



ADDIS BUSINESS

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Addis Chamber and Safaricom Ethiopia foresees to transform business and society



Addis Chamber

Safaricom Ethiopia is one of the giant telecom industries with a purpose-led technology and Communication Company committed to contributing to Ethiopia's digital transformation and inclusion objectives. With a population of more than 120 million, Safaricom has become the pioneer to enter the Ethiopian market to operate in telecommunication services. It was granted a nationwide full-service Unified Telecommunications Service License on 9 July 2021 and officially registered as Safaricom Telecommunications Ethiopia Plc in July 2021.

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Addis Chamber and Embassy of Pakistan vows to boost trade and investment

By Ashenafi Mitiku

In recent years Pakistan is desirous to enhance its economic ties with Ethiopia and the latest discussion held between Addis Chamber and the Pakistani Embassy in Addis Ababa is a case in point. While exchanging views on how to promote trade and investment, Secretary General of Addis Chamber,

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A high profile Czech Republic Business Delegation Paid a Visit to Ethiopia



Addis Chamber One of the most industrialized countries of Europe, Czech Republic, has sustained long years of diplomatic ties with Ethiopia that is dating back to the mid-1950s. Since then Czech Republic made enormous contribution to support Ethiopia in multiple development sectors such as agriculture, education and armaments among others.

Now the two countries are striving to reinvigorate their diplomatic ties and the latest visit of Czech Republic Prime Minister, H.E Mr. Petr Fiala to Ethiopia is exemplary. The trip to Africa, Ethiopia, is one of the high profile visits made by the Checks and fourteen business delegations accompanying the Prime Minister made their foothold in Ethiopia.

The Ethio- Czech Business Forum is the second edition that connects the business peoples of the two nations. High profile government official from Ethiopia, Addis Chamber, Ethiopian Investment Holdings, Confederation of Industry of the Czech Republic and representatives of business communities of the two countries attended the business forum.

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Editorial

Promoting and addressing the multiple challenges of Agro Industries is critical!

The Ethiopian agriculture is an engine for the country's economy. Employing 80% of the total population, contributing 39% to GDP and generating 90% of its foreign currency exports, Ethiopia's agricultural exports are primarily unprocessed commodities, including coffee, oil seeds, pulses, live animals, and cut flowers.

On the other hand, agro industries accounted for only five percent of Ethiopia's GDP, yet 50% of the total manufacturing production was in food and beverage. Thanks for its diverse agro ecologies, Ethiopia possesses arable land, and access to labor, which allow for a wide range of agricultural systems. Agro-processing is among the major priority areas for both the government and the private sector.

Despite high government policy priority as well as growing interest of the private sector to take part in agro processing business, challenges have continued unabated to stifle the growth and competitiveness of food and beverage processing industries. Such challenges include among others sourcing raw materials, processing and packaging and finding out sustainable markets, supporting services, infrastructure and finance.

Providing incentives for industries working on value addition, promoting advanced technology for boosting product diversification either through fortification or blending, and alleviating the high dependence on imported processing and packaging technology are yet to be solved. Findings of research also reveal that government supports and incentives have largely focused on farm production and exporting unprocessed agricultural products rather than promoting local value additions.

Addis Chamber, for long, have advocated the realization of vibrant agro industry sector in Ethiopia since agro industries contains enormous opportunities and potentials to lift out millions of people out of poverty by providing jobs as well as ensures the food security of societies and addressing malnutrition.

As part of its mandate, Addis Chamber also conducts grand trade fairs to promote the agricultural sector in Ethiopia that comprises agro industries and actors along the agricultural value chains. Thus the Chamber calls for the concerned government entity to resolve the multitude challenges of the sector as well supports the efforts of Business Membership Organizations such as Addis Chamber for the betterment of societies and businesses.

A high profile Czech Republic Business Delegation Paid a Visit to Ethiopia..

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Czech companies drawn from engineering, defense, agriculture, health care and logistics made an effective match making with their counterparts from Ethiopia at Sheraton Hotel.

