

Ethiopian Business Development Services Network (EBDSN)

Trade Fair and Export Guide

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German Technical Cooperation



Trade Fair and Export Guide

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Author of the Trade Fair chapter:

Mrs. Assegedech Woldelul, Business and Marketing Consultant

Editors:

Fantahun Melles, Dieter Gagel, Christine Peter, Teklu Kidane

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The Export Guide has been edited in cooperation with the Ethiopian Export Promotion Agency.

1. Trade Fair Guide

1.1 Trade Fair and its Relevance to Market Promotion for Micro and Small Enterprises (MSEs)

Promotion, being one of the components of the marketing mix is comprised of different elements. Although products can be boosted through different types of promotional activities, trade fair is an important tool, as it involves face-to-face communication. It is a means of displaying products to persuade and remind prospective buyers about the enterprise.

A trade fair requires careful planning and systematic decision-making, since direct contact with consumers is involved. Trade fairs are highly competitive. Therefore, trade fair organizers have to be experts and strategic planners to pursue the lead. Promotion by means of trade fairs is effective because it is not only useful for promoting established companies, but also for newcomers. However, it cannot be expected that during the show a large pile of orders will be generated.

Trade fairs are very relevant for the promotion of Micro and Small Enterprises (MSEs). Some practical points are provided below:

- If a customer gets to know the MSEs' products by means of publicity or any other advertisement activity, and then again sees the products at a trade fair it will help him to attain more information on the product and will create a good product awareness.
- Arrangements to distribute trade and industrial journals as well as other printed documents can be done during the trade fair because they are good promotional tools. MSEs can use advantage of trade fairs to survey the latest product lines, mixes and designs of competitors.
- Trade fairs open doors to building future relationships with current and new customers. Trade fairs not only create the opportunity for MSEs to meet customers, it also paves the road for them to meet representatives from the media and press. This is a good opportunity, due to the fact that there are few chances for MSEs to meet the press in other occasions.

- Buyers who get the opportunity of seeing the MSEs' products at the trade fair are more likely to respond to follow-up calls from MSEs, compared to those not seeing the products at a trade fair. Besides, during the trade fair market research can also be carried out. This can help the MSEs create a basis for future market studies and planning. Carrying out market research during trade fairs may seem to be expensive, but it is far less costly than running research activities as compared to other occasions. The research at trade fairs can focus on studying:
 - the demand situation of the specific planned exhibits;
 - the main consumers within the trade;
 - the existing price level.

1.2 Types of Trade Fairs

There are several types of trade fairs. They can be classified as:

1.2.1 Major General Trade Fairs

This trade fair category exhibits all types of consumer and industrial commodities. They are open to the general public, with the visitors being regional, national or international. When exhibiting in major general trade fairs it is difficult to attract worthwhile target visitors, although the number of visitors is huge.

1.2.2 Major Specialized Trade Fair

This type of trade fair is specialized in terms of the involved sectors. Examples of such sectors could be the leather sector, the handicraft sector, the textile sector, or the wood sector. However, the degree of specialization varies. This type of trade fair is primarily for business exhibitors from various levels of trade and industry. It attracts large number of business people, specifically concerned with the trade shows area of specialization. The exhibitor can be sure that a large portion of business people will be at the fair. For new companies entering these fairs, it can offer the best opportunity to find large buyers, distributors and retailers.

1.2.3 Consumer Fairs

These are general trade fairs in terms of products to be exhibited and the interest of the visitors. The primary visitor is the general public who may come from the nearby regions. Some 'consumer fairs' specialize in food products, beverages, shoes, etc.

Consumer fairs are more appropriate for companies that are already established, with distributors and identified products that have already found their way into retail shops.

1.3 Guide for Trade Fair Organizers and Participants

Participating in trade fairs is a valuable tool in attaining information on competition, carrying out market research as well as reaching end users and retailers. It has the advantage of attracting publicity via media and the press through conveying announcements connected to the presentation of the business and its products.

The decision to participate in a trade fair should not be due to the fact that other MSEs are exhibiting; this decision rather has to be based on the individual company's specific needs. Participating in a trade fair requires a lot of time and is very costly. Nevertheless, the costs can be offset, mainly due to the large coverage of customers, if appropriately handled.

Procedures for planning, conducting and managing trade fairs on the part of trade fair organizers as well as business operators are outlined below.

1.3.1 Setting Objectives

Trade fair organizers: before planning to organize a trade fair or entering into a show, trade fair organizers have to be able to set clear objectives. The nature of the enterprises and their marketing problems should shape the specific objectives that the show should try to achieve at the trade fair.

Business operators: if they are looking to contact specific buyers, then exhibiting would be an expensive venture. If their objective is to undertake market research activities, then carrying out market research would probably be more effective and less expensive to realise. That is why the objective for a business operator in participating in a trade fair should generally revolve around building future relationships with current and potential customers.

1.3.2 Getting Information

Trade fair organizers should collect all the necessary information ahead of time for effective planning. The number of MSEs that are to participate in the planned fair has to be known in advance and is also necessary to know the types of products that are to be displayed in the fair.

All the above-mentioned information serves as a basis for planning and should be done in the early stages of preparing for the fair.

1.3.3 Overall Operational Planning

For trade fair organizers careful planning is vital because trade fairs involve many details. If the exhibition is not well planned and all the details are not realised on time, it can end in embarrassing confusion and the costs will be much higher than anticipated. The operational planning of a trade fair should include the following issues:

- one person should be made responsible for the entire operation as a coordinator or project manager;
- each task and responsibility has to be clearly identified;
- a working plan has to be drawn up in detail as per the table shown below:

Activity	Starting date	Finishing date	Responsible
Planning of space			
Reserving of space			
Preparing a preliminary budget			
Sending questionnaires to exhibitors			
Recruiting facilitators			
Assigning a project coordinator			
Payment for space			
Deciding on printed advertising material			
Arranging insurance			
Preparing passes			
etc.			

