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Exporters Association**





Flag of Ethiopia

Ethiopia: Country Profile



Unique Aspects

- Own alphabet
- Julian calendar and 13 months in a year
- Cradle of Mankind

Country facts:

- **Full name:** Federal Democratic Republic of Ethiopia
- **Government Type:** Federal State
- **Population:** 90 Million(Est.)
- **Capital:** Addis Ababa
- **Area:** 1.13 million sq km, twice of France
- **Membership of International Organizations-** United Nations (UN), African Union (AU), Intergovernmental Authority on Development (IGAD), Common Market for Eastern and Southern Africa (COMESA)
- **Currency:** Birr, exchange rate 1\$= Birr 19.50
- **Main exports:** Coffee, hides, oilseeds, flowers
- **International dialing code:** +251
- **Standard Time** +0300 UTC
- **Official languages:** Amharic, English
- **Location:** 9°01'N 38°44'E; on the horn of Africa
- **Boundaries with** Kenya, Djibouti, Somalia, Eritrea, Sudan and South Sudan.

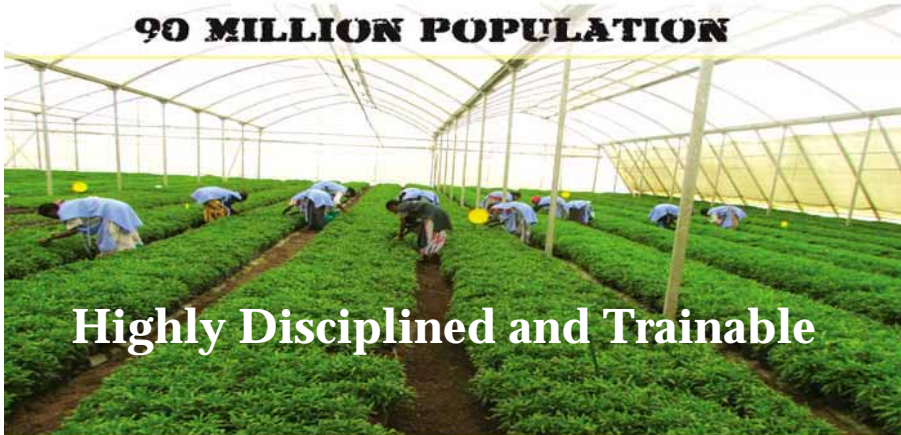
Ethiopia: Land with 13 Months of Production

- Endowed with Diverse Topographical , agro ecological and Climatic Conditions
 - Altitude – Ranges from -120 Meters B.S.L to 4, 600 Meters A.S.L
 - Three Distinct Agro Ecological Zones
 1. Tropic
 2. Subtropic Temperate zone
 3. Temperate

