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ETHIOPIA APPROVES GMO MAIZE FOR COMMERCIAL PRODUCTION

By Muluken Yewondwossen

In a historic move, Ethiopia has approved the commercial release of insect protected maize, following several years of rigorous efforts. Alongside transgenic maize, the government has also authorized the commercialization of genetically modified (GM) cotton varieties.

The decision, made by the National Variety Release Committee (NVRC), represents a

significant advancement for the country's agricultural sector.

Granted early last week, the approval includes the highly anticipated TELA maize varieties, which have been genetically modified for insect resistance and drought tolerance. Additionally, the NVRC approved the release of Bt-GT cotton, a variety designed to withstand bollworms, a major pest in cotton cultivation.

Developed through the public private

partnership, TELA Maize project, the TELA maize varieties were developed with main aim to protect the maize crop against stem borers and fall armyworms (FAW), pests that have long plagued Ethiopian farmers.

These new TELA varieties offer a yield advantage of up to 60% compared to conventional maize varieties. Experts emphasize that the transgenic maize not only enhances grain quality but also reduces the need for chemical insecticides, lowering production costs while minimizing environmental and health risks.

Tesfaye Disasa (PhD), the TELA Maize

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NBE rule limits small banks' access to SEZs, experts see merger push

By our staff reporter

The National Bank of Ethiopia (NBE) has issued a draft directive that excludes small and newly established financial firms from operating branches in Special Economic Zones (SEZs).

Experts suggest this decision is part of a broader strategy to encourage mergers among banks.

Released this week alongside two other directives—one addressing insurance business regulations and another related to minimum reserve requirements for banks—the draft directive stipulates that only banks with a market share of at least 2% of the total assets in the banking sector can open branches in SEZs.

According to Article 4.6.1 of the directive, a bank's total assets must constitute at least 2% of the sector's total assets, based on the latest fiscal year-end calculations.

Industry experts estimate that a bank seeking to operate in an SEZ would need a total capital of at least 66 billion birr, based on last year's figures. As of the end of the 2023/24 financial year, the total assets of Ethiopia's banking sector stood at approximately 3.3 trillion birr, reflecting a 15.2% increase from the previous year. Loans, advances, and bonds were the primary drivers of this growth, accounting for 66.9% of total assets.

However, experts note that very few banks, apart from state-owned institutions like the Commercial Bank of Ethiopia (CBE) and the Development Bank of Ethiopia (DBE), meet the 2% threshold.

The CBE, Ethiopia's largest bank, holds 43.5% of the sector's total assets, with its assets reaching 1.35 trillion birr as of June 30, 2024, according to its annual report and the NBE's Financial Stability Report.

▶ Page 6

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ARMENIA AND ETHIOPIA: FORGING A FUTURE BUILT ON CENTURIES OF SHARED HISTORY

Ambassador Sahak Sargsyan discuss the historic connections, current collaborations, and future prospects for partnership between these two unique nations

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The Battle of Adwa: A Pivotal Moment in African History

On March 1, 1896, the Battle of Adwa marked a pivotal moment in African history, as Ethiopian forces led by Emperor Menelik II decisively defeated the Italian army. This victory not only preserved Ethiopia's independence but also sent a powerful message across the continent, shaping the future of Africa in profound ways.

The Battle of Adwa was a beacon of hope for African nations facing colonialism. It demonstrated that African armies could resist and defeat European powers, inspiring other nations to fight for their freedom. This victory preserved Ethiopia's sovereignty, making it the only African nation to avoid colonization by European powers during the Scramble for Africa. The preservation of independence was not just a national achievement but a continental symbol of resistance against colonial domination.

Ethiopia's success at Adwa was a testament to the strength of African leadership and the resilience of its people. Emperor Menelik II's strategic leadership and the bravery of Ethiopian warriors showcased the capacity of African nations to defend their territories against foreign invasion. This achievement resonated deeply across Africa, inspiring other nations to resist colonial rule and fight for their independence.

Adwa's impact extended beyond Ethiopia's borders, fostering a sense of unity and resistance among African nations. It became a symbol of African pride and resilience, galvanizing the Pan-African movement. Leaders like Marcus Garvey and Kwame Nkrumah drew inspiration from Adwa, advocating for African unity and self-determination. The battle served as a powerful reminder that African nations could achieve great things when united and determined.

The Pan-African movement, which emerged in the early 20th century, was deeply influenced by the spirit of Adwa. It emphasized the need for African nations to come together, share experiences, and support each other in their struggles against colonialism. The movement's ideals of unity, solidarity, and collective action were inspired by the bravery and determination shown by Ethiopia during the Battle of Adwa.

The Battle of Adwa is deeply ingrained in Ethiopian culture and identity, symbolizing bravery and patriotism. It has inspired countless works of art, literature, and music, celebrating the heroism of Ethiopian warriors. This cultural significance extends beyond Ethiopia, as Adwa is celebrated across Africa as a testament to African strength and determination.

In Ethiopia, Adwa is commemorated annually with grand festivities and ceremonies. The event is marked by parades, cultural performances, and speeches that reflect on the battle's significance and its impact on Ethiopian history. The celebration serves as a reminder of the nation's rich heritage and its ability to defend its sovereignty against all odds.

Globally, Adwa challenged the notion of European superiority and highlighted the capabilities of African armies. It forced European powers to reassess their strategies in Africa, leading to more cautious approaches in their colonial endeavors. This shift in perception contributed to the eventual decolonization of Africa, as European powers began to recognize the strength and resilience of African nations.

The Battle of Adwa also had diplomatic implications. It led to increased international recognition of Ethiopia as a sovereign state, paving the way for its membership in international organizations like the League of Nations. This recognition was crucial for Ethiopia's continued independence and its role in global affairs.

Today, the Battle of Adwa is commemorated annually in Ethiopia and celebrated across Africa. It serves as a reminder of the continent's rich history and its capacity for resistance and resilience. The legacy of Adwa continues to inspire African nations to assert their sovereignty and cultural identity on the global stage.

In recent years, there has been a renewed interest in Adwa's history and significance. Scholars and historians have revisited the battle, highlighting its importance in African and world history. This renewed focus has led to a greater understanding of Adwa's impact on African identity and its role in shaping the continent's future.

As Africa continues to navigate its place in the world, the lessons of Adwa remain relevant. The battle teaches us about the power of unity and determination in the face of adversity. It reminds us that African nations have the strength and resilience to overcome challenges and achieve great things when they work together.

In an era where globalization and international cooperation are increasingly important, the spirit of Adwa encourages African nations to assert their sovereignty while engaging with the world on their own terms. It emphasizes the need for African leaders to prioritize unity, solidarity, and collective action in addressing the continent's challenges.

The Battle of Adwa was more than a military victory; it was a defining moment in African history that shaped the continent's future. It inspired resistance against colonialism, fostered Pan-African unity, and preserved cultural identity. As Africa continues to grow and evolve, the legacy of Adwa remains a powerful symbol of African strength and resilience.

In celebrating Adwa, we honor not just a historical event but a spirit of resistance and determination that continues to inspire generations. The battle's impact on African history and identity serves as a reminder of the continent's rich heritage and its capacity for greatness. As we look to the future, the lessons of Adwa will continue to guide us, reminding us of the power of unity and the importance of preserving our sovereignty and cultural identity.



Colonising Africa: What happened at the Berlin Conference of 1884-1885?

It was the late 19th century and European nations were beginning to look at the African continent as a more permanent resource base for their newly growing industrial sectors.

More than the ongoing trade between the two continents that had run for decades, though, the Europeans wanted direct control of Africa's natural resources. In addition, these countries aimed to "develop and civilise Africa", according to documents from that period.

Thus began the mad "Scramble for Africa", as it would later be called. Great Britain, Portugal, France, Germany, and King Leopold II of Belgium began sending scouts to secure trade and sovereignty treaties with local leaders, buying or simply staking flags and laying claim to vast expanses of territory crisscrossing the continent rich with resources from palm oil to rubber.

Squabbles soon erupted in Europe over who "owned" what. The French, for example, clashed with Britain over several West African territories, and again with King Leopold over Central African regions.

To avoid an all-out conflict between the rival European nations, all stakeholders agreed to a meeting in Berlin, Germany in 1884-1885 to set out common terms and manage the colonisation process.

No African nations were invited or represented.

What was the Berlin Conference about?

In November 1884, German Chancellor Otto von Bismarck took up the task of calling for and hosting the conference in Berlin at the Reich Chancellery, his official residence on 77 William Street.

For months leading up to that, French officials, in missives to Bismarck, had raised worries about Britain's gains, especially its control of Egypt and the Suez Canal transport route. Germany, too, was worried about conflicting areas with the British, such as Cameroon.

The Bismarck-led talks lasted from November 15, 1884 until February 26, 1885. On the agenda was the clear mapping and agreement of who owned which area. Regions of tax-free commerce and free navigation, particularly in the Congo and Niger River basins, were also to be clarified.

Who attended?

Ambassadors and diplomats from 14 countries were present at the meeting.

Four of them – France, Germany, Britain, and Portugal – already controlled the most African territory and were thus the chief stakeholders.

Belgium's King Leopold also sent emissaries to secure recognition of the "International Congo Society", an association formed to establish his personal control of the Congo Basin.

No African leader was present. A request by the Sultan of Zanzibar to attend was dismissed.

Aside from those were nine other countries, most of whom would end up leaving the conference with no territory at all. They were:

- Austria-Hungary
- Denmark
- Russia
- Italy
- Sweden-Norway
- Spain
- Netherlands
- Ottoman Empire (Turkey)
- United States of America (US)

What was the outcome?

Over three months of haggling, European leaders signed and ratified a General Act of 38 clauses that legalised and sealed the partition of Africa. The US ended up not signing the treaty because domestic politics at the time began to take an anti-imperialist turn.

- The colonising nations drew up a ragged patchwork of new African colonies, superimposed on existing "native" nations. However, many of the actual borders recognised today would be finalised at bilateral events after the conference, and following World War I (1914-1918) when the Ottoman and German Empires fell and lost their territories.

- In addition, the General Act internationalised free trade on the Congo and Niger River basins. It also recognised King Leopold's International Congo Society which was controversial because some questioned its private property status. However, Leopold claimed he was carrying out humanitarian work. Areas that ended up under Leopold, known as the Congo Free State, would suffer some of the worst brutalities of colonisation, with hundreds of thousands worked to death on rubber plantations, or punished with limb amputations.

- Finally, the Act bound all parties to protect the "native tribes ... their moral and material wellbeing", as well as further suppress the Slave Trade which was officially abolished in 1807/1808, but which was still ongoing illegally. It also stated that merely staking flags on newly acquired territory would not be grounds for ownership, but that "effective occupation" meant successfully

establishing administrative colonies in the regions.

Who 'got' which territories?

Western "ownership" of African territories was not finalised at the conference, but after several bilateral events that followed. Liberia was the only country not partitioned because it had gained independence from the US. Ethiopia was briefly invaded by Italy, but resisted colonisation for the most part. After the German and Ottoman empires fell following World War I, a map closer to what we now know as Africa would emerge.

This list illustrates which colonial rulers claimed the continent in the early 20th Century:

- **France:** French West Africa (Senegal), French Sudan (Mali), Upper Volta (Burkina Faso), Mauritania, Federation of French Equatorial Africa (Gabon, Republic of the Congo, Chad, Central African Republic), French East Africa (Djibouti), French Guinea, Côte d'Ivoire, Dahomey (Benin), Niger, Tunisia, Algeria, Morocco, Libya
- **Britain:** Cape Colony (South Africa), Rhodesia (Zimbabwe), Bechuanaland Protectorate (Botswana), British East Africa (Kenya), Northern Rhodesia (Zambia), Nyasaland (Malawi), Royal Niger Company Territories (Nigeria), Gold Coast (Ghana), Anglo-Egyptian Sudan (Sudan), Egypt, British Somaliland (Somaliland)
- **Portugal:** Portuguese East Africa (Mozambique), Angola, Portuguese Guinea (Guinea-Bissau), Cape Verde
- **Germany:** German Southwest Africa (Namibia), German East Africa (Tanzania, Rwanda, Burundi), German Kamerun (Cameroon), Togoland (Togo)
- **Belgium:** Congo Free State (Democratic Republic of the Congo)
- **Italy:** Italian Somaliland (Somalia), Eritrea
- **Spain:** Equatorial Guinea (Rio Muni)

What did the conference change?

Historians point out that unlike what is widely believed, the Berlin Conference did not kick-start the colonisation process; instead, it accelerated it.

While only about 20 percent of Africa – mainly the coastal parts of the continent – had already been staked by European powers before the conference, by 1890, five years after it, about 90 percent of African territory was colonised, including inland nations.

Colonialists were believed to have largely disregarded previous alignments and grouped peoples of different cultures and languages together, even groups that were never friendly towards each other.

But there are also those, like researcher Jack Paine, who say the conference itself was of little consequence: That some African countries were already mapped out in earlier expeditions, and that many of the borders we recognise now would not be formalised until much later.

"The Conference itself established little in the way of making states, with the lone exception of creating today's Democratic Republic of the Congo," Paine, a political studies lecturer at Emory University told Al Jazeera, referring to the then Congo Free State.

"The reason the conference convened in the first place was because Europeans had already initiated a 'scramble' for African territory," he added. "It is difficult to give much credence to the standard idea that the Berlin Conference was a seminal event in the European partition of Africa."

Resources were looted; culture and resistance subjugated.

Even after African leaders successfully fought for independence and most countries became liberated between the 1950s and 1970s, building free nations was difficult due to the damage of colonisation, researchers say.

Because of colonialism, Africa "had acquired a legacy of political fragmentation that could neither be eliminated nor made to operate satisfactorily", researchers Jan Nijman, Peter Muller and Harm de Blij wrote in their 1997 book *Realms, Regions, and Concepts*.

Following independence, civil wars broke out across the continent, and in many instances, caused armies to take power, for example in Nigeria and Ghana. Political theorists link that to the fact that most groups were forced to work together for the first time, causing conflict.

Meanwhile, military governments would continue to rule many countries for years, stunting political and economic development in ways that are still obvious today, scholars say. Former colonies such as Mali and Burkina Faso, both led by the military, have now turned against France because of perceived political interference they say is an example of neo-colonialism.

In a famous quote, Julius Nyerere, the former Tanzanian president, articulated what researchers agree is the current state of Africa: "We have artificial 'nations' carved out at the Berlin Conference in 1884, and today we are struggling to build these nations into stable units of human society ... We are in danger of becoming the most Balkanised continent of the world."

Capital
THE POWER THAT PROMOTES FAIR CHANGES

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ABULKHASE UNVEILS COMPREHENSIVE DATA CENTER SOLUTIONS

By Eyasu Zekarias

Abulkhase PLC, a leading player in Ethiopia's industrial equipment sector, has recently showcased its enhanced data center solutions, emphasizing forecasting, efficiency, and strategic partnerships. The company highlighted its commitment to partnering with industry leaders Rittal and Riello to provide complete and reliable data center infrastructure.

The main focus of the event was on creating a predictable data center future. Through its partnership with Rittal, Abulkhase PLC has delivered a full suite of solutions, including cladding, power distribution, climate control, automation, and IT infrastructure. This is complemented by the integration of Riello's Multi Power2 Modular UPS, which ensures uninterrupted power supply stability—a critical component for any modern data center.

"Our vision is to provide high-quality, reliable, and efficient solutions for the Ethiopian market," said Abdulrahman Aboubaker, COO of Abulkhase PLC. "Through our strategic partnerships with Rittal and Riello, we are meeting the growing demand for robust and scalable data center infrastructure."

Riello's Multi Power2 UPS, a next-generation modular system, was a key focus. It is designed to offer higher power levels and easier integration, providing

improved operational efficiency and flexibility while reducing initial investment and ongoing costs. This technology is crucial in a market where reliable power is essential.

The event also explored critical data center trends, including sustainability, AI integration, and enhanced security. Abdulrahman emphasized his commitment to staying ahead of these trends by ensuring solutions that meet the growing needs of his customers. Discussions also centered on affordability and addressing the unique challenges of the Ethiopian market.

Abulkhase PLC's holistic approach extends beyond providing tools. The company offers a range of services, including financing solutions such as leases and duty-free sales through bonded warehouses, comprehensive training programs, and robust after-sales support.

With its history dating back to 1988, Abulkhase PLC has established itself as a trusted supplier in the construction, industrial, agriculture, and leasing sectors. The company's focus on integrity, experience, and preparation for change makes it a key driver in Ethiopia's technological development. The consolidated data center offerings, backed by strong partnerships, represent Abulkhase PLC's commitment to building a strong and reliable digital future for Ethiopia.

NISCO'S WEEKLY MESSAGE



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EPPS to introduce new directive enhancing client role in public procurement

By our staff reporter

The Ethiopian Public Procurement Service (EPPS) has announced an upcoming directive aimed at enhancing the role of clients in securing procured goods and services, following the recent amendments to the procurement proclamation. This directive is expected to be issued in the coming weeks.

This development was discussed during a meeting with suppliers and central government offices to review operations for the first half of the 2024/25 budget year.

The EPPS also emphasized its ongoing implementation of the electronic government procurement (eGP) system, a crucial initiative designed to modernize procurement processes and combat illegal activities.

Asmare Yigezu, the Director General of EPPS, acknowledged that while the transition to eGP has faced initial challenges, it is a significant advancement in improving transparency and efficiency.

"We had planned to manage even more procurement during this period, but our limited experience with the new system

slowed us down. Last year, we barely utilized the modern procurement scheme due to our unfamiliarity with it," Asmare explained.