Finally, based on the type of products to be exhibited the layout of the fair and the stand can be properly planned. In addition, the organizers need to plan how to control the admission of visitors and exhibits.

1.3.4 Budgeting

a. Information

A detailed budget should be drawn up immediately after the decision to organize a trade fair is made. Although it may be difficult to decide on the exact budget, it is necessary to have detailed information and quotations regarding the overall accrued costs. Cost estimates should therefore be obtained on time. It is safer to add 10 % for contingencies to the estimate.

b. Major Cost Items

Some of the cost factors are outlined below:

- space rental;
- design fee;
- display racks;
- temporary staff;
- furniture rental;
- market research;
- electric and water;
- electrical fitting;
- cleaning;
- telephone installation and charges;
- forwarding and insurance;
- dismantling;
- clearing;
- security;
- reception;
- mailing;
- printed matters;
- public relations;
- contingencies.

1.3.5 Staff Planning

Temporary staff has to be recruited. The function of the staff can be seen as follows:

- coordination of the trade fair;
- stand designing;
- registering;
- taking care of communications;
- controlling passes;
- cleaning;
- taking care of security.

All staff members have to be thoroughly briefed before the show starts on issues like:

- the objectives of the fair;
- their duties;
- the products of the exhibitors;
- rules of the trade fair.

1.3.6 Strategic Stand Location for MSEs

Choosing an appropriate stand location is a major factor involved in trade fair planning. When choosing a stand location it is important that the following key elements be considered:

- strong negotiation with the trade fair organizers long before the trade fair starts;
- choose an area in one of the busiest sites;
- situate the stand in an area where residents can flow through freely;

- situate the stand in a location where it can easily be found by visitors;
- design the stand so that it can be seen from different focal points.

A poorly located stand can discourage visitors to see the displayed products.

However, the exhibitors may sometimes be limited to choosing from among given halls for reasons such as:

- the area may be divided according to the type of product;
- the location may also be assigned according to industry or category of company.

1.3.7 Stand Design and Construction

A trade fair has to be physically attractive. The furnishing and decorations of the stand have to be suitable and adequate. Paying due consideration to the budget of micro and small enterprises, the stand should perform vital functions such as:

- displaying the products appropriately;
- attracting the attention of visitors;
- providing physical conditions for briefing exhibitionists and demonstrating products;
- creating good flows of traffic;
- creating enough space between one exhibitor and the other, in order to make sure that one stand is not sandwiched between others.

1.3.8 Transportation

On the opening day of some domestic fairs, it can also be observed that in certain cases, there are empty stands with embarrassed staff around. Such incidents underline the need for careful planning and preparation, especially for transporting the products and promotional materials to the trade show in time.

- Each transported case should be correctly marked to avoid mishaps during transportation and to assign it to the right stand. If and when necessary, adequate insurance coverage should be made.

1.3.9 Briefing exhibitors

The number of micro and small enterprises that are to participate in the exhibition has to be based on the available space and the type of fair.

- Non-cooperating exhibitors need special attention because they may not be ready with the products on time or they may not follow the rules of the fair. A meeting with the exhibitors is therefore very important.
- Exhibitors should be encouraged to keep their display area tidy and clean.

Untidy areas with ashtrays, empty coffee and tea cups around create a poor impression.

- At times it has been noted that some frictions arise between competing exhibitors, especially if they are not well oriented. Therefore, extra effort should be made by the organizers to encourage cooperation among each other and to instruct them to observe and adhere to the rules of the game.
- Participating in a trade show is critical for promotion reasons. The micro and small enterprises need to prepare suitable exhibits and make their stands attractive. The booth should be attended at all times.

An empty booth gives the customer the impression that the company is also careless in the firm. Besides, if the booth is not properly attended, then it is waste of time and money to participate in a trade fair anyhow.

1.3.10 Promotion

Planning a special promotional program for the trade fair is necessary. With their expertise in publicity and market knowledge, organizers can effectively and fully play an additional promotional role during the show.

a. Printed materials. Printed materials have a vital role to play before, during and after the fair. They inform visitors and journalists of what is to be seen at each stand and stimulate interest. After the fair printed materials serve as references and reminders. The cover of the leaflet should feature both the name of the exhibiting group and that of the organizers. It should clearly specify the date of the fair as well as its location. Because printed documents are expensive they should not be wasted and their supply should be controlled, so as to let them last throughout the duration of the fair. A leaflet that captures the facts listed below is of much help:

- the description of the exhibits;
- the full address and telephone number of participants.

b. Press coverage. Press coverage is a valuable promotional tool because it can attract important visitors who may not have been included in the mailing or telephone list. If the placement of professional publicity is expensive or not feasible, the organizer of a joint participation can carry out some public relation activities himself. Finally, essential members of the press release or media community could be invited to a reception along with important business contacts.

c. Advertisement. If the budget allows, the placement of a full page advertisement in a special business journal can be effective. Such advertisements can be placed in the Ethiopian Herald and/or the 'Addis Zemen' or on TV programs, such as the program "Our Economy".

d. Posters. Placing posters and other means of advertisements within the trade fair premises can also be worthwhile to consider.

1.3.11 Closing

When the fair comes to an end the organizers should perform the following activities in collaboration with the exhibiting MSEs:

- register items to be returned to respective company;
- remove the exhibits from the racks;
- dismantle the stand safely and without destroying the stand materials;
- holding a reception on the closing day or early to facilitate contacts between exhibitors and potential customers and other stakeholders. Such occasions can attract some non-government organisations to pledge sponsorships for MSEs in other similar fairs in future;
- sending out press releases is a helpful promotional activity. Hence, in the case of press releases for the media, the MSEs should be prepared and organized to be able to state the positive results of the participation.

For MSEs to attain good press results, they should be prepared with the points that the enterprises want the audience to know and to be informed about.

