ECX is a genuine public private partnership that has proven to be an African success story within a short span of time.

Bethlehem of soleRebels most Valuable Entrepreneur (MVE), Africa Awards for Entrepreneurship finalist and 2012 NYC Venture Fellow



Bethlehem Tilahun Alemu, founder & managing director of soleRebels, Africa's fastest growing footwear brand, has been

awarded the prestigious Most Valuable Entrepreneur (MVE) award during a special event at the 2011 Global Entrepreneurship Week [GEW] in Ethiopia.



“I am honoured to be given this award. I accept it with the full knowledge that not simply hard work, but good fortune and having a great team beside me, have allowed me to achieve my dreams. That is the true power of entrepreneurship - it involves not only an idea and a single person, but also those who will follow that idea, dedicate themselves to it and make it a living and breathing reality. It is within this process that greater shared prosperity for the many can be achieved.”

Global Entrepreneurship Week 2011, the world's largest celebration of entrepreneurship, features millions of people participating in thousands of events in more than 100 countries and 50 United States. Events were held between the 14th and 20th November to celebrate innovation, entrepreneurship and creativity. Now in its fourth year, Global Entrepreneurship Week (GEW) will bring together aspiring and inspiring entrepreneurs, helping them embrace originality, imagination and ingenuity through local, national and global activities.

Last year more than 7.5 million people took part in an estimated 37,000 events across 104 countries and this year more than 10 million people in 102 countries are expected to

participate. Co-founded by the Kauffman Foundation and Enterprise UK, a business-led, government-backed campaign in the United Kingdom, GEW helps develop young people's knowledge, skills and networks to inspire them to grow sustainable enterprises.

Bethlehem received the award in front of a packed audience of over 300 at the GEW Ethiopia forum on "Entrepreneurship in Ethiopia", held at Addis Ababa University.

Addis Ababa University Faculty of Business and Economics hosted this event and Bethlehem spoke alongside fellow Ethiopian entrepreneurs Ermias Amelga founder of Access Capital, about the challenges and rewards of entrepreneurship based on their personal stories and experiences. H.E. Girma Wolde-Giorgis, the president of Ethiopia, expressed his excitement for the country's first-ever celebration of Global Entrepreneurship Week.

soleRebels was also selected from over 3,000 top African companies as a top ten finalist of the prestigious 2011 Africa Awards for Entrepreneurship. Bethlehem will now head to Nairobi on 8th December to give a final presentation in front of an elite panel of judges headed by Virgin founder Sir Richard Branson.



The Awards, dubbed the Nobel of Business Awards in Africa, honours Africa's best entrepreneurs who create businesses that meet the needs of those around them and by doing so raise the living standards of their communities while also creating something of lasting value for themselves, their employees, their communities

and their nations and rewards them with prizes of \$400,000.

"At our core we at soleRebels are creative artisans who aim to craft the coolest and most comfortable footwear. We do this by combining our heritage artisan crafts with modern design sensibilities, while pouring our creative selves into our shoes. The final result is that when our footwear is bought, the purchaser can SEE, FEEL and *enjoy* all the elements of heart, soul and creative craftsmanship that have gone into their construction. We are deeply proud that that this ethos has carried us to the finals of this amazing competition!" stated Bethlehem.

"This year's Africa Awards for Entrepreneurship received more than 3,300 applications from top companies in 48 African countries, the most ever received. soleRebels selection as a finalist puts the company into an elite category of achievement", commented Hamish Banks, Head of Corporate Communications for Legatum, founders of the award.

This month also saw Bethlehem selected by New York City Mayor Michael Bloomberg as a NYC Venture Fellow in recognition of her extraordinary achievements as a global entrepreneur.

"This is really exciting. New York is a global business hub and I am really excited to be receiving this distinguished fellowship from Mayor Bloomberg," said Bethlehem on hearing the news of her award.

Each year, 20-30 "rising star" entrepreneurs from New York City and around the world are selected through a competitive nomination process.





NYC Venture Fellows is a component of Mayor Bloomberg’s initiatives to develop and diversify the New York City Economy. The programme was developed by the Center for Economic Transformation at New York City Economic Development Corporation (NYCEDC) in conjunction with Fordham University.

Venture Fellows are provided with one-on-one mentorship from leading NYC and global executives to assist them in achieving the next stage of growth for their company and personal careers and provide counsel on issues specific to each fellow’s business.

On completion of the one-year programme, NYC Venture Fellows will remain engaged and connected through an alumni network.

Ethiopian entrepreneur honoured by international award

On 27th October, Ethiopian entrepreneur, Samrawit Moges, was honoured, as one of a 100 women from across the globe, for inspirational achievements by the International Alliance for Women (TIAW) in Washington DC.