“We see Ethiopia as one of our key trading partners in Africa and it is time to look for more than importing legendary coffee”, said the Prime Minister of Czech Republic while addressing the forum. He also said that Ethiopia can offer many opportunities for cooperation in trade and other high added value goods.

Currently the two countries are implementing various development projects such as water management, health care and development cooperation should continue hand in hand in the areas of hydrology and geology among the likes.

“This forum which we believe will take a step further the link between the business communities of the two countries and the cordial and long standing political relationship is exemplary and however maximum effort is needed to promote trade and investment relationships to be carried out between the two countries”, speaks Misganu Arega, State Minister

of Foreign Affairs of Ethiopia.

Mesenbet Shenkute, President of Addis Chamber, on her part said that the mutual economic and trade relations that dates back to long years ago now transferred to trade and investment relationship and Ethiopia is still a market for Czech companies, where the Czech products unwinding from previous delivery of big investment projects would without any doubt find their buyer in Ethiopia”.

Jan Rafaj, from Confederation of Industry of Czech Republic highlighted that Czech Republic is an open export oriented economy based on the manufacturing services and innovation.

He further noted that Czech is the most industrialized country in Europe, well integrated in EU market with a stable economy, low unemployment and strategic location with home of quality education and the two countries can look forward to do business in energy, infrastructure, and transportation network.

The high profile business forum is accompanied by signing of Memorandum of Understanding between Addis Chamber and Confederation of Industry of the Czech Republic to work on multiple projects ahead.

Addis Chamber and Safaricom Ethiopia foresees...

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Safaricom Ethiopia considers the private sector as its strategic partners and the latest partnership agreement with Addis Chamber gears towards achieving the digital transformation of the country that looks forward to transform the economy and society.

Whilst signing the memorandum of understanding with Safaricom Ethiopia, Secretary General of Addis Chamber, Shibeshi Bettemariam, accentuates that Addis Chamber to take Safaricom as part and parcel of its operation while serving the wider business communities. The Secretary General also highlighted the importance of working together with Safaricom in equipping the business

communities with digital knowledge and skill to improve business.

Chris Lazarus, Chief of Enterprise Business at Safaricom, on his part said that the telecom service is linked to every industry and individual and it is also proven around the world when telecommunication comes, it has direct influence to the GDP of the country that will be translated in to the living standards of the people, adds Lazarus.

“When we speak about Ethiopia, he said, we cannot think about change in a gradual kind of way, and we have to think about change in a leap frog way and currently Ethiopia is a member of

a BRICS economy that will be beneficial for the economy” said Chris Lazarus.

He also remarks that Ethiopia has young and talented population to make use of them to promote its economy like India did some fifty years ago. Once you improved the connectivity, he said, we can jump to the cloud strategy of the country that in turn helps the vast majority of young population to become economic beneficiaries.

Signatories of the two entities also call for implementing the agreements that is expected transform business and societies in Ethiopia and beyond.

Addis Chamber and Embassy of Pakistan vows to boost trade and investment

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Shibeshi Bettemariam reaffirmed the commitment of his organization to jointly work with Pakistani counterpart.

Alleviating the supply of foreign currency and conducting promotional campaigns are key issues to unleash



the business and investment potentials of the two nations, underlines Shibeshi. The Secretary General also calls upon the two parties to promote joint venture investment as well launching business forum to further connect businesses of the nations.

Atif Sharif, Ambassador of Pakistan

to Ethiopia, on his part said that there are enormous and untapped business opportunities both in Pakistan and Ethiopia that has to be fully utilized to promote development.

Yet the issues of skilled labor and profit repatriation are key challenges than needs to be resolved on the part of Ethiopia, said Munir Sadiq, trade and investment minister from the Embassy of Pakistan in Addis Ababa. Discussants also acknowledges the role of Addis Chamber in connecting and promoting businesses of the two nations while mentioning out the

current endeavor of businesses to be thrived.

In March 2023 Pakistani business delegation met with their counterpart in Ethiopia to exchange business ideas and to forge partnership in different investment sectors. Currently Ethiopia exports agricultural products to Pakistan and imports commercial crops such as rice, raw cane sugar, textile and cement with a total trade volume of more than 700 million USD per annum with ample potentials ahead to tap on it.