1.3.12 Follow-up

Making contacts at a trade fair is only the start of a process that may lead to sales. Some follow-up plans will be mentioned below: The starting points for follow-ups are elements, such as:

- the basic collected information;
- the discussion that took place during the show;
- the nature of fair visitors' interest.

In order to facilitate for a follow-up, simple data and analysis sheets can be prepared. If it is not possible to prepare such formats, a note-book or a register can do the job.

Carrying out follow-up activities has a certain purpose. All those ideas and comments given by trade fair visitors are of importance. Therefore, collect all the necessary data and elaborate the analysis.

Immediately after the trade fair closes visitors can be called: the names of those who showed interest for the products can be listed and consequently transferred to the sales forces for follow-up activities.

The best way to undertake follow-up activities would be to do this using exhibitors themselves. However, the organizer should also carry out some follow-up activities with the exhibiting MSEs.

Unless contacts that are made during the trade fair are followed up, all the efforts that went into exhibiting may end up being entirely fruitless.

Follow-up activities should not be postponed. Any promise given during the fair has to be kept.

1.4 Profile of the Addis Ababa Exhibition Centre

Purpose

The Addis Ababa Exhibition Center is an autonomous state owned enterprise, which is accountable to the Addis Ababa City Administration. The Center organizes and hosts international and domestic exhibitions, trade fairs, shows, and also offers advice to organizers whenever advice is requested.

Location

The Addis Ababa Exhibition Center is situated in the center of Addis Ababa in front of the Meskel Square, where national events are celebrated. It is located 2km away from Addis Ababa International Airport and 0,5 to 1km from the Addis Ababa Hilton and Sheraton Hotel.

Service

The Addis Ababa Exhibition Center is currently renting a multi-purpose pavilion, *tukules* and an open-air area, along with display and partition materials for local and foreign exhibition/trade fair organizers.

Size of facilities

1. Pavilion No 1: 1600 m²
2. Pavilion No 2+3: 755 m² (each) 640 m²
3. Pavilion No 4: 1100 m²
4. Tukules No 1-4: 28-33 m²
5. Open-air area: 200 m² asphalt green area.

Other services

The center provides telephone, e-mail and secretarial services. Above-all security and safety is guaranteed.

Address

For all enquires please contact:

Tel 251-1-519988/251-1-156045, Fax 251-1-519037

P.O. Box 1197, Addis Ababa, Ethiopia

e-mail aaexhibition@telecom.net.et

1.5 Trade Fair Databases in the Internet

Multilingual databases

The Fair Calendar of the Tunisian Centre of Export Promotion

<http://www.cepex.nat.tn/eng/salon/program.asp?ProgID=1>

Concerns all information on international textile fairs

The Fair Calendar of the German Federation of Exhibitions and Fairs

<http://www.auma.de/default.asp?sprache=2>

Here a calendar of all German and international fairs and exhibitions can be found, including a search engine for detailed information.

The South African Fair Calendar

Trade fairs in Africa www.expolink.ae

Expolink Exhibitions Organizers (M.E.+Africa)

Tel: +971-4-3977786, Fax: +971-4-3966684/3967446

Email : vij@expolink.ae / info@expolink.ae

Ethiopian Trade Fair Calendar

www.bds-ethiopia.net/tradefairscalendar.html

National and international fairs and exhibitions updated by the Ethiopian Business Development Services Network

1.6 EU Trade Promotion Web Site

<http://export-help-cec.eu.int>

The European Union (EU) launched a new online helpdesk to provide information on exporting products to the European markets. The web site, a free of charge interactive information resource, contains custom duties, customs documentation, rule of origin, and trade statistics about EU markets. The website would help business operators to obtain the necessary information on EU preferential import regimes and links to relevant authorities and organizations in EU trade operations and up-to-date information on import tariffs.

2. Export Guide

2.1 About the Ethiopian Export Promotion Agency (EEPA)

What is the EEPA?

The Ethiopian Export Promotion Agency is a Government institution that was established with the objective of promoting the country's exports. It is governed by a Board of Directors, which consists of seven members from the public and private sectors.

EEPA's Services

- professional support (hands-on technical assistance) and training to exporters, in line with the newly adopted export development strategy;
- alleviation of problems faced by exporters by ensuring that export-related procedures of institutions relevant to export trade are conducive to the country's export development;
- undertaking and dissemination of studies with regard to market on exportable products that will enhance the country's competitiveness in overseas markets;
- linkage of Ethiopian exporters with foreign importers;
- provision of support to exporters allowing them to participate in regional and international trade fairs as well as other trade promotion events;
- collect, analyze and disseminate trade-related information to the business community and provide inquiry reply services;
- encourage the existence of coordinated and efficient working arrangements among producers, exporters and service providers.

Address of EEPA

P.O.Box 6945 Addis Ababa

Tel 251-1-504479, Fax 251-1-504766

e-mail: tpaddis@telecom.net.et, web site: www.ethioexport.org

2.2 Export procedures

Once an exporting company is legally established the various procedures that are regularly necessary to follow, in order to make exports successful are the following.

2.2.1 Order Acknowledgement to the Buyer

This involves the production of internal instructions on the part of the exporter with regard to the work, production and preparation of the goods for the export order.

2.2.2 Finalization of the Export Contract

Finalize the export contract, stipulating the method of payment for the export consignment, and submit a copy to the respective commercial bank by any of the following methods: hand delivery, fax, telex or post. Commercial banks require six copies of the letter of credit, and five copies of the advance payment, cash against documents, and one consignment note each.

2.2.3 Application to Export

Register the export order with a commercial bank, which in turn will issue the export permit for the particular consignment. All sorts of exports with the exception of coffee have to be registered with any of the commercial banks. Only the registration for coffee remains at the National Bank of Ethiopia.

2.2.4 Registration of Export Consignment

Fill in the Customs Declaration Annex form issued by the commercial bank and submit it to the international/foreign business department of the bank.