He also addressed concerns regarding delayed payments by some public offices for services or products received, expressing optimism that the new directive will help resolve these issues.

The forthcoming directive, expected to be issued by the Public Procurement and Property Authority within a month, will introduce call-off contracts.

These contracts will enable individual public offices to directly manage their procurement of commonly used items, while the EPPS will oversee the process as the higher authority.

"The new directive will allow clients to communicate directly with suppliers for commonly used items, thereby reducing waste and minimizing delays in supply or payment," Asmare told Capital.

The directive, which has undergone more than three years of revisions, is set to transform Ethiopia's public procurement system. This follows the ratification of a new proclamation last year, which amended

the 2009 "Procurement and Property Administration Proclamation 649/2009."

The updated proclamation aims to align Ethiopia's procurement practices with international standards and improve the country's procurement rating.

State-owned enterprises (SOEs), including Ethiopian Airlines, Ethiopian Shipping and Logistics, and Ethio Telecom, have expressed concerns about the applicability of the proclamation, particularly in relation to their competition with private sector players.

These concerns are anticipated to be addressed in the upcoming directive.

In the first six months of the 2024/25 budget year, the EPPS successfully executed procurement worth 3.2 billion birr for central government offices and universities. Notably, all framework agreement procurements during this period were carried out through the eGP system, marking a milestone in the modernization of Ethiopia's procurement processes.

Asmare acknowledged that although the EPPS was intended to lead the adoption of the eGP system, delays linked to inadequate handling by previous

leadership hindered its implementation.

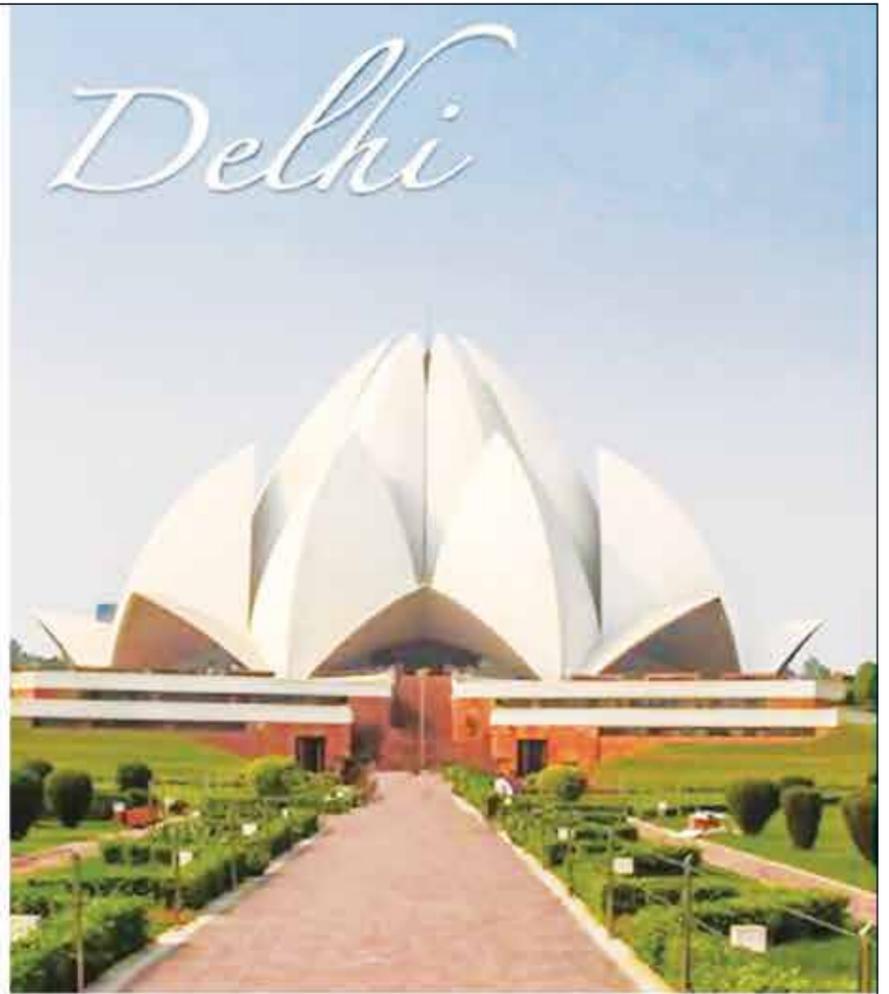
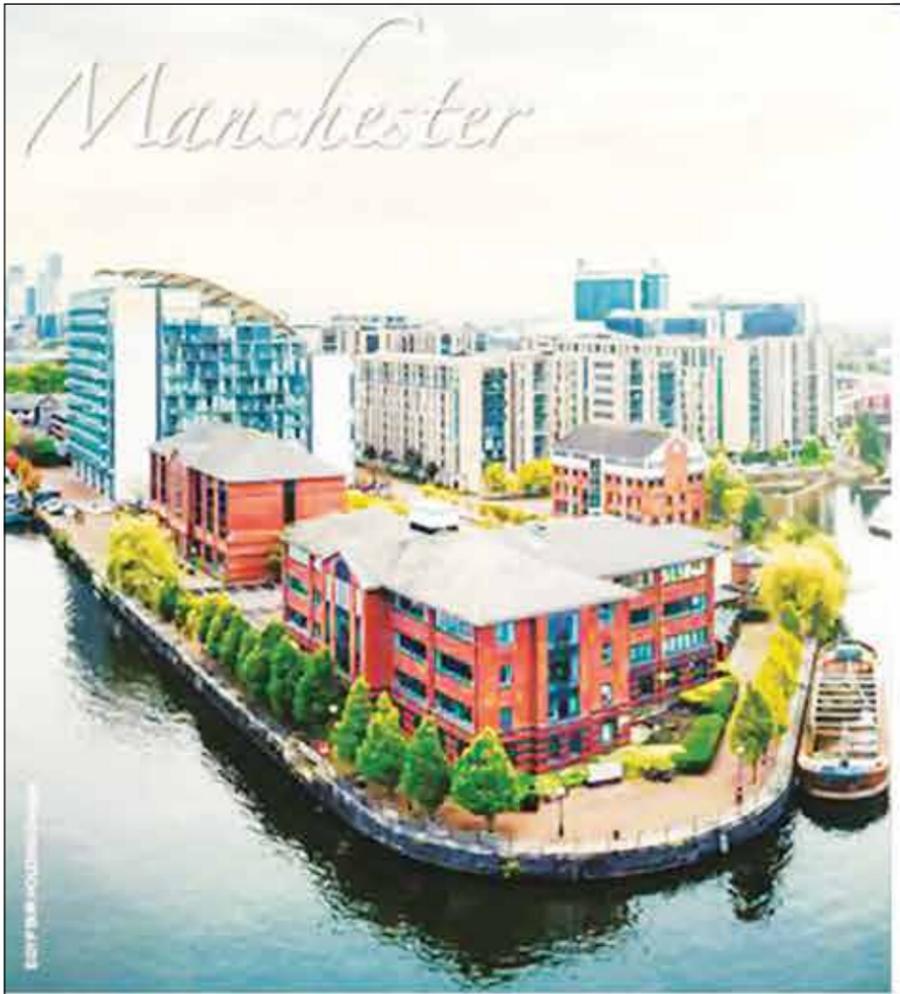
He underscored the system's significance in tackling challenges associated with framework agreement procurement, despite facing initial operational obstacles. "The eGP system was not originally designed with these specific procedures in mind, which led to some difficulties," he noted.

Looking forward, Asmare expressed confidence that the new directive will address most existing issues in the public procurement system.

The eGP system is expected to streamline processes, reduce inefficiencies, and enhance accountability. As the EPPS adapts to the new system, it aims to expand procurement activities and improve service delivery to government institutions and higher education facilities nationwide.

The shift to electronic procurement signifies a major transformation in Ethiopia's public procurement landscape, aligning with global best practices and promoting greater transparency in government operations. With the new directive, Ethiopia is well-positioned to make significant strides in modernizing its procurement system and ensuring efficient service delivery.

AUCTION RESULT Thursday, February 20 th , 2024		The 17 th OMO auction result for Liquidity-Absorbing Open Market Operation	
Auction No.	OMO-Auction No.17	Total allotted amount (in Millions of Birr):	40,000.0
Date of Auction	February 20/2025	Fixed Interest Rate	15%
Type of Operations	2-Weeks-Deposit Taking Operation	Start date of the operations	February 20/2025
Total amount of bids submitted by participants (in Millions of Birr)	40,000.0	Maturity date of the operations	March 6/2025
Number of bidders	3	Settlement Date	February 20/2025





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INSURANCE: GROSS PROFIT IN MILLION ETB AS OF JUNE 30, 2023

Nyala Insurance:

75.6

(18.3%)

Lucy Insurance:

46

(17%)

Nib Insurance:

291

(68.4%)

Nice Insurance:

97

(10.2%)

Nile Insurance:

330

(45.3%)

Ethiopia approves GMO . . .

Continued from page 1

project country coordinator at the Ethiopian Institute of Agricultural Research (EIAR), described the approval as a major milestone for Ethiopian agriculture. The TELA maize seed will be made available to Ethiopian smallholder farmers royalty-free through local seed companies.

He noted that the process took seven years, including five years for biosafety approval process and an additional two years for variety release approval. The biosafety regulation mainly focused on assessment of risks associated with transgenic maize hybrids on human and animal health as well as on environment. TELA maize is proved to be safe for human and animal consumption and has no environmental impact. Besides, the grain of insect protected maize is free from mycotoxins and safer than FAW infected conventional maize.

"This is a great success for Ethiopian agriculture, particularly for small-scale farmers who dominate the sector," Tesfaye told Capital.

The current development is in line with

the government policy to ensure food and nutritional security through the applications of Bio and Emerging technologies.

He also mentioned that similar transgenic maize varieties have already been successfully commercialized in other African countries like Nigeria, Kenya, and South Africa.

The TELA maize has been extensively tested in Ethiopia's rift valley region, where it proved resilient to drought and pests.

Tesfaye emphasized that these new varieties will significantly reduce farmers' reliance on costly pesticides, thereby lowering labor costs and providing environmental and health benefits.

In addition to maize, the NVRC approved the release of Bt-GT cotton, which is resistant to bollworms and can significantly reduce cotton yields if not managed properly. The committee approved one of the two BtGt cotton varieties submitted for approval, with a total of four varieties, including the two in question, undergoing trials.

Dereje Girma (PhD), Director of EIAR's Agri-biotechnology Directorate and Bt-GT Coordinator, recently told Capital that the new cotton variety was rigorously tested for its effectiveness against glyphosate herbicides and bollworms, as well as its adaptability, yield potential, and fiber quality.

Ethiopia currently produces approximately 50,000 metric tons of cotton annually, but demand from the textile sector is projected to reach 200,000 metric tons within the next two years.

The introduction of Bt-GT cotton is expected to be pivotal in meeting this demand. Confined field trials indicate that this genetically modified cotton yields between 48 to 57 quintals per hectare, which is significantly higher than the 32 quintals produced by local varieties.

The approval of GMO crops aligns with Ethiopia's 15-year National Cotton Development Strategy, which aims to produce 1.1 million metric tons of cotton from one million hectares of land. This strategy also sets a goal for annual cotton exports of 50,000 metric tons, with the potential to generate up to USD 125 million in revenue.

Ethiopia's move toward adopting GMOs is part of its effort to position itself as a leader in Africa's textile and apparel industry. This decision also addresses the prevalent issue of illegally imported GMO seeds, highlighting the need for regulated and scientifically validated crop varieties.

According to experts, the commercial release of TELA maize and Bt-GT cotton signifies a transformative moment for Ethiopia's agricultural sector.

By embracing genetically modified crops, the country aims to enhance food security, increase farmers' incomes, and minimize environmental impacts.

As Ethiopia progresses with these innovations, the focus will be on ensuring sustainable production and maximizing benefits for small-scale farmers, who are the backbone of the nation's agriculture.

At the time of reporting, efforts to obtain further comments from NVRC Chairperson Prof. Ferew Mekbib and Dereje were unsuccessful.

The name "TELA" is derived from the Latin word "tutela," meaning "protection," highlighting the crop's resilience against pests and drought.

Eliminating unjustified power cuts

By Eyasu Zekarias

Ethiopian Investment Holding (EIH) has unveiled an ambitious plan to eradicate unjustified power disruptions in the Ethiopian Electric Utility (EEU). This initiative, announced by EEU's newly appointed CEO, Getu Geremew, and EIH CEO, Brooke Taye, aims to replicate successes from other countries in achieving a "Zero-power disruption" scenario.

Brooke Taye emphasized that power outages caused by preventable factors, such as tree growth and branches interfering with power lines, should become a thing

of the past. "We want to see the changes that have been made by other government agencies replicated in the Ethiopian electricity service," Dr. Brooke stated. They also underscored the importance of not only addressing the causes of power cuts but also promptly notifying the public of the estimated restoration time.

EIH, which oversees EEU as part of its portfolio of state-owned enterprises, has developed a comprehensive plan to enhance the efficiency and reliability of the country's energy supply. This initiative follows a change in management at EEU, with Getu Geremew succeeding Shiferaw

Telila, who had been CEO since 2018.

One of the immediate priorities outlined by EEU is clearing trees and branches that interfere with power distribution lines. Getu noted that 47% of reported power cuts were due to plant-related issues. He added that the tree control initiative launched two months ago has reached 50% implementation levels in Addis Ababa and 30% nationwide. The EEU is committed to completing the remaining work within a 100-day action plan.

In addition to plant management, EEU is also addressing infrastructure theft and vandalism, which significantly contribute

to power outages. "As you will soon notice, we have suffered massive infrastructure damage in various parts of Ethiopia, including Ambo, Gondar, Woldiya, and Kombolcha, leading to long-term power cuts for our customers," the CEO said.

To improve customer service and combat corruption, EEU has launched a new mobile app that allows customers to report cases of malpractice and corruption anonymously. This digital platform, which includes a Telegram bot and website, promotes greater transparency and accountability by ensuring the confidentiality of whistleblowers.

The collaborative efforts of EIH and EEU indicate a renewed commitment to improving the reliability and efficiency of Ethiopia's energy sector, ultimately benefiting families and businesses across the country.

Ethio Telecom unveils innovative Digital Solutions

By Eyasu Zekarias

Ethio telecom has introduced a series of groundbreaking digital solutions aimed at modernizing and enhancing various sectors in Ethiopia. The company's latest offerings include a digital cattle tracking system, cloud-based services for enterprise customers, a Tele PTT/V solution for businesses, a core banking solution for microfinance institutions, a learning management system for schools, and a One-Office collaboration platform.

Digital Cattle Tracking Solution

Ethio telecom's digital cattle tracking solution utilizes IoT technology to monitor livestock in real-time, allowing farmers and ranchers to track the location of their cattle, assess their health status, and access financial services. This innovation is poised to transform the livestock sector in Ethiopia, Africa's largest livestock resource. According to Frehiwot Tamiru, CEO of Ethio telecom, this solution will improve animal welfare, increase productivity, and enhance financial participation for rural communities.

Cloud Service-Based Digital Solutions

Ethio telecom has also announced the delivery of cloud service-based digital solutions designed to build and modernize the capabilities of enterprise customers and institutions. These services are part of the company's broader strategy to leverage technology to drive economic growth and

development in Ethiopia.

Tele PTT/V Solution

The new Tele PTT/V solution provides fast, reliable, and secure team communication to enterprises. This cloud-based service works on any smartphone on the mobile network, replacing traditional radio systems. It enhances team efficiency, security, and collaboration, making it ideal for industries requiring real-time coordination, such as logistics, security, transportation, and emergency response.

Cloud-Based Core Banking Solution

Ethio telecom has launched a cloud-based core banking solution that empowers microfinance institutions (MFIs) and savings and credit cooperatives (SACCOs) with digital financial instruments. This platform addresses the growing demand for efficient, reliable, and scalable financial management solutions, allowing institutions to streamline operations, enhance customer experience, and engage financially.

Cloud-Based Learning Management System (LMS)

The company has also unveiled a cloud-based learning management system (LMS) that streamlines school practices, enhances connectivity, and transforms the learning experience. This centralized, user-friendly system manages enrollment, academics, administration, and student engagement, integrating school administration, teachers, students, and parents into a seamless

digital ecosystem. According to Frehiwot Tamiru, LMS enhances efficiency, ensures transparency, and encourages collaboration, empowering institutions to focus on providing quality education and enhancing student success.

One-Office Collaboration and Productivity Solution

Ethio telecom has introduced a new One-Office collaboration and productivity

solution to its customers. This all-in-one digital platform integrates multiple workflows into a single, secure cloud-based ecosystem. It enables seamless collaboration anytime, anywhere, and across devices, providing access to real-time shared resources, automated processes, and intuitive communication tools. Teams can work smarter, stay organized, and speed up decision-making with this solution.

NBE rule limits . . .

Continued from page 1

Critics argue that the new directive discriminates against smaller banks and is part of a broader effort to consolidate the banking sector.

The NBE has been granted authority under the recently approved banking business proclamation to enforce mandatory mergers, aligning with the government's plan to strengthen the financial sector ahead of its opening to foreign players.

With 32 banks currently operating in Ethiopia, officials have emphasized the need for mergers and acquisitions to create stronger, more competitive institutions.

The NBE's Financial Stability Report reveals that the combined assets of the five medium-sized banks in the sector account for 28.9% of the total assets, while the combined assets of the 25 small banks,

excluding the DBE, account for 23.3% of the entire banking sector—an annual increase of 0.8%.