African experts call for speedy implementation of the Addis Ababa Declaration on Population and Development



Lusaka, Zambia, 11 November 2023 (ECA) - Africa should prioritize the implementation of the Addis Ababa Declaration on Population and Development (AADPD) which is key to the achievement of the Sustainable Development Goals and the African Union Commission Agenda 2063, population experts

have urged. Meeting at the 10th Africa Regional Review meeting of the AADPD, the African Population Experts Committee (APEC) called on African governments to fulfill the principles of the declaration and to tap the youth dividend to accelerate sustainable development.

The Chief, in the UNFPA Representation Office to African Union Commission (AUC) and Economic Commission for Africa, Saturnin Epie, noted that population dynamics, climate change, urbanization, migration, and innovation warrant particular

attention in achieving AADPD. He added that inaction on these will regress the gains made and further constrain future progress.

Member States should revive the momentum of addressing youth issues with scale investments and policy actions, Mr. Epie said.

The 10th Africa Regional Review of the DPD was jointly organized by the ECA, the AUC, the United Nations Population Fund and the Zambian Government to take stock of progress since the 5-year review and identify best practices that have advanced the implementation of the declaration.

The review provided an opportunity to assess progress on the implementation of the AADPD, identify gaps and challenges, and ultimately advance advocacy and policy change, to achieve national development objectives and

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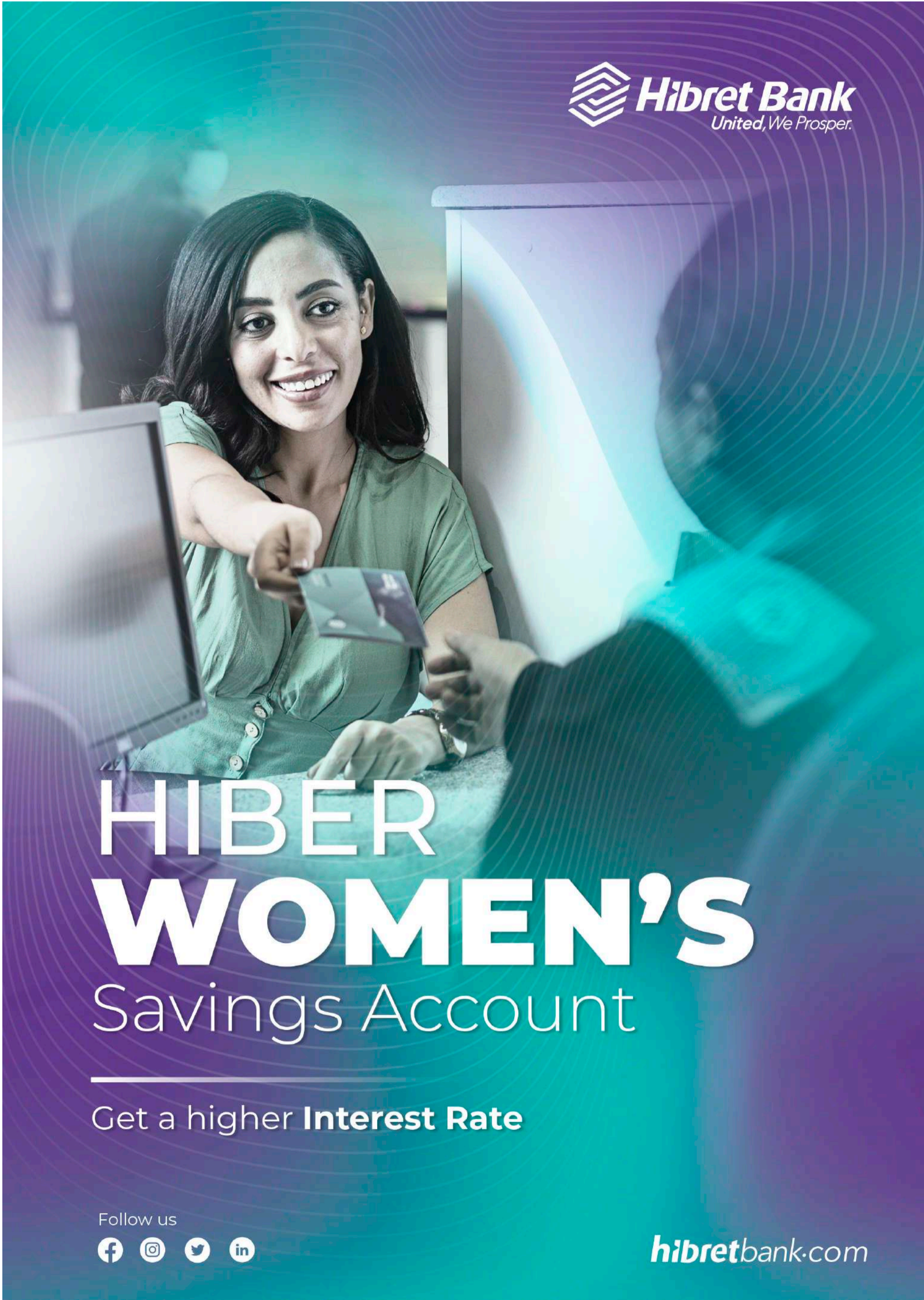
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Call to improve jobs for youth in Africa



