

# Capital

THE PAPER THAT PROMOTES FREE ENTERPRISE



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## EIH permits three operators to enter multimodal transport sector

By Muluken Yewondwossen

The Ethiopian Investment Holdings (EIH), the country's sovereign wealth fund, has announced its commitment to fostering competition in the multimodal transport sector by permitting new operators to enter the market alongside the state-owned Ethiopia

Shipping and Logistics (ESL).

This decision represents a significant shift in Ethiopia's logistics landscape, which has long been dominated by ESL.

However, despite the Ethiopian Maritime Authority (EMA) issuing operational licenses to the selected companies weeks ago, technical and procedural delays have hindered

the commencement of their operations.

Three private companies—Panafric Global, Tikur Abay Transport, and Cosmos Multimodal Transport Operators—have been chosen to participate in the sector and are currently awaiting official notification letters

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## Marathon Motor faces challenges in expanding electric vehicle market

By Eyasu Zekarias

Marathon Motor Engineering PLC (MME), a leading electric car manufacturer in Ethiopia, is encountering significant obstacles in its efforts to expand the electric vehicle (EV) market. The company has reported difficulties in navigating legal frameworks, particularly regarding the acquisition of license plates for its electric models.

Melkamu Assefa, Managing Director and CEO of Marathon Motors, revealed that authorities have shown resistance when the company sought to obtain license plates for its electric vehicles, instead requesting information related to conventional internal combustion engine vehicles. This situation highlights the regulatory hurdles that continue to impede the growth of the electric vehicle sector in Ethiopia.

In addition to licensing challenges, MME is grappling with high insurance premiums that complicate the process of obtaining coverage for electric cars. To address this issue, the company has initiated training programs for insurance providers to demonstrate the benefits of insuring electric vehicles. While there has been some success, Melkamu acknowledged that insurance remains a major obstacle.

Funding also poses a challenge for electric vehicle adoption. While banks typically offer loans for petrol cars with terms extending beyond ten years, loans for electric vehicles are often limited to less than five years due to concerns about battery life. Marathon Motors is advocating for longer loan terms, citing its own eight-year warranty on vehicles, but banks have yet to respond favorably.

The company emphasizes the need for a comprehensive

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**EQA: ELEVATING NATIONAL STANDARDS THROUGH RECOGNITION AND COLLABORATION**

Tewodros Mebrat, CEO of EQA, spoke with Capital to discuss the current state of the award, its challenges, and future aspirations.

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## Ethiopia's WTO Accession: A journey of challenges and opportunities

Ethiopia stands on the brink of a significant transformation as it seeks to join the World Trade Organization (WTO), a move that could reshape its economic landscape and enhance its integration into the global trading system. However, Ethiopia's journey toward WTO accession is marked by unique challenges and opportunities that set it apart from other African nations. As the country prepares for crucial negotiations, it is essential to evaluate its accession process in comparison to its peers, understanding the implications for Ethiopia's future.

Ethiopia first applied for WTO membership in 2003, making its accession process one of the longest among African nations. Over the years, the country has faced numerous delays due to internal reforms, political changes, and global economic conditions. In contrast, several other African countries have successfully navigated their accession processes in a shorter timeframe. For instance, Rwanda and Zambia completed their membership within a decade, benefiting from relatively stable political environments and focused reform agendas.

This prolonged timeline raises questions about Ethiopia's readiness for WTO membership. The country has invested significant resources in preparing for this moment, but the extended duration has also led to concerns about whether it can effectively compete in an increasingly globalized economy. As Ethiopia approaches the next round of negotiations, it must demonstrate that it is not only ready to join but also capable of thriving within the WTO framework.

To meet WTO requirements, Ethiopia has undergone extensive economic and trade policy reforms aimed at liberalizing its economy and improving regulatory frameworks. These reforms have been particularly focused on integrating the private sector and enhancing infrastructure. However, while other countries like Ghana and Kenya have also undertaken significant reforms, the pace and scope of these changes can vary based on each nation's economic structure and political will.

Ethiopia's heavy reliance on agriculture presents unique challenges in meeting WTO standards related to agricultural subsidies and market access. Unlike more diversified economies such as South Africa or Kenya, which incorporate manufacturing and services into their economic frameworks, Ethiopia must navigate the complexities of aligning its agricultural policies with international trade norms. This challenge underscores the importance of strategic planning and targeted reforms to ensure that Ethiopia can compete effectively on the global stage.

The political landscape in Ethiopia has been complex, with internal conflicts and governance challenges impacting the accession process. The government's commitment to reform has been crucial in moving forward but has also faced significant hurdles. Political stability plays a vital role in any country's accession process; Rwanda's relatively stable environment has facilitated its quicker progress compared to nations grappling with unrest.

As Ethiopia continues to address internal challenges, including ethnic tensions and governance issues, it must remain focused on building a cohesive national strategy for WTO accession. This involves not only economic reforms but also fostering political stability that can support sustained growth and engagement with international partners.

Ethiopia is actively engaging in bilateral negotiations with several countries alongside its multilateral discussions at the WTO. These agreements are essential for securing favorable market access for Ethiopian goods—a key benefit of WTO membership. Many African nations pursuing WTO membership also engage in similar bilateral agreements; however, countries like South Africa have already established extensive trade agreements that facilitate their integration into global markets.

For Ethiopia, successfully navigating these bilateral negotiations will be critical in ensuring that it can leverage its accession to enhance trade relations with key partners. This proactive approach not only strengthens Ethiopia's position but also demonstrates its commitment to becoming a responsible player in international trade.

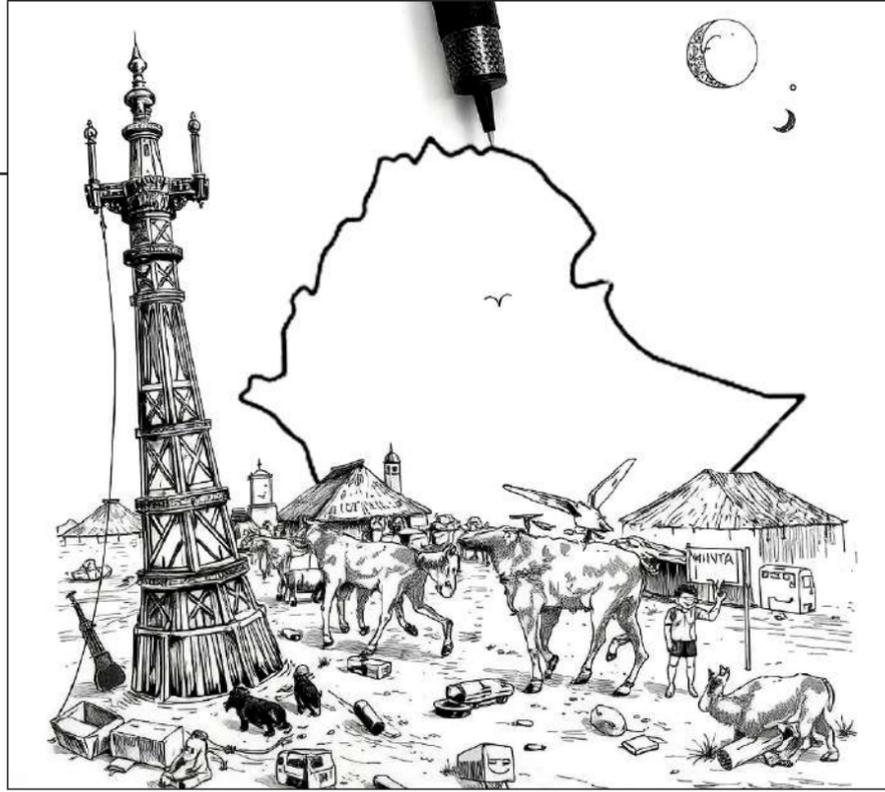
Ethiopia has received support from regional organizations like the African Union (AU) and the Intergovernmental Authority on Development (IGAD) in its efforts to join the WTO. Such support is invaluable as it provides a platform for collaboration among African nations striving for greater integration into the global trading system.

Other African countries also benefit from regional organizations during their accession processes; for example, the Economic Community of West African States (ECOWAS) plays a critical role in supporting member states' integration efforts. By leveraging regional partnerships, Ethiopia can enhance its negotiating power and align its strategies with broader continental goals.

Ethiopia faces both challenges and opportunities that are distinct from those encountered by other African nations. The prolonged timeline of accession underscores the need for continued commitment to reform while addressing internal political dynamics that could hinder progress.

Ethiopia's reliance on agriculture necessitates targeted strategies that align agricultural policies with international trade norms while fostering diversification within its economy. Engaging actively in bilateral negotiations will be crucial for securing favorable market access and enhancing trade relations with key partners.

Ultimately, Ethiopia's journey toward WTO membership is not just about joining an international organization; it represents a broader vision for economic transformation and integration into the global economy. By learning from the experiences of other nations that have successfully navigated this path, Ethiopia can position itself as a competitive player on the world stage—one ready to harness the benefits of globalization while addressing domestic challenges head-on. The road ahead may be complex, but with strategic planning and unwavering commitment, Ethiopia can turn its aspirations into reality.



## IMF'S SECOND REVIEW OF ETHIOPIA'S ECONOMY

This past week some of my Readers have asked me to comment on the IMF's Second Review of Ethiopia's economy, just as I did for the first one. So, here is my take:

Mr. IMF, with all its experts and geniuses, won't change course.

Like a doctor with one prescription for every illness, it has arrived once again with its favorite cure:

- Cut spending!
- Float the exchange rate!
- Let the market work its magic!

The problem? Ethiopia's economy isn't suffering from a mild fever that a little IMF "discipline" will fix. It's standing on the edge of a cliff, and the IMF just handed it a parachute... with a few holes in it.

Let me start with the exchange rate experiment. On July 29, 2024, Ethiopia took the plunge. The Birr was set "free" – or at least, as free as a currency can be when there's barely enough foreign exchange to keep it afloat. The result?

### A crash landing.

The Ethiopian Birr lost over 100% of its value against the U.S. dollar in just a few weeks. The official exchange rate and the parallel market rate finally met – not because they found stability, but because they were both sinking like bricks in a lake.

The IMF cheered. "This will increase competitiveness!" they said.

Bondholders (the investors and institutions that hold Ethiopia's USD 1bl sovereign debt) were cautiously optimistic. A market-based exchange rate meant more predictable debt payments.

But the Ethiopian Economics Association (EEA) wasn't buying it. In their Quarterly Macroeconomic Updates, they argued that Ethiopia doesn't have a systemic problem – just a liquidity crunch. Their take? The forex shortage was temporary and shock therapy devaluation was unnecessary.

### Who was right?

Let's see... inflation skyrocketed, import costs doubled, and Ethiopian families – who never asked for an IMF "rescue" – suddenly found that a bag of flour now costs two bags of money.

Alongside the great currency crash, Ethiopia got another IMF classic:

"Tighten your belt!"

The government was told to cut subsidies, reduce spending, and make sure creditors get paid.

Never mind that Ethiopia isn't Argentina, Egypt, or Nigeria, where similar policies have already gone horribly wrong. Never mind that Ethiopia is dealing with post-war reconstruction, drought, inflation, and political instability.

Nope. The IMF prescription is the same. One-size-fits-all.

But who really wins when Ethiopia "tightens its belt"? Bondholders.

For them, "fiscal responsibility" means getting paid first, while Ethiopia struggles to buy medicine, food, and fuel.

But even they had concerns. Ethiopia's external debt hit \$28.8 billion by mid-2024, and with the currency devalued by over 100%, those debt payments just got twice as expensive.

Some investors, still haunted by Zambia's 2020 default, wondered if the IMF plan was just a way to keep Ethiopia alive long enough for creditors to escape before the inevitable crash.

The National Bank announced that inflation is down, But at what cost?

Ethiopia's falling inflation rate is largely a result of banks restricting lending and high interest rates reducing aggregate demand. While this may be seen as a positive sign of stabilization, it is equally a symptom of economic distress rather than a successful policy outcome.

• The IMF's silence on this development could reflect its preference for structural analysis over short-term monetary trends.

• Economists would argue that forced austerity and suppressed demand are driving disinflation, not a true economic recovery.

• If the credit crunch continues for too long, Ethiopia risks entering a stagnation phase, where low inflation is paired with economic contraction.

The critical question remains: how long can the Ethiopian economy sustain this balance before growth collapses under the weight of restricted credit and suppressed demand?

### The Free Market Fantasy

The IMF and Ethiopia's policymakers seem to believe in the magical power of the free market – so much so that they:

- Removed nearly all forex restrictions
- Eliminated surrender requirements
- Allowed exporters to keep more of their foreign currency – The hope? More dollars in circulation would "naturally" stabilize the exchange rate.

The reality? You know what happened!

Ethiopia's forex shortage isn't a regulatory issue – it's a structural problem.

The country's economy relies on coffee and oilseeds, which – even in a good year – aren't exactly gold mines of foreign exchange.

Meanwhile, the IMF conveniently left out two crucial details from their report:

1. Gold and coffee exports have actually increased, bringing in more foreign exchange than before.
2. Banks, restrained from lending due to high interest rates, have helped curb inflation.

Did these factors lessen Ethiopia's liquidity crisis? Possibly. But the IMF ignored them anyway.