Meanwhile, the central bank has also released a draft directive revising reserve requirements, which have been amended eight times over the past three decades.

Additionally, a new corporate governance directive for the insurance industry has been proposed, requiring that one-third of board members be independent. A similar directive was introduced for the banking sector in June 2024.

"These regulatory changes reflect the NBE's efforts to streamline and strengthen Ethiopia's financial sector, though smaller banks may face significant challenges in meeting the new requirements," experts say.

ICO Indicator prices (US cents/lb) 16-Jan-25

I-CIP 299.18	-0.72%	Colombian Milds 343.43	-0.86%	Other Milds 345.75	-0.87%	Brazilian Naturals 329.26	-0.83%	Robusta 231.36	-0.36%
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*1lb=0.45kg

Ethiopia: A beacon of resilience and opportunity in Africa

By our staff reporter

In a continent often characterized by economic challenges and external shocks, Ethiopia stands out as a beacon of resilience and opportunity. According to the 2024 'Economic Development in Africa Report' by the United Nations Conference on Trade and Development (UNCTAD), Ethiopia has demonstrated remarkable agility in navigating global crises, particularly during the COVID-19 pandemic, and continues to leverage its strengths in agriculture and regional trade to drive economic growth.

Ethiopia, classified as an agricultural commodity-dependent economy, has faced its share of challenges, including climate-related shocks and the global pandemic. However, the country has shown remarkable resilience, with GDP growth rates that have consistently outpaced many of its African peers. Between 2019 and 2021, Ethiopia's economy grew by an average of 6.1%, even as other nations struggled with the economic fallout from the pandemic.

One of the key factors behind Ethiopia's resilience is its ability to adapt to crises. During the COVID-19 pandemic, Ethiopian Airlines, the country's flagship carrier, played a pivotal role in mitigating the economic impact. By converting passenger aircraft into cargo carriers, the airline maintained critical supply chains, transporting essential goods such as medical supplies and pharmaceuticals across the globe. This strategic pivot not only helped sustain the airline's operations but also provided a buffer for the country's economy, which faced disruptions in merchandise trade.

Agriculture remains the backbone of Ethiopia's economy, contributing over 39% of the country's GDP. However, the sector is highly vulnerable to climate change, with frequent droughts and erratic rainfall patterns posing significant risks. The 2022 drought, which affected large parts of East Africa, including Ethiopia, highlighted the

urgent need for climate adaptation strategies. Despite these challenges, Ethiopia has made strides in improving agricultural productivity and diversifying its agricultural exports.

The government has also been investing in infrastructure and technology to modernize the sector. Initiatives such as irrigation projects and the adoption of climate-resilient crops are expected to enhance food security and reduce the country's reliance on rain-fed agriculture. Additionally, Ethiopia's participation in regional trade agreements, such as the African Continental Free Trade Area (AfCFTA), offers new opportunities for agricultural exports, particularly to neighboring countries.

Ethiopia's strategic location in the Horn of Africa positions it as a key player in regional trade. The country has been

actively participating in regional economic communities, such as the Intergovernmental Authority on Development (IGAD) and the Common Market for Eastern and Southern Africa (COMESA). These regional blocs provide platforms for Ethiopia to expand its trade networks and integrate more deeply into regional value chains.

The UNCTAD report highlights that intra-African trade, particularly in processed and semi-processed goods, has been growing steadily. Ethiopia, with its relatively diversified economy, is well-positioned to benefit from this trend. By focusing on value addition and industrialization, Ethiopia can move up the value chain, reducing its dependence on raw agricultural exports and creating more jobs in the manufacturing sector.

The UNCTAD report underscores the

importance of robust macroeconomic policies and regional cooperation in building resilience to external shocks. For Ethiopia, this means continuing to invest in infrastructure, particularly in transport and energy, to reduce trade costs and improve connectivity with regional markets. Additionally, the government should prioritize policies that support small and medium-sized enterprises (SMEs), which are critical for job creation and economic diversification.

Climate adaptation remains a pressing issue, and Ethiopia must continue to invest in sustainable agricultural practices and climate-resilient infrastructure. The report also recommends leveraging digital technologies to enhance productivity and competitiveness, particularly in the agricultural and manufacturing sectors.

Welthungerhilfe's Community-Led WASH Project in Amhara Region achieves success, faces funding challenges

By Eyasu Zekarias

Welthungerhilfe (WHH), a dedicated partner in Ethiopia's development efforts for over 50 years, has successfully implemented a comprehensive Water, Sanitation, and Hygiene (WASH) program in the Amhara region. This initiative integrates water supply with food security, nutrition, and climate resilience, leveraging solar-powered water systems, community-led sanitation initiatives, and sanitation promotion to ensure sustainable and resilient WASH services.

The project's success is attributed to strong local ownership and community engagement. The Amhara Regional Treasury contributed 5%, while the community provided 6% of the funding, demonstrating a deep commitment to the initiative. Yousaf Jogeza, WHH's Regional Representative for the Horn of Africa, highlighted the critical role

of community involvement and government partnerships in the project's achievements.

"The main achievement is community involvement, ownership, contribution, and even financial contribution," Jogeza emphasized. "They are the leaders. Our role is simply to support them." This community-focused approach was facilitated through close collaboration with the Amhara Regional Water and Energy Bureau and the Ministry of Water and Environment.

Welthungerhilfe plans to share its experiences, lessons learned, and best practices with other stakeholders to encourage the replication and expansion of this initiative across Ethiopia. Recognizing the interconnectedness of water, nutrition, health, and agriculture, the organization worked closely with the Ministry of Agriculture and Health, underscoring the importance of interdisciplinary collaboration.

Despite the project's success, Jogeza identified a critical challenge: securing funding. "The main challenge is getting funding," he noted, acknowledging the trend of global aid cuts. To address this, Welthungerhilfe is actively seeking alternative funding sources and engaging with the private sector in Germany and internationally to ensure continued support for vulnerable populations.

The Amhara Regional Water Project serves as a strong testament to the potential of community-based development and strategic partnerships to bring about meaningful change. However, access to sustainable funding is crucial to replicating the impact and ensuring that no one is left behind. As WHH continues to navigate these challenges, its commitment to community-led initiatives remains unwavering, offering a model for effective development that can be scaled across Ethiopia and beyond.

ETHIOPIA STRENGTHENS TRADE TIES WITH CHINA THROUGH BRICS AND CANTON FAIR

By Eyasu Zekarias

Ethiopia's economic landscape has undergone significant transformation with its growing partnership with China, its main trading partner and source of foreign direct investment (FDI). This momentum has been further bolstered by Ethiopia's inclusion in the BRICS strategy, opening new avenues for cooperation and economic growth.

Prime Minister Abiy Ahmed's official visit to China in 2024, including his participation in the Beijing summit of the China-Africa Cooperation Forum (FOCAC), underscored the deepening strategic ties between the two

countries. Both nations pledged to implement the consensus reached at the summit and the proposed "10-partnership action" at FOCAC, paving the way for broader and deeper cooperation to promote modernization.

A key platform for this growing partnership is the Canton Fair, a foundational event for international business development. Over the years, the fair has played a multifaceted role as a vital hub for enhancing economic and trade cooperation between China and Africa. It has facilitated trade, strengthened cultural exchange, increased trust, improved disaster prevention, and accelerated industrial development.

The 136th Canton Fair showcased Ethiopia's rich agricultural products, with the Embassy of the Federal Democratic Republic of Ethiopia presenting various items in China, including Yirga Cheffe, Sidama, and Guji coffee beans, as well as kidney beans, broad beans, and black beans. Arabica coffee, a flagship product, attracted significant attention, drawing over 200 interested buyers daily. This achievement highlights Ethiopia's rich agricultural resources and the enormous potential of China-African trade.

"The Canton Fair will continue to be a powerful engine that will promote the continued development of bilateral economic

and trade cooperation," said a representative of the Chinese Embassy in Ethiopia, emphasizing the embassy's commitment to acting as a bridge to trade and friendship.

The upcoming 137th Canton Fair, scheduled from April 15 to May 5, is set to further strengthen these relationships. The Ethiopian Chamber of Commerce and Sectoral Associations (ECCSA) and the China Foreign Trade Center have formalized a strategic partnership through a Memorandum of Understanding (MOU), pledging to foster deeper cooperation to promote trade and economic development.

Kenenisa Lemi, Secretary General of ECCSA, noted, "This MOU provides a framework for enhanced trade and investment opportunities while ensuring that the Ethiopian and Chinese business communities receive the necessary support to thrive in each market."

ECCSA actively supports the participation of Ethiopian businesses in international markets, including initiatives such as the 14th Ethiopian Chamber of Commerce and Sectoral Associations International Trade Fair, scheduled for March 2025. This event aims to showcase Ethiopian products, attract international investors, and enhance economic cooperation.

A representative of the Canton Fair highlighted the evolution of the fair and its role as a "bridge of friendship, commerce, and friendship." Over 30,000 exhibitors at the upcoming event underscore the commitment to innovation, quality, and service, showcasing modern technology, intelligent products, and innovative life products.

Djibouti, Ethiopia, South Sudan, Uganda unite to enhance regional connectivity

In a significant effort to improve regional connectivity and economic cooperation, four East African nations have signed a quadripartite agreement aimed at accelerating logistics activities across the region.

The signing ceremony occurred in Djibouti on the evening of Thursday, February 27, where logistics ministers from Djibouti, Ethiopia, South Sudan, and Uganda formalized their commitment through a Memorandum of Understanding (MoU).

This agreement, known as the Djibouti Corridor or the "Djibouti-Ethiopia-South Sudan-Uganda (DESSU) Corridor," seeks to enhance regional integration by creating a land corridor that links the participating countries.

The initiative is expected to promote cooperation, streamline trade, and stimulate economic growth throughout the region.

According to a statement from the Djiboutian government, the DESSU Corridor is inspired by successful business models such as the Maputo-Johannesburg Corridor and the

Walvis Bay-Ndola-Lubumbashi

Corridor, which have shown the benefits of well-connected transport networks in boosting trade and development.

The Djibouti Corridor is poised to usher in a new era of growth and infrastructure development for the nations involved. By improving logistics and transport links, the agreement aims to enhance trade efficiency, lower costs, and strengthen economic ties between Djibouti, Ethiopia, South Sudan, and Uganda.



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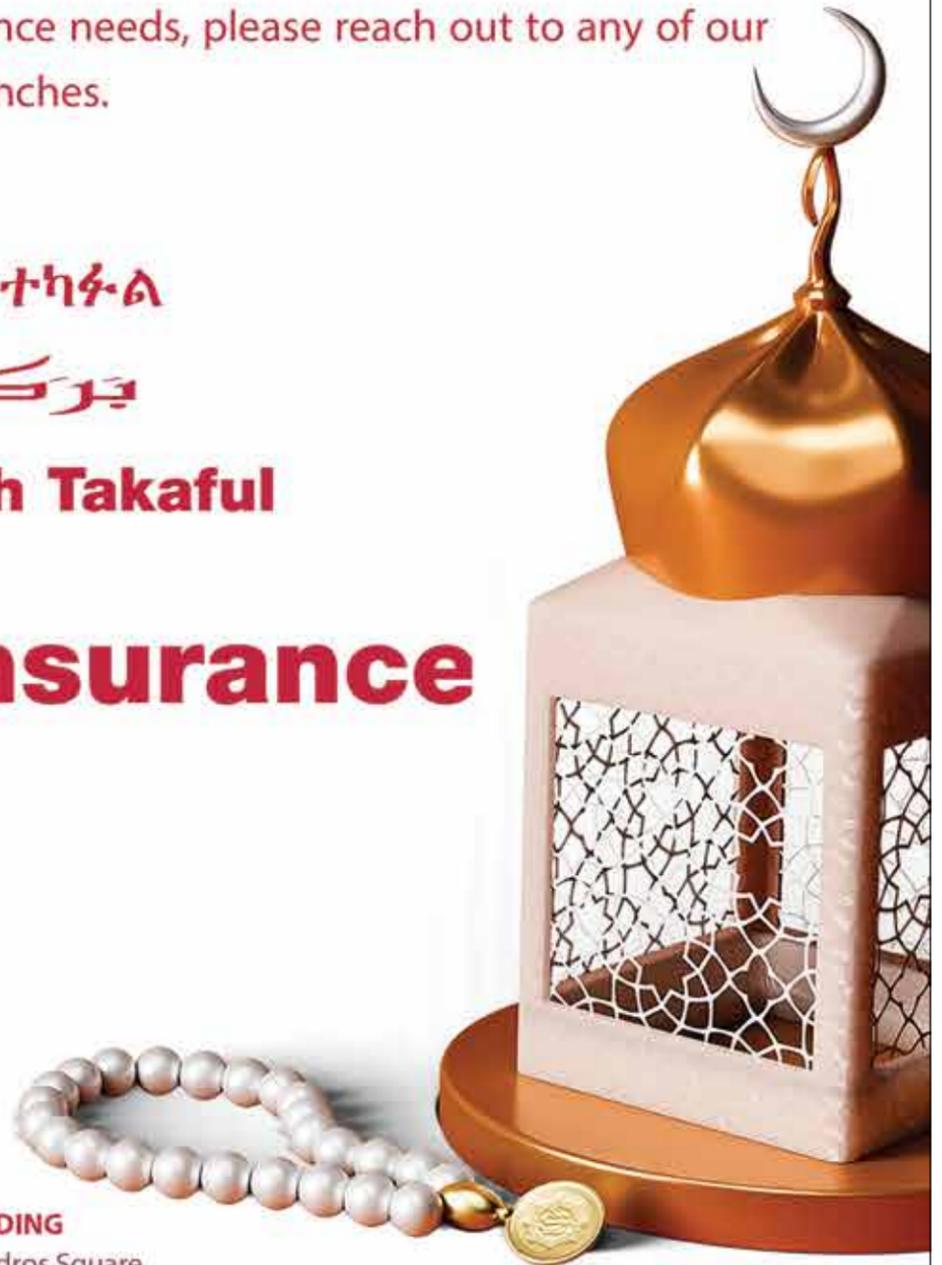
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Capital NEWS IN BRIEF

World Vision Ethiopia Marks 10th Africa Day of School Feeding: Nourishing over 64,000 School Children Daily Amidst Growing Food Insecurity

World Vision Ethiopia (WVE) commemorates the 10th Africa Day of School Feeding as part of World Vision's global campaign #ENOUGH, meant to fight child hunger and malnutrition. Currently, World Vision Ethiopia, along with its donors and partners, has been providing hot meals to over 64,000 vulnerable children (mainly refugees and Internally Displaced Persons) across Ethiopia while ensuring school children stay nourished, educated, and hopeful even in the face of unprecedented challenges.

According to UNICEF, 39% of children under five in Ethiopia suffer stunting (too short for their age), 7% face wasting (underweight for their height), and 45% of child deaths below the age of five are associated with undernutrition. Meanwhile, 4 million Ethiopians, half of them children, remain displaced by conflict and climate shocks, with school dropouts surging as families prioritise survival over education.

To address this dire situation, World Vision Ethiopia, in partnership with the World Food Programme, has been providing over 50,000 refugee children (21,729 girls) in Gambella with meals every day, ensuring displaced children such as 10-year-old Pach can remain at school and thrive. "The food at school lets me study, not starve," Pach shares. "I dream of becoming a teacher," she adds.

In addition, as part of our work in Amhara, Oromia, Sidama, South Ethiopia, and South-

West Ethiopia regions, until 2024 we reached over 14,000 children with school meals, supported by Education Cannot Wait, World Vision Singapore, and other partners.

(Press release)

Yango Ethiopia boosts driver engagement with rewards and community events

Yango Ethiopia, part of the global technology company Yango Group, held a series of driver rewards events in Addis Ababa aimed at recognizing and supporting top-performing drivers under its "Yango Cares" initiative. The initiative, which will continue to run monthly, strives to enhance partner's drivers engagement by providing exclusive benefits that aim to support and uplift their daily lives.

Under the "YangoCares" initiative, top-performing partner drivers have received valuable rewards, including fuel vouchers, and other essential benefits. These rewards are designed to recognize their contributions while equipping them with the necessary tools and support to perform at their best.

As part of this initiative, Yango hosts weekly gatherings led by Dr. Yekenalem Abebe, Country Manager of Yango Ethiopia, providing a space for partner drivers to connect, share experiences, and engage in meaningful discussions over lunch. These sessions serve as a platform for them to stay informed about service developments, discuss industry trends, and gain valuable insights on maximizing their earnings. Beyond information sharing, these gatherings foster a strong sense of community and provide a direct channel for engagement.

(Press release)

African Development Bank, Pandemic Fund sign agreement to leverage resources for pandemic preparedness

The African Development Bank Group has signed an agreement to become an implementing entity of the Pandemic Fund. This enables the Bank to coordinate financing of the Fund's approved projects in Africa, as well as to participate in a call for proposals for financing investments scheduled to launch next month.

The financial procedures agreement, signed in January with the World Bank Group (the International Bank for Reconstruction and Development acted as a trustee for the Pandemic Fund), qualifies the African Development Bank to participate in a share of \$500 million in Fund Secretariat financing for proposals for pandemic-related programs, projects and policies, with a focus on low and middle-income countries.

(Press release)

EIB backs Africa Finance Corporation \$750 Million Climate Resilient Infrastructure Fund

The European Investment Bank (EIB) has committed to join Africa Finance Corporation (AFC) in financing a \$750 million Infrastructure Climate Resilient Fund (ICRF). This landmark initiative will accelerate climate adaptation and sustainable infrastructure across Africa.