Addis Ababa, 31 October 2023

(ECA) - Africa should improve the quality of basic education to ensure a skilled workforce that will create more and better jobs to drive economic transformation on the continent.

Economic Commission for Africa (ECA) acting Director of the Gender, Poverty and Social Policy division (GPSPD), Sweta Saxena, said creating suitable jobs for its youth is one of the biggest challenges facing policymakers in Africa, highlighting that growing young and working-age population requires jobs if Africa is to benefit from a demographic dividend and meet its development aspirations.

Speaking at the Opening Session of the Expert Group Meeting of the Social Policy Section, organized by GPSPD, Ms. Saxena said Africa is challenged in terms of providing jobs for the youth. She cited the lack of adequate skills by the young population in Africa.

Data shows that nearly a quarter of the children enrolled at the primary level do not complete primary education while less than 50% of young boys and girls complete lower secondary education, compared to around 80% in South Asia and Latin American countries. Worse still the tertiary level enrollment rate is less than 10%.

“The quality of education is also very low, and so as a result, young people in Africa enter the formal labour market with few employable skills,” Ms. Saxena said, commenting that it was no wonder that nearly 90% of the youth start their working life in informal employment and almost a quarter of businesses name lack of skilled workers as among the main constraints.

Another big challenge for Africa was having significant numbers of their trained people ending up unemployed and working in areas unrelated to their training or emigrating to other

countries, which is a misallocation and waste of resources that these countries can ill afford.

The two-day Expert Group Meeting has drawn technical experts from 16 countries including experts from government, academia, think tanks, and the United Nations system to review the key findings of the draft report, Jobs in Africa or Jobs for Africans. The report aims to inform and stimulate debate, contribute to better policies, facilitate further research, and identify prominent knowledge and data gaps.

The meeting provides an opportunity to discuss questions related to the issues of demography, education and skills migration in an integrated way so as to accelerate national and regional-level actions for increasing employment opportunities for young Africans.

The ECA supports Member States through the convening function, which supports the identification of key collective challenges facing the continent along with appropriate responses. The Commission also functions as a think tank which includes conducting interdisciplinary research and analysis of key challenges facing Member States and Africa as a whole, as well as the promotion of peer learning and development. Furthermore, the ECA provides direct policy advice and support to Member States and this usually comes about from meetings and interactions such as the Experts Group Meeting.

Ms. Saxena said expert group meetings were important for the ECA as they contributed to the Commission fulfilling its core mandate of promoting economic and social development among our member States.

In a globalized world with ease of movement of capital, goods and services, the mobility of skilled workers across international borders was a natural consequence of global integration and orderly migration. It brought many benefits, including remittances, investment, and trade linkages with countries of destination but the situation was different in Africa.

She lamented that the “loss of skills is worrisome for countries in Africa that already suffer from low human capital. As tertiary and professional education are financed from severely limited public education budgets, in effect poor African countries implicitly subsidize rich countries through migration of highly skilled labour.”