Potential of Ethiopia in Horticulture

ETHIOPIA

90 MILLION POPULATION



Highly Disciplined and Trainable

43 MILLION WORKING FORCE

ETHIOPIA

125 Billion Cubic Meter of Surface Water



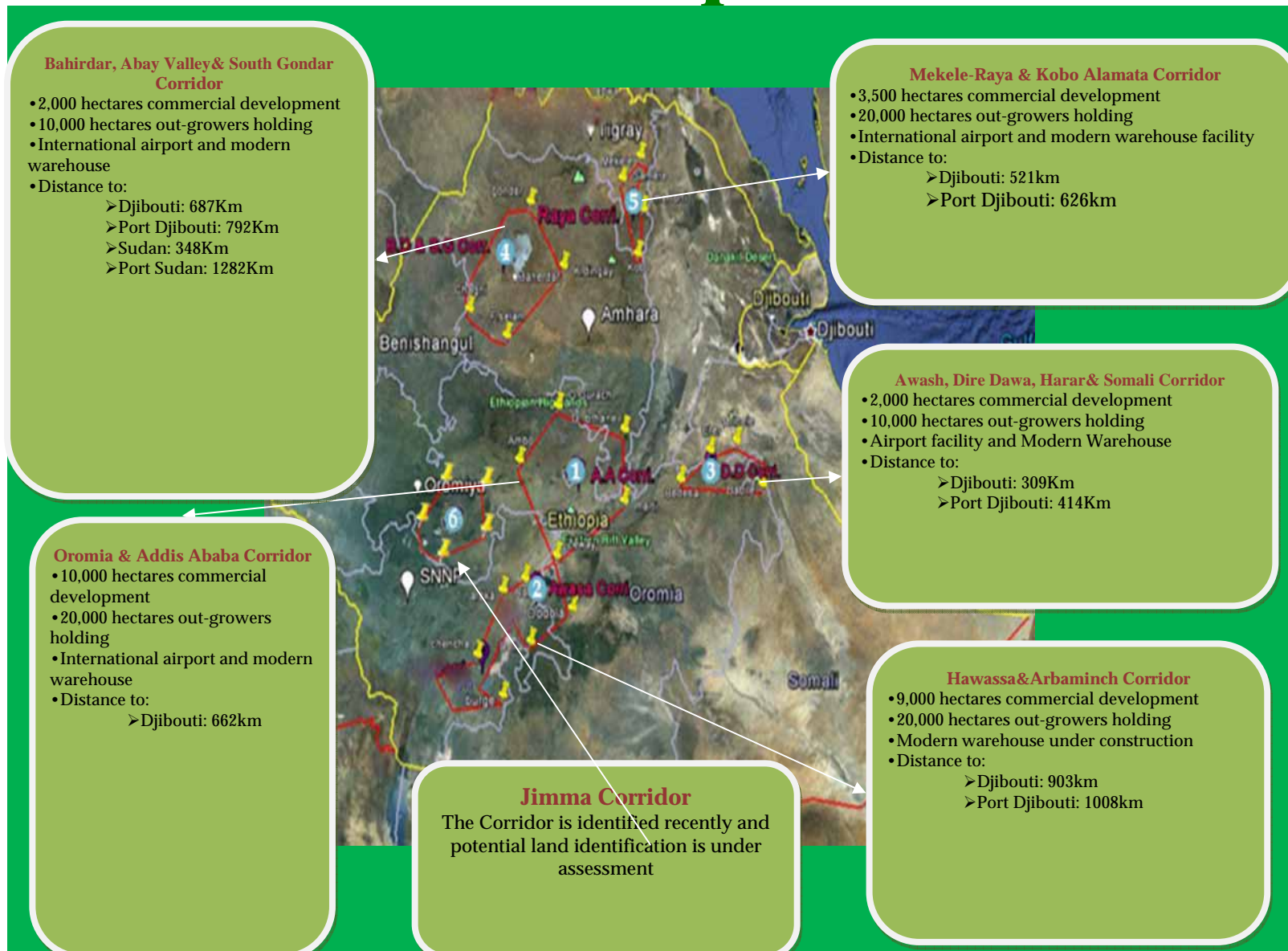
THE WATER TOWER OF EAST AFRICA



More than 4.5 Million Hectares Irrigable Land

- Supportive policy Frame Works
- Very Minimal Land Lease Rates
- Geographical Proximity to Europe and Middle East
- Ethiopian Airlines Flying to 67 Destinations

Major Horticulture Corridors in Ethiopia



Types of Investment in Horticulture

No	Ownership	No of Investors				Total
		Flower	Vegetable	Fruit	Herbs	
1	Local Investors	26	16	2	2	46
2	Foreign Direct Investment	52	5	1	3	61
3	Joint Venture	6	1	1	1	9
TOTAL		84	22	4	4	116