As part of this commitment, the EIB today confirmed it will invest \$52.48 million in the

Fund, which is managed by AFC Capital Partners (ACP), the asset management arm of AFC. ACP has already secured a \$253 million commitment from the Green Climate Fund (GCF), marking GCF's largest-ever equity investment in Africa. In addition, the Nigeria Sovereign Investment Authority (NSIA) and two private African pension funds have also committed to the Fund, demonstrating robust institutional backing on the continent and internationally.

The Infrastructure Climate Resilient Fund aims to accelerate climate adaptation in Africa by embedding resilience measures at every stage of infrastructure development—from design and construction to operation.

(Press release)

Term of the Day

CONFLICT THEORY

Definition

Conflict theory, as associated with Karl Marx, is a social theory that posits that society is in a state of perpetual conflict because of competition for limited resources.

Conflict theory holds that social order is maintained by domination and power, rather than by consensus and conformity. According to conflict theory, those with wealth and power try to hold on to it by any means possible, chiefly by suppressing the poor and powerless. A basic premise of conflict theory is that individuals and groups within society will work to try to maximize their own wealth and power.



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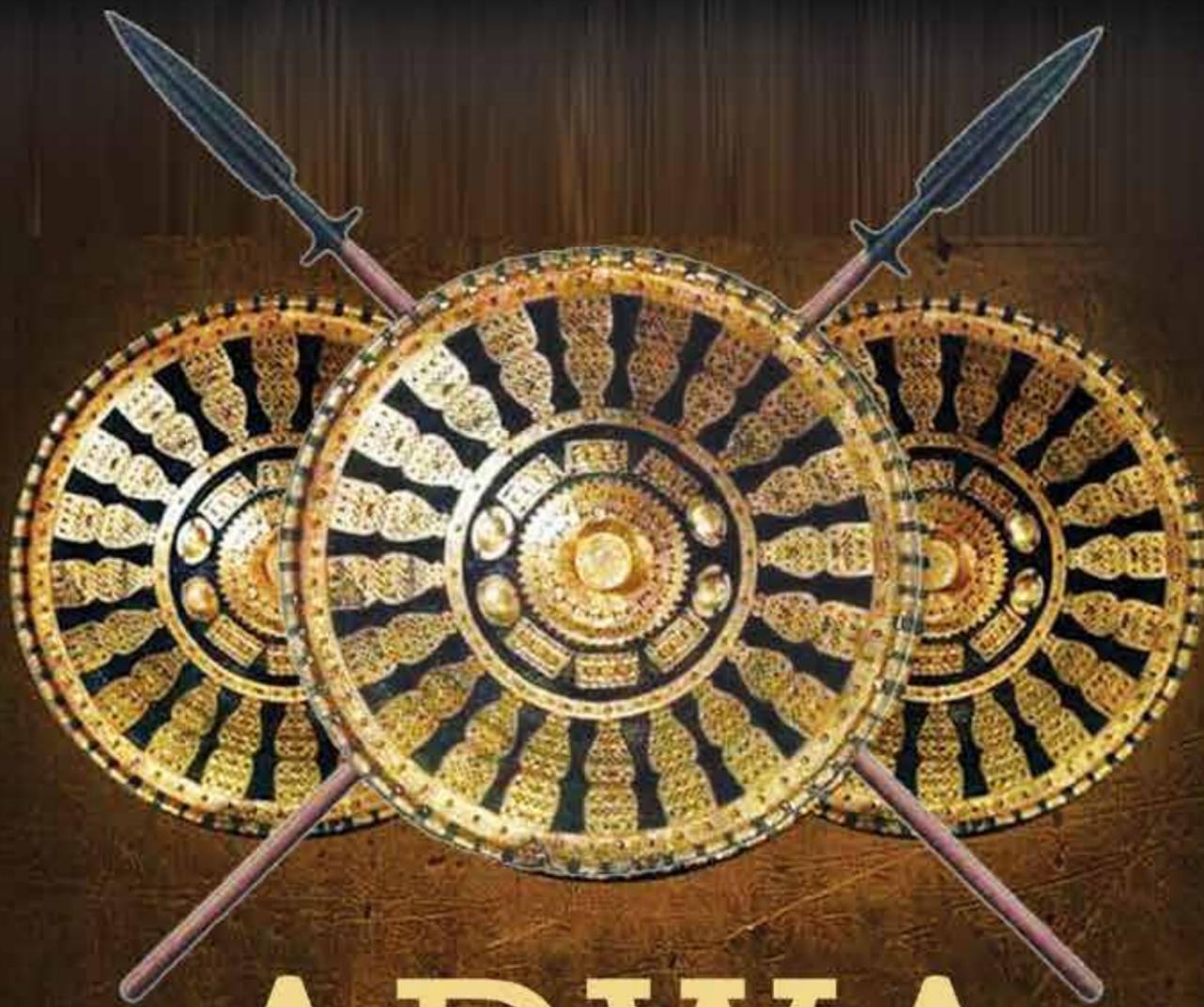


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The Economic Relationship Between the United States and Europe Under President Trump

■ Alazar Kebede

The economic relationship between the United States and Europe has been a cornerstone of global trade and financial stability. However, under the leadership of President Donald Trump, this relationship has experienced significant shifts due to policy changes, trade disputes, and diplomatic tensions. Trump's economic policies, often referred to as "Trumponomics," have emphasized protectionism, deregulation, and tax cuts, leading to both opportunities and challenges for European economies. This article explores the key aspects of the U.S.-Europe economic relationship under Trump, including trade policies, tariffs, and their broader implications for global markets.

One of the defining characteristics of Trump's economic approach has been his emphasis on "America First" policies, which prioritize domestic industries and reduce reliance on foreign goods. This stance led to increased tariffs on European exports, most notably in the automobile and agricultural sectors. In response, the European Union (EU) imposed retaliatory tariffs on American products, escalating tensions between the two economic powerhouses.

Trump's administration justified these tariffs by citing unfair trade practices and the need to address the U.S. trade deficit with Europe. The tariffs imposed on European steel and aluminum, for instance, were framed as national security measures under Section 232 of the

Trade Expansion Act. European leaders, however, viewed these measures as economically damaging and politically motivated, leading to negotiations aimed at reducing trade barriers while maintaining fair competition.

The imposition of tariffs and uncertainty surrounding trade agreements have had significant repercussions for European economies. The automotive industry, a vital sector for Germany and other EU countries, faced potential losses due to increased tariffs on exports to the U.S. Major car manufacturers, including BMW, Volkswagen, and Mercedes-Benz, expressed concerns over declining revenues and potential job losses.

Additionally, the agricultural sector was affected as European producers faced restricted access to the U.S. market. The EU responded by seeking alternative markets and reinforcing trade agreements with other global partners, including China and Canada. This diversification helped mitigate some economic damages but did not fully compensate for the disruptions caused by strained U.S.-Europe trade relations.

Beyond trade disputes, Trump's foreign policy decisions have also influenced economic relations with Europe. His administration's withdrawal from the Paris Agreement on climate change and threats to reduce NATO funding strained diplomatic ties with EU leaders. Economic cooperation, particularly in areas like energy and defense, became

increasingly complex as Europe sought greater autonomy in global affairs.

Despite these challenges, economic interdependence between the U.S. and Europe remained strong. The EU continued to be one of the largest foreign investors in the U.S., and vice versa. However, businesses on both sides of the Atlantic had to navigate an unpredictable policy environment, leading to cautious investment strategies and delayed expansion plans.

The economic shifts under Trump had ripple effects on global markets. Financial instability due to trade conflicts led to fluctuations in currency values, with the Euro experiencing periods of volatility against the U.S. dollar. Stock markets reacted to trade negotiations and policy announcements, affecting investor confidence worldwide.

Furthermore, Trump's emphasis on bilateral trade deals rather than multilateral agreements weakened institutions such as the World Trade Organization (WTO). This shift raised concerns about the future of global trade governance and the potential for prolonged economic uncertainty.

To conclude, the economic relationship between the United States and Europe under Trump was marked by heightened trade tensions, tariff disputes, and diplomatic challenges. While both economies remained deeply interconnected, protectionist policies and unilateral decision-making strained traditional alliances. As the global economic

The agricultural sector was affected as European producers faced restricted access to the U.S. market. The EU responded by seeking alternative markets and reinforcing trade agreements with other global partners, including China and Canada

landscape continues to evolve, future leaders will need to rebuild trust, foster cooperation, and establish a more stable and predictable trade environment. Regardless of political changes, the U.S.-Europe economic relationship will remain a crucial factor in shaping global economic stability.

THE ROAD TO PROSPERITY

■ By Radosław Sikorski

Browsing social media I have recently come across a map showing all the countries with GDP per capita higher than Poland's back in 1990 and in 2018. The difference was striking. While 35 years ago there were quite a few such countries not only in Europe but also in South America, Asia and Africa, in time their number has significantly decreased. In 2018 there were no longer any South American or African states highlighted on the map.

By 2025, the group has shrunk even further. According to IMF's data Poland's GDP in 1990 was a mere \$6,690 in current dollars. By 2024 it grew almost 8-fold to \$51,630. All that in just three decades - one generation. And it goes on. According to the European Commission's forecast, in the years 2024-2025 Polish economy will be the fastest growing large economy in the European Union.

How did it happen? Apart from the hard work of our citizens, two major factors - or, to be more precise, two institutions - contributed to the economic success: NATO and the European Union.

The first, which Poland joined in 1999, provided security guarantees and helped overcome decades-old division between Eastern and Western Europe. The second, which we joined five years later, took

the process of easing long-standing disparities one step further. It granted new member states access to so-called "cohesion funds" but most importantly to the common European market.

Sources of success

After the fall of communism in Poland in 1989 and the return of messy democratic politics, despite all day-to-day political squabbles one thing remained constant no matter who was in power - Poland's determination to join the two aforementioned organizations. Why?

We are a great nation but a medium-size country. We cherish our long history - this year marks a millennium since the coronation of our first king - but our population is much smaller than that of merely Beijing and Shanghai combined. Poland needs allies to boost its potential on the international stage.

What's been true for Poland - in 1990 a poor country coming out of four decades of Russian domination and economic mismanagement - might well be true for many of the so-called "middle powers" in Asia, Africa and South America looking for room to grow.

These countries often need what Poland desperately needed 35 years ago and still profits from: good governance, foreign

investments with no strings attached, but above all political stability, rule of law, and predictable international environment with neighbors eager not to wage wars but work together for mutual benefit. In fact, these factors can benefit every country, no matter the level of their GDP.

Today the international order is being challenged on multiple fronts. Sometimes for good reasons. Decades-old institutions - including the UN and its Security Council - are unrepresentative of the global community and incapable of dealing with the challenges we face. What they need, however is to be thoroughly reformed, not entirely rejected.

Imperialists illusions

To those desperate for change force might look appealing. It would be a mistake. Abandoning forums for international dialogue and resorting to violence will not get us far.

Take Russia's unprovoked aggression against Ukraine. According to Kremlin's propaganda it is a justified reaction to western imperialism allegedly threatening Russia's security. In fact, it is a modern-day colonial war against Ukrainian people who - just like us Poles 30 years ago - want a better life and realize they can never achieve this goal by going back to subjugation to Russia. That is what they

are being punished for - an effort to free themselves from the control of a former metropolis. Kremlin aggression is a desperate struggle of a failing empire to restore its sphere of influence.

Russian victory - may it never come - would not create a more just global order. It wouldn't benefit countries dissatisfied with where things stand now. It wouldn't even bring about a more just and prosperous Russia. Suffice to say there are now more political prisoners in Russia than there were in the 1980's when the Soviet Union invaded Afghanistan. There are many more casualties as well.

War is hardly ever a shortcut to prosperity. Over the last millennium Poland experienced its share of invasions and uprisings against occupying forces. What finally brought us prosperity were three decades of peace, predictability, international cooperation and political stability.

That is why on assuming the presidency of the Council of the European Council Poland made its priority clear - security in its many dimensions, from military, through economic to digital. Europe safe, prosperous and open for business can benefit not only Europeans but a greater global community. Just as it benefited Poland over the last three decades.

It may sound dull but it worked. Just look at the numbers.

Radosław Sikorski is Poland's foreign minister.



Igniting Ethiopia's Economic Engine: The Power of Digital Payments

Yared Endale, Cluster Head, Visa Eastern Africa (Ethiopia, Djibouti & Indian Ocean Islands)

As Ethiopia embarks on the final phase of its 2020 digital transformation strategy aimed at digitizing the economy by 2025, the country has made giant strides in digital payments, significantly altering the way people buy, pay, and get paid. With internet users surging to over 41 million—a significant increase from 17 million in 2018—the future of payments is undeniably digital. This growth is further amplified by increasing digital adoption nationwide, creating fertile ground for digital payments to flourish.

This isn't just a technological shift; it's a reshaping of our economic landscape. By bringing more individuals and businesses into the formal financial system, digital payments foster financial inclusion, enabling access to savings, credit, and insurance. This, in turn, can drive significant economic growth. Globally, research suggests that the transition to a digital economy can generate 1-2% annual GDP growth, with even a 1% rise in card usage potentially generating an average \$67 billion annual increase in goods and services consumption.

A Shift in Preferences, a Surge in Growth

Ethiopia's journey towards a digital economy is gaining significant momentum, with a clear shift in preferences towards digital payments. A recent Visa-commissioned study, "Value of Acceptance, Understanding the Digital Payment Landscape in Ethiopia," underscores this trend, revealing that a remarkable 80% of surveyed merchants have embraced digital payments within the last two years. The growth of e-commerce is further contributing to this trend, with over half of SMEs with an online presence now accepting digital payments.

A driving force behind this transformation is the tangible benefits experienced by early adopters; an impressive 92% of SMEs utilizing financial technology reporting satisfaction, appreciating the institutional support and quicker payment processing that digital solutions provide. This positive feedback loop reinforces the value proposition of digital payments and encourages further investment. In particular, most merchants cite increased customer convenience, reduced fraud risk, and improved efficiency as key advantages—benefits that translate into real improvements in operational efficiency, cost savings, and enhanced customer satisfaction. In addition, 64% of digitally enabled SMEs plan to expand their digital payment capabilities, signaling a strong commitment to a digital future.

Overcoming Challenges, Unlocking Potential:

Despite the clear advantages of digital payments and their growing adoption, several challenges need to be addressed

to fully unlock Ethiopia's digital potential.

In particular, a significant 65% of cash-only SMEs cite the risk of robbery as a major concern, highlighting the vulnerability and insecurity inherent in cash-based operations. These risks not only represent financial vulnerabilities but also operational inefficiencies that can significantly hinder growth and profitability. The costs associated with managing cash, including security measures, and time spent on manual counting and reconciliation, can place a substantial burden on SMEs. Furthermore, the complexities of cash accounting processes can create additional administrative burdens and increase the risk of errors, limiting a business's ability to adapt and thrive in an increasingly digital marketplace.

Visa: A Partner in the Digital Transformation

Visa is committed to fostering digital payment growth in Ethiopia through strategic partnerships and targeted initiatives. We collaborate with financial institutions, businesses, and policymakers to develop solutions that enhance security, streamline onboarding, and demonstrate the value of digital acceptance. This includes investments in innovative technologies like Tap to Phone, empowering businesses of all sizes to accept digital payments, as well as providing educational resources and best practices.

Furthermore, Visa offers data-driven insights into payment trends and market analysis, enabling stakeholders to make informed decisions and develop tailored strategies. Our expertise includes ecosystem maturity assessments, identifying areas for optimization and facilitating broader digital payment acceptance. Through tailored programs and innovations like the Visa Acceptance Platform, alongside other forms of targeted support tailored for local needs, we are expanding digital payment access for all merchants.

A Collaborative Future

The future of Ethiopia's economy hinges on the success of its SMEs, the engines of innovation and job creation. Empowering these businesses to thrive digitally is a necessity. This requires a collaborative ecosystem—payment providers, financial institutions, businesses, and government stakeholders working together—to foster growth and innovation.

By pooling resources and expertise, we can equip SMEs with the tools and support they need to navigate the complexities of digital transformation, empowering them to embrace digital payments, expand their reach, and fuel economic growth. Ultimately, the digital transformation is about building a stronger, more resilient, and more inclusive Ethiopia's economy. By working together, we can ensure our SMEs lead the charge toward a brighter future.