Properly managed migration presents an immense opportunity for alleviating the challenge of job shortages for skilled workers in Africa with development benefits for all parties.

“Creating a skilled workforce requires improvements in both access to, and quality of, basic education,” Ms. Saxena said, urging for rethinking education under a New Social contract.

“Sustainability is key, in a competitive environment” Tobias Alando, Chief Operating Officer, KAM



By Ashenafi Mitiku

Turning its 60 years of anniversary, Kenya Association of Manufacturers (KAM) is one of the earliest associations in Africa to represent manufacturing and value-add industries in Kenya. The Association has grown into a dynamic, vibrant, credible Association

that unites industrialists and offers a common voice for businesses.

Currently KAM is the forefront and center in driving fact-based policy advocacy towards the formation of industrial policies to strengthen and support the country’s economic development. Through fact-based advocacy, KAM partners with Government and its associated agencies to ensure a dynamic and flourishing manufacturing sector in Kenya, to realize a double-digit contribution to

GDP.

Beyond Kenya, KAM is currently working with GIZ to support manufacturing businesses in Ethiopia to thrive. In an exclusive interview with Addis Chamber, Tobias Alando, Chief Operating Officer of Kenya Association of Manufacturers said that sharing experience with similar organizations like Addis Chamber plays immense role to grow together as associations. In recent periods senior officials of KAM share their expertise and knowledge to staff members

of Addis Chamber.

“If you look at any membership business organization, sustainability is key, in a competitive environment where different business associations are competing, the only difference where one association becomes sustainable and offer value has to be shared and we are here in Addis Ababa to share this idea and principles how a business membership organization (BMO) to be sustainable and create services” said Tobias.

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Ethio - Czech Relations: The untold stories



By Kassahun Mamo

Ethiopia and Czech Republic are countries with long years of diplomatic relations. Our country has longstanding economic ties with the Czech.

In spite of the numerous stories that Ethiopia and Czech Republic own jointly, little is reported to the wider audience. In fact Ethiopia and Czech Republic have enjoyed a historic relation dating back to the second half of the 18th century, and hence the relation is at the backdrop of remarkable historical reminiscences. Due to the presence in Ethiopia of the Czech missionary, Václav Remedius Prutký (1751-1753), who was followed by a number of other travelers at the end of the 19th century, the Czech lands have had a long history of contact with

Ethiopia. Václav Remedius Prutký was a Czech who spent two years in the Ethiopian Highlands and left behind his writings for us to study. Unfortunately, the personal accounts of his travels across Ethiopia remained largely unknown to the broader public due to the success of James Bruce's Travels to Discover the Sources of the Nile.

Adolph Parlesak, the author of *Habesska Odyssea /" ye habesha jebdu"* was also a Czech national who fought alongside of Ethiopia during the fascist Italian invasion. However, Formal Diplomatic relations made possible with the opening of Czechoslovak embassy in 1955 in Addis Ababa. 4 years later, Ethiopian Emperor, Haile Selassie I, paid a historic visit to Prague that intended to promote political, economic and cultural cooperation

between the two countries.

Following the formal diplomatic ties of the two countries, the then Czechoslovak government and its people didn't hesitate to share their knowledge and expertise to Ethiopians. The case in point was the construction of an ammunition factory in Addis Ababa which was the first facility where Czech experts employed both in the construction and training of Ethiopian workers.

During the early 1960s, the Czechs were also involved in modernizing the Ethiopian agricultural sector and also were active in participating in the development of infrastructure in Ethiopia such as the construction of hydroelectric dam at Melka Wakana, a textile factory in Kombolcha, the construction of a new military hospital, brewery plants in Harar and Bedele, the development of vineyards among others.

Czechs had also sent health professionals to train fellow Ethiopians. The mutual economic and trade relations that dates back to long years ago now transformed to a trade and investment relationship. As a result Czech Republic has become one of the investing countries in Ethiopia. Ethiopia is still a market for Czech companies, where the Czech products, unwinding from previous deliveries of big investment projects would without any doubt find their buyer in Ethiopia.