Why? Because acknowledging them would mean admitting that Ethiopia's problems aren't just about "bad policies" – they're about economic structure.

Few economists – not hypnotized by IMF dogma – would say Ethiopia should have done the opposite:

1. Gradual Exchange Rate Adjustment – Instead of shocking the economy, Ethiopia should have phased in devaluation, while building reserves and negotiating trade deals to soften inflation.
2. Strategic State Intervention – The government shouldn't step back; it should step in—ensuring forex goes where it's needed: key industries and essential imports.
3. Debt Renegotiation, Not Just Austerity – Ethiopia should push for debt relief or restructuring, just like Zambia, Ghana, and Chad. Why suffer alone?
4. Export Diversification, Not Just Liberalization – Ethiopia can't solve its forex crisis by floating its currency. It needs to build manufacturing, agro-processing, and tech industries.

### The Verdict: A Road to Nowhere?

The IMF's Second Review tells a predictable story – one where economic "reform" means making the poor pay for the mistakes of policymakers.

- Bondholders want their money.
- The IMF wants Ethiopia to follow the script.
- Ethiopian economists warn of disaster.

And yet, here we are – repeating history.

Ethiopia deserves better. It needs an economic strategy based on national priorities, not IMF checklists. A true "home-grown" reform would:

- Build industries.
- Protect vulnerable communities.
- Ensure economic sovereignty.

If Ethiopia stays on the IMF's path, we know where it leads – just ask Argentina, Egypt, or Zambia.

Maybe, just maybe, it's time for Ethiopia to chart its own course.

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# Ethiopia poised for WTO accession as crucial talks approach

By Eyasu Zekarias

Ethiopia's long-standing ambition to join the World Trade Organization (WTO) is nearing a pivotal moment, with the next round of negotiations scheduled for late February or early March. This development marks a significant step in the country's efforts to integrate into the international trading system after years of extensive preparation and reform.

Ethiopia first applied for WTO membership in 2003 and has since undertaken substantial economic and trade policy reforms to meet the organization's stringent requirements. The upcoming talks, expected to take place in Geneva, will focus on finalizing key competition contracts, including market access commitments and necessary domestic regulatory adjustments.

Trade experts and government officials have expressed optimism about the negotiations. "This is a historic opportunity for Ethiopia to strengthen its economy and attract foreign investment," said Kassahun Gofe, Minister of Trade and Regional Integration. "Joining the WTO opens new doors for exporters and creates a platform for sustainable growth."

A high-level Ethiopian delegation, led by Kassahun, recently met with the WTO Secretariat in Geneva. The delegation, which included representatives from various institutions, successfully completed all necessary documentation for distribution to member states, paving the way for the fifth round of negotiations.

Yasmin Wohabrebbi, State Minister for Trade and Regional Integration, who was present during the meeting, stated, "We have made it clear where we stand with this amendment in 2020 and how we

want to proceed with our entry process."

Although the fourth round of WTO Working Party meetings took place in 2020, progress was hindered by the COVID-19 pandemic and other unexpected challenges. However, Minister Yasmin assured that preparations for the upcoming round have now been completed.

The Ethiopian government's commitment to WTO membership is evident in the broad macroeconomic reforms implemented over the past five years. These reforms have addressed many unresolved issues raised by member states at both multilateral and bilateral levels.

While a few additional rounds of working party meetings are anticipated, government officials plan to complete the entry process at the next Council of Ministers meeting in Cameroon in 2026.

In addition to multilateral negotiations, Ethiopia is actively engaging in bilateral talks with several countries. Yasmin emphasized that successful completion of these agreements will be crucial for ensuring favorable market access for Ethiopia's goods and services—one of the key benefits of WTO membership.

The push for WTO accession aligns with Ethiopia's broader strategy to expand its presence in global markets and strengthen regional trade integration. A central theme of this strategy is a focus on quality. The government is actively developing institutions and processes to ensure standardized products, recognizing their importance in competing effectively on the global stage.

Significant investments have also been made in infrastructure to facilitate trade and enhance Ethiopia's competitiveness.

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These improvements are deemed essential for maximizing the benefits of WTO membership and fostering sustainable economic growth.

In a recent interview with Prime Minister Abiy Ahmed's press secretary, Minister Yasmin reiterated that the upcoming

round of negotiations represents a crucial step toward Ethiopia's WTO membership. This move has been attributed to Ethiopia's economic reforms under Prime Minister Ahmed's administration, which prioritize liberalization and private sector development.

# New IATA report reveals shift in global air-transported flower trade dynamics

By our staff reporter

A new report from the International Air Transport Association (IATA) highlights Ethiopia's growing prominence in the global air-transported flower trade. The report, released on February 14, 2025, reveals a significant shift in the dynamics of the industry over the past two decades, with Ethiopia emerging as a key exporter alongside traditional powerhouses like Colombia and Ecuador.

According to IATA's analysis of data from Global Trade Tracker, the value of the global air-transported flower trade has surged from USD 852 million in 2003 to USD 3.7 billion in 2024—a remarkable four-fold increase. This growth has been accompanied by a notable concentration

of market share among a select group of exporting nations.

While Colombia remains a dominant exporter with a 42.3% market share in 2024, Ethiopia has made significant strides in the industry, becoming a notable newcomer that has pushed the Netherlands off the list of top exporters. This expansion is attributed to two primary factors: the reduction of tariffs and trade barriers through trade agreements, and advancements in air cargo capabilities.

"Trade agreements have reduced tariffs and barriers, increasing exports and opening markets for developing nations," the IATA report stated. "Developments in air cargo, including improved refrigeration and logistics, ensured that flowers remained fresh and enabled seamless global

distribution of large volumes on time."

These advancements in air transportation have greatly facilitated the trade in perishable goods, including flowers, creating opportunities for emerging economies like Ethiopia to capitalize on their comparative advantages. The improved refrigeration and logistics networks are vital. It ensures that delicate flowers reach global markets in peak condition, preserving their quality and extending their shelf life.

On the import side, the United States continues to dominate, accounting for 53.6% of total imports in 2024. However, the Netherlands has risen to become the second-largest importer at 31.2%, serving as a main distribution center for flower re-exports.

As Ethiopia solidifies its position in

the global flower trade, it is crucial for the country to continue investing in infrastructure, technology, and sustainable practices to ensure long-term competitiveness and growth. As the IATA report suggests, the increasing concentration of market share among a few key players underscores the importance of specialization and efficiency in this rapidly evolving industry.

The report concludes by playfully pondering which countries might have a comparative advantage in romance. While this question remains open for debate, there's no doubt that Ethiopia has blossomed into a significant force in the global air-transported flower trade, showcasing its potential as a key player in the international market.

AUCTION RESULT   Thursday, January 23th, 2024		The 15 <sup>th</sup> OMO auction result for Liquidity-Absorbing Open Market Operation	
Auction No.	OMO-Auction No.15	Total allotted amount (in Millions of Birr):	24,000
Date of Auction	January 23/2025	Fixed Interest Rate	15%
Type of Operations	2-Weeks-Deposit Taking Operation	Start date of the operations	January 23/2025
Total amount of bids submitted by participants (in Millions of Birr)	24,000	Maturity date of the operations	February 6/2025
Number of bidders	4	Settlement Date	January 23/2025



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# Advancing local pharmaceutical and medical equipment production

By Eyasu Zekarias

Ethiopia is making notable strides in expanding its domestic production of pharmaceuticals and medical equipment, according to Dr. Abdulkadir Gelgelo, Director General of the Pharmaceutical Supply Service of Ethiopia (EPSS).

Speaking at the 4th International Pharmaceutical Suppliers Conference in Addis Ababa, Dr. Gelgelo highlighted the conducive environment fostered to support this growth within Ethiopia. The conference, themed "Building Strong Local and International Alliances for a Common Vision," convened international pharmaceutical suppliers, industry representatives, and experts to discuss creating a transparent and efficient pharmaceutical supply chain.

Dr. Abdulkadir emphasized the tangible progress made since the Third International Drug Supply Conference, citing significant achievements in domestic production. "Ethiopia has now commenced production of medical gloves and syringes," he announced.

He further highlighted the local assembly of ultrasound machines as a significant milestone in the production of domestic medical devices. "This success demonstrates the growing potential of Ethiopia's medical technology sector," Dr. Abdulkadir added.

Daniel Waktole, President of the Ethiopian Pharmaceutical and Medical Supplies Manufacturers Association (EPMSMA), echoed Dr. Abdulkadir's assessment, emphasizing the positive impact of the government's attention to the medical sector and recent policy and

operational reforms. He underscored the favorable conditions for pharmaceutical manufacturing in Ethiopia, as well as the critical infrastructure provided by the Kilinto Industrial Park. Daniel also shared his vision of positioning Ethiopia as a hub for pharmaceutical suppliers in Africa.

Dr. Abdulkadir stressed the need to create additional investment opportunities to address the country's current medicine supply needs. He reaffirmed EPSS's commitment to forging strong partnerships, both domestically and internationally, emphasizing that the conference itself serves

as a platform to facilitate such collaborations. The conference, which drew participation from over 100 international pharmaceutical suppliers both in person and online, reflects Ethiopia's dedication to strengthening its healthcare sector through local production and strategic partnerships.

# Tamrit Expo poised to generate billions in trade, boost manufacturing sector

By Eyasu Zekarias

The third edition of the Ethiopia Tamrit Expo, a national movement aimed at revitalizing the country's manufacturing sector, is projected to generate over five billion birr in trade transactions, according to Industry Minister Melaku Alebel. The expo's launch event, held recently in Addis Ababa, highlighted the initiative's significant potential impact on Ethiopia's economy.

Melaku emphasized that while Ethiopia boasts a rich history of ancient civilization, its manufacturing productivity has been slower to develop. Recognizing the crucial role of a strong manufacturing industry in Ethiopia's journey towards prosperity, the Ethiopian Tamer initiative was launched in 2022.

The minister noted that the initiative has already achieved considerable success in addressing challenges within the sector over the past two years. Notably, the increased availability of domestically

produced goods through reduced foreign exchange costs and import substitution has been a key achievement. In the first six months of fiscal year 2025 alone, Ethiopia successfully produced two billion birr worth of such products.

"Prioritizing the manufacturing industry is critical for building a sustainable and inclusive economy," Melaku stated. He noted that the world is moving towards the fifth industrial revolution, characterized by production processes in which people and machines work closely together. Advances in robotics, artificial intelligence, and global internet connectivity are transforming industries, leading to more efficient, faster, and cost-effective production methods.

While acknowledging Ethiopia's historic contributions to civilization in areas such as agriculture, architecture, science, and social systems, the minister stressed the need to modernize production systems to keep pace with global advancements. He

reiterated the government's commitment to making Ethiopia a model of prosperity in Africa by adopting modern technology and increasing domestic production.

The Ethiopian Tamer initiative aims to address key challenges facing the manufacturing sector, including market access, raw materials, reliable energy sources, and skilled labor. The initiative is working to improve the overall business environment through economic reforms, support for the manufacturing sector, streamlining government services, and efforts to enhance competitiveness.

The 2025 Ethiopian Tamer Expo, scheduled to run for seven days starting on May 7, 2025, is expected to attract a diverse array of businesses and generate substantial commercial activity. Minister Melaku called on all stakeholders to contribute to the success of the Expo, highlighting its potential to drive growth and innovation within Ethiopia's manufacturing sector.



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## Letter to the Editor

In your last week's issue your columnist Alazar Kebede wrote about City Corridor Development taking some cities of other countries as example. As usual, he wrote an excellent article which grasps the attention of readers both in style of writing and current burning issue.

How ever he has not touched domestic issues of the area. Of course he would mention in his follow up article.

I don't know the percentage of Ethiopian readers over expatriates as your readership. But if the aforementioned article is meant for Ethiopian readers (specially the grassroot ones), I think it shall have given domestic colour for Ethiopian readers so that they quench their thirst in which they ask "What is in it for me?"

## Corridor Development: Blessing in Disguise

This Corridor development issue is a recent phenomenon here in Ethiopia as far as I know; at least in this context. It has become a reality issue since last year. Its effects are tremendous.

It is good that shanty buildings are demolished and replaced by modern residential and commercial areas. Every genuine Ethiopian would like to see Addis Ababa reflects its own name which means new flower.

It is fact, not a fiction, that corridor development blooms the construction industry adding innovative ideas and new experiences on its way. Other Ethiopian cities and towns have taken the Capital's example as an initiative and have begun corridor development of their own which is expected to boost employment opportunities as well, in addition to beautifying and owning smart city/town., even though the corridor development in cities and towns is in its "demolition" stage so far.

Such initiatives are overwhelming when we

look forward their anticipated results. But demolition of irreplaceable historical heritages is not acceptable. These heritages could have become a jewel in the crown for the smart city we are building.

For me, the other inconvenient factor is the demolition rate over construction rate. In my observations out and about the city, it seems demolition rate is higher than construction rate. And some houses are demolished mistakenly as the demolishers say after the neighborhoods are demolished. There should be responsible body for both demolition and construction at every corner in addition to supervising higher government officials who may not address thousands of applicants at one time. What is specially concerning here is displacement of people who do not have their own houses. Even though City Administration gives replacement areas for owners of houses there are hundreds of thousands who are tenants to these houses.