-ENDS-



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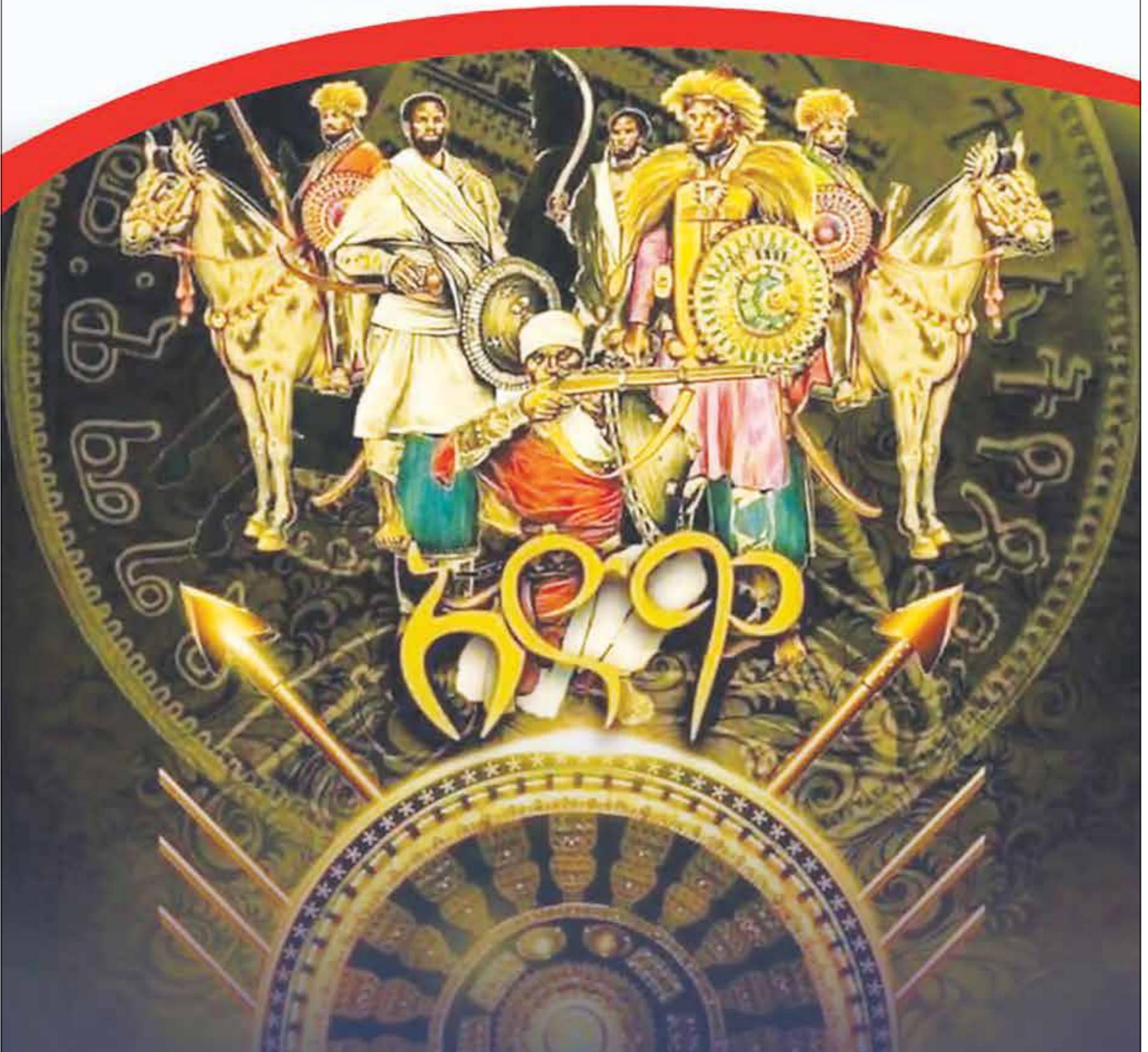


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I N T E R V I E W

ARMENIA AND ETHIOPIA:

FORGING A FUTURE BUILT ON CENTURIES OF SHARED HISTORY



PHOTO: Anteneh Akilu

From ancient religious ties to modern diplomatic efforts, the bond between Armenia and Ethiopia runs deep. As the newly established Armenian embassy in Addis Ababa strengthens relations, we sat down with Ambassador Sahak Sargsyan to discuss the historic connections, current collaborations, and future prospects for partnership between these two unique nations. Excerpts;

Capital: Can you provide an overview of the historical relationship between Armenia and Ethiopia?

Ambassador Sahak Sargsyan: Historically Armenians have had a strong presence in Ethiopia, where they were fully embraced into Ethiopian society, and became an integral part of the country's social and cultural fabric, contributing to the development and modernization of Ethiopia. Throughout centuries, Ethiopia and Armenia had strong sectarian diplomatic relations through the linkage of Orthodox Churches: Ethiopian Orthodox Tewahedo Church and Armenian Apostolic Church, which are both part of Oriental Orthodoxy. The first written records of Armenian-Ethiopian relations trace back to Movses Khorenatsi's (5th century Armenian historian) and Anania Shirakatsi's (7th century Armenian polymath and natural philosopher) testimonies. The relations strengthened after the Council of Chalcedon in 451, when the Ethiopian Orthodox Church, along with the Armenian, Assyrian and Coptic Churches rejected the decisions imposed by the Byzantine Church.

The Armenian community was formed in the 7th century when some Armenians, fleeing persecution in the Middle East, immigrated to Ethiopia and settled in the area of modern-day Dessie city and built the St. Stepanos Monastery. In Habesh chronicles, it is known as "Armenian Island", which saw a downfall in the 16th century, forcing Armenians to flee to other areas of Ethiopia to avoid forceful conversion of religion. There is written evidence of Aksumites in the Armenian Kingdom of Cilicia during the 13th century. Stronger

evidence for Africans in Armenia, however, comes from Ethiopia. The Ethiopian scholar named Ewostatewos in 1337 left Ethiopia with some of his followers, beginning a long journey that led them through the kingdom of Makuria (in Sudan), Egypt, Palestine, and Cyprus before finally reaching Cilician Armenia. In the succeeding centuries, Ewostatewos' followers became influential in the Ethiopian church, and ultimately formed a significant proportion of the Ethiopian scholars who travelled to Eastern and Northern Mediterranean in 15-16th century. During this time, the Armenian kingdom of Cilicia had fallen to the Mamluks, whose southward expansion also led to the collapse of Makuria, leaving Ethiopia as the only remaining Christian kingdom between the Eastern Mediterranean and the Red Sea region. Nevertheless, travel by pilgrims, envoys and scholars continued and contacts between Armenians and Ethiopians remained. Armenians have received high awards by the Ethiopian government, including diplomat Mateos (first Ethiopian Ambassador to leave for Europe), Murad of Aleppo (Ethiopian King's Ambassador and trade representative in India), diplomats Murad Junior and Yeghia Yenovk, Emperor's advisers Gebru Workie and Mersha Workie. However, larger waves of Armenians sought refuge in Ethiopia in the late 19th and early 20th centuries, most of them survivors of the Armenian Genocide.

For over 100 years, Armenians ran big industries and businesses, as well as government departments. Due to their loyalty to the Emperors Yohannes IV, Menelik II, and Haile Selassie, they were entrusted with work in such essential government departments as the imperial mint, treasury, police force, city planning,

and municipality. There was an Armenian deputy governor of the province, an officer of Kbur Zebagna (Imperial Bodyguard) and a deputy mayor of Addis Ababa. Around 50 Armenians found employment at the Imperial Court thanks to their expertise. Sarkis Terzian (1868-1915), known as "Sarkis Babur", Emperor Menelik's most renowned Armenian associate, was the sole distributor of guns and munitions during the battle of Adwa. Minas Kherbekian (1887-1969) also known as "Minas Bet Afrashu", was the chief architect of Addis Ababa for many years. Kevork Nalbandian, who was the bandleader of the first Ethiopian imperial orchestra consisting mostly of Armenian musicians (Arba Lijoch/40 Children), composed the first national anthem of Ethiopia. His musical legacy outlived him primarily through his nephew, Nerses Nalbandian, who had an instrumental role in the development of Ethiopian modern music including the distinct variant of jazz called Ethio-jazz. Krikorios Boghossian and his family were official suppliers to the imperial court. Alexander "Skunder" Boghossian (1937-2003) was a prominent Ethiopian-Armenian painter and art teacher. In 1920, Matig Kevorkoff, another distinguished community member, was appointed as Armenia's Ambassador to Ethiopia during the short-lived First Armenian Republic.

In a nutshell, the Ethiopian-Armenian community made significant and lasting contributions to art, music, trade, industry, and the government of Ethiopia, while bridging our two nations. For those interested in exploring our rich historical relations and fascinating facts about our strong bonds, we suggest reading the books authored by Mr. Vartkes Nalbandian.

Capital: How have diplomatic relations between Armenia and Ethiopia evolved since their establishment?

Ambassador Sahak Sargsyan: Recently we marked the 30th anniversary of the establishment of modern diplomatic relations between Armenia and Ethiopia, although the ties between our two nations date back to ancient times. Since then, our relationship has grown, and we have seen positive dynamics, yet there is still more to be done in order to meet the expectations of our people.

We highly value Armenian-Ethiopian friendly relations and attach great importance to the development of our cooperation. In this regard the visit of Armenia's Foreign Minister to Ethiopia in 2019, as well as the establishment of our Embassy in Addis Ababa in 2020 were important milestones. Additionally, the participation of Ethiopia's State Minister for Innovation and Technologies in the 23rd World Conference on Information Technologies held in Yerevan marked another important step in this direction, as a result of which a MoU on bilateral cooperation in respective areas was signed.

By assigning its first resident Ambassador to Ethiopia, a position I am privileged to hold, Armenia hopes that this move will add an additional impetus to developing the ties between the two friendly nations. There is an untapped potential to further our cooperation in various fields such as education, science and technology, IT and digitization, culture and tourism, agriculture and food processing, healthcare and banking, trade, SMEs, defense, capacity building, technical assistance and exchange of best practices.

We have a good track record of collaboration within international organizations including first of all the UN. The partnership within the format of the Global Group of Landlocked Developing Countries (LLDCs) is one such example. As landlocked countries we share the vision of necessity to keep the needs and priorities of LLDCs high across the agenda of the UN and other international organizations. Recently, a senior Ethiopian diplomat attended the Ministerial Meeting of LLDCs held in Yerevan. Next year Armenia will host the 17th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP17). This is one of the most important global environmental conventions, regulating international efforts in the areas of environmental sustainability, biodiversity conservation, restoration and sustainable use of natural resources, and we look forward to Ethiopia's high-level participation.

In our view, it is important to expand the bilateral regulatory framework. So far, we have an agreement on cooperation in the field of culture, MoU between Foreign Ministries, Memorandums on academic cooperation between Yerevan State University (YSU) and Addis Ababa University (AAU), Public Administration Academy of Armenia (PAARA) and Oromia State University (OSU), Agreement on friendship and cooperation between the city of Ijevan and the city of Dessie, as well as two MoUs on IT. Currently, we have several bilateral draft documents under consideration such as an intergovernmental "Agreement on Cooperation in the field of Education and Science", agreement on visa exemption for diplomatic passport holders, MoU between our respective line Ministries on cooperation in the fields of IT, digitalization and innovation. Decentralized cooperation is also promising. Within this framework the mayor of the city of Dessie visited Armenia in 2022. There are ongoing talks between Dire-Dawa and Gyumri, the second largest cities in our countries, to form a sister city partnership, as well as between our two capital cities. Soon a delegation from the PAARA will visit Ethiopia to meet their counterparts of OSU.

Capital: What areas of economic collaboration are currently being explored between Armenia and Ethiopia? Are there specific sectors in Ethiopia that you believe are particularly attractive for Armenian investors? What potential do you see for growth in this area?

Ambassador Sahak Sargsyan: We are closely working with our Ethiopian partners to explore new avenues of economic cooperation. Considering vast natural resources and abundant labor in Ethiopia and expertise accumulated in Armenia we can definitely expand the scope and scale of the partnership. As indicated above IT and digitization, innovation and AI are important areas to focus on given the importance that our Governments are attaching in their relevant strategies. Armenia has made good strides to become a hub for software development, industrial computing, electronics, and production of semiconductors with the ICT sector playing a significant role in our economy due to a competitive labor force, its share of GDP, constant growth in the number of companies, total turnover,

accumulated experience and capacities. Some Armenian companies are already engaged in Ethiopia, with others having interest in investing in your country's economy.

The Jewelry and precious metal industry, as well as the mining sector are areas that we have untapped potential and can collaborate. We can explore capabilities of the Armenian jewelry industry and expertise of the Armenian Jewelers Association (AJA - first pan-Armenian professional trade Association) for joint manufacturing and training of a skilled workforce in Ethiopia. In Yerevan we have "Meridian" Free Economic Zone, a platform tailored with special conditions and infrastructures for jewelry, diamond cutting and watchmaking manufacturing companies, where AJA has launched practical training programs and Ethiopian companies can benefit from.

Connectivity and logistics, dry ports are other areas that we can collaborate with. One of the most promising directions in this regard may become using Yerevan Zvartnots International airport by "Ethiopian Airlines" for diversifying its operations. It looks beneficial not only economically but will certainly contribute to boosting ties between our peoples and businesses, expanding Ethiopia's regional reach and Armenia's outreach to Africa.

Capital: How do cultural exchanges contribute to strengthening the ties between the two nations?

Ambassador Sahak Sargsyan: Having a strong historical background in cultural and people to people exchanges, I am confident that Armenia and Ethiopia can further these ties and exchanges. Culture and the arts significantly shape our identity and recognizing cultural diversity allows us to foster tolerance, mutual respect and shared heritage and responsibility. Both Ethiopia and Armenia have rich cultures and shared cultural heritage to be preserved and promoted.

Last year at the opening of the 18th Addis International Film Festival our Embassy partnered with the Initiative Africa to organize the global premier of the "Tezeta" documentary movie, which depicts the legacy and life of Ethiopian-Armenians, their incredible impact on the culture of a nation, their endeavors to retain cultural identity and remain a viable community, and the role that music played in serving as a bridge between our two cultures and peoples. In last October, on the occasions of the 30th anniversary of our modern diplomatic relations and our Independence Day, we put together a concert by the Armenian State Jazz Orchestra featuring renowned musicians and singers including Ethiopian-Armenian singer Vahe Tilbian at the concert hall of the Ashenafi Kebede Performing Arts Center in partnership with the Center. The Orchestra prepared a tribute program for the 100th anniversary of the renowned French-Armenian singer Charles Aznavour, reimagining some of his famous songs in the jazz genre. The Armenian State Philharmonia is interested in organizing a concert by Mulatu Astatke, the legend of "Ethio-jazz" in Yerevan, Armenia in the near future. These types of events can contribute to mutual understanding by celebrating the shared heritage and culture of our nations.

We envision a vibrant collaboration between our artists, singers, musicians, filmmakers, curators, and experts, along with music schools, cultural centers, and museums. There is a proposal to forge a cooperation between the AAU Yared Music School and Komitas State Conservatory of Yerevan for student and lecturer exchanges and joint programs. Additionally, a project proposal is being drafted to transform Saint Minas (Armenian) chapel in Dire-Dawa into a museum of the history of the Ethiopian-Armenian community. We are thinking about bringing together renowned calligraphy artists of Ethiopia and Armenia (others may join) for a joint workshop, considering the similarity of our alphabets and our strong traditions in calligraphy. We have extended our expertise and technical assistance to the Addis Ababa Administration for the city's heritage preservation and development works. With the legal framework of the bilateral agreement on culture already in place allows us to expand the collaboration in cultural exchange.

Capital: How can educational institutions in both countries collaborate to enhance mutual understanding and knowledge sharing?

Ambassador Sahak Sargsyan: Education is another important pillar of our cooperation. We are now very close to signing an intergovernmental "Agreement on Cooperation in the field of Education and Science", which will open a new window of opportunities for our educational institutions, faculty members and researchers, students and experts. As mentioned, we have two MoUs: a Memorandum on academic cooperation between our major universities - Yerevan State University (YSU) and Addis Ababa University signed in 2021, and

recently concluded memorandum between the Public Administration Academy of Armenia (PAARA) and Oromia State University (OSU). We have also developed ties with the AAU Institute of Ethiopian Studies (EIS) and College of Performing and Visual Arts.

Some areas of cooperation that can be further explored are in sectors of STEM, innovation, digitization, AI, e-governance and IT. In this context, there are two other MoUs signed between Ethiopia's Ministry of Innovation and Technologies and two Armenian public-private partnership enterprises - the Union of Advanced Technology Enterprises (UATE) and Enterprise Incubation Foundation (EIF). Based on these MoUs engineering laboratories are envisaged to be established in Ethiopia to operate free of charge providing high-quality and modern technological education for schoolchildren and students who will acquire creativity, engineering thinking and entrepreneurial orientation, as well as to launch Engineering City Model in the Ethiopian Talented and Gifted Center, creating a platform for technology skills development projects, R&D laboratories, experience exchange programs, encouraging innovation ecosystem development in both countries. The exchange of teaching and research staff, as well as undergraduate and post-graduate students between our universities and other educational institutions, holding joint seminars, workshops and conferences, mutual recognition of credits, drafting joint work plan of coordinated activities, holding talks to reciprocally establish centers of Ethiopian (African) studies and Armenian studies should be encouraged. There is also potential to develop collaboration on international projects between the universities.

I want to underline the importance of the MoU with UATE, which envisages replicating best global practices in fostering STEM/STEAM (ARMATH Labs) programs in various regions of Ethiopia, integrating the UATE's model of STEM curricula tested in the Armenian educational and industry systems. ARMATH STEM Labs represent a unique Armenian educational initiative dedicated to providing interactive after-school STEAM education to students aged 8-18. It aims to equip students with critical thinking, problem-solving, and technological skills essential for success in the 21st century. The success of ARMATH in equipping students with in-demand skills can serve as a valuable model for Ethiopia, striving to bridge the digital skills gap and enhance its technological workforce.

I already met with the AAU President to discuss the implementation of provisions outlined in the respective memorandum and ways to further boost our cooperation. Our Embassy has been facilitating contacts between the PAARA and OSU, as a result OSU leadership recently traveled to Armenia and PAARA delegation is expected to pay reciprocal visit to the OSU very soon. While paying a courtesy visit to the OSU in Batu I was impressed with the determination of the OSU President and his team to advance the capacities and international ties of the University. We have also helped to establish partnership between the AAU IES and "Matenadaran" Institute of Ancient Manuscripts in Armenia and assisted in the participation of the IES Director in the international annual conference entitled "The Faces of Memory: The Newest Technologies of Preservation and Restoration of Manuscript and Printed Heritage" held in Yerevan in October, 2024. Taking into account the above mentioned, we can certainly state that the collaboration in digitization, research and preservation of old manuscripts is progressing. We also facilitated the participation of an Ethiopian young diplomat in the diplomatic training program in Yerevan last year and fostered connections between our Diplomatic School and the Institute of Foreign Affairs (IFA) of Ethiopia.