However Czech business entities didn't fully tap the investment opportunities in Ethiopia as the country has ample potential in sectors such as leather, infrastructural development, cement, mining and technology.

Trade between the two countries in 2022 only for instance, is worth USD 11.3 million. Although the trade balance seems to highly favor Czech Republic where Czech's export to Ethiopia exceeds its import by USD of 11 million during the same year, the trade relations still remains very low compared to the potential we all have. However, this state of the current time does not impose any feeling of pessimism related to our trade and economic ties. It rather signifies a great deal of opportunity for the future.

Some of the major goods exported to Czech Republic include: coffee and Kidney beans. On the other hand, the major imported commodities from Czech include: Bridges and bridge sections, Processing units, Cans, iron & steel, Aircraft launching gear, Aircraft parts and other industrial products. Capitalizing on our relationship and synergistic economic potential both of us should maximize our partnership.

By doing all this, it is believed that the two countries historical relations will transform to strong trade and investment cooperation.

African experts call for speedy implementation...

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priorities. The review report will inform the UN Secretary General's 2024 CPD report.

The 10-year review of the AADPD aimed to facilitate an in-depth review of the implementation of AADPD, based on the Operational Guide, Monitoring and Evaluation Framework, and national review guidelines. In addition, it was to review Member States' progress in the implementation of key recommendations of the 2018 AADPD review as well as voluntary commitments member states made during the ICPD's 5-year commemoration in November 2019. The meeting identified gaps, lessons learned, and emerging issues in the implementation of AADPD. The meeting identified challenges hindering progress and put forth recommendations for each

of the six pillars of the AADPD based on the findings of national review reports.

ECA Chief of Social Policy and Social Policy Division, Saurabh Sinha, mentioned that Continental implementation of the AADPD was essential for the achievement of SDGs and AUC Agenda 2063. He added that while crises including COVID-19 had disrupted progress on the continent, there was urgent need to identify the areas where acceleration of efforts are required and explore how Member States across the continent can respond to long-standing and emerging issues. The AUC Director for Health and Humanitarian Affairs, Julio Rakotonirina, called on Member States to renew their commitment to work collaboratively and

partner across the key pillars of the AADPD.

Mr. Rakotonirina, mentioned that gender equality has remained an ambitious goal to achieve, in addition, violence and harmful practices as well as achieving optimal health outcomes on the continent remained a challenge.

The Addis Ababa Declaration on Population and Development (AADPD) was adopted by African Ministers at the Africa Regional Conference on Population and Development held in Ethiopia in October 2013 and endorsed by African Heads of State at the African Union Executive Council in 2014. This declaration provides region-specific guidance on population and development in Africa, and guidelines for the implementation of the International Conference

on Population and Development (ICPD) beyond 2014 in Africa. The Declaration comprises a total of 88 priority measures (commitments) grouped under six pillars: Dignity and Equality; Health; Place and Mobility; Governance; Data and Statistics; Partnership and International Cooperation.

In making the AADPD commitments, the experts viewed the demographic dividend as an important dimension of the AADPD agenda, and one of the key pathways from AADPD to sustainable development.

With its human rights framing, the AADPD can serve as a standard for policies and programs that empower women and young people and uphold their rights, the experts said.

The State of Ethiopian Tourism Sector, Challenges and the Way forward



Etsubdink Sileshi (Dr.)

Tourism which can be considered as the export of services to foreign residents is a trillion-dollar sector, globally. Many countries host millions of tourists and earn billions of dollars from hoteling, transportation, entrance fees and other travel related transactions.

According to World Tourism Organization (UNWTO), international tourism is on good pace of recovery to its pre-covid 19 level (it has become to 84% of pre pandemic level) in the first two quarters of the 2023. About 700 million tourists are assumed to have travelled internationally in the first 6 months of 2023. However, in 2019, this number was 833 million for the same period. The recovery is not growing in the same pace across countries due to various factors such as civil strife, political tension, civil war and cross border conflicts. Conflicts and war in different corners of the world are affecting the tourism industry.