The giving of replacement doesn't address the tenants and low-income owners who used to rent "fractions" of rooms for subsidizing their bread and butter. Even if the tenants get rent houses it is with souring price that they get if they are lucky. But as most of them are lucky, I am afraid they are liable to becoming homeless. Let us skip the issue of displaced domestic animals like cats and dogs for the time being.

Even though these problems, some of them temporary, are existing what we have seen over Arat Kilo and Piassa'a Adwa Zero made us optimistic about Corridor development as a whole regardless of our political views I hope. It elevates our standards of living if managed properly.

By Melkamu Tekle

The writer can be reached via [melkamutekle@gmail.com](mailto:melkamutekle@gmail.com)

## Cosmos secures strategic land lease with GSEZ to enhance Ethiopia's logistics sector

By our staff reporter

Cosmos Multimodal Transport Operators (MTO) has secured a strategic land lease agreement with the Gada Special Economic Zone Development Corporation (GSEZ) to serve as the logistics operational arm at the facility.

This agreement, signed by Cosmos Multimodal Transport Operators (MTO) Plc, represents a significant advancement in strengthening Ethiopia's logistics sector. GSEZ, a regional enterprise under the Oromia administration, will provide Cosmos with access to a vital logistics hub located in the central-eastern part of Ethiopia, marking a critical step in the company's expansion strategy.

As a joint venture between Gada Transport and Logistics SC and Tradepath International Plc, Cosmos is one of three recently licensed non-vessel MTOs aimed at disrupting the monopoly held by the state-owned Ethiopian Shipping and Logistics.

The company already operates a 15-hectare terminal in Mojo, a key logistics center situated 75 kilometers east of Addis Ababa, near the Mojo Dry Port and the railway line linking to Djibouti's ports.

The new agreement, finalized on Monday,

February 10, at GSEZ's headquarters in Adama, located 85 kilometers east of Addis Ababa, highlights a commitment to advancing economic development, particularly in the logistics sector.

Motuma Temesgen, Director General of GSEZ, underscored the significance of logistics as a backbone of economic growth. "We are dedicated to fostering a conducive environment for operators and industrialists to thrive, ultimately benefiting the country's economy," he stated.

Getu Hunduma, CEO of Gada Transport and Logistics, emphasized the company's decade-long success in inland transport operations. "We have been a key player in freight forwarding and import-export transportation, operating a fleet of 190 trucks. Under Cosmos, we are now expanding our capabilities to include multimodal operations," he remarked.

"The newly acquired land will facilitate import-export activities within the economic zone and include supply chain facilities, while the existing terminal in Mojo will be restructured to enhance multimodal services," Getu told Capital.

Dawit Woubeshet, CEO of Cosmos, expressed optimism about the company's readiness to begin operations soon. "Logistics is the

backbone of the economic zone, and we are committed to playing our part in accelerating economic growth," he stated at the signing ceremony.

Dawit noted that the new plot will support the increasing economic activities in the zone, while the existing facility in Mojo will focus on multimodal operations.

"Construction of warehouses, cold storage, and other facilities is already underway at the Gada Transport plot," he shared with Capital.

Motuma also addressed the broader economic challenges facing Ethiopia, acknowledging that while the economy is growing, export earnings have not met expectations, and import costs remain high due to inefficiencies in the logistics sector.

The establishment of the Logistics Park within the GSEZ is a strategic initiative aimed at bridging existing gaps and fostering a

competitive, efficient, and affordable logistics ecosystem, he told Capital.

The park has already started attracting investors from Asia, the Gulf States, and Ethiopia, which is boosting industrial and agro-processing activities.

Prime Minister Abiy Ahmed recently announced the creation of the Lume Free Trade Zone within GSEZ, marking Ethiopia's second free trade area after Dire Dawa.

This development is expected to enhance opportunities for economic growth and development. Over the long term, GSEZ plans to expand to more than 23,000 hectares of land between Adama and Mojo, establishing a robust infrastructure hub to attract a diverse range of economic players.

The agreement with Cosmos reflects GSEZ's commitment to delivering inclusive and competitive logistics services.

"Logistics in such zones must be coordinated, efficient, and technologically advanced to ensure affordability and reduced lead times," Motuma emphasized, underscoring Ethiopia's advantageous position in airfreight capabilities.

## Marathon Motor faces . . .

Continued from page 1

legal framework that addresses battery quality, licensing, and insurance for electric vehicles. Such a framework is deemed essential for building consumer confidence and increasing acceptance of electric cars in the Ethiopian market.

This pressing need was underscored at the recent forum where Marathon Motors unveiled its electric vehicle offerings four years ago. The event showcased new models, including the second-generation Hyundai KONA SUV and the award-winning IONIQ 5 SUV from Hyundai.

In conjunction with these developments, Marathon Motors has opened a new electric vehicle service center as part of its commitment to the growing EV sector. This launch coincides with the company's 15th anniversary and highlights its dedication to providing specialized maintenance and repair services for electric vehicles.

Melkamu expressed confidence in the necessity of dedicated workshops for electric vehicles, stating that the new service center will enhance the company's ability to support this emerging industry. The center aims to promote the use of electric vehicles across Ethiopia by ensuring reliable maintenance services.

State Minister of Transport and Logistics, Brehu Hassan, addressed attendees at the event, emphasizing that Ethiopia's policies and strategies are designed to modernize the transport sector in alignment with global trends in electrification and sustainability. He outlined a strong policy framework aimed at

reducing carbon emissions while improving transport quality and infrastructure.

Brehu highlighted a 30-year transport roadmap that envisions a fully modern transportation sector by 2050, prioritizing clean energy solutions and structured standards for integrating electric vehicles into the national system. As part of this plan, Ethiopia aims to expand EV infrastructure, including charging stations and maintenance workshops, while providing incentives for manufacturers and users of electric vehicles.

The minister noted that this initiative will play a crucial role in realizing the vision of the newly established electric vehicle workshop, which is intended to serve as a training center for mechanics, engineers, and students specializing in EV technology.

"This event isn't just about launching vehicles and workshops; it's about advancing sustainable and cost-effective transportation solutions," Brehu stated. He called on private sector customers, investors, researchers, and the public to collaborate in accelerating this transition toward a greener future.

Founded in 2008 and partnering with Hyundai since 2009, Marathon Motor Engineering has established itself as a key player in Ethiopia's automotive market. The company has adopted a "bigger, better, and stronger" strategy that has resulted in superior performance in sales and service. Since 2016, it has been the exclusive agent for SAME tractors and has built a factory capable of assembling up to 10,000 vehicles annually following a technical assistance agreement with Hyundai.

## EIH permits three. . .

Continued from page 1

to begin operations.

These letters will be sent to relevant authorities and stakeholders to formalize their participation.

Dawit Woubeshet, CEO of Cosmos Multimodal Transport Operators, confirmed that his company has requested formal notification from the authorities to inform stakeholders about its licensing.

"To conduct business and issue bills of lading, we need permits from customs and the central bank," he explained. "Additionally, other stakeholders, including security, standards, and health authorities, must be informed about our operations."

EMA experts recently conducted inspections of the selected companies to assess their readiness to meet licensing standards.

However, industry experts have expressed concerns regarding the delay in notifying relevant authorities about the new operators.

Some speculate that the regulatory body may be awaiting feedback or consent from ESL, the state-owned logistics giant, regarding the extent of the sector's liberalization. "There may be a desire to protect certain areas of the market for the state-owned operator," noted

one expert.

During a recent CEO networking event organized by the European Chamber in Ethiopia, Brook Taye, CEO of EIH, which oversees ESL and other major public enterprises, emphasized the importance of fair competition in the sector.

Drawing parallels with the liberalization of Ethiopia's telecom sector, Brook highlighted how increased competition has strengthened Ethio Telecom.

"The full opening of the multimodal sector will allow the state-owned operator to become stronger and more competitive," he stated.

The introduction of private operators into the multimodal transport sector is viewed as a step toward modernizing Ethiopia's logistics industry and enhancing efficiency. However, delays in formalizing the entry of new players have raised questions about the pace of implementation. Stakeholders are now awaiting further clarity from the authorities to ensure a smooth transition and a level playing field for all operators.

Sources indicate that the relevant government body is expected to meet with the new operators in the coming days or weeks.

## ICO Indicator prices (US cents/lb) 20-Feb-25

I-CIP	Colombian Milds	Other Milds	Brazilian Naturals	Robusta
350.60	404.44	403.11	394.78	263.99
-4.30%	-4.71%	-4.90%	-5.46%	-1.97%

\*1lb=0.45kg

# New survey reveals concerns among Ethiopian school leavers about job opportunities

By our staff reporter

A recent survey conducted by the African Leadership University (ALU) has revealed that nearly two-thirds (65%) of school leavers in Ethiopia are worried about limited job opportunities following their education. The 2025 Africa Workforce Readiness Survey, the first pan-African survey of its kind, provides critical insights into the perspectives of young graduates and employers regarding higher education, career prospects, and the economy.

The survey, which gathered responses from nearly 8,000 participants across nine African countries, found that Ethiopian school leavers' primary concerns about entering the job market include a lack of available jobs (65%), an unfavorable economic climate (37%), and insufficient work experience (29%). Additionally, 24% of respondents expressed a lack of confidence in their ability to secure employment after graduation.

Despite these concerns, Ethiopian school leavers remain optimistic about the future of the broader African economy. An impressive 85% expressed hope for economic growth, the highest percentage among all countries surveyed. In contrast, only 67% of Ethiopian employers shared this optimism, ranking fourth lowest among participating nations.

Veda Sunassee, CEO of ALU, emphasized the importance of addressing these challenges. "This survey clearly shows that to unlock the immense potential of young Africans, higher education must focus on leadership, problem-solving, and building strong links with the business world," Sunassee stated. "By bridging the gap between education and workforce demands, we can empower Africa's next generation of leaders to drive meaningful change."

The survey also highlighted the need for improved skills and experience among graduates. While 74% of Ethiopian school leavers are considering pursuing higher education in the future, this figure ranks third lowest among surveyed countries. Of those planning to continue their studies, 50% cited job acquisition as their primary motivation. However, only 63% of employers believe that higher education adequately prepares graduates for the job market—the second lowest percentage recorded.

Employers identified several skills they find lacking in recent graduates. Digital skills topped the list at 36%, followed by innovation and creativity at 33%, and entrepreneurial skills at 24%. Furthermore, around half (51%) of employers believe that higher education institutions should prioritize developing leadership skills to better prepare students for employment.

When it comes to choosing a college or university, Ethiopian school leavers indicated that practical work experience is their top priority (49%). The survey revealed that banking and financial services, as well as social affairs and healthcare sectors, are among the most popular career paths for these students, each chosen by 15%. Additionally, 72% expressed a desire to work for organizations focused on addressing global challenges.

The impact of artificial intelligence (AI) on future job prospects was also a significant concern among respondents. While 70% of Ethiopian school leavers view AI as an opportunity for their careers—the highest level of optimism among all surveyed

countries—70% also fear it could negatively affect their job prospects. This dual perspective reflects a nuanced understanding of AI's potential challenges and benefits.

Employers echoed this cautious optimism regarding AI's role in business. While 30% acknowledged AI as a risk to their operations—the second highest percentage after Zimbabwe—61% recognized it as an opportunity for growth.

In light of these findings, ALU has outlined several recommendations for higher education institutions to better align with employer needs and enhance workforce

readiness:

1. Respond to Employer Needs: Universities should prioritize teaching both soft skills and technical abilities.
2. Align Curriculum with Career Aspirations: Institutions should expand academic offerings that reflect career-focused experiences.
3. Enhance Work-Based Learning Opportunities: Partnerships between employers and educational institutions should be strengthened to provide hands-on work experience.
4. Foster Public-Private Collaboration:

Universities should collaborate with public and private sectors to fund new programs and infrastructure.

5. Assess Progress: Institutions must monitor their effectiveness in closing the skills gap within higher education.

As Ethiopia navigates its educational landscape amidst concerns regarding job readiness and economic stability, these insights from the ALU survey underscore the need for strategic reforms in higher education to empower young graduates and foster a thriving workforce capable of meeting future challenges.

## INDIA HOSTS FORUM IN ADDIS TO ADDRESS HEALTH CHALLENGES

By Eyasu Zekarias

The Embassy of India in Addis Ababa recently organized a forum focused on the critical issue of health provision in Ethiopia, emphasizing the need for collaborative solutions and innovative strategies to strengthen the country's health systems. Titled "Building Better Health, Culture, Innovation and Cooperation," the event brought together key stakeholders, including government officials, international organizations, and health professionals, to discuss the challenges and opportunities facing Ethiopia's health sector.

The forum's primary message highlighted the urgent need to expand access to modern health systems, particularly for underserved communities. Access to quality healthcare remains a significant challenge globally, especially in developing countries like Ethiopia. Limited resources, inadequate infrastructure, a shortage of trained health professionals, and geographic barriers often hinder efforts to provide equitable and accessible health services.

Despite notable progress in improving health outcomes in Ethiopia, significant gaps persist—especially in rural areas where access to basic health services is often limited. This disparity underscores the necessity for targeted interventions

and collaborative partnerships aimed at bridging the healthcare gap.