Volume of Export and Income Generated

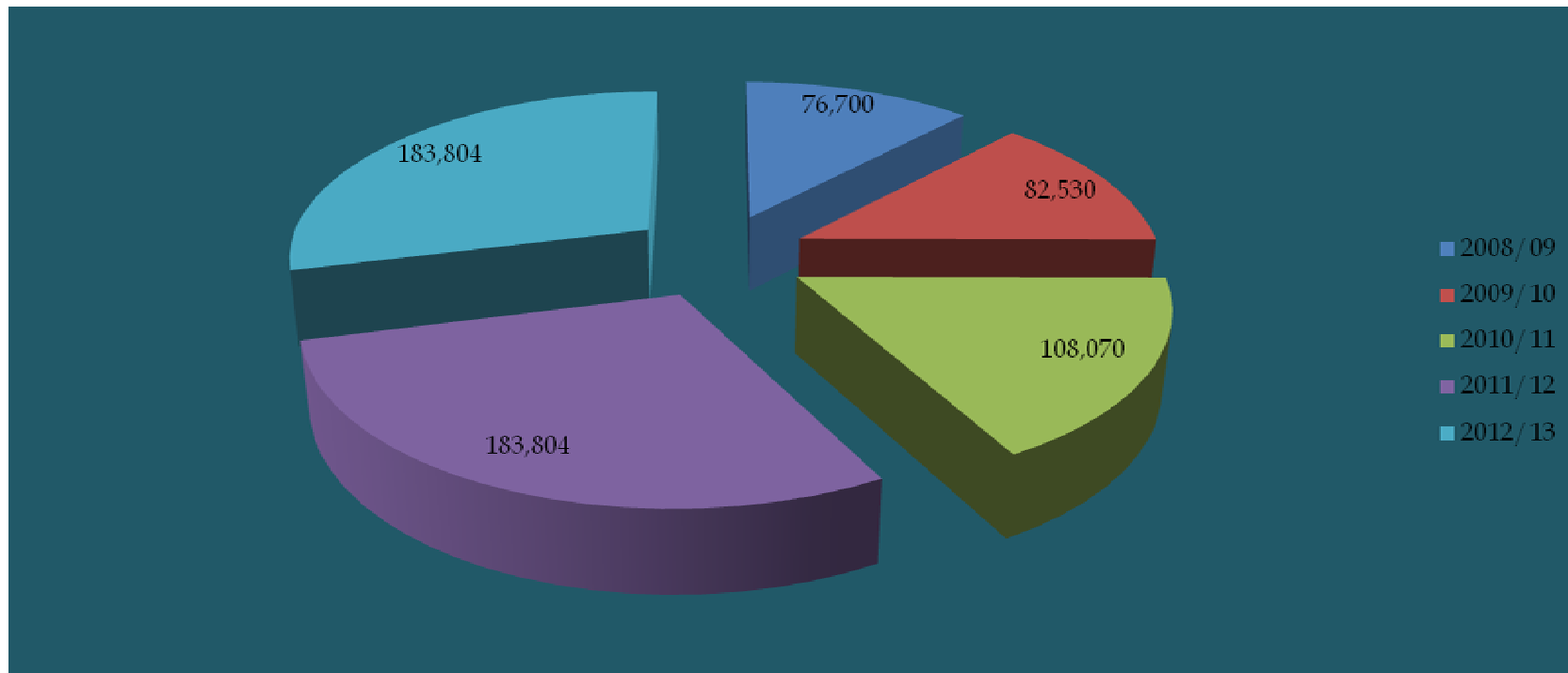
Year	Flower		Vegetable and Fruit		Total Value (in mill USD)
	Qty (in million stems)	Value (in million USD)	Qty (in 000s ton)	Value (in mill USD)	
2004/05	83.00	12.60	37.65	15.95	28.55
2005/06	186.45	21.97	34.55	12.74	34.71
2006/07	478.04	63.60	42.08	16.95	80.55
2007/08	1,021.52	111.70	41.12	18.53	130.23
2008/09	1,294.97	130.71	39.83	17.41	148.12
2009/10	1,636.72	170.20	66.41	31.86	202.06
2010/11	1,804.70	184.00	93.01	40.00	224.00
2011/12	2,102.11	212.56	123.60	53.15	265.71
2012/13	2,257.29	211.89	137.66	52.63	264.52



Policy Options

- Free land
- Five years Tax Holiday
- Tax free Capital goods importation
- 70- 30 Bank loans

Employment



Employment Opportunity

- 90% of the work force are females
 - Empowerment
 - Improved household income
 - Better Community
 - Addresses gender equality



Sustainable Development



Code of Practice



EHPEA Code of Practice

- **Bronze - 55 flower farms**
- **Silver - 14 flower farms**
- **Gold - 4 flower farms**
- **GAP - 11 flower farms**
- **MPS - 58 flower farms**
- **Fair Trade- 6 farms**



Enhancing value Chain

Logistic
companies

Packaging
companies

Flower Food
producers

Ethiopian Airlines

	2008/2009	2012/2013
Horticulture(Mln Stems)	2.74	5,859.1
Meat(000 metric tons)	10.18	111
Leather and leather products(\$mln)	75.73	496.87

Value Additions to the Economy



	Current	By 2025
No. of Freighters	6	18
Cargo destinations	24	37

Total Annual Payment to Ethiopian Cargo:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX?????



Ethiopian Airlines Strategic Plan

- Annual Revenue of **US \$ 2 Billion**
- Annual total tonnage of **820 thousand**
- Serving **37 International Destinations**
- Earning annual profit of **US \$ 200 million**
- Market Share in the African Cargo Market of **20%**
- Operating **18 aircraft** by 2025
- Leader in Africa **in Quality Cargo** Services
- Fully implement **IATA e-freight**
- Achieve **Cargo 2000 (C2K) certification** by 2015
- Avail enough capacity for Ethiopian Export Perishable cargo

Thank You!