Ethiopia's tourism potential is among the sectors less utilized. Before the pandemic, in 2019, about 812 thousand tourist are estimated to have travelled to Ethiopia. Ethiopian being one of the best historical sites in the world with the eighth world wonder Lalibela,

Axum obelisks, the Fasil Palace the , Jegol Wall, and so on, one can argue that tens of millions of tourists can be attracted if proper facilities are in place and more importantly the security environment is stable and predictable.

In addition to its historical riches, its natural landscapes are numerous and captivating and the diverse food and cultural celebrations are also potential tourism resources which will help the economy earn billions of dollars annually- if properly harnessed. But as pointed out above, tourism is one of the economic sectors which is sensitive to political instability. We can argue that the tourism recovery could have been faster were there not conflicts in various parts of the country. Road safety, destination environment, and return route certainty, proper supply of services and all of these are important factors whether a tourist decides to visit a place or not.

If we see tourism using standard economics tools (supply of tourism and demand for tourism), political instability affects both side. Hotels, tour guide agents, transport service providers, actual site operations are more likely to come to a significant decline. Sites themselves may be exposed for destruction. All these lead to a decline in the tourism service supply. On the demand side,

inbound travelers may consider a tour to an instable country not worth of their expenses. This may be attributed to limited sites to visit, longer alternative routes to tourist destination which imply high monetary and time cost and more importantly less satisfaction from their tour in the shadow of instability and conflicts. Moreover, the disruption in the supply of tourism itself becomes part of the decision-making equation for travelers. And the decline in demand for (expected or actual) tourism services discourages suppliers-thereby contributing to the contraction of the sector. When embassies issue travel alerts of various degree, they are directly reducing demand for tourism services. Bad for the economy!

The effects of instability on domestic tourism are more likely to be even more pronounced. This is for the fact that instability reduces purchasing power of citizens. Since tourism demands are income elastic-meaning when people's purchasing power declines, the demand for tourism services falls by more percentage than the decline in their income.

So, what are the potential remedies for the ailing tourism sector in Ethiopia? Products are key to the success of any sector. The tourism industry is intertwined with the transport sector such as airports and high-quality roads, safe and big boats, hotel industry with high quality services and food and beverage industry for the tourists to experience a particular culture. Reliable and fast internet services and platforms of communications for tourists to choose sites, to interact in times of queries and to record their opinions about their travel experiences are important aspects. Thus, any real effort to boost the tourism sector in Ethiopia has to take in to consideration its linkage with multiple sectors mentioned above. This may necessitate building or upgrading airports, roads, lake ports , apps and ensuring high quality hoteling services(by classifying different hotels with starts and

regular inspection by authorities). All these efforts require a reliable peace and predictable social, political and natural environment.

Moreover, since the global tourism industry is subject to stiff competition, investing in marketing is a must. Many countries use celebrities to lure tourists and inform the world that they have special services to offer such as historical sites, cultural and religious events, natural landscape and the unparalleled hospitality etc. But as pointed out above, a country cannot advertise its tourism sector while it is being shaken by upheavals that are covered by international news media (which is equivalent to negative advertisement). Peace and stability are the bases of branding for tourism.

Another factor for the tourism industry in Ethiopia to flourish is to train human resources for the hospitality sector using state of the art knowledge and practices. Otherwise the income to be generated from the tourism industry will be lost due to mismanagement. The sector has to be led by professionals; the public has to be an integral part of the sector by reinvesting the tourism revenues in the local economies. An additional way to boost the Ethiopian tourism industry is to develop vibrant domestic tourism culture. This helps citizens to understand their country better, improve intra-regional interactions and thereby increase the tourism sector's revenue.

To sum up, tourism is an integral part of a modern economy that is operating in a globalized environment. But, the degree to which a country utilizes from this sector largely depends on the policies in place, the political environment, and the economic condition of the country. Wars and conflicts ruin the image of a country as a viable tourist destination. Let alone foreigners coming with increasing numbers to visit, domestic residents will move to other countries. Ensuring stable security environment encourages both the supply of and demand for tourism

“Sustainability is key, in a competitive ...