2.2.5 Application for Quality Testing and Certification

When export products are ready, make arrangements for suitable packaging and apply to the Quality and Standards Authority of Ethiopia for quality testing, and acquire the Export Authorization Certificate.

2.2.6 Compliance with Movement Requirements

Compliance with Rules of Origin. Fill in the certificate of origin that is issued by the Ethiopian or the Dire Dawa Chambers of Commerce, in order to qualify for preferential tariff treatments.

Compliance with Tariff Schemes. Fill in the special movement forms or certificates issued by the Customs Authority. Currently, the special

movement certificates include the EURI movement certificate that is required by European Union Countries, and form A for the Generalized System of Preferences (GSP), form A is required by its member countries.

2.2.7 Insurance of Export Cargo

Insure the export cargo and acquire the insurance certificate or policy document issued by an insurance company.

2.2.8 Customs Declaration

In order to avoid costly delays, the exporter declares all facts about the export consignment, and all supporting original documents should be forwarded to the customs clearing agents to enable customs formalities and authorization of the dispatch of the export goods. Accordingly, the exporter must hand over the Export Permit, the copy of the Customs Declaration Annex form, the Ethiopian Customs Declaration form, the Certificate of Origin and the special movement forms/certificates (the EURI Movement Certificate and the GSP form A) to the clearing agents.

2.2.9 Movement of Export Cargo

To facilitate the movement of goods, transport documents should be acquired from the respective carrier. Although the type of transport document depends on the mode of transport, the documents should be completed and signed by the carrier or its representatives.

2.3 Export Business Registration and Licensing

The opening of a business in Ethiopia requires a compulsory registration prior to holding a business license. However, principal registration only takes place once, regardless of which commercial activities are undertaken.

The export trade business that requires registration and licensing by the Federal Ministry of Trade and Industry can be carried out by forming different types of business organizations, such as the sole trader, partnerships, share companies, private limited companies, public companies and cooperative societies.

2.3.1 Registration Procedure

In the registration process all required documentation and application forms should be signed by the persons who subscribe to the declaration and be submitted to the Ministry of Trade and Industry for verification and approval. When this has been done the documents are sent to the Ministry of Justice for certification and then to the Ministry of Information for public

announcement of the business formation in the national newspapers. Upon completion of this procedure the Ministry of Trade and Industry will issue the Principal Registration Certificate.

2.3.2 Export Licensing Procedure

Having now registered, an application for an export license should be submitted to the Ministry of Trade and Industry who in turn issues the export license. The documents required for the issuing an export license are applications in two copies, the principal registration certificate, a passport size photograph, an investment permit and residence permit, if a partnership exists, as well as the memorandum and articles of the association or contract of partnership.

The export license covers a duration of twelve months. At the end of the duration the license has to be renewed not later than two months into the next fiscal year, which is in accordance with Ethiopian law.

2.4 Quality Export Products Information

2.4.1 Overview

The economic liberalization process being undertaken in Ethiopia and the strong commitment of its Government to create a supportive environment for the development of the private sector have both positively affected the growth of exports. Exports increased by 24% in 1996/97 over the preceding year.

Apart from the conducive and continually improving free market-oriented policy environment, Ethiopia has various advantages for the development of its export sector. These include the abundant and capable labour force, low wage levels, a wide-ranging weather and soil conditions, preferential access to the European Union markets and proximity to the Middle-East markets. The preferential access to the Common Market for Eastern and Southern African States (COMESA), with a total population of more than 260 million, also offers substantial market opportunities for several export items from Ethiopia.

The major export products of Ethiopia include coffee, livestock products (leather, live animals and meat), oil seeds and pulses, fruits, vegetables and flowers, textiles, natural gum, spices and mineral products. In addition to the efforts underway to increase the export supply of these products and to improve their quality, investments in other currently unexploited, higher value-added, export sectors is highly encouraged. Recognizing that large

capital investments are needed to exploit these resources, various incentives are currently provided to encourage foreign investments (including joint ventures and marketing arrangements), so that the sector is able to provide a meaningful contribution to the country's development.

2.4.2 Coffee

More than 90% of the nation's harvested coffee is organically produced. The inherently superior quality of Ethiopian highland Arabica coffee is unmatched, particularly in flavour and aroma. Ethiopia also produces several types of coffee, the water soluble extracts of which can be used for hot beverages, iced drinks, ice creams and in the confectionery industries.

2.4.3 Livestock Products

Ethiopia offers a wide range of processed and semi-processed hides and skins to the world market. Some of the products, such as Ethiopian highland sheepskin, which has gained international reputation for making gloves, are well-known for their quality and natural characteristics.

The high quality Ethiopian hides and skins exports include:

- Pickled sheep skin, wet blue sheep skin, crust sheep skin, wet blue goat skin, crust goat skin, crust cow hides, finished garment leather, finished glove leather, lining/upper leather, suede leather, full grain leather, corrected grain leather, embossed leather and patent leather

The export of finished leather and leather products (such as leather garments, foot wear, gloves, bags and other leather articles) is also highly promising.

2.4.4 Live Animals and Meat

With the largest livestock population in Africa, Ethiopia has an ample supply base for the export of live animals and meat. Its livestock resources are estimated at 27 million cattle, 24 million sheep and 18 million goats.

Livestock husbandry is mostly carried out under natural grazing, making the meat and meat products obtained from the animals very tasty and nutritionally healthy for human consumption. Ethiopia's main exports of live animals and meat products include:

- Steers and yearlings; low land sheep and goats; fresh and chilled lamb and mutton carcass; fresh and chilled goat carcass; fresh and chilled veal carcass and beef four quarters; fresh and chilled boneless veal and beef; frozen lamb, mutton, goat carcass, veal and beef special cuts.

