

ETIOPIA

1. ETHIOPIA IN BRIEF

Ethiopia, the cradle of mankind with a recorded history of 3000 years, with an estimated population of 65.3 million, ranks the third populous country in Africa. Statistical data reveal that the country's population is predominantly young with a little over 40 percent under 15 years of age and close to 70 percent under 30 years of age. Agriculture has long remained the mainstay of the country's economy. It has a significant contribution to employment (close to 90 percent of the population) and GDP as well as foreign trade. It is also the major source of raw material for the country's industry. With a total land area of over 1 million square kilometres, Ethiopia is the seventh largest country in Africa. Of the total estimated 111.5 million hectares of potential arable land of the country, only 15-20 percent has been brought under cultivation. The country's varied climatic zones (tropical, sub-tropical and temperate), the large numbers of rivers that flow in the tropical regions at altitudes close to 1500 metres above sea level together with the fertile soil of these regions provide a broad potential for the harvesting of crops two to three times a year through the use of irrigation.

This is a clear indication of the vast opportunity for investment in the agricultural sector. The mining sector also holds huge untapped natural resources. At present, extraction of gold, marble and tantalum is being undertaken on a limited scale as compared to the immense potential. Though the quantity and quality of most of the mineral deposits are not yet clearly known, it has been established that petroleum, natural gas, platinum, copper, nickel, iron-ore, tin, zinc, coal and potash exist with clear evidences. There are also indications that the deposits of some of the mineral are quite high. Hence, this sector also provides enormous investment opportunity.

Ethiopia, a country of ancient civilization, is also one of the countries in the world with great potential for tourist attraction. This great potential manifests itself in the country's breath-taking scenic beauty, its favourable climate, the abundance and diversity of its fauna and flora, some of which are endemic to the country, its immense historical wealth, the diversity of the cultures and traditions of its varied nations and nationalities, which have secured the country the title "the museum of nationalities", and most of all, the hospitality of its people. The country's economic policy is a free market-oriented one. It aims at paving the way for faster economic development of the country through private enterprise and individual initiatives.

2. ADDIS ABABA (NEW FLOWER) PROFILE

Addis Ababa, a city of opportunities, the birthplace of modern Ethiopia, was founded in November 1886. It is not without adequate reason that many consider Addis Ababa as the centre of Africa. Addis Ababa is the seat of the Pan-African organization, the Organization of African Unity (OAU) and the Head Quarter of the United Nations Economic Commission for Africa (UN/ECA). This, coupled with the fact that Ethiopia is strategically located as the bridge between Africa and Middle East, goes a long way towards making Addis Ababa an ideal location for international trade fairs. Addis Ababa has convenient air and land transportation link with the various towns in the country. This link facilitates easy access for business activities. This is the main reason behind the ever-flourishing largest open-air market in Africa, more commonly known as "Merkato". Many are those who believe that Merkato is the confluence of the various nations and nationalities of the country. The city has very well developed international transport and communication networks linking it with various important cities of the world. It is also equipped with modern facilities like telephone, fax, telex and direct INTERNET

access as well as banking and insurance services. The Ethiopian Airlines, which is renowned for "bringing Africa together" and internationally acclaimed for its services, has enabled many passengers to pass through Addis Ababa. Accordingly, a substantial number of visitors enter the city daily. As such, besides its purpose as a business centre, it also serves as tourist attraction. In this connection, it is, once again, not difficult to see how Addis Ababa is an ideal venue for an international trade fair.

The 7th Addis Chamber International Trade Fair is something of a celebration for Addis Ababa. At the Trade Fair, people hope to see new products, exchange ideas with visitors and participants and promote understanding and friendship.