Education, just like culture, provides a good platform for people-to-people contacts, helps bring together our students, lecturers, researchers and experts to share their experiences and enhance mutual understanding.

Capital: How can tourism be promoted between the two countries, and what unique experiences can each country offer to the other's citizens?

Ambassador Sahak Sargsyan: Launching direct flights utilizing Ethiopian Airlines capacity will surely increase tourist flows between our countries. It will boost bilateral tourism including spiritual tourism, considering also strong sectarian relations within Oriental Orthodoxy, as well as important pilgrimage sites in both of our countries.

When I meet Ethiopians and they learn that I am Armenian, their usual reaction is that "you are not a foreigner/firinj", "you are one of us" (given our strong historical connection). Next they say "we want to visit your country, see the sightseings and first of all St. Arsema Church" (which houses her tomb). As you

Continued to page 23

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INVITATION TO BID (ITB)

No.	Post	Contract Type	PROCUREMENT REF. NO.	Brief Job/Consultancy Description & Web-link for detailed advert	Submission deadline
1	Invitation To Bid for Renovation and Finishing works	ITB	UNDP-ETH-00411-2	https://procurement-notice.undp.org/view_negotiation.cfm?nego_id=30843	13 March 2025

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Israel Degefa honored as Person of the Year at African Leadership Awards

Israel Degefa, CEO of the Kerchanshe Group, has been recognized as the Person of the Year 2025 at the African Leadership Persons of the Year Awards in Casablanca, Morocco, for his transformative leadership and contributions to the coffee industry. The award, presented by the African Leadership Magazine, specifically acknowledges Israel's pioneering role in introducing shade-grown coffee farming—a method praised for its sustainability and quality—to Ethiopia, a practice that has garnered recognition, including a visit from Prime Minister Abiy Ahmed.

The award was bestowed upon Israel by former President of Tanzania, Dr. Jakaya Kikwete, who serves as Chairman of the African Leadership Organization Advisory Board. The ceremony was attended by other dignitaries and notable figures from across Africa, underscoring the importance of this recognition.

Israel's innovative approach to coffee farming has not only elevated the quality of Ethiopian coffee but has also set a new standard for sustainable agricultural practices in Africa. He has been recognized as the only one to establish shade-free coffee farming in Africa. His commitment to sustainability and innovative approaches has positioned the Kerchanshe Group as a model for responsible business practices in Africa. By honoring Israel Degefa, the organization highlights his role as a beacon of excellence in leadership and sustainable development. As Israel accepts this prestigious award, it serves as a reminder of the critical role that visionary leaders play in driving economic growth, environmental stewardship, and social progress across the continent. His recognition is expected to inspire other entrepreneurs and leaders to emulate his commitment to sustainable development and innovative leadership.

VACANCY ANNOUNCEMENT

Position Opening: Coordinator of the Grant Aid for Grassroots and Human Security Project Economic Division, Embassy of Japan

This position is to coordinate the Grant Aid for Grassroots and Human Security Project (GGHSP) of the Embassy. Those who are interested in the opening and fulfill the criteria set out below, please submit your application.

1. Job Description:

Office work includes

- To identify and examine Grant Aid applications, including correspondence, inquiries, data management related to such applications,
- To review such applications including financial evaluations and technical reviews,
- To facilitate implementation of the GGHSP,
- To manage the projects implemented in the past and ongoing projects,
- To contact and consult with stakeholders of the projects including GGHSP partner organizations and community members,
- To develop reports regarding project site visits and project feasibility.

Fieldwork includes

- To examine applications including credibility of applicants, activities, financial status, validity of project components/sites/costs and feasibility,
- To monitor projects under implementation, including the status of construction/procurement, coordination with GGHSP partner organizations of documentation,
- To follow up on past projects, including reporting on the utilization and management of facilities/equipment, audit status and effects of the projects,
- To assist in organizing hand-over ceremonies and to monitor the completion of projects,
- To gather all necessary and related information on projects

2. Requirements:

- A Bachelor's degree in economics, development cooperation or other related fields of study, or some other discipline. (More advanced degrees are also welcomed.)
- Being fluent in English and Amharic (submitting scores of English proficiency exams are welcomed (e.g. TOEFL, TOEIC, IELTS))

- Capable of using computer applications such as Microsoft Word, Excel, Power Point
- Keen interest in development cooperation
- Ability to work and cooperate in a multi-cultural environment
- Flexible and serious working attitude for all kinds of duties
- Ability to work on his/her own initiative, under supervision and in a team, with the attitude of taking feedbacks and self-improvement
- Good analysis and communication skills
- [Additional advantage] Linguistic ability
- To speak/write other Ethiopian languages
- [Preferable] Experience in development consultancy or other related fields

3. Period of the Contract

From May, 2025 to March, 31st, 2026

The contract can be extended up to three years (by April 2028). The contract needs to be renewed at the end of each Japanese fiscal year (31st March).

4. Salary

Competitive

5. Office/ Working Days and Hours

Embassy of Japan in Ethiopia

Monday to Friday, 8:30-12:30, 13:30-17:15 (Except for Embassy holidays)

6. Application

(1) Application Submission:

<https://forms.office.com/Pages/ResponsePage.aspx?id=-OTFDQ9iEk-CeZE0QXBOFdM2LJnmpbxLoGkmf1rD2clUOTIOQUs4Vkc45k50MjJLWUdFUUZaTkZCVi4u>

(Scan QR Code to access to the form)

(2) Documents to be needed to attach

- Curriculum Vitae with a recent photo
- Certificate of non-Criminal Record
- Reference Letter
- Medical Certificate

(3) Application must be completed and submitted by;

5:00 p.m. Friday, 14th March 2025

Application documents will not be returned. Embassy will invite selected candidate for interviews and written examination (if needed).

Submission form to apply for a Coordinator of the Grassroot projects at the Embassy of Japan



Save the Children

Invitation to Tender (ITT) for Light Vehicle Rental

Tender Reference #: ITT/IN-SCI-ET-2025-002

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 the provision of light vehicle rental services for various field operations. The contract will be established under a Fixed Price Framework Agreement.

Tender Document Purchase and Availability

Interested and eligible suppliers may obtain the tender documents from March 5, 2025, to March 25, 2025, by purchasing them from the Save the Children Ethiopia Country Office, located near Meskel Square, adjacent to the Hyatt Regency Hotel. The tender document is available for a non-refundable fee of 200 ETB.

Eligibility Requirements

To be considered for this tender, suppliers must submit the following documents:

- ➔ **Valid and renewed business license**
- ➔ **Company profile**, including the bidder's address, branch locations, organizational structure, and available fleet
- ➔ **Proof of previous experience** in providing vehicle rental services
- ➔ **List of available vehicles**, including make, model, and year of manufacture
- ➔ **Evidence of vehicle insurance coverage**

Scope of Tender

This tender involves the provision of **light vehicle rental services** for Save the Children's operational areas. The detailed requirements include:

- 1. Four-Wheel Drive (4WD) Vehicles** – Fully insured, well-maintained, and suitable for rugged terrain.
- 2. Sedan Vehicles** – For urban and administrative use, in good condition and with valid registration.
- 3. Minibuses** – For staff and cargo transport, with sufficient seating capacity.
- 4. Driver Services (Optional)** – If required, the supplier should provide trained and licensed drivers.

Additional details, including service locations and operational requirements, are provided in **Annex 1** of the tender document.

Submission and Evaluation

The **Save the Children Procurement Committee** will open tender submissions on **March 26, 2025**.

Save the Children International reserves the right to accept or reject any bid, either in part or in its entirety.

For further information, please contact Save the Children Ethiopia.

Continued from page 19

might be aware, St. Arsema is one of the most venerated saints in our churches. Similarly, Armenians consider Ethiopians as closest people in Africa and they are eager to visit your beautiful country and in particular Lalibela and other important sites. Armenian tourists also want to benefit from the Bole International Airport, a major air-transportation hub in the continent, to travel to other African destinations.

Armenia's tourism industry over the past decade has been experiencing consistent growth (annual average 13%), attracting an increasing number of visitors who seek to immerse themselves in the country's distinctive culture, rich history and warm hospitality. I know that Ethiopia has a significant potential for both incoming and outgoing tourism. Our relevant state agencies can share best practices and experiences on framing sectoral policies, strategies, and legal frameworks for tourism development, tourism resource/cultural routes mapping and resource identification to develop destinations and diversify attractions, applying AI/IT solution and digitization for tourism sector, etc. Another opportunity could be developing research-based proposals for our shared cultural heritage, with the aim of jointly registering them with UNESCO.

Mutual visits by high-level state officials and private sector executives will significantly contribute to the joint efforts geared towards further enhancing cooperation between Armenia and Ethiopia in the field of tourism, including cultural tourism, adventure tourism, ecotourism, medical tourism and rural tourism.

Capital: How do Armenia and Ethiopia cooperate on issues of global and regional stability and security? What is Armenia's stance on peace and security in its region?

Ambassador Sahak Sargsyan: Over the past three decades Armenia and Ethiopia actively contributed to the international efforts on global and regional stability and security matters. Armenia is one of the few countries to have participated in both NATO, UN peacekeeping missions. Armenia has deployed military personnel to peacekeeping missions in Kosovo, Iraq, Afghanistan, Lebanon, and Mali. We are aware of Ethiopia's decades-long experience in peacekeeping, which participated in many missions around the world, including in Somalia, Darfur, Abyei, and South Sudan. We know that Ethiopia is one of the largest troop contributors to the United Nations and African Union (AU) peacekeeping missions.

Given also our countries' shared priorities in the field of global environmental and climate change issues and challenges, which have strong bearing on human security and development, we see a huge potential in enhanced cooperation between Armenia and Ethiopia in furthering those priorities.

We also see a potential in enhanced cooperation between our countries in supporting each-others candidatures to the UN bodies, especially to those in charge of global and regional security.

We want to exchange our experience with Ethiopia in peacekeeping and contribution to global stability given as well Ethiopia's past and current membership

in the UNSC and AU Peace and Security Council and Armenia's candidacy for UNSC 2032-2033 non-permanent membership. We are also ready to coordinate our diplomatic efforts at international foras to more closely collaborate and contribute to the international stability and security, in accordance with the principles outlined in the UN Charter.

In the rapidly changing global geopolitical reality and considering turbulent developments in our respective regions it is important and useful for both sides to assess geopolitical risks and understand shifting landscapes since we live in an interconnected world of the 21st century. As a friendly country we are closely following the events taking place in and around Ethiopia. We sincerely hope that the dialogue will be reinforced and stability and long-lasting peace will prevail in Ethiopia and your region in general.

I would like to elaborate on the efforts of my Government towards achieving stability and peace in the South Caucasus. Armenia is focused on diversifying its foreign policy by building new relationships with both regional and global actors, while maintaining ties with traditional partners. This diversification includes efforts to establish a new security system and forge new defense partnerships, which are critical for our region's long-term stability.

Our Government has introduced the "Crossroads of Peace" initiative, which aims to enhance Armenia's and the region's transit potential, foster new connections between regional countries, and thus contribute to the establishment of lasting and sustainable peace. Armenia expressed its willingness to construct and rehabilitate all necessary infrastructure to secure transportation links along the North-South and East-West directions, as its strategic location offers significant potential for regional integration and economic growth. The "Crossroads of Peace" is a key element of the regional peace agenda. Its core goal is to develop communications between Armenia, Iran, Türkiye, Azerbaijan and Georgia through renovating and building infrastructure, including roads, railways, pipelines, cables, and electricity lines.

The "Crossroads of Peace" aims to transform the region into a hub for political dialogue, cultural exchange and international cooperation. By building mutual trust and overcoming traditional geopolitical divides, the initiative seeks to unlock the full potential of the Caucasus region and promote broader regional cooperation. The "Crossroads of Peace" is a transport and logistics project that envisions restoring railway and road infrastructure with neighboring countries. For centuries, the South Caucasus region has been recognized as one of the key international trade routes from East to West and from North to South and through this Initiative we want to contribute to the revival of the image of the region as a safe and genuine center for international trade, cooperation and intercultural dialogue. I consider it important to emphasize the principles of "Crossroads of Peace", which are sovereignty, jurisdiction, reciprocity and equality.

We understand that the Government of Ethiopia has a similar vision for the Horn of Africa and beyond. As a land-locked developing country we also understand the

constraints and needs of Ethiopia to have a sustainable access to the sea. We would like to underscore the importance of enhancing the cooperation to promote sustainable, equitable and inclusive transport systems in our respective regions and ensure unfettered, efficient and cost-effective access to and from the sea by all means of transport, on the basis of the freedom of transit.

Many international partners support Armenia to catalyze regional cooperation and prosperity, setting a precedent for peaceful conflict resolution. Policymakers can help integrate the "Crossroads of Peace" initiative into regional connectivity plans, positioning Armenia as a key player in diversifying transit routes across Eurasia. New trade agreements and encouraging private sector investment in the "Crossroads of Peace" framework would further support the initiative's viability. We can also discuss how our two countries can work together to contribute to linking two continents – Eurasia and Africa.

In short, economic cooperation is crucial for global stability and prosperity. Armenia and Ethiopia are well-positioned to play key roles in this by fostering cross-border economic ties, promoting responsible business practices and contributing to global economic growth.

Capital: Where more focus is needed to facilitate furthering the cooperation between two countries?

Ambassador Sahak Sargsyan: There is a need to boost high-level mutual visits and enhance our political dialogue, which will help revamping our cooperation. There are important international events to be held in Armenia this year and we want to invite the leadership of Ethiopia to participate.

I believe we need to double our efforts to boost the trade between our countries. While our bilateral trade turnover remains modest, it holds significant potential for growth. Agriculture and food-processing, healthcare and pharmaceutical are also promising areas and can play their role in increasing our trade volumes. Software companies can expand their investments in production and services. Our manufacturing companies including ones in textile can do the same. Our companies should benefit from the industrial parks in Ethiopia which have been recently upgraded into Special Economic Zones. I think the same can be done by the Ethiopian companies in Armenia, where we have four free economic zones: Meghri, Ecos, Meridian, and Alliance. Each zone caters to different industries and sectors, providing distinct investment opportunities.

Capital: What are your hopes for Armenia-Ethiopia relations in the near future?

Ambassador Sahak Sargsyan: I am positive that through long-term strategic vision and long-standing civilizational and cultural ties that our nations share we can bolster our partnership. For us, Ethiopia is one of the most important countries in Africa. The relations with the African countries are among the important foreign policy priorities of Armenia and Ethiopia can be a crucial enabler to connect us to the rest of Africa. We consider Ethiopia as a gateway to the rest of sub-Saharan Africa and are ready to take practical steps to use the existing potential to a greater extent. As you know, our Embassy in Addis Ababa is also accredited to the African Union and UNECA, and to neighboring countries Djibouti, Rwanda and Kenya, as well as with the UN Agencies in Nairobi. So, we are willing to learn from the vast experience of Ethiopia in the African Union and UNECA, UNEP and UN-HABITAT and open to consider ideas on how to collaborate in launching joint projects within these organizations and with its member states with the help of our Ethiopian partners.

Talking about our plans in the near future, I would like to mention our intention to organize a business forum, which is a long overdue, to provide platform for facilitating bilateral and regional trade, fostering economic cooperation, sharing knowledge and best practices, attracting investment, building relationships between businesses and government officials in charge, and identifying potential new market opportunities, ultimately contributing to economic growth and development.

There is also a potential to boost cooperation between the Diaspora Affairs Offices of our two countries given the large Ethiopian and Armenian diaspora communities worldwide. Cooperating on diaspora issues within the African Union would be beneficial, as the AU integrates diaspora participation across various departments, partnership frameworks, and policies, including the flagship Agenda 2063.

We can build on our traditional strong bonds, develop and diversify our partnership, discover and unravel the potential that exists in expanding the cooperation between Armenia and Ethiopia.



PHOTO: Antehet Akilu

Vacancy No. 002/2025**Wegagen Capital**
Investment Bank

NATIONAL AND INTERNATIONAL VACANCY ANNOUNCEMENT

Wegagen Capital-Investment Bank S.C. (under formation) is a company under formation to provide investment banking services in Ethiopia. Currently, the bank has successfully completed every necessary preparations and duly applied for investment banking license at Ethiopian Capital Market Authority. Thus, the Bank is looking for professionals with vibrant track records for the following vacant positions with attractive Salary and benefits package.

1. POSITION	Chief, Trading Officer (Re-Advertised)
Job Purpose	The Chief Trading Officer is responsible for developing and implementing effective trading strategies that maximize profitability while managing risk exposure across various financial instruments. This role involves overseeing client acquisition and relationship management, ensuring compliance with regulatory frameworks, and leading a high-performance team of traders. The Chief Trading Officer will also optimize trading technology and drive business development efforts to achieve revenue targets and enhance client engagement
Qualifications and Experience	<ul style="list-style-type: none"> ➤ A Master's Degree (MBA or equivalent) or ➤ Bachelor's Degree in Finance, Economics, Business Administration, or a related field. ➤ Professional certification, especially from CISI is Mandatory while CFA and FRM are highly desirable. ➤ Minimum of 10 years of experience in trading or investment banking, with at least 5 years in a leadership role. ➤ Proven track record in developing and executing trading strategies and managing risk in financial markets. ➤ Experience with specific trading platforms such as Bloomberg Terminal, Reuters Eikon, and proprietary trading systems like FlexTrade, Eze Software, or Trading Technologies is required
Place of Work	Head Office

Applicants fulfilling the stated criteria could send their applications with CV and copy of testimonials through <https://vacancy.wegagenbanksc.com.et:9090> or submit in person to Talent Management Directorate, Wegagen Bank S.C., Head Office, 12th floor, from Monday March 03, 2025 to Saturday March 08, 2025, Tel. 0115-523800.