India's Ambassador to Ethiopia, Anil Kumar Rai, emphasized the importance of public-private partnerships in enhancing the health sector. He noted that the private sector plays a vital role in complementing government efforts through its specialization, resources, and innovative potential. Ambassador Rai reaffirmed India's commitment to supporting Ethiopia's health sector by sharing knowledge and experience through collaborative projects and capacity-building initiatives.

"Our commitment reflects India's growing role as a global health partner," he stated. "We are actively engaged in knowledge transfer and technical assistance to help developing countries improve their health outcomes."

During the forum, Ramiz Alakbarov, UN Assistant Secretary-General and Coordinator for Humanitarian Affairs in Ethiopia, highlighted the shared responsibility of all stakeholders—including governments, international organizations, civil society, and citizens—in building a strong and sustainable health system. He emphasized that local communities are best positioned to identify their unique needs and priorities, thereby underscoring the importance of community engagement in health policies

and programs.

The forum also addressed the critical need for strengthening regional institutions such as the Africa Centers for Disease Control and Prevention (Africa CDC) to enhance regional capacity for effectively dealing with public health threats and improving health outcomes across the continent.

As discussions unfolded at the forum in Addis Ababa, participants were reminded of the urgent need for joint efforts to improve access to healthcare in Ethiopia. By fostering dialogue, promoting collaboration, and highlighting innovative approaches, the forum contributed significantly to ongoing conversations about building stronger and more equitable health systems.

India's influence on global health is rapidly expanding. Beyond its reputation as the "pharmacy of the world," India is emerging as a leader in cutting-edge medical technologies such as medical devices, robotics, artificial intelligence (AI), and telemedicine. The country is also making significant strides in biotechnology, genomics, and traditional medicine.

Furthermore, India has become a top destination for medical tourism by providing high-quality care at competitive prices. The G-20's vision of "One Earth, One Health" aligns with India's commitment to promoting accessible healthcare for all.

## JCB launches heavy-duty 345LC HD excavator, enhancing construction and mining sectors

By our staff reporter

Ethio-Nippon Technical Company (ENITCO), the authorized distributor of JCB products in Ethiopia, has officially launched the JCB 345LC HD hydraulic excavator, a robust machine designed to meet the increasing demands of the country's burgeoning construction and mining industries.

Since establishing a partnership with JCB Global in 2011, ENITCO has positioned itself as a key player in Ethiopia's construction sector. The introduction of the 345LC HD excavator, known for its reliability and durability, is expected to significantly impact the industry, complementing ENITCO's existing lineup that includes the popular JCB Backhoe Loader.

The JCB 345LC HD is engineered as a heavy-duty excavator tailored for high productivity and reliability. It is particularly well-suited for the challenging conditions often encountered in quarries and mining operations. Equipped with a powerful JCB DIESELMAX engine and an advanced hydraulic recovery system, this excavator is designed to minimize downtime and reduce maintenance costs, translating into enhanced efficiency and cost savings for businesses operating in these sectors.

ENITCO representatives have emphasized that the launch of the JCB 345LC HD marks a turning point for Ethiopia's construction and mining industries. "This machine is built to tackle demanding tasks while being supported by ENITCO's commitment to delivering exceptional service and support to our customers," said

an ENITCO spokesperson.

JCB, recognized as the world's third-largest construction equipment manufacturer, continues to invest heavily in research and development to ensure that its products remain at the forefront of technological innovation. The introduction of the 345LC HD excavator exemplifies this commitment and brings cutting-edge technology to the Ethiopian market.

The arrival of this heavy-duty excavator is expected to bolster productivity in Ethiopia's construction and mining sectors, providing local businesses with access to advanced machinery that can handle rigorous tasks efficiently. As Ethiopia continues to develop its infrastructure and natural resources, the JCB 345LC HD is poised to play a vital role in supporting these efforts.



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# Capital NEWS IN BRIEF

## At AU Summit, Tigray Demands Full Implementation of Peace Deal

The leaders of Ethiopia's Tigray region have called for the full implementation of the Pretoria agreement that ended the conflict between Ethiopia's federal government and the Tigray rebels in 2022. The bloc released a report about the agreement during the African Union Summit over the weekend in Ethiopia's capital, Addis Ababa. The two main leaders of Tigray, who also are political rivals, urged the AU to pay attention to the implementation of the agreement. The AU-brokered agreement, reached in November 2022, required the cessation of hostilities, return of internally displaced people, disarmament, expedition of humanitarian access, and restoration of services in the region. The agreement ended the two-year conflict and prompted the return of some social services...But the Tigray region's leaders say there are outstanding issues. Some territories have not yet been returned by the federal government, and internally displaced people have not returned to disputed areas in Western Tigray.

(VOA)

## Conference Calls for Policy Changes to Advance Africa's Digital Future

Following the conclusion of the Internet Society's 2025 Internet Development Conference (apo-opa.co/3XavxCL), key stakeholders are calling for policy action to address critical challenges and opportunities

for Internet development across Africa.

The conference brought together policymakers and tech leaders in Addis Ababa, Ethiopia, to discuss Internet development in the Intergovernmental Authority on Development countries (Djibouti, Ethiopia, Kenya, Somalia, South Sudan, Sudan, and Uganda). 250 attendees representing stakeholders across Africa heard from 50 speakers, including the Minister of Innovation and Technology for Ethiopia and the Director General of the Ethiopian Communications Authority, who shared insights on the most pressing Internet-related topics in the region, from governance and infrastructure expansion to digital literacy and policy improvement.

The Internet Development Conference 2025 reinforced the importance of regional collaboration, investment in digital infrastructure, and progressive policy changes to build a stronger, more inclusive Internet ecosystem in Africa.

(Press release)

## IFAD President meets with African Heads of State at African Union Summit

The President of the International Fund for Agricultural Development (IFAD), Alvaro Lario, will attend the 38th African Union (AU) Summit from 15 to 16 February 2025 to meet African leaders and reaffirm IFAD's commitment to supporting the continent in achieving its development goals and priorities, as well as the Comprehensive Africa Agriculture Development Programme (CAADP) objectives by building resilient, inclusive, and sustainable agri-food systems.

The meetings come just after IFAD's Forty-eighth Governing Council, where President Lario met with African leaders including King Letsie III of Lesotho and Julius Maada Wonie Bio, President of the Republic of Sierra Leone. IFAD Member States reaffirmed the Fund's role in helping countries achieve food security, growth and stability through investment in rural areas.

The AU Summit comes at a time when Africa faces significant challenges, including food insecurity, climate change, fragility and economic instability. As a dedicated partner in agricultural development, IFAD aims to strengthen its collaboration with AU member states to enhance rural economies and improve livelihoods for millions of people across the continent.

"Our collective efforts are paramount to unlocking the potential of agriculture and food systems as a driver for sustainable development and poverty reduction. IFAD is committed to working with African leaders to empower farmers and rural entrepreneurs through innovative solutions and targeted investments that make a tangible difference in the lives of rural communities," said President Lario.

(Press release)

## Ethiopia, Somalia Begin Technical Talks on Ankara Declaration in Türkiye

Ethiopia and Somalia have begun technical negotiations on implementing the Ankara Declaration, with the first round of discussions taking place in Ankara, Türkiye...The negotiations follow a meeting between Ethiopia's Minister of Foreign Affairs, Gedion Timotheos, and Türkiye's Deputy Foreign Minister, Burhanettin

Duran, on 6 February 2025...The declaration outlines a four-month timeframe for technical negotiations on Ethiopia's sea access...The agreement came after tensions escalated in early 2024 when Ethiopia signed a memorandum of understanding (MoU) with Somaliland to lease 20 kilometers of coastline in exchange for recognizing Somaliland's independence—an agreement Somalia called an "infringement on Somalia's territorial sovereignty." Following the Ankara Declaration, Somalia's President Hassan Sheikh Mohamud traveled to Ethiopia on 11 January 2025, where he and Prime Minister Abiy Ahmed agreed to restore full diplomatic ties.

(Addis Standard)

## Term of the Day

### ACCOUNTING RATE OF RETURN (ARR)

#### Definition

The accounting rate of return is a capital budgeting metric to calculate an investment's profitability. Businesses use ARR to compare multiple projects to determine each endeavor's expected rate of return or to help decide on an investment or an acquisition.

The accounting rate of return (ARR) formula divides an asset's average revenue by the company's initial investment to derive the ratio or return generated from the net income of the proposed capital investment.



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# The Burden of Excessive Tax Collection Checkpoints on the Economy

By Alazar Kebede

Tax collection is essential for any government to generate revenue and fund public services. However, when tax collection mechanisms become overly complicated or burdensome, they can hinder economic growth, create inefficiencies, and encourage tax evasion. One such issue that has become a growing concern in many countries is the excessive number of checkpoints for tax collection. These checkpoints, often set up to ensure compliance, can instead create significant roadblocks for businesses and individuals, affecting economic activity negatively.

Tax collection checkpoints are established to monitor and ensure compliance with tax laws, particularly in sectors prone to tax evasion, such as transportation, trade, and logistics. Governments use these checkpoints to prevent tax evasion by ensuring that businesses pay their dues; regulate the movement of goods and services; monitor imports and exports to enforce duties and tariffs and verify proper documentation for tax payments.

While these goals are well-intended, an excessive number of checkpoints can become counterproductive, leading to unintended economic consequences.

When businesses encounter multiple

tax collection checkpoints, they face additional costs in terms of time and money. Truck drivers, traders, and transporters often have to stop at numerous locations, leading to delays in the supply chain. This results in higher transportation and logistics costs; increased operational expenses for businesses and delayed delivery of goods, affecting production and sales.

These inefficiencies can reduce profit margins and discourage businesses from expanding their operations.

Excessive checkpoints create opportunities for corruption, as businesses and transporters may be forced to pay unofficial fees to pass through efficiently. Corrupt officials may take advantage of the situation by demanding bribes, which can increase the cost of goods and services for consumers; erode government revenue as taxes are bypassed through bribes and undermine public trust in the tax system.

For businesses engaged in inter-state or international trade, frequent tax checkpoints can be a major hindrance. Delays in border crossings or internal trade routes can reduce competitiveness in global and local markets; discourage foreign and local investment and force businesses to find alternative, often illegal, routes to avoid taxes.

Excessive regulation and delays make a country less attractive for trade and investment, leading to economic stagnation.

When legal trade becomes cumbersome due to too many tax checkpoints, businesses may turn to informal or underground markets to evade taxes altogether. This shift leads to loss of government revenue, unregulated markets that can exploit consumers and a decrease in formal employment opportunities.

Countries with multiple tax checkpoints, particularly in Africa and South Asia, have reported significant challenges in trade and economic growth. For example:

- In Nigeria, businesses and transporters often complain about excessive roadblocks and tax checkpoints, leading to higher costs and delays in moving goods.
- In India, before the introduction of the Goods and Services Tax (GST), multiple state-level tax checkpoints created long delays for transporters, which negatively impacted supply chains and economic efficiency.

Governments can leverage technology to minimize physical tax checkpoints by implementing digital tax collection systems. E-invoicing, online tax payments, and digital tracking of goods

can significantly reduce the need for manual inspections.

Overly complicated tax structures lead to multiple checkpoints. Streamlining tax policies and ensuring uniformity across regions can reduce the need for excessive monitoring.

Instead of relying on physical checkpoints, tax authorities can focus on intelligence-based enforcement, using data analytics to identify potential tax evaders and audit businesses efficiently. Engaging businesses in discussions on how to improve tax collection without hampering trade can lead to more practical and less intrusive solutions.

To conclude, while tax collection is necessary for economic development, excessive checkpoints create bottlenecks that can hurt businesses, encourage corruption, and stifle economic growth. Governments must strike a balance between ensuring tax compliance and facilitating smooth economic activities. By adopting digital solutions, simplifying tax policies, and reducing unnecessary regulatory burdens, economies can thrive without compromising tax revenue collection. Addressing the issue of excessive tax collection checkpoints is crucial for fostering a business-friendly environment and promoting sustainable economic growth.

## Joining hands on the path of modernization and jointly building an all-weather China-Africa community with a shared future for the new era

*Chinese President Xi Jinping sends a message of congratulation to the 38th African Union Assembly*

By Abdeta Dribssa Beyene

On February 15, Chinese President Xi Jinping sent a message of congratulation to the 38th African Union (AU) Assembly. China's top leader has sent congratulatory messages to the AU Assembly for consecutive years, showing China's strong commitment to China-Africa cooperation and its firm support to Africa's development and revitalization. I believe the Africa-China relationship will continue to serve as a fine example of South-South cooperation and international cooperation with Africa. I look forward to both sides joining hands on the path of modernization to build an all-weather China-Africa community with a shared future for the new era, so as to create more benefits for the Chinese and African people.

In the congratulatory message, Xi pointed out that as the world is experiencing great

changes and disorder, the Global South, represented by China and Africa, keeps growing in strength. Over the past year, the AU has rallied African countries to vigorously promote integration within the continent, stand up to regional and global challenges and make the unified voice of Africa heard. This has ensured the continuous rise of Africa's international standing and influence. China sincerely wishes African countries and peoples new and even greater success in their independent pursuit of development and revitalization.