Samrawit is the first Ethiopian to be honoured in the entrepreneurial category. She was nominated by Nigist Haile, founder and Executive Director of the Centre for African Women Economic Empowerment and honorary member of TIAW.

Samrawit is the manager of Travel Ethiopia, a member of the board of Addis Ababa Chamber of Commerce and Sectoral activities and the first female president of a branch of the Rotary Club Ethiopia as well as maintaining interests in several business concerns.

The Association of Women in Business (AWiB) celebrated Samrawit’s award at an event organized at the Panorama Hotel on the 3rd November.

Two other Ethiopian women Yetnebersh Nigussie, Programme Manager of the Ethiopian Centre for Disability and Development and Salsawit Tsega Ketema, entrepreneur, designer and founder of Sel Art Gallery were also recipients of the award this year.

Education Exhibition and Conference 2012

Ethiopia, in collaboration with the British Council and UK Trade and Investment, will be hosting an Education Exhibition and Conference from 23rd to 25th February 2012 in Addis Ababa, centred on international education and training partnerships, professional and technical qualifications, and educational resources.

The event will also enable participants to gain insight into opportunities in the education sector in Ethiopia as well as meet potential buyers and distributors of their products and services.

African Fine Coffee Exhibition to be Held in Ethiopia

The Eastern African Fine Coffees Association has announced plans to hold the 9th edition of the African Fine Coffee Conference and Exhibition in Ethiopia, which will be held in Addis Ababa from the 16th to 18th February 2012.

The event will provide an opportunity for international attendees to experience the many varieties of coffee available from Ethiopia and other fine coffee producing nations, as well as promoting knowledge transfer and creating market connections.

An estimated 1,000 participants comprising of coffee suppliers and coffee traders from all over the world are expected to take part.

The conference and exhibition will be held under the theme: **“Ethiopia: The Legendary Land of Coffee. Where it all began.”**



The Eastern African Fine Coffees Association was founded in July 2000. It is a regional non-profit and non-political association representing coffee stakeholders from its 11 member countries; Burundi, DRC, Ethiopia, Kenya, Malawi, South Africa, Rwanda, Tanzania, Zambia, Zimbabwe and Uganda.

Marco Polo forms first Ethiopian pro team

The Continental Marco Polo Cycling Team has decided to change its focus from Asia to Europe and Africa for the upcoming season.

The team will be registered in Ethiopia and compete in races in Belgium, the Netherlands, Germany as well as stage races in Africa, Asia and Southern Europe.



The Marco Polo Cycling Team in Europe with sports director Gilbert de Weerdt and the Ethiopian (and Eritrean) cyclists.

Helping to develop riders in Ethiopia will be one of its primary goals. Sports director Gilbert de Weerdt said in a press release that he believes

the Ethiopians can gain the skills they need to succeed in the European peloton.

"This year we have seen that, already in their first season, the tiny climbers from Ethiopia can survive most of the races over here. I am curious about the step these guys are making towards next season and also how good the new African riders will be. We will make sure that the programme is on pro level and that they are well guided," De Weerdt said.

Team owner Gudo Kramer explained the move: "Asian cycling has become a very international cycling scene now – and it is our mission to help non-traditional cycling countries to develop. From that perspective, we have been successful.

"After ten years, we have evaluated what we are doing and we expect to add more value to African cycling than we were able to in China – now that there are seven Chinese Continental Teams and several very international races."

The organisation had already been involved with the Ethiopian Cycling Federation through the charity foundation Bike4All, and is currently seeking industry partners to support the team.

Frances Linzee Gordon enthralled with her Travels through Ethiopia

World Travel Market week (7th-10th November) was marked at the Ethiopian Embassy in London on 9th November, by an excellent presentation - **Travels Through Ethiopia** – presented by renowned travel writer and broadcaster Frances Linzee Gordon.

The event was attended by more than 150 guests including travel writers and journalists and tour operators from the UK and Ethiopia. The event offered an opportunity for 35 Ethiopian tour operators and a delegation from Ethiopia's Ministry of Tourism and Culture to network with main actors from the UK tourism sector.



Guests heard an entertaining and witty account of Frances' adventures during the more than two years she spent in Ethiopia while compiling the first Lonely Planet Guide to the country, which, with her excellent writing and exquisite photography, quickly became a best-seller "Lonely Planet's best ever", was nominated for a prize, and is still considered a yardstick.

Frances covered Ethiopia from the historic northern route to the lush southern forests and vast rivers, and from the eastern hot lands of the Danakil and Afar region to green Gambella in the west. Her engagement with a broad range of peoples of Ethiopia and their unique cultures was a highlight of the evening.



The talk was followed by a full Ethiopian buffet and guests enjoyed exhibitions of Frances's photos of Ethiopia and the work of Ethiopian artist Rahel Tekle.