2.4.5 Oilseeds and Pulses

Ethiopian oilseeds and pulses are known for their flavour and nutritional value as they are mostly produced organically. For instance, the Ethiopian white sesame seed is used as a reference for grading in international markets.

Major oilseeds and pulses exports include:

- Sesame seed, Niger seeds, linseeds, sunflower seeds, groundnuts, rape seeds, castor oil seeds, pumpkin seeds, haricot beans, pea-beans, horse beans, chick peas, lentils.

The Gulf States (Saudi Arabia, Yemen, Israel), European Union, some Asian and neighbouring African countries constitute the major markets for Ethiopia's oilseeds and pulses exports.

2.4.6 Fruits, Vegetables and Flowers

With a favourable climate, abundant labour, land and water resources, most regions of the country are suitable for the production of a wide range of tropical and sub-tropical fruits, vegetables and flowers.

The major vegetable export products are:

- Potatoes, green beans, okra, melons, white and red onions, shallots, cabbages, leeks, beetroots, carrots, green chillis, tomatoes and lettuce.

The main exportable fruits are:

- Oranges, mandarins, grapefruits, mangos, guavas, lemons and lime.

Cut-flower exports include:

- Statice, alliums, roses and carnations.

2.4.7 Textile Fabrics and Garments

The textile industry is the largest manufacturing industry in the country. There are more than fourteen state-owned and private major textile and garment factories. It employs around 30,000 workers and constitutes a share of 36% of the entire manufacturing industry.

The main textile products manufactured in the country are cotton and nylon fabrics, acrylic yarn, woollen and waste cotton blankets and sewing thread. The cotton yarn and thread products include :

- Yarn/bleached or grey/combed or carded 81/2, 10, 21 30, 40, 50, 60, 80 counts, and others that are in line with customer requirements.
- Pure polyester and cotton sewing thread in different colours and counts
 - 40/3, 50/3, 60/3 pure cotton;
 - 60/3, 100% polyesters;
 - 5,000 or 1,000 meters in spool;
 - 5,000 or 10,000 meters in cones for industrial use.

The domestic potential of cotton production, such as basic raw material is much larger, compared to the demand of the currently installed spinning capacity. The availability of cheap labour is one of the major parameters for consideration in this industrial sector, as it presents one of the strategic industries for export development.

2.4.8 Natural Gum

Ethiopia is endowed with distinct climatic conditions that enables it to grow diverse plant species, which can be used for industrial and pharmaceutical purposes. Acacia, Commiphora and Boswellia could be mentioned as one group of the various plant species grown in the arid and semi-arid areas that yield important gums.

The trend that has enhanced the growth of gum production over the past decade has been the increasing consumption of convenience foods. As in most other sectors of the additives industry, increasing health consciousness has tended to fuel growth for thickeners of natural origin.

Gum Olibanum derived from Boswellia, gum Myrrh, and Oppoponex derived from Commiphora and gum Arabic derived from acacia species are the major gum products that are mainly produced for the export market.

Apart from their pharmaceutical applications, these products have a wide-range of industrial uses in areas such as beverages, candies, chewing gums, confectioneries, dairy products, gelatines, nut products, puddings and canned vegetables. Typical applications include their uses as:

- adhesive thickeners;
- thickeners, stabilizers, flavour, fixatives and emulsifying agents in food products;
- clarification in beverages;
- release agents for rubber products;
- formulations in cosmetics.

2.4.9 Tea

The quality of tea mainly depends on climatic conditions, the type of soil upon which the plant grows and the method used in processing. In Ethiopia tea is mostly grown in the highland dense forest regions, where the land is fertile and therefore the usage of fertilizers is very minimal.

Moreover, the availability of abundant and cheap labour in the country has made the use of manual weeding (instead of chemical weeding) possible. Because of this mostly organic cultivation, Ethiopian tea is increasingly sought for its aroma and natural flavours. This is confirmed by the "International Gold Star" award for quality, which was recently awarded by the B.D.I. in Madrid, Spain to one of the major Ethiopian tea exporters "Tea Production and Marketing Enterprise".

2.4.10 Mineral Products

According to studies conducted up-to-date, there are diversified mineral deposits available in many parts of the country, most of which can meet export standards. Minerals supplied to export markets as of yet include gold, platinum, marble, granite and tantalum, however, in a very limited scale as compared to the immense potential of these products. Other metallic and non-metallic substances, including copper, lead, zinc, silver, gypsum, limestone, quartz and pyrite have also been identified in various parts of the country.

Most of Ethiopian mineral products are potentially exportable to countries in East and Southern Africa, and in the Asia/Oceania market areas. This is feasible in both of these regions, due to the freight cost advantages over established exports from Europe and North America.

Ethiopia has also recently started the export of high quality dimensional stones, i.e. different types of unprocessed (blocks) and processed marble, granite and lime stones suitable for both internal and external uses.

2.4.11 Others

Some other products that Ethiopia exports to the world market include:

- spices, civet, beverages, beeswax, gall-stone, cereals, and fish.

2.5 Figures on Ethiopia's External Trade

Ethiopian Export by Commodity

Quantity in Metritons, Value in Thousands of USD

Commodity	2001		2002	
	Quantity	Value	Quantity	Value
Coffee	84,929	143,285	119,522	160,688
Hides and skins	11,509	73,854	11,549	62,086
Hides (semi processed)	3,054	16,795	4,368	8,138
Skins (semi processed)	8,416	56,895	7,180	53,925
Leather products	38	164	1	23
Oil seeds	75,454	37,127	90,180	39,844
Pulses	67,459	20,335	103,004	30,792
Chat	9,755	53,532	7,247	42,505
Spices	3,850	4,557	2,914	4,233
Pepper	228	1,033	257	1,021
Other spices	3,622	3,523	2,656	3,211
Fruits, veg., flowers	27,759	8,510	31,954	11,221
Flowers	6	153	12	27
Fruits & vegetables	27,753	8,357	31,942	11,194
Live animals	81	506	500	555
Bovine animals	80	503	111	336
Sheep and goats			34	36
Other animals	1	4	354	183
Cereals	16,299	18,971	31,678	14,157
Maize	5,255	813	12,998	1,878
Other cereals	11,044	18,158	18,679	12,279
Civet	0.4	241	0.4	175
Animal fodder	3,502	529	6,265	634
Bees wax	226	555	233	554
Beverages	294	180	273	202
Broomcorn			54	47
Ceramic products	23	13	47	9
Copper waste and scrap	99	99	52	65
Cotton	6,055	6,403	76,660	6,679
Dairy product	4	10	6	20
Footwear	14	105	8	52
Gold	5	34,411	5	37,961
Hop	373	277	129	209