African countries and China always support each other in international affairs. The Global South, represented by China and Africa, is experiencing robust growth and playing an increasingly prominent role in global affairs. China-Africa cooperation embodies the concept of a new type of international relations based on mutual benefit and

win-win cooperation. It serves as a fine example of South-South cooperation and international collaboration with Africa, bringing new momentum and opportunities to global development.

Xi stressed that in 2024, China-Africa relations enjoyed robust growth. The Beijing Summit of the Forum on China-Africa Cooperation (FOCAC) was successfully held. The two sides have ushered in a new stage of jointly building an all-weather China-Africa community with a shared future for the new era. China is ready to work with African countries on the joint endeavor to implement the six propositions on modernization and ten partnership actions, to deliver more tangible benefits to the over 2.8 billion people in China and Africa.

China has been a strong supporter of the African Union's work for a long time, and has continuously assisted African countries. Many African countries are beneficiaries

of China-Africa cooperation. Since the establishment of the FOCAC, exchanges between China and Africa in various fields have been unprecedentedly active, and practical cooperation has yielded abundant results, laying a solid foundation for Africa's modernization and integration. The Global Development Initiative, the Global Security Initiative, and the Global Civilization Initiative proposed by China have gained widespread recognition among African countries. The peoples of Africa and China share a common aspiration for a better life, and there is a strong expectation for further cooperation in areas such as industrialization, agricultural modernization, and skills development, to jointly achieve the beautiful vision of modernization.

*Abdeta Dribssa Beyene (PhD) is Executive Director of Centre for Dialogue, Research and Cooperation*

# The

## BLAME GAME

There always seems to be something or someone else to blame when things are not going well. Some other person or condition is causing the situation we are in. On the road, it is another driver, at school it is the teacher or the test, at home it is the husband or the wife or the children. And in the business? It is the workers, or the administrator, or the tax collector, or the importer, the exporter, the forwarder, the government, the policy, the regulations, the internet, etc. Really? Is it normally somebody or something else or could it be that we ourselves are part of the problem? Let us look at this issue a bit closer. Also in Ethiopia, it is always the fault of something or somebody else. We say: "The glass fell down." instead of "I dropped the glass." Things happen to us instead of us recognising that we play an active part in the situation. Many business owners blame their problems on other persons or external circumstances. They are not to blame, they think. They think of themselves working so hard, shouting their instructions so loud, sweating so much. They find it difficult to accept that they may be making a mistake, that they are part of the problem themselves, that they are responsible.

Having responsibility is an intriguing concept. It literally means "having the ability to response". Response to other people, to circumstances, to anything that comes our way. That ability to response is a skill that can be developed. Yes, the way we react is determined for a great deal by our culture and the way we have been brought up, the role models provided by our parents, teachers, bosses, leaders. But that does not mean that is the only way or necessarily the best way to response. Just because somebody else reacts in a certain way, doesn't mean we must repeat that behaviour, certainly not when it doesn't seem to be effective, when it doesn't change the situation for the better.

In other words, we are in a position to choose the way we response and if we base our responses on certain values and on principles, the chance is higher that our responses will have better results.

Responsibilities in running a business are many. The ability of the business owner or manager to response to the internal and external environment of the business will in the end turn the business into a poor, mediocre, or successful business. There are choices to be made. How to respond for instance to developments in the market, policy changes, suggestions from workers, demands from clients? This is where you have the opportunity to set the standards and lead the company where you want it to go.

This requires a proactive approach. It also requires insight in the risks that we take and the hazards we may face in moving our business forward. Having such insight will allow us to put measures in place, which will be activated when a hazard strikes. By doing so, the chance for the risk to turn into disaster will be reduced. As we see more and more extreme weather phenomena hitting countries around the

world, we also see the proactive measures that are taken to prevent a hurricane for example to turn into a disaster.

So, the question is then whether we are sufficiently aware of the risks we face and of the measures we can take to prevent disaster coming our way. In doing business, we need to make sure we put all preventive measures in place that are available. Not doing so, will most likely bring us into trouble, when a certain hazard strikes. Fire and accidents on the work floor are common. Measures to reduce risk include but are not limited to protective working gear and clothing, safety instructions, training in how to safely use equipment, training in first aid, first aid materials, fire extinguishers and insurance (fire, accident & theft insurance are commonly available). Failing to take any of these measures will expose individual workers, management, and the company at serious risk, much of which can be prevented. This does not only apply to management of a company or organization but also to personal and family life. Accidents at home are the cause for countless injuries, loss of life and damage of assets and property and all the costs that come along.

It is not that long ago that wearing a seat belt and having a third-party vehicle insurance were not compulsory in Ethiopia. Luckily the Government introduced such measures now by law. We still see however irresponsible behaviour by drivers and their passengers. Driving while answering the telephone or texting messages is common; driving and drinking as well. More often than not, we see only the driver buckled up and not their passengers, including children. It is obvious that the traffic police do not have the capacity to enforce these basic rules effectively. But does the responsibility lie with the police or with the driver, who is supposed to be aware of the risks and protect passengers instead?

In conclusion, pointing fingers is a common response when things go wrong. It does not help, however. What helps is being aware of our responsibility and take the right and timely measures to prevent disaster to come our way as much as we can, at home, in traffic and at the workplace. Sounds like an open door? Just look around and see for yourself where things can go wrong. Perhaps we conclude that we should point the finger at ourselves instead.

Ton Haverkort



# Entrepreneur PROFILE:

## RESUME

**Name:** Samuel Abebe

**Education:** Degree in Civil Engineering

**Company name:** Sam Accounting/Audit Firm

**Title:** Founder & Partner

**Founded in:** 2024

**What it does:** Provides accounting, auditing services to businesses

**Hq:** Addis Ababa

**Number of Employees:** 3



**STARTUP CAPITAL**  
50,000 birr

**CURRENT CAPITAL**  
Growing

## BIG PICTURE

**Reason for starting the Business:** To provide reliable and professional accounting services

**Biggest perk of ownership:** Independence and the ability to build a reputable company

**Biggest strength:** Analytical skills and attention to detail

**Biggest challenge:** Building a strong customer base

**Plan:** To become a leading accounting firm in Ethiopia

**First career:** None

## PERSONAL

**Most interested in meeting:** Elon Musk

**Most admired person:** Prime Minister Abiy Ahmed

**Stress reducer:** Playing chess and spending time with family

**Favorite pastime:** Reading financial news and analyzing market trends

**Favorite book:** Finance and Trade in Africa by Alemayehu Geda

**Favorite destination:** London

**Favorite automobile:** Mercedes-Benz

## DAILY EXCHANGE RATE

February 21, 2025

CURRENCY	BUYING	SELLING
US DOLLAR	124.0086	126.4888
POUND STERLING	152.3866	155.4343
EURO	128.3365	130.9032
SWISS FRANK	134.1436	136.8265
SWEDISH KRONER	11.0023	11.2223
NORWEGIAN KRONER	10.7134	10.9276
DANISH KRONER	16.8993	17.2373
JAPANIS YEN	0.7759	0.7914
CANADIAN DOLLAR	84.628	86.3206
SAUDI RIYAL	33.0073	33.6675
UAE DIRHAM	33.7659	34.4412



**MARATHON MOTOR**



## CRETA GRAND

- 7 Seater SUV
- 2,000cc, Petrol
- Automatic, 6 speed
- 4 cylinder

Marathon Motor Engineering PLC, vehicle assembler, distributor and after sales provider of Hyundai Vehicles in Ethiopia, which believes in availing options to the customers as per their preference, is pleased to inform our beloved customers that **Hyundai Grandi10, The All New Hyundai Accent and Hyundai Creta Grand 7 seater** are available for immediate delivery. Our modern fully equipped Service Centers are always ready to serve our beloved customers.

We are honored to invite our beloved customers to visit our showrooms and experience the high tech Petrol engine driven vehicles.

## ACCENT

- Sedan
- 1,497cc, Petrol
- Automatic Transmission
- 4 cylinder



## GRAND i10

- Sedan
- 1,200cc, Petrol
- Automatic Transmission
- 4 cylinder



**Saris Branch:**

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+251 96 680 1172

**Assembly Branch:**

+251 96 680 1205  
+251 11 868 1456

**Lamberet Branch:**

+251 11 661 2103

**Hawassa Branch:**

+251 462 127 273

[www.marathonmotorengineering.com](http://www.marathonmotorengineering.com)





**MARATHON MOTOR**

# IONIQ 5



Marathon Motor Engineering PLC the pioneer in assembling and launching Electric Vehicle and Charging Station in our country, is pleased to inform its beloved customers that the third and fourth models; the world award winner in various aspects for consecutive years; **Hyundai Ioniq 5 Electric SUV** and the **2<sup>nd</sup> Generation Hyundai Kona Electric SUV** (The All New Kona Electric) together with the modern fully equipped Electric Vehicle specialized service center, having technicians specialized on Electric Vehicle, launched on the 20th of February, 2025. On this

occasion, we would like to inform our beloved customers that our Electric Vehicles have a warranty coverage of 8 years or 160,000 Kms whichever comes first for the high quality main battery. Our customers witnessed that the main battery of the **1<sup>st</sup> generation Hyundai Ioniq and Kona EV** supplied in 2020 and 2021 respectively is still intact and running without depreciation.

We are honored to invite our beloved customers to visit our showrooms and experience the high tech Electric Vehicles.



# KONA Electric

**Saris Branch:**

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+251 96 680 1172

**Assembly Branch:**

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**Lamberet Branch:**

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**Hawassa Branch:**

+251 462 127 273

[www.marathonmotorengineering.com](http://www.marathonmotorengineering.com)



# I N T E R V I E W

**The Ethiopian Quality Award Organization (EQA) was established in 2008 through a collaboration between Addis Ababa University (AAU) and Walta Media and Communication. Its mission is to cultivate a national quality brand by recognizing and rewarding organizations that implement quality systems in their products and services, while keeping pace with the rapidly evolving global economic landscape and market competition. To achieve its goals, EQA has been working closely with the government and is currently collaborating with the Office of the Prime Minister to draft a regulation aimed at enhancing its resources and maximizing the benefits for recipients of its prestigious award.**

**As the organization prepares for upcoming changes and continues its activities, Tewodros Mebrat, CEO of EQA, spoke with Capital to discuss the current state of the award, its challenges, and future aspirations. Since 2016, Tewodros has been at the helm of the Ethiopian Quality Award Organization (EQA) as its CEO. His role encompasses overseeing executive leadership, training initiatives, and public relations, all while driving the organization towards its strategic goals. Under his guidance, EQA has embraced ambitious business strategies and cultivated a workplace culture rooted in transparency and accountability.**



PHOTO: Anteneh Akilu

## EQA: ELEVATING NATIONAL STANDARDS THROUGH RECOGNITION AND COLLABORATION

**Capital:** What is the current state of the Ethiopian Quality Award (EQA)? Has the previous level of grace and prestige been maintained?

**Tewodros Mebrat:** The grace and prestige of the Ethiopian Quality Award have significantly increased. For example, the award ceremony, which was previously held in hotels, is now hosted at the National Palace—a venue that is not easily accessible to everyone, symbolizing the award's elevated status. The ceremony attracts representatives from high-standard companies and organizations competing for this prestigious recognition. Maintaining the award's grace is critical; if we fail to do so, institutions and

companies may lose their desire to compete in the future. While the process itself provides a valuable learning experience for participants, even those who do not win, the award ceremony must be conducted at a high level, consistent with international standards.

**Capital:** It is known that the expenses involved in this process are significant. How do you manage these costs from start to finish? What role does the government play in supporting the organization?

**Tewodros:** Initially, the founders of EQA, Addis Ababa University (AAU) and the former Walta Media (a state-affiliated media organization), provided

funding to support the initiative. Currently, large organizations, including private companies and state-owned enterprises that understand EQA's mission, are sponsoring the program. Additionally, registration fees from participants help cover the costs of the quality competition. However, we still face a significant resource gap, particularly in promotion, training, and raising awareness about quality issues. To address this, we are drafting regulations and engaging with the Office of the Prime Minister. We have already had one round of discussions and received feedback to refine the regulations further. Once finalized, we hope to secure direct government budget support, similar to practices in other countries.

It's important to note that the award must remain neutral,

especially since government institutions also compete. At the same time, EQA plays a vital role in enhancing the country's international competitiveness, making it a key government initiative deserving of budget support. For example, the cost of supporting a single organization from registration to the final stage exceeds one million birr. However, as a non-profit organization, we only charge a service fee to cover operational costs, unlike profit-driven certifications like ISO.

Ultimately, EQA's success relies on patriotic individuals with extensive expertise who volunteer their time and skills to serve the organization. If their contributions were monetized, we would not be able to sustain the organization's operations.

**Capital: You mentioned that you have prepared regulations. What is your current relationship with the government, and how is it evolving?**

**Tewodros:** We, along with the President of Addis Ababa University, have met with the Head of Cabinet Affairs in the Prime Minister's Office and discussed our collaboration with the Minister of Trade and Regional Integration. For the government to provide budget support, there must be a proper channel for allocating funds. Currently, the Ethiopian Science Academy serves as a model for us. It is an autonomous body where scholars conduct research, and the government allocates a budget of 10 million birr in grants, along with free office space. This type of arrangement is relatively new in Ethiopia.