TENDER - CALL FOR POTENTIAL BUYERS OF SOAP NOODLES

Unilever is one of the world's leading suppliers of Beauty & Wellbeing, Personal Care, Home Care, Foods and Ice Cream products, with sales in over 190 countries and products used by 3.4 billion people every day. We have 128,000 employees and generated sales of €60.8 billion in 2024.

Established in 2015, Unilever Manufacturing PLC (Unilever Ethiopia) has been instrumental in serving the Ethiopian consumers by building a network of suppliers, distributors, and traders.

Our company is currently seeking potential buyers for soap noodles.

Tender Requirements

- Buyers shall specify the quantity of noodles they wish to purchase for at least one year.
- Buyers may apply for multiple quantities if their purchasing capacity allows.
- Buyers shall submit a proposal including the necessary minimum information and requirements, along with their profile and any other relevant information that they believe supports the tender

The requirements include but not limited to the following:

- Quantity of noodles required
- Packaging details
- Delivery schedule
- Cost per unit
- Advance Payment term

Successful buyers shall be able to receive the specified quantity of noodles within one week after winning the tender.

This tender will be open for two consecutive weeks from February 26, 2025, to March 12, 2025.

How to Apply

Interested buyers shall submit their proposal and required documents no later than March 10, 2025, either physically to Unilever Manufacturing PLC (Unilever Ethiopia) main office or via email to the following address:

**Office Address: Woreda 08, Kirkos Sub-city, House: New. P.O. Box 2396, Addis Ababa, Ethiopia.
Phone number: +251115585886 or +251907259950 E-mail: michael.asrat@unilever.com**

Buyers shall certify the accuracy of their information. Misleading information will result in disqualification.

Unilever Ethiopia reserves the right to cancel the tender in whole or in part.



ARTOLOGY: ADDIS ABABA'S NEWEST EVENT SERIES BLENDS ART, THERAPY, AND SOCIAL CONNECTION



Looking for a unique way to unwind, express your creativity, and boost your mental well-being? Artology, a new event series in Addis Ababa, offers a refreshing blend of art, social interaction, and therapeutic activities, making it the perfect way to relax and rejuvenate.

Artology events provide a relaxed and welcoming space for people of all skill levels to express themselves through painting on canvas, tote bags, and pots. The organizers, inspired by art therapy principles, aim to create a community of connection and creativity where attendees can reflect, create, and rejuvenate.

Over the past 11 months, Artology has consistently delivered these creative, therapeutic experiences through weekly paint and sip events at different restaurants around Addis Ababa. Past events include a "Lakeside Edition" at the Pelican Resort and a "Mindful Edition" at the Gize Psychiatry Center.

Artology is gearing up to launch a series of five annual editions, starting with the "Lovebirds Edition," followed by the "Galantines Edition," and the "Young Stars Edition."

Artology events take place on Fridays from 5:00 PM to 3:00 AM and Saturdays from 3:00 PM to 9:00 PM. They target a diverse audience, including art enthusiasts, groups of friends, corporate teams, couples, and Artology members.

The core objectives of Artology are to:

- Promote Creative Expression
- Foster Mental Well-being
- Facilitate Social Interaction
- Encourage Self-Reflection and Rejuvenation
- Celebrate Art in Everyday Life

Artology is not just about creating art; it's about creating an experience that promotes self-expression, mental well-being, and a sense of community within the vibrant city of Addis Ababa.

"MILIKETA ETHIOPIA, MILIKETA AFRICA": LEMA WOLDEMARIAM'S NEW BOOK OFFERS INSIGHTS INTO LIFE, CULTURE, AND AFRICA

Lema Woldemariam, a veteran professional with extensive experience at the Commercial Bank of Ethiopia and the United Nations Economic Commission for Africa (ECA), has recently published a book titled "Miliketa Ethiopia, Miliketa Africa." This memoir not only chronicles his life story but also delves into broader themes relevant to Ethiopia and Africa, focusing on the origin of life, the journey of life, and observation.

Throughout his career, Lema traveled extensively across Africa, accumulating valuable insights and experiences that he has woven into the narrative of his book. The publication explores not only the author's biography but

also various aspects of Ethiopian and African cultures, with a special emphasis on the cultural values of the Gurage community.

Lema's motivation for writing the book stems from a desire to share his accumulated knowledge and experiences with future generations. At the book's inauguration at the National Theatre, he expressed his passion for reading and his intention to pass on the wisdom he has gained over the years.

"I used my transcendent passion for reading to gather the experiences I had acquired over my lifetime and that I thought would be useful to my country," Lema said

during the event.

The book is believed to contain valuable lessons for both current and future generations, contributing to Ethiopia's growth and development. In a review, Melaku Woldemariam praised the author's ability to reflect on life's processes through charged words, maintaining a connection with nature.

As "Miliketa Ethiopia, Miliketa Africa" gains attention, it is poised to become a significant contribution to Ethiopian literature, offering readers a unique blend of personal narrative, cultural insights, and reflections on life and Africa.

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

HOTTEST TRACKS

FEBRUARY 20 - FEBRUARY 26, 2025

HOTTEST ARTISTS

RANK	TRACK	ARTIST	RADIO	TV	TOTAL PLAY
1	Meyazen	Zebiba Girma	38	32	70
2	Zim	Mahlet Wendimu	20	25	45
3	Maarree	Andualem Gosa	10	28	38
4	Bantelay	Hana Girma	16	11	27
5	Yefikir Debdabe	Zigi Zaga & Meselu Fantahun	13	12	25
6	Demama	Dawit Tsige	20	4	24
7	Alemdim	Yared Negu	13	9	22
8	Duumessaayee	Jambo Jote	15	6	21
9	Yelebe	Haleluya Tekletsadik	14	6	20
9	Dar Dar	Dawit Tsige	13	7	20
10	Yileyal	Lemelem Hailemichael	15	4	19

RANK	ARTIST	RADIO	TV	TOTAL PLAY
1	Dawit Tsige	61	21	82
2	Zebiba Girma	41	32	73
3	Michael Belayneh	49	1	50
4	Andualem Gosa	15	33	48
5	Mahlet Wendimu	21	25	46
6	Veronica Adane	27	11	38
7	Hana Girma	16	11	27
8	Rahel Getu	17	8	25
8	Mesay Tefera	19	6	25
8	Zigi Zaga & Meselu Fantahun	13	12	25
9	Lemelem Hailemichael	19	5	24
10	Yared Negu	13	9	22
10	Haleluya Tekletsadik	14	8	22
10	Leul Sisay	8	14	22

THIS DATA IS GATHERED BY A 24/7 AUTOMATED RECORDING & ANALYZING ALL SYSTEM FROM 35 TV & RADIO STATIONS. THERE WERE MORE THAN 2,966 TOTAL MUSIC PLAYS ACROSS THE BROADCAST MEDIUM FOR THIS WEEK.

BROUGHT TO YOU BY - OMNIMEDIA ETHIOPIA

Society

PRACTICAL WISDOM

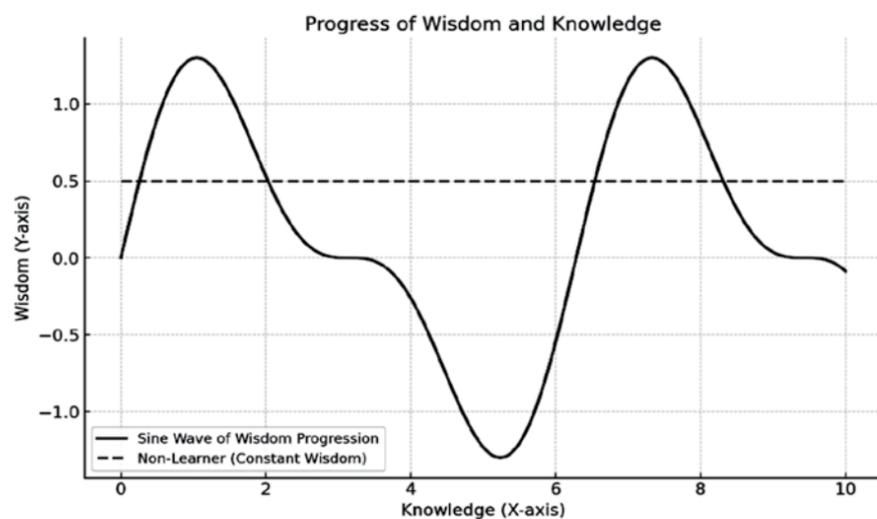
■ By Geabral Ashenafi Mulugeta

The concept of practical wisdom is not new; it has been debated since ancient times. The ancient Greeks called it phronesis. The Romans translated it to "prudencia". We know it as practical wisdom – the ability to discern the right course of action in complex situations, to make sound judgments, and to navigate the uncertainties of life with prudence and foresight. It's not merely intelligence or technical skill, but a deeper, more nuanced understanding of human affairs and the capacity to act accordingly.

In simpler times, practical wisdom was

often honed through direct experience and passed down through generations in the form of proverbs, stories, and traditions. But in our modern age, something has shifted. We're surrounded by experts, inundated with data, and yet, true practical wisdom seems to be in short supply.

One of the key culprits is the very thing we believe should be making us wiser: information. We live in an age of unprecedented access to knowledge. Yet, as the image aptly illustrates, the mere accumulation of information doesn't necessarily translate into wisdom. In fact, it can have the opposite effect.



The chart shows two paths: the "Sine Wave of Wisdom Progression" and the "Non-Learner (Constant Wisdom)." The sine wave depicts someone actively seeking knowledge. Initially, as they gather information (moving along the x-axis), their wisdom (y-axis) actually dips. This is because raw data, without reflection and context, is just noise. It's only after contemplation and experience that wisdom begins to rise again.

The non-learner, represented by a flat line, maintains a relatively constant level of wisdom. While seemingly less desirable, this path highlights a crucial point: without actively engaging with knowledge through reflection and application, there is no growth in practical wisdom.

The sheer volume of information we face today creates a challenge never before encountered. We're constantly bombarded with news, opinions, and "facts," making it difficult to discern what's truly relevant and meaningful. This overload can lead to a state of "information fatigue," where we become passive consumers of data, rather than active thinkers. As the chart suggests, without reflection, we risk becoming less wise, even as we become

more informed.

Practical wisdom requires more than just data; it demands critical thinking, empathy, and the ability to connect with our own values and experiences. It requires us to ask not just "what do I know?" but "how does this apply to my life and the world around me?"

Detailed Reasoning

The need for practical wisdom in today's world stems from the overwhelming volume of information we now encounter daily. With the rise of social media, online news, and instant access to data, we have more knowledge at our fingertips than ever before. Yet, this very abundance can be a double-edged sword. On the one hand, access to information is empowering, providing us with the tools to make informed decisions. On the other hand, it has led to a form of "information overload," where we are constantly bombarded with facts, opinions, and narratives that are not always clear, accurate, or meaningful.

This overload can create a number of problems. For one, it makes it harder for individuals to distinguish between

useful knowledge and mere noise. In a world where every opinion can be amplified and every fact questioned, it becomes increasingly difficult to make sound judgments. This is where practical wisdom comes in: it is not enough to know a lot; we need the ability to discern what is truly important, to critically assess the validity of the information we encounter, and to use that knowledge in ways that serve both our individual well-being and the collective good.

Moreover, the sheer volume of information can lead to cognitive fatigue. This condition arises when we are required to process too much data without time for proper reflection. As a result, we may make impulsive decisions, fail to see the long-term implications of our actions, or become passive consumers of information rather than active thinkers. Practical wisdom requires time and space for reflection—a process that allows us to step back from the constant flow of data and consider its relevance, consequences, and alignment with our values. Without this ability to reflect, we risk losing touch with the very purpose of acquiring knowledge in the first place: to improve our lives and the lives of those around us.

In the context of Ethiopia, where traditional values and community wisdom have long played a crucial role in shaping society, the challenge becomes even more pronounced. As we modernize and embrace new technologies, we must not lose sight of the importance of reflection and application of knowledge in a manner that respects our cultural heritage and

moral values. Just as the elders have long guided younger generations with their insights, we must find ways to integrate the new information age with the timeless wisdom that has served us well for centuries.

Finally, practical wisdom is essential for navigating the complex ethical dilemmas we face in the modern world. With rapid technological advancements, societal shifts, and global challenges, we are constantly confronted with decisions that have far-reaching implications. From environmental issues to social justice and human rights, the stakes have never been higher. In these situations, data alone is not enough. We need wisdom to guide us, to help us navigate these complexities with a sense of responsibility and foresight. It's about making decisions not just for immediate gain, but for the long-term well-being of our society, our environment, and future generations.

Conclusion

The reason why practical wisdom is indispensable in the Information Age is because it enables us to navigate the overwhelming flood of information in a thoughtful, meaningful, and ethical way. It allows us to not just accumulate knowledge, but to use it with discernment, reflection, and a sense of responsibility. In Ethiopia, as in the rest of the world, embracing this wisdom is crucial not just for personal growth, but for the collective well-being of our communities and our nation.

You can reach the writer via gabrielmulugeta1@gmail.com



arche noVa
Initiative for People in Need

CALL FOR AUDIT SERVICE

arche noVa – Initiative for People in Need (AN) founded in Dresden, Germany, in 1992, is an independent non-profit organization, currently working in 14 countries worldwide: Middle East (Syria, Lebanon, Iraq); Africa (Mali, Kenya, Somalia, Uganda, Ethiopia, Somaliland and Sudan); Asia (Nepal, Philippine, Myanmar), Europe and registered with FDRE Charities and Societies Agency with Certificate No. 0421.

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

1. A valid tax clearance certificate.
2. A valid AABE registration certificate.
3. A valid business registration certificate/ incorporation.
4. A valid business permit.
5. Minimum experience of 10 years in offering audit services.
6. Demonstrated experience in auditing International non-profit organizations.
7. At least two (2) engagement partners must have a degree certificate and be a member of AABE with over 10 years related experience. (attach AABE practicing certificate) and could submit the audit report within 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 04 Kebele, CMC Road - JIJIGA, ETHIOPIA Tel: +251 915769315 / +251 915052047



Call for Key Distributor in Adigrat

Unilever is one of the leading suppliers of food, home and personal care products in Ethiopia. Unilever Manufacturing PLC was established in 2015 in Ethiopia and has been contributing as a growing network of Ethiopian suppliers, distributors and traders.

Working to create a brighter future every day, Unilever helps people to look good, feel good and get more out of life. Its portfolio includes most loved locally produced brands such as Signal, Lifebuoy, Omo, Sunlight, Knorr, Lux and Sunsilk among 400 world renowned brands.

Unilever Manufacturing PLC is currently looking for one potential key distributor in Adigrat

Requirements	Documents Needed
Capital 10 Million Birr	Unilever Key Distributor Application Form with Recent Photo
Experience Distribution of FMCG goods [minimum 3 years]	Business License [Valid Photocopy]
Required to have Warehouse & Van	Trade License [Valid Photocopy]
Must have the ability to keep live sales report	TIN Certificate [Valid Photocopy]
Local knowledge will be considered as an added advantage - existing business in the area and local language skill	Bank Statement
Female applicants are encouraged to apply	VAT Certificate [Valid Photocopy]

How to apply:

- Fill the Key Distributor Application Form [contact: Bezawit.kurabachew@unilever.com or alazar.habteselassie@unilever.com to get the Key Distributor Application Form]
- Submit the scanned copy of the above listed documents along with duly filled Key Distributor Application Form to Bezawit.kurabachew@unilever.com or alazar.habteselassie@unilever.com by e-mail From **March 2nd, 2025 - March 10th, 2025**
- You can call on 0115503000 for further information

Local candidates will get preference





Call for Key Distributor in Sebeta, Alemegena and Tulubulo

Unilever is one of the leading suppliers of food, home and personal care products in Ethiopia. Unilever Manufacturing PLC was established in 2015 in Ethiopia and has been contributing as a growing network of Ethiopian suppliers, distributors and traders.

Working to create a brighter future every day, Unilever helps people to look good, feel good and get more out of life. Its portfolio includes most loved locally produced brands such as Signal, Lifebuoy, Omo, Sunlight, Knorr, Lux and Sunsilk among 400 world renowned brands.