Lead waste and scrap	64	41	92	109
Marble	593	239	694	270
Meat & meat products	799	1,515	1,104	1,709
Molasses	15,000	574	15,000	523
Natural gum	2,039	2,793	2,377	3,316
Natural honey	2.7	7.5	3	9
Petroleum Product	6	10		
Sugar	3,835	921	81,015	20,448
Tantalum	40	10,023	81	4,890
Tea	75	83	410	489
Textile, clothing	2,659	4,105	1,844	4,405
Others	2,270	3,641	1,505	2,251
Total	335,074	427,451	586,404	451,108

Export by Destination

Value in Thousands of USD

Region / country	2000	2001	2002
Africa	91,207	90,472	78,408
Djibouti	49,648	70,448	56,099
Somalia	30,160	13,243	9,637
Egypt	6,349	2,549	4,956
Morocco	1,238	1,634	1,435
Algeria	725	820	874
Kenya	1,947	641	38
Africa : Others	1,141	1,137	5,369
America	19,860	22,813	19,599
United States	17,619	19,166	16,564
Canada	1,887	2,285	1,641
America : Others	353	1,362	1,394
Asia	82,300	78,718	81,094
Japan	56,435	36,737	37,765
India	8,277	17,199	13,615
Thailand	555	9,700	10,769
China	1,053	4,454	7,442
Indonesia	5,658	3,179	2,248
Pakistan	3,589	2,091	1,074
Asia : Others	6,733	5,358	8,211
Middle East	65,732	67,006	61,653
Saudi Arabia	38,560	37,238	28,662
Israel	16,639	13,867	15,051

Yemen	6,282	7,876	8,137
United Arab Emirates	2,812	6,359	7,589
Middle East : Others	1,438	1,665	2,214
Europe	220,848	167,151	208,648
Italy	31,416	42,079	49,302
Switzerland	28,316	33,435	44,634
United Germany	94,154	27,525	40,661
Great Britain	10,812	15,585	17,361
Iceland		11,629	12,409
France	14,481	11,582	11,006
Belgium	16,806	7,207	4,094
Netherlands	10,162	4,588	2,327
Europe : Others	14,700	13,520	26,855
Oceania	1,094	1,291	1,707
Australia	1,002	828	907
Oceania : Others	92	463	801
TOTAL	481,040	481,040	451,108

Major Trading Partners

Ethiopian Export by percentage of Destination

Region / Country	2000	2001	2002
Africa	18.96	21.17	17.38
Djibouti	54.43	77.87	71.55
Somalia	33.07	14.64	12.29
Egypt	6.96	2.82	6.32
Kenya	2.13	0.71	1.83
Morocco	1.36	1.81	1.11
Algeria	0.79	0.91	0.05
Africa : others	2.05	1.26	6.85
America	4.13	5.34	4.34
United States	88.72	84.01	84.52
Canada	9.50	10.01	8.37
America : others	1.78	5.97	7.11
Asia	17.11	18.42	17.98
Japan	68.57	46.67	46.57
India	10.06	21.85	13.24
Thailand	0.67	12.32	1.32
China	1.28	5.66	9.18
Indonesia	6.87	4.04	2.77
Pakistan	4.36	2.66	16.79
Asia : others	8.18	6.81	10.13

Middle East	13.66	15.68	13.67
Saudi arabia	26.05	55.57	46.49
Israel	11.24	20.70	24.41
Yemen	4.24	11.75	12.31
United arab emirates	1.90	9.49	13.20
Middle east : others	2.19	2.49	3.59
Europe	45.91	39.10	46.25
United germany	42.63	16.47	19.49
Italy	14.23	25.17	21.39
Switzerland	12.82	20.00	23.63
Belgium	7.61	4.31	8.32
France	6.56	6.93	1.12
Great britain	4.90	9.32	5.27
Netherlands	4.60	2.74	5.95
Iceland		6.96	1.96
Europe : others	6.66	8.09	12.87
Oceania	0.23	0.30	0.38
Australia	91.59	64.12	53.10
Oceania : others	8.41	35.88	46.90
Total	100	100	100

Major Trading Partners

Ethiopian Import by percentage of Origin

Region / Country	2000	2001	2002
Africa	6.09	6.29	8.49
Djibouti	30.15	43.29	43.79
Kenya	27.43	13.40	14.44
Egypt	20.35	15.75	11.18
South africa	9.44	16.72	11.05
Swaziland	6.95	4.41	3.69
Tunisia	1.24	1.98	0.65
Africa : others	4.44	4.46	15.19
America	5.81	10.66	9.43
United States	85.30	87.12	84.64
Canada	9.86	7.42	5.15
Brazil	3.24	4.76	4.34
America : others	1.59	0.70	5.87
Asia	24.96	23.43	28.08
China	27.82	32.28	32.63
Japan	24.38	18.93	25.48