In other countries, such as the United States, foundations often support initiatives like the Malcolm Baldrige National Quality Award, which receives consistent funding through its foundation. This model is not yet widespread in Ethiopia. For the EQA, the goal is not to generate revenue but to provide services through government funding or other sources, ensuring its independence. Additionally, to foster a culture of quality and raise public awareness, we believe the government should allocate a dedicated budget for this purpose.

**Capital: What are the benefits for organizations that receive this award, and what additional advantages do you expect to create for awardees?**

**Tewodros:** The primary benefit for organizations is gaining a clear understanding of their operational health, the systems they have in place, and their capacity to sustain performance in the future, even without key individuals. Beyond the competition, the detailed feedback they receive—spanning over 60 pages—is invaluable. It highlights their strengths and areas for improvement, guiding them toward better practices. Often, organizations are unaware of their gaps, which is why some participate multiple times, using the feedback to address their weaknesses. For example, some organizations have competed more than seven times, continuously improving through the process.

Additionally, organizations that win the award three times consecutively must take a five-year break from competing. This ensures that the focus remains on improvement rather than just winning. For instance, Horizon has won the award twice in a row and has registered again this year. If it wins this time, it will be excluded from the competition for the next five years. Such companies serve

as benchmarks for developing human resources and systems, contributing to overall organizational growth and strength.

We are also working on establishing mandatory indirect quality standards.

For example, certain industries, like food and beverage production, could be required by law to meet specific quality standards. However, this must be approached carefully, as the government also considers factors like job creation and investment. Not all organizations can be expected to meet excellence standards immediately.

To further enhance the value of the award, we are advocating for a legal framework that would provide additional benefits to awardees. These could include priority in procurement and bidding processes, the right to use the EQA logo on their materials, and expedited public services or customs procedures. We are drawing inspiration from developed countries, where awards like the Malcolm Baldrige carry significant weight. For example, in the U.S., receiving the Malcolm Baldrige Award is a major advantage for organizations, as it expands their market share and builds trust with stakeholders. We aim to replicate this impact in Ethiopia, making the EQA a symbol of excellence that drives both recognition and business growth.

**Capital: When do you expect the regulation ratification process to be finalized?**

**Tewodros:** The regulation ratification process is currently being led at the board level, as it is crucial for the existence and future of the institution. I am actively supporting this process by submitting the necessary documents. Dr. Samuel Kifle, the chairman of the board and President of Addis Ababa University, is spearheading this effort. We anticipate that the process will be completed this year. Additionally, President Taye Atske Selassie, the honorary guardian of EQA, has expressed support for issuing the regulation. Our motto emphasizes "quality as a national priority," and the government has invested significantly in quality infrastructure, highlighting that the administration is prioritizing quality issues. Therefore, I am optimistic that the regulation will be finalized very soon.

**Capital: How much do organizations pay to participate in the competition?**

**Tewodros:** We have recently increased the participation fees. Previously, organizations paid 175,000 birr, but the fees are now set at 250,000 and 300,000 birr. While these fees help cover some costs, organizations are not just competing; they are also supporting our mission. We have established a minimum fee level and rely on sponsors to cover the remaining expenses. If the government provides additional support, we may be able to reduce these fees further. It's important to note that the Ethiopian Quality Award is not a profit-driven initiative; our goal is to promote and recognize quality excellence.

**Capital: What are the current gaps or weaknesses in your organization?**

**Tewodros:** Our most significant gap is in promotion. While we excel at coordinating and supporting our technical committees, who excel at evaluating participants, we struggle with raising awareness about the award and its importance. Improving our promotional efforts is critical to reaching



a wider audience and attracting more participants.

**Capital: What do you expect from the agreement you made with 27 Marketing and Branding?**

**Tewodros:** We expect this partnership to significantly enhance the visibility and recognition of EQA. With the help of 27 Marketing and Branding, we

aim to improve our presence not only in traditional media but also on social and digital platforms. There have been organizations interested in competing in the past that requested information but ultimately did not participate for various reasons. We believe that with improved marketing and branding efforts, more organizations will be encouraged to compete, leading to an overall increase in participation.



# OWDA

**ORGANIZATION FOR WELFARE & DEVELOPMENT IN ACTION**

**CALL FOR AUDIT SERVICE**

Organization for Welfare & Development in Action (OWDA) is an Ethiopian Residents Charity Association registered with FDRE Charities and Societies Agency with Certificate No. 0421 and operating in Somali Regional State.

OWDA wants to invite external auditors who full fill the following criterion to audit its accounts for the year ended **December 31, 2024.**

1. Having valid professional and trade license
2. VAT registration and TIN certificate
3. Renewed professional license from AABE
4. Having adequate experience in NGO auditing and could submit the audit report with in 10 days

Audit firms who full fill the above mentioned criterion can submit both their technical and financial proposals up to **March 03, 2024.** Our office located at **Meskel Square, Lion Building (Ethiopian Insurance Corporation South district), 9th floor, H. No. 009/41**  
**Tel: 011 553 70 41/ 0911 46 26 19/0922 86 21 21**

# ZAKAT

## Deposit Account



**Save your Zakat on Zakat Deposit Account |**  
**We deliver to your Zakat recipients |**





# EXPRESSION OF INTEREST (EOI) FOR THE PROVISION OF VEHICLES SPARE PART SUPPLY

## AIMS AND OBJECTIVES

Safaricom Ethiopia would like to have a credible partner for Vehicles Spare Part Supply to Toyota Hilux GUN125L-DNFSXN model vehicles on a need basis approach across the country and issues this expression of interest. The Potential and interested supplier will be expected to offer vehicle spare parts including batteries and tires to Safaricom across the country.

This Expression of Interest (EOI) document is intended to lead to the identification of suppliers that can demonstrate and have sufficient capacity to provide these services in the best possible way and in a manner that enables Safaricom Ethiopia to meet its expectations.

## EOI REQUIREMENTS

Safaricom is therefore soliciting interested and capable service providers that may submit their Expression of Interest by providing the information and documents listed below:

- Provide the company's documents: Company Profile, Business License, Business Registration, TIN certification, and Memorandum of Association.
- The supplier should be available in the listed cities; Addis Ababa, Diredawa, Jigjiga, Hawassa, Arbaminch, Adama, Jimma, Bahirdar, Dessie, Gambella, Mekelle and Assossa.
- The supplier should have a business license from the above mentioned region/cities and can submit more than one license if the supplier operate in different cities.
- Years of experience as a spare part provider and minimum requirement is two (2) years.
- Confirmation of financial capacity of the company - Audited Statement of Accounts and/or bank statement.
- Evidence of local stock availability of Toyota Hilux GUN125LDNFSXN model vehicles.
- List of three (3) reference/recommendations.

## STATEMENT OF COMPLIANCE BY INTERESTED CANDIDATES STATEMENT OF COMPLIANCE

Item Description

- A. Commitment to providing consistently-quality spare parts as per the request.
- B. Licensed by relevant authorities to supply the vehicle spare part.
- C. Facilitate efficient spare part delivery with consultation

with the fleet & transport management team.

- D. Demonstrable capacity to offer quality and genuine spare parts with no exceptions.
- E. Adherence to the Safaricom Absolute Safety Rules.
- F. Able to deliver requested spare parts in short period of time.

## SUBMISSION OF RESPONSES

Interested suppliers should submit their response, comprising the documents listed above and the statement of compliance to the following email address, bids@safaricom.et no later than Friday, 28th February 2025 at 5:00 pm (GMT+3).

All submissions to email should be less than 20MB in size, and if larger should be shared on a google drive link. Please indicate the mail title as "PROVISION OF VEHICLES SPARE PART SUPPLY".

## NEXT STEPS

Once the responses are received the further process will follow the steps below:

- Review of submitted Expressions of Interest qualification of shortlisted suppliers
- Issuing of tender to prequalified suppliers

## NOTE:

- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- No prices should be provided with this EOI.
- The receipt of a response shall not bind Safaricom to any contractual agreements with the prospective bidder. Such arrangements shall only come in place once an award has been issued to a successful bidder after a tender process.
- Any costs associated with the preparation and submission of the response to the EOI shall be borne by the EOI respondent.

## NOTE:

Safaricom reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process. Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.



# THESE SEVEN STUNNING TOWERS MEMORIALIZE LOST BLACK LIVES WITH MIRRORS, LIGHT AND ETHIOPIAN CROSS DESIGNS

**A**t the National Museum of African Art, a Washington, D.C. artist's work illuminates a gallery room and honors 54 people who died this century

In the center of a meditative gallery, artist Tsedaye Makonnen's seven light towers—made from mirrored boxes featuring the cutout designs of Ethiopian crosses—serve as monuments to lost Black lives.

Printed on a nearby gallery wall are the names of 54 deceased Black people. Forty-six of them died under tragic, and sometimes violent, circumstances, and the other eight are luminaries such as Toni Morrison, Audre Lorde and Aretha Franklin, whom the artist calls "Black matriarchs." Under each name is the first name's given meaning, the person's age at the time of their death and the date they died.

The tower installation, titled *Senait & Nahom | The Peacemaker & The Comforter*, bears the names of two people listed on the wall: An Eritrean woman, Senait, and her son, Nahom, migrants who died in a European detention center. The light towers pay tribute to them.

In the mirrors and light, which illuminates the

boxes from within, viewers see themselves reflected in the towers, adding to and multiplying the people represented in the artwork. "That was important for me," Makonnen says, "wanting people to see themselves in the work and also see themselves in the stories of these women and these individuals, and to connect with them in a way that would trigger reverence and respect."

Her use of mirrors also multiplies the view of the towers and their cross cutouts. "It looks like there are a million Ethiopia Coptic Orthodox crosses and a million light towers," she says.

Makonnen's exhibition showcasing these towers, now on display at the Smithsonian's National Museum of African Art, is called "Sanctuary." The Ethiopian crosses symbolize eternal life and connection, and given that a sanctuary is a place for refuge and safety and holiness, Makonnen's artwork provides some semblance of that for the spirits of the fallen and slain after their lives have ended.

The names on the wall, curator Kevin Dumouchelle, says, "reinforce this idea of the work as a sanctuary, as a memorial, a reflective space, where these names are

sanctified, remembered and memorialized through the retelling of their names."

For the exhibition, Dumouchelle put Makonnen's towers in conversation with other artworks from the museum's collections, such as actual 15th- to 17th-century metal Ethiopian crosses, traditional Ethiopian paintings of mother and child and contemporary Ethiopian photographs. The inclusion of these pieces connects Makonnen's work to the historical canon of Ethiopian art and relics.

Makonnen's heritage and surroundings have also provided essential influences on her art. Makonnen was born in Washington, D.C. to Ethiopian parents and had been enamored with the designs of Ethiopian crosses since childhood. She grew up around Ethiopians who were part of the student movement that fought against the dictatorship of Mengistu Haile Mariam in the 1980s that caused famine, economic decline and war in the country. "I grew up in a political home," she says. "Politics were discussed; imperialism was always discussed. And just growing up around D.C., protests were always happening."

Now, activism is an integral component

of her artistic practice. While not formally trained in studio art, Makonnen received mentoring from influential artists, including Ghanaian sculptor El Anatsui and American mixed-media sculptor Martha Jackson Jarvis.

In 2018, she was accepted into the District of Columbia Public Library's Makers-in-Residence program, after Jarvis suggested she apply. And because she had access to a laser cutter at the residency, she came up with the idea to create individual light boxes from acrylic mirrors. During the same year, she conducted an informal residency with Anatsui for three weeks where he showed her how to build a career as an artist—that's when she designed the light towers.

She also earned a place in the Smithsonian Artist Research Fellowship in 2019, allowing her to study the African art collection, including the Ethiopian crosses and artworks, and be inspired by it. Dumouchelle and a colleague saw Makonnen's light towers at a gallery in D.C. in 2019 and were taken with them. He thought the strong visuals connected contemporary issues with historic forms. "There was such a really direct application of her studying the Ethiopian Coptic Orthodox crosses, and sort of learning about those forms and applying that to our work, we just thought it told such a wonderful, multilayered, rich story for us that it was a clear winner for us," he says.

Through the individuals it honors, "Sanctuary" tells the stories of Black heartbreak and history, womanhood and motherhood, all while its towers glow and enliven the darkened space of the exhibition. "My greatest hope is that people will take the time to appreciate the scale of the stories that [Makonnen] is telling here," Dumouchelle says. He adds that he wanted to create an atmosphere "in which the light of these works, literally and metaphorically, emanates in the space and sort of creates that sort of quiet, reflective environment."

Ultimately, Makonnen's work seeks to honor Black lives lost and make those who see it more conscious of themselves and the larger world around them.

"I wanted to make people reflect on their lives because we think we're so important and actually we're not," she says. "There's so much more going on than just us."