Unilever Manufacturing PLC is currently looking for one potential key distributor in Sebeta, Alemegena and Tulubulo

Requirements	Documents Needed
Capital 15 Million Birr	Unilever Key Distributor Application Form with Recent Photo
Experience Distribution of FMCG goods [minimum 3 years]	Business License [Valid Photocopy]
Required to have Warehouse & Van	Trade License [Valid Photocopy]
Must have the ability to keep live sales report	TIN Certificate [Valid Photocopy]
Local knowledge will be considered as an added advantage - existing business in the area and local language skill	Bank Statement
Female applicants are encouraged to apply	VAT Certificate [Valid Photocopy]

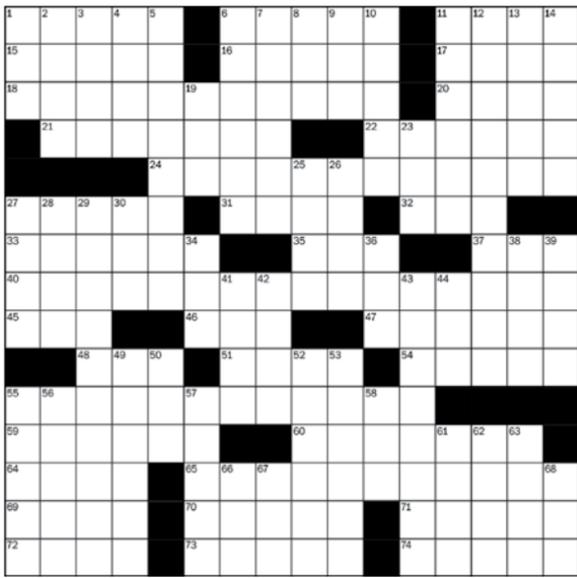
How to apply:

- Fill the Key Distributor Application Form [contact: Bezawit.kurabachew@unilever.com or alazar.habteselassie@unilever.com to get the Key Distributor Application Form]
- Submit the scanned copy of the above listed documents along with duly filled Key Distributor Application Form to Bezawit.kurabachew@unilever.com or alazar.habteselassie@unilever.com by e-mail From **March 2nd, 2025 - March 10th, 2025**
- You can call on 0115503000 for further information

Local candidates will get preference



CROSSWORD PUZZLE



ACROSS

- 1 Worthless stuff
- 6 Eyewear, informally
- 11 Sacred Egyptian bird
- 15 Zing
- 16 Prepare to start a hole
- 17 Slam __
- 18 *Chimp aboard a rocket, say
- 20 Luxury hotel chain
- 21 Pink pencil parts
- 22 Beat on eBay
- 24 *Entertainment systems sold with controllers
- 27 Calico's outdoor enclosure
- 31 Walk of Fame symbol
- 32 Furrow maker
- 33 Nuts in a chipmunk's hoard
- 35 TV hosts
- 37 Flock sound
- 40 *Storage area in a dashboard

DOWN

- 45 Hearty laugh
- 46 Goose Island brew, for short
- 47 Put on the right track
- 48 "The Addams Family" cousin
- 51 "Tell Mama" singer James
- 54 Analyze for purity
- 55 *Garage employee
- 59 Attack vigorously
- 60 Ancient musicians
- 64 Dutch painter Frans
- 65 Kinks hit about the local palais, and what can be found in the answers to the starred clues?
- 69 Awards acronym
- 70 Chess grand master Krush
- 71 "Later, __!"
- 72 Damp at dawn
- 73 Eccentric
- 74 Madeleine of "Revenge"

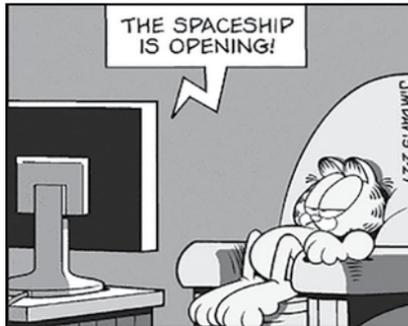
DOWN

- 1 Green Day album released between ";Uno!" and ";Trè!"
- 2 Rock climber's line
- 3 Actor Epps
- 4 Pet adoption org.
- 5 Hall & Oates soul ballad
- 6 Blizzards, e.g.
- 7 Gift for writing?
- 8 "Yikes!"
- 9 Actor's alert
- 10 Track with malware, say
- 11 "Same here!"
- 12 Fuzzy pollinators
- 13 Concave navel
- 14 Slides after braking
- 19 __ culpa
- 23 Show to a seat, slangily
- 25 __ David
- 26 Apex predator in the ocean
- 27 Evasive
- 28 Free speech advocacy gp.
- 29 Didn't rush

DOWN

- 30 Music producer Gotti
- 34 Bio or chem
- 36 Hit show letters
- 38 "Pushing Daisies" actress Friel
- 39 Legal dept. staffer
- 41 Intl. crude cartel
- 42 SAT section
- 43 Copies made with see-through sheets
- 44 Grafton's " __ for Malice"
- 49 Warm and comfy
- 50 "OMG, no more details!"
- 52 Knack
- 53 Very soon now
- 55 Oohed and __
- 56 Water bill statistic
- 57 Spanish folk hero
- 58 NPR host Flatow
- 61 "Beat it!"
- 62 Bandleader Puente
- 63 Imitation flakes in a clear globe
- 66 Guadalajara gold
- 67 Univ. near Harvard
- 68 Univ. senior's test

Solution: see below



WEEKLY HOROSCOPES

Aries
Be sure you're getting enough sleep and not allowing stress to increase conflicts on the job. You may be feeling restless on Tuesday and could do with a break from the usual routines. A difficult boss or customer can sidetrack best-laid plans this week. It's wise not to take personally other people's negative reactions. Say what you really think on Thursday and Friday. You can make an important contribution to any team effort.

Cancer
This will be a very positive week for you once you accept that not everyone thinks the same way you do. Wednesday is a lucky day to ask about upgrading your position or look for funding for additional training. An office flirtation could turn into something more this week. Be sure this is wise. Friday will see you shine in any team effort. Be sensible about how much you can actually accomplish. Ask for help if you need to.

Libra
It could feel as if a long period of delay and disappointment is beginning to change, like a fog lifting. Make contacts this week with old clients or well-established sources of knowledge or material resources. Wednesday is a lucky time to move forward on any plan or project. The energy supports travel and marketing to expand your prospects. Avoid taking seriously any interoffice drama. People are sometimes immature when stressed.

Capricorn
This can be a very exciting time. Many areas that have stalled or suffered a lack of resources will at last begin to show progress. If you're careful about following established procedures, your natural expansiveness is going to win you recognition on Thursday. An easy flow on Friday supports applying for a job or any sort of active marketing of your business interests. It will be easier to present your products to a wider audience.

Taurus
Many areas that have stalled will at last receive a welcome dose of forward motion. This is a good week for teamwork and brainstorming to find the group consensus. Tuesday is a high-energy day that supports marketing efforts and work-related travel. There's a slight chance of spending too much on clothes to make a good presentation. The end of the week brings challenges that shouldn't be ignored.

Leo
You may feel pulled in several directions at once this week. Your people skills are great, but you may be rather scattered. Make lists to keep your priorities straight. Be patient and keep your sense of humor if you're learning something new. A "deer in the headlights" appearance can give people the wrong impression, so speak up! You'll be happiest working alone midweek. Co-workers have good ideas and should be listened to.

Scorpio
This is a strong week for legal matters, contracts, and other agreements. You can be very diplomatic, but at the same time you won't forget your personal bottom line. Wednesday is a great day for being recognized and expanding your customer base. If you need something, don't hesitate to ask for it. Do your best to avoid being judgmental in a situation or relationship that isn't working out as you'd like.

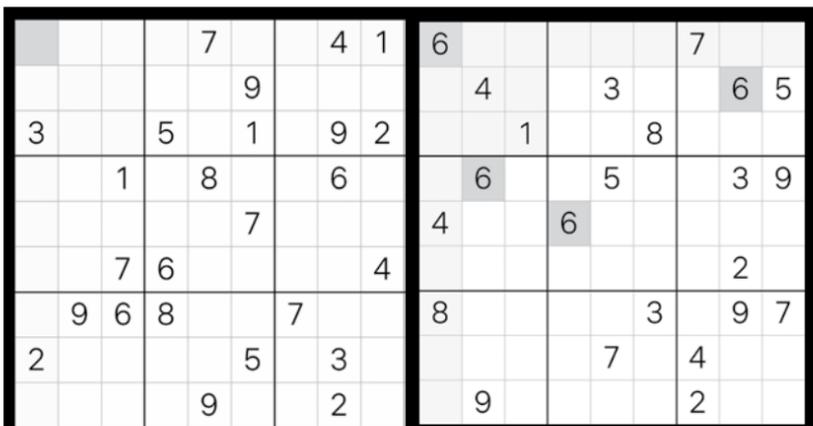
Aquarius
Many of the factors that have delayed or stalled progress will begin to ease this week. If you're feeling frustrated, it may be time to take on a bigger or more ambitious project. Tuesday is a lucky day for work-related travel and doing research to upgrade your training or education. There can be conflicts with customers or co-workers on Wednesday. It could be a matter of listening more carefully to understand their perspectives.

Gemini
You can be frustrated with people who stubbornly refuse to do things according to established procedures. There's an unsettled energy that encourages changing jobs or doing research about additional education or training. Tuesday is lucky for making a good public impression. You'll be at your most diplomatic if you have to review anyone's performance. Misunderstandings are possible if you don't take your time to carefully explain things.

Virgo
This is a high-energy time for you. Be very honest. You may have a tendency to exaggerate. It could be that you find ways to combine business with pleasure. Your natural charm and optimism are strong. Dress your best and expect to make a good impression. This can lead to contacts that will help you later. The end of the week is positive for teamwork and finding better or cheaper sources to support your interests.

Sagittarius
Your management skills are strong, but you may be challenged by people who have strong egos or insist their way is the only option. Do your best to listen and create a group consensus. If you can't, your best option is to work independently. Thursday is a lucky day for teaching others or improving your own skills. Some things you'd like to overcome simply won't get out of the way. Be patient and watch any tendency to make cutting remarks.

Pisces
This is a high-energy week for you! Anything you're enthusiastic about will find additional support. Budgets and financial challenges will benefit from a careful and realistic analysis. Big dreams require a solid foundation. It's possible to take on too much midweek, especially if you're hoping to make a good impression. The energy on Friday demands a direct approach. It's a lucky day to make contacts to secure your position within an organization.



Sudoku

The game is easy, the rules are simple. All you have to do is make sure you fill every 3x3 box every row and every column, without repetition, using the number 1-9.

Word search

T	S	P	O	R	T	S	L	N	A	S	A	C	M
A	D	U	L	A	P	I	A	U	A	I	P	S	O
P	A	E	P	A	N	A	C	A	O	A	E	V	S
A	L	T	S	C	I	R	R	C	M	A	S	A	P
T	R	A	E	P	E	S	U	S	I	I	O	U	S
E	O	A	P	T	R	O	Z	I	V	E	L	E	T
A	V	E	S	R	U	I	L	O	T	O	F	A	P
N	O	N	C	A	O	M	O	O	A	T	S	O	O
E	C	I	O	A	S	F	E	M	U	Z	I	C	A
T	A	A	A	P	R	I	E	A	C	I	S	I	P
E	N	C	L	P	O	T	A	S	E	R	T	S	T
I	I	I	A	C	S	A	A	C	O	E	P	C	H
R	M	U	T	A	I	O	I	P	E	R	R	T	T
P	O	N	S	E	R	C	H	I	M	I	E		

SCOALA FOTOLIU CAINE CAISA
 ROȘTE MASA MUZICA PRIETENA
 COVOR PROFESOR CANAPEA SPORT
 SCAUN TELEVIZOR DULAP CASA
 PAT CHIMIE CAISA PISICA

Crossword Solution

E	M	O	I	S	A	L	T	O	D	A	M	E	D													
R	G	A	T	O	R	V	A	N	I	R	I	O	G	E												
G	N	I	N	C	I	N	V	A	D	E	C	O	M	E	S	T	A	S	H							
S	S	T	S	I	S	I	R	L	Y	L	I	A	V	S	S	A	V									
V	A	S	S	V	A	V	A	T	E	L	A	T	I	T	I											
T	N	E	I	O	R	I	E	A	V	A	I	P	A	I	P	A	K	U	K							
T	N	E	M	E	R	T	M	A	R	P	A	R	M	P	C	O	L	O	V	E	R	G	O	L	T	
V	A	V	A	B	A	B	A	S	C	S	M	C	S	N	S	O	R	N	O	C	O	V	A			
S	E	T	O	L	E	S	H	O	E	H	A	R	V	A	R	S	T	O	I	O	I	C	A	T	I	O
D	I	B	I	D	O	U	O	I	S	E	R	S	E	R	S	E	R	S	E	R	S	E	R	S	E	R
I	N	I	N	O	M	O	K	E	L	E	N	O	N	K	E	M	O	N	O	N	O	N	O	N	O	N
K	N	K	D	U	N	P	E	U	P	E	E	T	E	H	P	O	O									
S	I	B	I	S	S	C	S	P	E	C	S	S	P	E	S	S	D	R	O	S	S					

A YEAR OF GROWTH: GLOBEDOCK ACADEMY'S EDTECH IMPACT ACCELERATES



GlobeDock's Learning Loop YouTube channel is one of the prominent players in Ethiopia's edtech space, with over 450 educational videos designed for elementary and secondary students.

GlobeDock Academy, a digital educational platform that provides high-quality education to Ethiopian students, has seen significant growth, expanding its user base by over 85% in less than a year.

The edtech platform, which provides courses for students from grades 4 to 12, has increased its YouTube subscriber base from 100,000 to over 180,000. The app's user base now boasts 42,000 users and 3,500 active monthly paying subscribers.

Beyond individual learners, the platform also broadened its impact by diversifying its tutorial products and introducing B2B services, alongside forging strategic partnerships with the Ministry of Innovation and Technology for its Youtube-based learning platform, Learning Loop.

It has also won 2nd place in the Great Valley Innovation Summit, securing a \$110,000 grant from EDTF (Ethiopian Diaspora Trust Fund). Barkot Eshetu, Deputy CEO of GlobeDock says these achievements were significantly facilitated by the Academy's participation in the Mastercard Foundation's inaugural EdTech Fellowship in partnership with Reach for Change, a three-year initiative designed to scale innovative education solutions across Ethiopia.

In a country where over 50% of the population is under the age of 20, Ethiopia's education system faces a dual challenge equipping youth with foundational skills while preparing a rapidly growing workforce for a digital economy.

The Fellowship has accelerated growth that might otherwise have taken years. Mentorship helped refine the startup's strategy, while equity-free funding enabled operational expansion.

The MasterCard Foundation EdTech Fellowship program was unveiled last year in partnership with Reach for Change, a social enterprise incubator. Running from February 2024 to January 2027, it targets impact enterprises and prioritizes gender-balanced leadership.

The program will incubate a total of 36 EdTech enterprises, contributing to improved access to inclusive education and learning outcomes for children and youth in Ethiopia (serving 576,000+ learners, educators, and caregivers, especially in underserved communities).

Founded in 2022, GlobeDock Academy provides AI-powered learning and workforce upskilling through innovation, scalability, and collaboration.

"Alongside 185K YouTube subscribers, we now have 42,000+ registered users engaging with our digital learning solutions." Says Barkot.

When GlobeDock was selected as one of the first 12 edtech startups for Mastercard Foundation's inaugural EdTech Fellowship in partnership with Reach for Change in 2024 it marked a turning point. The fellowship provided mentorship, equity-free funding of \$60,000, and most critically a network of partners.

"Being among the first 12 startups was a huge milestone for us. It validated our mission, gave us the support to scale, and connected us with a network of like-minded innovators and Various Ecosystem players." Barkot told Shega.

"Networking opened doors we couldn't have knocked on alone," she explains. "Suddenly, we were collaborating with government bodies, investors, and innovators who shared our vision."

GlobeDock's Learning Loop YouTube channel is one of the prominent players in Ethiopia's edtech space, gaining traction with over 450 educational videos tailored for elementary and secondary students. After over a year of creating educational content on YouTube and gaining over 160K subscribers, in November 2024 Learning Loop has expanded with a new, adaptable platform and has now 185k subscribers.

Their app, GlobeDock Academy, offers an interactive space where teachers, parents, and students collaborate, attracting over 50,000 users since August. The platform supports students with lecture videos, notes, ongoing quizzes, and a performance-tracking dashboard.

Ethiopia's education sector has been the subject of significant attention over the past few years, with university entrance pass rates averaging less than 5%. The Education Ministry has been dipping its toes into tech-based tools to address some of the identified gaps.

Their agreement with the Ministry of Innovation and Technology focused on delivering education through digital platforms and looks to leverage AI to create personalized learning experiences. It also seeks to align with the current curriculum in the country as part of fostering a sustainable digital education infrastructure.

Designed to make learning engaging and accessible for all students, GlobeDock Academy aims to enhance academic achievement and bridge educational gaps through digital technology.

Despite deep-rooted educational gaps in Ethiopia, the rise of EdTech ventures like GlobeDock highlights a potential shift towards solutions that integrate local contexts with innovation. Whether these efforts can lead to lasting change will depend on sustained investment, adaptability to economic realities, and collaboration among startups, policymakers, and communities.

Early results from the fellowship highlight its potential impact: In 2024 alone, startups in the program reached 94,000 users—38,000 women and 56,000 men—including 85,000 youth, 248 individuals with disabilities, and 3,000 displaced persons.

"To expand our reach," Barkot states, "we are focused on strengthening our operations, further developing our technology, and building more strategic partnerships. The grant has been instrumental in supporting these areas." She acknowledges the challenges faced in balancing growing demands with product diversification and advancing the platform's technology but emphasizes that strong team involvement and strategic thinking have helped navigate these hurdles effectively.

At GlobeDock Academy, the mission is clear: redefine education and reach every learner. "Stay connected as we continue to grow and inspire change," Barkot concludes.

According to Barkot, the most impactful aspect of the fellowship for GlobeDock was networking and partnerships that opened doors to key stakeholders and industry leaders strengthening their role in the digital learning ecosystem.



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