India	20.42	21.66	20.48
Korea, republic of	9.69	10.17	5.87
Indonesia	5.74	6.70	4.80
Singapore	3.75	2.33	2.62
Malaysia	2.24	2.88	3.22
Taiwan province of china	1.87	2.28	1.65
Thailand	2.57	1.85	1.47
Asia : others	1.50	0.93	1.78
Middle East	28.22	26.05	16.92
Saudi arabia	6.68	42.98	42.56
Yemen	66.51	28.29	41.53
United arab emirates	20.10	23.99	6.15
Jordan	2.54	1.70	2.97
Iran (Islamic republic of)	0.90	1.51	2.62
Middle esat : others	3.26	1.53	4.17
Europe	34.41	32.68	36.43
Italy	27.72	23.09	24.38
Great britain	12.55	10.55	13.85
United germany	9.97	11.49	12.63
France	8.25	9.92	7.12
Sweden	7.26	6.56	6.77
Belgium	6.09	6.47	6.06
Netherlands	5.27	7.13	5.23
Turkey	4.64	3.90	4.44
Denmark	2.66	3.58	2.81
Switzerland	2.37	3.02	2.27
Greece	1.44	2.58	1.80
Europe : others	11.76	11.71	12.65
Oceania	0.51	0.90	0.65
Australia	55.77	39.81	24.48
Oceania : others	44.23	60.19	75.52
Total	100	100	100

Ethiopian Exporters List

Company name	Telephone, Fax, Email	Address
1. Coffee:		
A.S.K Enterprise	Tel 655271, Fax 655271	
Addis Exporters Ltd.	Tel 114425, Fax 551292	
Adem Bedane Oda	Tel 556100/556099, Fax 559191/551946 adem.bedane@telecom.net.et	2135 Addis Ababa
Aleltu International P.L.C	Tel 530631/507250, Fax 507383 altaye.w/amanuel@telecom.net.et	26975 Addis Ababa
Alem International	Tel 16 15 89, Fax 71 15 11	Addis Ababa
Alemtsehay Beyene Coffee Exporter	Tel 65 44 25, Fax 65 46 83	Addis Ababa
Alfoz P.L.C	Tel 511782, Fax 513481	13732 Addis Ababa 20189 code1000 Addis Ababa
Altusier	Tel 559259, Fax 559258	
Ambassel Trading House	Tel 154904/514726 Fax 515312	12617 Addis Ababa
Ambessa Trading Enterprise	Tel 167221, Fax 654888 ambessa@telecom.net.et	2253 Addis Ababa
Atita P.L.C	Tel 710167, Fax 71 15 33	Addis Ababa
Awda P.L.C	Tel 180850/625747, Fax 615598	13019 Addis Ababa
Bahumed Trading	Tel 751990/756288/756419, Fax 754433	578 Addis Ababa
Baminif Trading P.L.C	Tel 751861, Fax 755257 baminiftrading@telecom.net.et	756 Addis Ababa
Bashanfer Trading P.L.C	Tel 551305, Fax 550924 bashanfer@telecom.net.et	8888 Addis Ababa
Bashawie Trading	Tel 137619/759419, Fax 754588 ba.shawie@telecom.net.et	51026 Addis Ababa
Bazen P.L.C	Tel 518124, Fax 502981 ababapvt@telecom.net.et	7512 Addis Ababa
Belete Shibeshi Coffee Exporter Ent.	Tel 122508/127199, Fax550590	21338 Addis Ababa
Cabey P.L.C.	Tel 711941/711942 Fax 710388/711587 cabey@telecom.net.et	18192 Addis Ababa
Camels Trading	Tel 75 58 30/75488, Fax 1762623	1148 Addis Ababa
Ethiopian Coffee Export Enterprise	Tel 155229/158493, Fax 510762	2591 Addis Ababa
Ethiopian Commodities P.L.C	Tel 517906/517637, Fax 517222	1113 Addis Ababa
Geta Trading	Tel 150447/154484, Fax 517424	Addis Ababa

Ghion Industrial & Commercial P.L.C	Tel 793360/09-205573, Fax 794770 ghion.ind&com@telecom.net.et	22669 Addis Ababa
Gift Trading P.L.C	Tel 511924/514938/655580, Fax 511924 gift.trading@telecom.net.et	2522 Addis Ababa
Guna Coffee Export S.C	Tel 651392, Fax 654633 guna.trading@telecom.net.et	80316 Addis Ababa
Habib Farid Farah	Tel 05-112058, Fax 05-14062 shf@telecom.net.et	1397 Addis Ababa
HAICOF Limited	Tel 510124/515117, Fax 516888 haicof@telecom.net.et	4854 Addis Ababa
Helen G/Nigus	Tel 614158/512312, Fax 510299 HGN.coffee@telecom.net.et	13332 Addis Ababa
Hiruy Assefa Foreign Trade Auxiliary	Tel 519122/519767, Fax 519122/519767 ha@telecom.net.et	40126 Addis Ababa
Hussen Agraw	Tel 117386, Fax 511108	Addis Ababa
Ibero and Jos Hanson	757069/757073, Fax 753433 MOPLACO@telecom.net.et	3035 Addis Ababa
J.Cafe Trading	Tel 154347, Fax 508838 jema.yimer@telecom.net.et	426code1110 Addis Ababa
J.J. Kothari & Co. Ltd	Tel 661155, Fax 661122/661113 j.jkothari@telecom.net.et	171 Addis Ababa
Jemal Abdulkadir	Tel 553097, Fax 553097	Addis Ababa
KAJO Import/Export Enterprise	Tel 559200/551930, Fax 550633	21307 Addis Ababa
KANA Import & Export Enterprise	Tel 119710, Fax 553220	12723 Addis Ababa
Kemal Abdella Coffee Exporters	Tel 162591/757609/754216 Fax 757254/656010	24511 Addis Ababa
Legesse Sherefa P.L.C.	Tel 132637/751390, Fax 751390 legesse@telecom.net.et	2288 Addis Ababa
Makfam P.L.C	Tel 756910, Fax 755077 makfam@telecom.net.et	9366 Addis Ababa
Mamo Kacha P.L.C.	Tel 515010, Fax 516992 mamokacha@telecom.net.et	8549 Addis Ababa
Markos P.L.C	Tel 613280, Fax 613299	50964 Addis Ababa
MATTI P.L.C	Tel 713228, Fax 713228 tekle.tolesa@telecom.net.et	34007 Addis Ababa
Mina Trading	Tel 756014/756060(61), Fax 756379 SBG@telecom.net.et	182284 Addis Ababa
Mohamed Abdulahi Ogsadey	Tel 05-113425, Fax 05-111024	250 Dire Dawa
Mohammed Mussa Rahmeto	Tel 793729(30)/792767 Fax 79267	Addis Ababa