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Currently Addis Chamber and KAM are collaborating in different areas among others include green growth and membership development. Whilst staying in Addis, the high profile experts of KAM also shared their experience to Addis Chamber on how to retain members for long and how to recruit potential businesses to join Addis Chamber, said Tobias. The experience sharing also include conducting members satisfaction survey strategically so that services will be improved to better serve members to make Addis Chamber a very influential BMO both in Ethiopia and beyond, said Tobias.

At KAM, Tobias said, we are very successful with such new strategy in terms of value provided to our members and currently the rate of retention is 96 percent rate and tremendous increase amounted to 22 percent member's retention. He also said that the rate of membership has grown by 20 percent annually and in terms of sustainability KAM has depend on 60 percent income from members and another 20 and 30 percent on investment such as trainings and other sources of income and KAM is a sustainable organization in Africa , concludes his remarks.

In his keynote address, Shibeshi Bettemariam , Secretary General of Addis Chamber recalls that KAM and Addis Chamber are working together thought GIZ to promote private sector development in Ethiopia that was primarily conceived by GIZ and Addis Chamber.

He also said that Africa is considered to be the next frontiers in the global production of goods and by 2030 only the urban cumulative demand in Africa will be 1 trillion USD and the essence of circular economy will be significant in embracing all sectors. Investing on green growth, he said, is a matter of survival for businesses and communities and as Addis Chamber the waste management is the major focus areas of circularity that also embraces production, distribution and consumption of goods. Climate smart agriculture has also become the order of the day as part of circular economy for ensuring food security and sustaining businesses and the exchange of experience is key for the two institutions, emphasizes Shibeshi.

He further calls on all to look in to circular economy from the vantage point of interest from many points and multi sectoral approach has to be employed As membership

based organization, Shibeshi said, Addis Chamber, through its reform programs are embracing and introducing new services to promote sustainability of businesses and in along the way to set up Green Growth Center to comprehensively advocate circular economy.

Joyce Njogu, Head of KAM Consulting and Business Development in her part said that KAM major interest is to promote global competitiveness and drive sustainable local manufacturing in Kenya and looking partners in and looking the regional market and global market to enhance trade and investment opportunities for our industries. She also said that KAM is highly interested to jointly work with Addis Chamber specially to look for partnership in terms of trade relationship and joint events.

However in recent years the two institutes Addis Chamber and KAM through the support of GIZ to provide support for BMOs to learn and share experiences between Ethiopia and Kenya, said Joyce. She further highlighted that the focus with Addis Chamber is building membership development services and how to engage industries in Ethiopia learning from Kenyan experiences and the second one is the green growth and circular economy. The main focus is looking at the case study of Kenya how we work with government and other non-governmental organizations in promoting green growth and climate change to ensure sustainability of industries. The theme of policy advocacy and regulatory framework is key area to work with Addis Chamber to support a green growth and climate change.

Interms of sharing experiences, Joyce said that comparing the regulatory frameworks of Ethiopia as well as

sharing the missing ones helps to build strong BMOs in Ethiopia. We are excited to see much interest with Addis Chamber (AACCSA) to continue such kinds of partnerships. Such kinds of partnership will help to unleash the full potential of regional trade integration in Africa in the likes of ACFTA, Joyce further states.

Sustainability is a core area especially with businesses and we also looking for the sustainability of policies and the regulatory environment to enable long term investment to help people decide on investment, emphasizes Joyce. The other area interms of value chain and accessing raw materials and there are a lot of needs to integrate all the value chains in Africa since Africa is endowed with many ways and different countries have different kinds of resources and some countries to complement each other , remarks , Joyce.

Climate Change is posing the biggest threats to Africa in causing scarcity of resources and while looking at some of the African countries, Joyce said, there is high rate of dependency on rain to grow foods and if the rain fails, drought will be occurred leading people to food security and it thus imperative to pursue the way of sustainability and integrated approach among African countries to share and complement resources. “The aspect of sustainability is also how we use resources jointly and how we plan together as Africa to optimize what we have and allow freedom of movement of people and the current decisions of the government of Ethiopia and Kenya to travel free of visa is commendable to allow free movement of goods and people to do business and investment and such connectivity between countries in the Horn region and Africa as a whole to grow together” underlines Joyce.