In the past, Frances has written and presented a documentary about Ethiopia for the BBC, has spoken about Ethiopia at the Royal Geographical Society and at international conferences, as well as on BBC Radio and TV. Future plans include a coffee table

book and a travel narrative about her time in the country. In 2001, Frances received an award from the Ethiopian government for her contribution to the promotion of Ethiopian tourism.

National Physical Laboratory trains Ethiopian teachers

The National Physical Laboratory (NPL), based in Teddington, teamed up with the Institute of Physics (IoP), to provide a week of training for physics teachers in Ethiopia.



Dr John Nunn, a research scientist at NPL, has developed a suite of interactive computer simulations to help teach physics, called Virtual Physical Laboratory, which is already used extensively across the UK.

The training, carried out in the capital, Addis Ababa, was a combination of hands-on experiments and training in the use of the Virtual Physical Laboratory.

International Inspiration programme launched in Ethiopia; UK school to cheer Ethiopian Olympic team

The London 2012 Organising Committee (LOCOG) announced that **International Inspiration**, London 2012's international legacy programme, was launched in Ethiopia.

The programme was officially launched with the signing of an agreement between the Ethiopian and the UK Government at the British Embassy in Addis Ababa, and was marked by 4,000 local children participating in a race in association with the organisers of the Great Ethiopian Run.

International Inspiration will use sport to promote inclusion in Ethiopia by reaching girls and marginalised children, and will enable schools in the UK and Ethiopia to link and share culture and learning.

Two-time Olympic gold medallist Haile Gebrselassie attended the launch and said: 'Communities are brought together through sport and play, and I'm thrilled that International Inspiration will be working with the Ethiopian Government to ensure schools and communities are engaging young people in physical education, sport and play.'



Former British Ambassador to Ethiopia Myles Wickstead and Olympian Haile Gebrselassie took part in a race to celebrate the programme coming to Ethiopia.

The programme is bringing to life the promise made by the London 2012 bid team to reach young people all around the world and connect them to the inspirational power of the Games.

LOCOG Chair Seb Coe said: 'Our vision from the outset was to use the power of the Games to inspire change – engaging and inspiring the youth of the world through sport. International Inspiration is that vision and I am delighted that

children and young people across Ethiopia will be able to benefit from the programme.'

International Inspiration is delivering on its promise a year earlier than planned and, having already achieved its vision of reaching 12 million children and young people around the world, will now focus on ensuring the programme leaves a lasting legacy.

The programme is delivered around the world by the British Council, UNICEF UK and UK Sport. In Ethiopia, the programme is funded by a mixture of organisations, including the UK Government's Department for International Development (DFID).

British school children have been urged to cheer on foreign teams in the run-up to the London 2012 Games. The Support a Team scheme is aimed at getting youngsters to learn about the athletes and cultures of their chosen teams along with Team GB and Paralympics GB, as part of the build-up to the Games. It is part of London 2012's educational network programme.

The Scheme was launched in November at Perryfields Primary School in Oldbury, Birmingham, where the pupils chose to support the Ethiopian Olympic team. They selected Ethiopia because they have been inspired by the achievements and values of Haile Gebrselassie, Ethiopia's two time Olympic champion and distance running legend.

Perryfields is also supporting the Zambian Paralympic team as they have a link with a Zambian school and wanted to connect this to what they have already learnt about the Paralympic Games.

The scheme was launched in the presence of LOCOG Chair, Seb Coe, and Haile Gebrselassie.



Gebrselassie said, "I am delighted to hear that young people will be learning about and supporting my fellow Ethiopian athletes in the lead-up to the London 2012 Games. Knowing that there are young people following your preparations and cheering you on is hugely motivational for an athlete.

"Thank you to the young people at Perryfields Primary School, and to all of the other young people planning to follow Ethiopia, for your support.

Happy New Year 2012

to All Our Esteemed Readers

If you would prefer to receive this newsletter via email, please send an email to info@ethioembassy.org.uk.

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GRAND RENAISSANCE DAM

EXPRESSION OF ETHIOPIA'S COMMITMENT TO THE BENEFIT OF ALL THE COUNTRIES OF THE NILE BASIN



Birmingham Diaspora support Grand Renaissance Dam

Ethiopian Diaspora members from Birmingham held a successful meeting in Birmingham, the UK's second largest city, on 26th November, as part of the country's focus on the Growth and Transformation Plan.



Following a briefing and discussion led by the Embassy's Diaspora Affairs Counsellor, Mr. Demeke Atnafu, a bond selling event was conducted.



Participants appreciated the efforts the Embassy had made in reaching Diaspora residing outside London and expressed their determination to mobilise other Ethiopians and friends. The day event was culminated after an agreement reached to have a big bond selling day in the beginning of the coming New Year.