# H O T M U S I C T A B L E

HOTTEST ARTISTS

FEBRUARY 13 - FEBRUARY 19, 2025

HOTTEST TRACKS

RANK	ARTIST	RADIO	TV	TOTAL PLAY
1	Yohana	56	12	68
2	Dawit Tsige	49	6	55
3	Mahlet Wendimu	44	8	52
4	Michael Belayneh	37	3	40
5	Haleluya Tekletsadik	33	5	38
6	Neway Debebe	34	0	34
7	Abdu Kiar	22	6	28
8	Veronica Adane	17	9	26
8	Zigi Zaga & Meselu Fantahun	20	6	26
9	Mastewal Eyayu	20	5	25
9	Mesay Tefera	18	7	25
10	Hana Girma	15	9	24

RANK	TRACK	ARTIST	RADIO	TV	TOTAL PLAY
1	Zim	Mahlet Wendimu	33	7	40
2	Yefikir Debdabe	Zigi Zaga & Meselu Fantahun	20	6	26
3	Yelebe	Haleluya Tekletsadik	23	0	23
4	Alemdim	Yared Negu	16	6	22
4	Bantelay	Hana Girma	14	8	22
4	Yitalesh feat. Samvod	Yohana	22	0	22
5	Tama feat. Yordanos (JoJo)	Yohana	16	4	20
6	Dar Dar	Dawit Tsige	17	2	19
7	Endet	Michael Belayneh	17	0	17
7	Gelagay	Yohana	9	8	17
8	Temelesh	Fikadu Tizazu	13	3	16
8	Yene Amel	Leul Sisay	9	7	16
9	Twist Ena Fiker	Kassahun Eshetu Kasseye	11	4	15
9	Demama	Dawit Tsige	11	4	15
10	Wuddie	Rahel Getu	4	10	14
10	Yan Medina	Mesay Tefera	9	5	14

THIS DATA IS GATHERED BY A 24/7 AUTOMATED RECORDING & ANALYZING ALL SYSTEM FROM 35 TV & RADIO STATIONS. THERE WERE MORE THAN 2,899 TOTAL MUSIC PLAYS ACROSS THE BROADCAST MEDIUM FOR THIS WEEK.  
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# SIKET BANK

## 2023/24 BUDGET YEAR FINACIAL PERFORMANCE REPORT OF SIKET BANK S.C

	2022/23 BUDGET YEAR FINANCIAL REPORT	2023/24 BUDGET YEAR FINANCIAL REPORT	COMPARED TO 2022/23 BUDGET YEAR
 SIKET BANK TOTAL DEPOSIT	3.6 BILLION BIRR	4.9 BILLION BIRR	↑ 36%
 SIKET BANK LOANS & ADVANCES	7.5 BILLION BIRR	9 BILLION BIRR	↑ 20%
 SIKET BANK TOTAL INCOME	1.68 BILLION BIRR	2.37 BILLION BIRR	↑ 42%
 SIKET BANK NET PROFIT	1.03 BILLION BIRR	1.6 BILLION BIRR	↑ 50%
 SIKET BANK TOTAL ASSETS	12.2 BILLION BIRR	15.9 BILLION BIRR	↑ 30%
 SIKET BANK TOTAL CAPITAL	5.9 BILLION BIRR	7.9 BILLION BIRR	↑ 31%
 SIKET BANK CUSTOMERS	457,508	537,428	↑ 17.5%
 SIKET BANK BRANCHES	151	151	

THE BASIS OF YOUR SUCCESS!



# Society

## AMPLIFYING BRANDS: The Power of the Right Brand Ambassador

By Aschalew Tamiru

I have written over 10 articles on branding-related topics on The Weekly Capital. Misconception about Branding, Basics to Successful Branding, Why Do Brands Matter, Can anything be Branded, How to Organize your Brands, Which Type of Logo Fits your business, How to Organize your Brands and Why to consider Rebranding are among others. In this article, I will be discussing about a brand ambassador.

In today's competitive market, the role of brand ambassadors has evolved into a powerful tool for shaping a brand's identity and connecting with consumers. A brand ambassador is more than just a spokesperson; they are the living embodiment of a company's values, playing a key role in boosting brand recognition and driving customer loyalty. This article delves into the significance of brand ambassadors, the evolution of the practice, and how companies can strategically choose the right ambassadors to amplify their brand's success. From celebrity endorsements to influencer marketing, the right partnership can make all the difference in enhancing a brand's credibility and visibility.

Branding literature generally describes a brand ambassador as an individual hired by a company or organization to represent and promote its products or services, helping to shape a positive public image. This role extends beyond traditional advertising, as brand ambassadors are expected to closely align with the company's core values, ethics, and overall identity. Through various channels, including social media, public appearances, and personal endorsements, they become trusted figures who influence customer perceptions, boost brand recognition, and drive sales by forming genuine connections with target audiences. Ultimately, brand ambassadors personify the essence of the brand, ensuring their behavior, communication, and public persona reflect the company's mission and goals. As history telling us, the concept of brand ambassadorship can be traced back to the early 20th century, but it gained widespread prominence in the 1950s and 1960s. The first known instance of a brand using an ambassador in the modern sense was by Coca-Cola in the 1920s, when they began using well-known figures to promote their products, a practice that later evolved into a more formalized strategy. However, it wasn't until the post-World War II era that the idea of celebrity endorsements and brand ambassadors became more structured and effective, particularly in the United States. The increasing influence of media, advertising, and popular culture played a significant role in expanding this concept, as companies saw the value in leveraging the fame and influence of public figures to enhance their brand image and reach new audiences.

The idea of using brand ambassadors was initially popularized in the United States, where companies recognized that celebrity endorsements could create a strong association between a product and its target demographic. As this practice grew, the use of brand ambassadors expanded to include athletes, actors, and musicians, who could connect with consumers on a personal

level and enhance a brand's credibility. Over time, the role of brand ambassador has evolved to include not just celebrities, but also influencers and individuals with large social media followings. Today, this strategy is used globally, with companies around the world adopting similar tactics to promote their products and build lasting relationships with customers.

Brand scholars put Brand personality as an essential concept in building a brand's identity, as it personifies the brand's core values and attributes, allowing consumers to connect with it on a deeper, more emotional level. It is often described using human characteristics, such as sincerity, excitement, competence, or sophistication. A well-defined brand personality not only helps to distinguish a brand from its competitors but also influences how customers perceive and interact with the brand. Whether a company wishes to be seen as youthful and adventurous or reliable and professional, its brand personality should resonate through every aspect of its communications, from marketing messages to customer service interactions. Understanding and defining this personality is crucial, as it sets the foundation for choosing the right brand ambassador who can truly represent these traits in a way that feels natural and authentic.

Contemporary branding literatures advise companies, when selecting a brand ambassador, it's vital to ensure their personal characteristics, public image, and values align seamlessly with the brand personality. A brand ambassador is the face of the brand, and their influence extends far beyond mere endorsements. They must embody the essence of the brand, acting as a true reflection of the company's personality. For example, a luxury brand might choose an ambassador who exudes elegance and sophistication, while a sportswear brand may opt for someone who embodies energy, strength, and performance; Adidas and Nike companies are good examples in this regard. If there's a disconnect between the ambassador's persona and the brand's personality, it can lead to mixed messages, eroding customer trust and damaging the brand's credibility. Therefore, when a company carefully matches its brand personality with an ambassador who authentically represents it, the result is a stronger, more genuine connection with the target audience, fostering loyalty and a clearer, more compelling brand presence.

In addition to expressing a brand's personality through a carefully chosen brand ambassador, companies also assign brand ambassadors as a strategic tool to boost their market share and stay ahead of the competition. A well-aligned brand ambassador can significantly enhance a brand's visibility and attract new customers, expanding the reach of the brand to a broader audience. By leveraging the ambassador's existing fanbase, social media following, or industry influence, a company can quickly gain traction in new markets or demographics that may have otherwise been difficult to penetrate. This helps to drive sales, expand the brand's presence in the market, and improve its competitive positioning against rival brands.

Moreover, brand ambassadors can serve as a valuable asset in creating credibility and trust in a company's products or services. When an influential individual endorses a brand, especially one who shares similar values and resonates with the target audience, it elevates the perceived quality and reliability of the brand. This endorsement can also serve as a form of social proof, which is highly persuasive in influencing customer decision-making. Additionally, a strong brand ambassador relationship can help to differentiate the brand from competitors, building a distinct and memorable image in the minds of consumers. As ambassadors can actively participate in product launches, advertising campaigns, and promotional events, their involvement ensures consistent brand messaging and engagement, further strengthening the company's standing in the market and ultimately driving long-term growth and success.

As brand scholars advise, Companies across various industries can benefit from assigning a brand ambassador, but the most suitable candidates are those seeking to build or reinforce a strong, recognizable brand identity, increase market visibility, and engage with specific target audiences.

**Customer Goods and Lifestyle Brands:** Companies in sectors such as fashion, beauty, and health often rely on brand ambassadors to establish a strong connection with their customers. For example, apparel and skincare brands use influencers or celebrities who embody the lifestyle and image their target demographic aspires to. These brands use ambassadors to humanize their products and create emotional connections, making them more appealing to their audience.

**Sports and Fitness Brands:** Sports brands like Nike or Adidas thrive by leveraging athletes and fitness influencers as brand ambassadors. These companies want ambassadors who can represent attributes like strength, performance, and resilience. Ambassadors like top athletes help these brands gain credibility, increase customer trust, and solidify their positioning as leaders in the sportswear and fitness industry.

**Technology and Electronics Companies:** For companies like Apple or Samsung, brand ambassadors can help convey innovation and cutting-edge technology to a broader audience. Technology brands typically use ambassadors who are perceived as forward-thinking and tech-savvy, helping to position their products as must-have items for those seeking the latest in tech advancements.

**Luxury Brands:** High-end brands such as Louis Vuitton or Rolex often choose celebrities or influential public figures as brand ambassadors. In this case, ambassadors embody the brand's luxury, sophistication, and exclusivity. A well-chosen ambassador reinforces the premium image and enhances the aspirational quality of the brand.

**Food and Beverage Companies:** Brands in the food and beverage sector, especially those focused on health-conscious, organic, or sustainable products, benefit from having ambassadors who resonate with their values. These ambassadors often advocate for healthy living, sustainability, or ethical sourcing, helping the brand connect with like-minded consumers who care about these issues.

**Travel and Tourism Brands:** Travel agencies, airlines, or hotel chains may assign brand ambassadors to promote destinations and experiences. Ambassadors in this industry help promote the brand's offerings through authentic storytelling and personal experiences, encouraging potential customers to trust and invest in the brand's travel services.

Overall, any company looking to elevate its public image, expand its customer base, or create more meaningful engagement with its audience can benefit from assigning a brand ambassador. The key is to ensure that the ambassador aligns with the company's values, mission, and target market, so their influence can help drive the desired outcomes.

Assigning a brand ambassador may not be the best strategy for every company or situation, and there are several scenarios when it might not be appropriate:

**Lack of Clear Brand Identity, Brand Personality:** If a company has not yet developed a clear and consistent brand identity particularly brand personality or struggles with its messaging, assigning a brand ambassador can be counterproductive and a liability. Without a well-defined brand personality, an ambassador may send mixed signals to consumers, resulting in confusion rather than reinforcing the brand's values. It's crucial that a company fully understands its own identity before bringing in a figure to represent it.

**Budget Constraints:** Brand ambassadorships, especially those involving well-known celebrities or influencers, can be costly. If a company is operating with a limited marketing budget, the investment in a brand ambassador might outweigh the potential returns, particularly if the brand is still in its early stages or lacks sufficient market penetration. In such cases, more cost-effective marketing strategies may be better suited to building brand awareness.

**Inconsistent Customer Experience:** If a company's products or services are not yet delivering a consistently positive customer experience, a brand ambassador might not have the desired impact. An ambassador can help attract attention and generate interest, but if the company's offerings don't meet customer expectations, the brand will quickly lose credibility. In this case, the company should first focus on product quality and customer satisfaction before investing in an ambassador.

**High Risk of Controversy:** Brands must be cautious when selecting ambassadors, as the wrong choice can lead to negative publicity. If a company's brand is in a sensitive or highly regulated industry, such as healthcare or finance, a brand ambassador could unintentionally cause controversy or lead to conflicts of interest, especially if their personal image or behavior doesn't align with the company's values. In situations where reputational risks are high, it might be better to focus on other forms of marketing and branding strategy.

**Short-Term Goals vs. Long-Term Strategy:** If a company is focused on short-term goals or quick product launches rather than building long-term brand equity, assigning a brand ambassador may not provide the desired results. Brand ambassadors are often most effective when companies are committed to long-term brand building and relationship development with consumers. If the focus is on fleeting trends, other forms of promotion like influencer marketing or direct advertising may be more suitable.

**Limited Audience/Target Market Reach:** If a company's target market is too niche or localized, a global or even national brand ambassador might not effectively reach the intended consumers. A more tailored, grassroots approach, such as community engagement or micro-influencers, might be better suited for brands with specific or smaller audiences.

In conclusion, while brand ambassadors can be powerful tools for enhancing brand visibility and credibility, companies should ensure they are ready for the responsibility and the strategic alignment required to make it successful.

*Aschalew Tamiru is the founder and CEO of HayaSebat Marketing and Branding PLC. With extensive experience in senior management roles across various companies, he has made significant contributions to the industry. Aschalew is also a producer and host of popular business radio and TV shows. He is the author of two books: Make a Difference with Customer Service and Denbegna Yikidem (in Amharic). A certified Management Consultant, he is passionate about empowering businesses and individuals to achieve success. You can contact him via [info@hayasebat.com](mailto:info@hayasebat.com) or +251 988 272 327*



# INVITATION TO TENDER

## DIGITAL PLATFORM FOR MARKET MONITORING

**Tender Reference #:** ITT/IN-SCI-ET-2025-002  
**Tender Title:** Development of a Digital Platform for Market Monitoring  
**Deadline:** 10 March 2025

Save the Children International (SCI) Ethiopia, the world's leading independent non-profit organization for children, invites qualified suppliers to participate in an Open Tender for ECHO-ECC, in collaboration with the Ethiopian Cash Working Group (ECWG), invites qualified consultants to submit proposals for developing a digital platform to harmonize market assessment and monitoring in humanitarian settings. The platform will integrate various reports, host harmonized tools, and feature a dashboard for real-time data analysis, supporting evidence-based decision-making.

### Scope of Work

#### The consultant will:

- ➔ Map existing market assessment efforts (e.g., WFP, JEOP, REACH)
- ➔ Develop a user-friendly, scalable digital platform
- ➔ Integrate market monitoring reports and tools
- ➔ Create a data visualization dashboard
- ➔ Train the ECWG for sustained platform management

### Eligibility Requirements

- ➔ Valid business license
- ➔ Consultant/company profile with relevant experience

➔ Work plan and methodology

➔ Financial proposal

### Submission Guidelines Technical Documents:

- ➔ Email to: [ethiopia.bidsubm@savethechildren.org](mailto:ethiopia.bidsubm@savethechildren.org)
- ➔ Subject: "Application for Developing a Digital Technology Platform for Market Monitoring for Ethiopia Cash Working Group (CWG)"
- ➔ Max attachment size: 15MB (split into two emails if needed)
- ➔ Note: This is a sealed inbox. No queries will be answered via this email.

### Financial Proposals:

- ➔ Submit physically to: Save the Children International, Ethiopia Country Office Near Meskel Square, Hyatt Regency Hotel, Addis Ababa

<https://shorturl.at/QZWkR>

To access Full document:  
Please use the above code  
as well as QR Code



Concern for Integrated Development (CFID)

## INVITATION FOR AUDIT SERVICES

Concern for Integrated Development (CFID) is a civil Society organization registered with FDRE and the Agency of Civil Society Organizations - ACSO under License No: 0456. We invite eligible and qualified audit firms to submit proposals to conduct an independent audit of its financial statements for the fiscal year ended December 31, 2024 in accordance with the guidelines set by the FDRE, the Accounting and Auditing Board of Ethiopia (AABE), and the ACSO and should comply with International Public Sector Accounting Standards (IPSAS) and include the following deliverables:

1. Consolidated Audit Report (3)
2. Management Letter

Audit Firms must demonstrate experience in auditing financial statements of CSOs., Provide valid and renewed TIN, VAT and Business Registration certificate and license from the AABE. They must submit a tentative date starting the Audit and the definite date to the completion time of the Audit works and the Audit fee to be charged for the service.

Deliverables are comprehensive Audit Reports covering all accounts and Associated Management Letter with audit findings and recommendations

### How to Apply

Interested audit firms are requested to submit their technical and financial proposals in sealed envelopes within 5 working days from the date of this announcement and delivered either in person or via postal mail to:

### CONCERN FOR INTEGRATED DEVELOPMENT (CFID)

P.O. Box: 120439 Email: [ops.cfid@gmail.com](mailto:ops.cfid@gmail.com)

Address: Addis Ababa, Ethiopia

Tel: +251 116524087 | +251 913494423

Note: Late submissions will not be considered. Only shortlisted firms will be contacted for further discussions.

## UNICEF REQUEST FOR PROPOSALS FOR

PROVISION OF CONSULTANCY SERVICES TO DEVELOP BASELINE REPORT AND PROJECT FINAL ASSESSMENT OF EIGHT (8) TOWN WATER UTILITIES UNDER THE "TECHNICAL AND MANAGERIAL SUPPORT FOR STRENGTHENING CLIMATE RESILIENT SYSTEMS AND CAPACITY FOR BETTER WASH SERVICE DELIVERY IN THE SCRS WASH PROGRAMME INTERVENTION REGIONS" PROJECT.

### LRFP-2025-9195574

Topic- UNICEF (Ethiopia) wishes to request eligible bidders to participate in a Request for Proposal (LRFP) for PROVISION OF CONSULTANCY SERVICES TO DEVELOP BASELINE REPORT AND PROJECT FINAL ASSESSMENT OF EIGHT (8) TOWN WATER UTILITIES UNDER THE "TECHNICAL AND MANAGERIAL SUPPORT FOR STRENGTHENING CLIMATE RESILIENT SYSTEMS AND CAPACITY FOR BETTER WASH SERVICE DELIVERY IN THE SCRS WASH PROGRAMME INTERVENTION REGIONS" PROJECT.

**Details of this bid's requirements and eligibility criteria can be found in the bid document.**

Interested and eligible bidders can get the bid document with the below links; [2merkato.com https://tender.2merkato.com/tenders/67b2e148adcb6604610f2230](https://tender.2merkato.com/tenders/67b2e148adcb6604610f2230)

Any query or clarification regarding this bid shall be sent through an email to [supplyaddisababa@unicef.org](mailto:supplyaddisababa@unicef.org) before or on **05 March 2025**. While sending your request for clarification, please ensure that you specify the LRFP number in the subject email, and provide the name of your company, contact person, email, and mobile number.

The due date for submission of proposals/Bids to the UNICEF Addis Ababa Office is on or before **2:00 PM (East African Time) on 10 March 2025**. Please read the LRFP for detailed requirements and due dates.

Please quote the respective LRFP (request for proposal) numbers with the request for the LRFP-9195574-2025 PROVISION OF CONSULTANCY SERVICES TO DEVELOP BASELINE REPORT AND PROJECT FINAL ASSESSMENT OF EIGHT (8) TOWN WATER UTILITIES UNDER THE "TECHNICAL AND MANAGERIAL SUPPORT FOR STRENGTHENING CLIMATE RESILIENT SYSTEMS AND CAPACITY FOR BETTER WASH SERVICE DELIVERY IN THE SCRS WASH PROGRAMME INTERVENTION REGIONS" PROJECT.

**ADDRESS: UNICEF Ethiopia, UNECA Compound, Zambezi Building, 2<sup>nd</sup> floor Supply Section, Addis Ababa, Ethiopia.**



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WERETA INTERNATIONAL BUSINESS PLC



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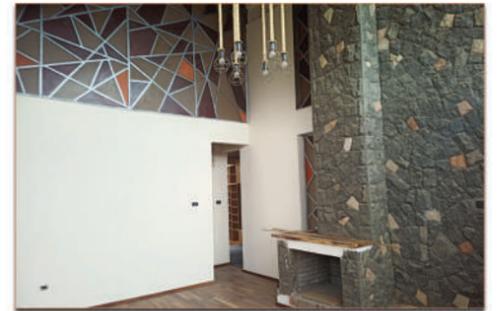
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# House For Rent



**Very unique ground +3** house available for rent located in Lebu/Mekanissa inside Yotek Real Estate close to the African Union. House sits on 300sqm of land with the actual house resting on 186sqm with the rest divided between a six car parking area and garden. In addition, you also have 200sqm of garden area exclusively for the use of the renter. Inside living area is 480sqm.

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**Ground Floor:** Family room with fireplace, guest bedroom with in suite bathroom and closets, laundry room, maid's room and bathroom and 1st kitchen.



**1st Floor:**  
Living/dining room with fireplace, 2nd kitchen, office/bedroom with in suite bathroom, bedroom with closet, bathroom.

**2nd Floor:**  
Master bedroom with in suite walk in closet with Jacuzzi tub and fireplace, 2 bedrooms with closet and adjoining bathroom.

**3rd Floor:**  
Large open concept area that can be used for a multitude of purposes as the renter wishes.

**For more information please call: 0911-215483 / 0911-403666**





# United Nations Development Programme



Empowered lives.  
Resilient nations.

## Bid for Sale of Used Vehicles-ETH4970

United Nations Development Programme (UNDP) Ethiopia would like to sale the following used vehicles on 'As-is-where is' bases through competitive bidding. Interested bidders are therefore invited to submit their bids as per the following instructions:

### I. Pre-Bid submission

- Bid Documents can be found on the following link: [https://procurement-notices.undp.org/view\\_notice.cfm?notice\\_id=98555](https://procurement-notices.undp.org/view_notice.cfm?notice_id=98555)
- Prospective Bidders can inspect the vehicles from 10:00 A.M. to 12:00 P.M. at UNECA compound only on, **February 24,26,28, March 3,5, and 6, 2025.**
- Prospective Bidders who want to inspect the vehicles should send their:
  - Full name**
  - Phone number.**

Only by e mail sending to [ermias.abebe@undp.org](mailto:ermias.abebe@undp.org) two (2) days before the inspection date.
- Prospective bidders are required to bring a valid ID or passport to the ECA compound on the designated inspection date and time.

### II. Bid Submission (Mandatory and reason for Disqualification)

#### Document preparation.

- Bidders can submit their bid for more than one vehicle.
- Bidders should prepare their document using the **bid form and bid price submission form** that will be found on the official site indicated on the instruction **Article-I – No 1**
- Bids are not accepted that are handwritten (all documents must be in LaserJet printed)
- Bidders shall furnish bid security (CPO) from any bank **ETB 50,000.00 (ETB Fifty thousand)** for each vehicle they participated in. However, they must prepare separate CPOs for the individual vehicle (Example: if bidder participate for 2 vehicles the bidder shall furnish two separate CPOs for each vehicle)
- The name on the BID bond must be the same as the Name on the bid document.
- Bid Security (CPO) should be prepared in the name of: UNDP Representative – Account No. **100003015959** Commercial Bank of Ethiopia

#### Bid submission.

- The last day of submission of bids is **7<sup>th</sup> of March 2025 12:00 PM.** (Late submission will be disqualified)
- Bid Documents must **ONLY** be submitted through UNDP Ethiopia secured email address: [procurement.et@undp.org](mailto:procurement.et@undp.org)
- Bid documents shall include:
  - Bid form duly signed (Name, Signature, telephone no)

- Bid price submission form duly signed (Name, Signature, telephone no)
- Scanned copy with CPO Bid bond.

- Original CPO shall be submitted to UNDP registry at CONGO bld. 6th floor requesting a gate pass via email to [ermias.abebe@undp.org](mailto:ermias.abebe@undp.org) prior the deadline of submission and at working hours.
- Up on submission of original bid bond the bidder should bring the printed copy of the bid **submission email** along with the original CPO.

### III. Post bid submission.

#### A. BID OPENING

- UNDP shall perform the bid opening thorough an internal bid opening committee and There is NO public bid opening.
- UNDP shall inform the bid process through the email address that will be indicated on the bidder's submission document. No telephone communication is allowed.

#### B. AWARD AND WINNING

- The awarded Bidder shall be informed through email and an official call through the Tel no indicated on the bid document.
- Bid winners are required to deposit the full amount **within 7 working days** of the notification of the winning price to the following account.  
UNDP Representative – Account No. **100003015959**
- If winners do not submit their payment within the indicated time interval, UNDP will pass the winning to the next higher winning bidder, and CPO of the first winner bidder will be forfeited by UNDP.
- Bidders that paid the winning bid amount must collect the vehicles from the compound within 5 working days after the payment. In case the winning bidder does not collect the vehicles within the indicated time the bidders will pay an **ETB 2,000.00 (ETB Two Thousand)** per day as a holding cost of the vehicle for another 30 days.
- Unsuccessful bidders' CPOs will be returned after UNDP has shared a notification through respective emails of the bidders, on collections of their CPO. However, CPOs of bidders that are 2<sup>nd</sup> and 3<sup>rd</sup> highest of any bid will be kept until the winning bidder finalizes the process.
- UNDP shall not be responsible for unsuccessful bidders that fail to collect their bid security within six-month time from the collection notification.
- Bid winners are responsible to settle any government **duties/taxes** as may be applicable before receipt of the vehicles.
- UNDP reserves the right to call off the bid at any time of the bidding process or reject any or all bids.
- Please see below details of the vehicles.

No	Type	Chassis Number	Engine Number	Year of Mfr./ importation to the Country	Plate No
01	Toyota Land Cruiser	JTEEB71J207018731	1HZ-0731632	2012	UN-0633
02	Toyota Land Cruiser	JTEEB71J807002338	1HZ-0579835	2008	UN-0788
03	Nissan Patrol	JN1TCSY61Z0584706	TD42-224812	2012	UN-0225

**UNDP Ethiopia Country Office, UNECA Congo Building 6th floor, Africa Hall**  
**P.O. Box 5580, Tel: +251115444408, Fax +251115514599**



# DORALEH MULTI-PURPOSE PORT

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### CONTAINER TERMINAL

BEST  
PERFORMING  
DEEPSEA

### BREAK BULK

ULTIMATE PORT  
FOR SPECIAL &  
PROJECT CARGO

### DRY BULK

SPECIALIZED  
INFRASTRUCTURES  
SOLUTION FOR  
PANAMA VESSELS