Moplaco Trading Co.Ltd.	Tel (05)113453, Fax (05)113972	4 Dire Dawa
Mullege P.L.C	Tel 763032, Fax 552270	12791 Addis Ababa
Mulugeta Afework	Tel 113430/113661, Fax 111923	1154 Dire Dawa
Muluneh Kaka	Tel 655492/165520, Fax 653275	15917 Addis Ababa
Nejat International P. L. C.	Tel 753089, Fax 755357 nejat@telecom.net.et	50721 Addis Ababa
Netsa P.L.C	Tel 512969, Fax 516265 netsa-plc@telecom.net.et	15634/22618 Addis Ababa
Nile International Trading P.L.C	Tel 154848/511866, Fax 515660 nile.int@telecom.net.et	11848 Addis Ababa
Nuri Kemal Coffee Exporter	Tel 755581/757972, Fax 757777 nurik@telecom.net.et	180551 Addis Ababa
Omer Mustefa Coffee Exporter	Tel 136902/201767, Fax 756320 omermusetefa@telecom.net.et	5568 Addis Ababa
Oromia Coffee Farmers Co-operative Union	Tel 506114/15, Fax 506116	1394 Code1110 Addis Ababa
Paul Ries and Sons Ltd.	Tel 550233/553194/551278 Fax 551278 paulries@telecom.net.et	3659 Addis Ababa
ROBERA P.L.C.	Tel 615539/41, Fax 615542 robera@telecom.net.et	22061 Addis Ababa
S.A. Bageresh	Tel 510944/516288, Fax 510922 bageresh@telecom.net.et	1269 Addis Ababa
S.J. Magdalinos	Tel 112419, Fax 550310 s.j.magdalinos@telecom.net.et	
Sadula Trading P.L.C	Tel 625556/624633/623779 Fax 625540	119 Addis Ababa
Said Jemal Rahmato Coffee Export Enterprise	Tel 613300, Fax 614807	15017 Addis Ababa
Samuel Mulugeta	Tel 651934, Fax 515094 samuel@telecom.net.et	25253code1000 Addis Ababa
Seid Yassin Ali Coffee Export Ent.	Tel 757241, Fax 757611/751958 S.Y.A.C.E@telecom.net.et	1382 Addis Ababa
Semachew Demisse Coffee Cleaner&Exporter S.C	Tel 621534, Fax 621533	22766 Addis Ababa
Semachew Kebede Kaisa	Tel 340911/343310, Fax 341677	9210 Addis Ababa
Sitcof		
Tamru Andualem Coffee Export	Tel 553951/124169, Fax 553951	22450 Addis Ababa

Wondo Trading P.L.C	Tel 06-203991, Fax 06-201949 wondo_trading@hotmail.com	128 Addis Ababa
Yirga Trading P.L.C.	Tel 791736, Fax 791072 ejigayehu.yirga@telecom.net.et	3448 Addis Ababa
2. Hides and Skins:		
Abay Tannery	Tel 514403, Fax 510097	472
Addis Ababa Tannery S.C.	Tel 09-201450/51, Fax 513236	22498 Addis Ababa
Awash Tannery (ELICO)	Tel 652525/650773, Fax 652180	1262 Addis Ababa
Bahir Dar Tannery	Tel 655439, Fax 655437	1862 Addis Ababa
Bale Tannery	Tel 111771/553594, Fax 552407 bale.plc@telecom.net.et	8062 Addis Ababa
Batu Tannery	Tel 552320	Addis Ababa
Blue Nile Tannery/Gaffar Enterprise	655292/518288, Fax 518288	Addis Ababa
Combolcha Tannery	Tel 54075, Fax 518098	2516 Addis Ababa
Deb. Berhan Tannery		
Dessie Tannery P.L.C.	Tel 655476, Fax 655408 dst.plc@telecom.net.et	13405 Addis Ababa
Dire Industries P.L.C	Tel 792555/756443/752704 Fax 752455 dire@telecom.net.et	2492 Addis Ababa
Ethio-Leather Industry Pvt. Ltd. Co.(ELICO)	Tel 655152-54, Fax 655151 ELICO@telecom.net.et	9281 Addis Ababa
Ethiopian Pickling and Tanning Factory (ELICO)	Tel 652077, Fax 654133	3973 Addis Ababa
Ethiopian Tannery	Tel 513691/154300, Fax 512822 eth_tannery@telecom.net.et	5628 Addis Ababa
HAFDE P.L.C. (Tannery)	Tel 553346, Fax 551428 hafde@telecom.net.et	4411 Addis Ababa
Horra Tannery	Tel 339575, Fax 339733	472 Addis Ababa
Merssa Tannery(wello)	Tel 614803, Fax 614802	Addis Ababa
Mojo Tannery	Tel 514856, Fax 513525	3 Addis Ababa
Sheba Tannery	Tel 513335, Fax 513432 shebatannery@telecom.net.et	18313 Addis Ababa
SHOA Tannery P.L.C.	Tel 533348, Fax517578 shoa.tannery@telecom.net.et	26998 Addis Ababa
WALLIA Tannery P.L.C.	Tel 652367, Fax 651777	8187 Addis Ababa

3. Live Animals and Meat:		
Afework International Group	Tel 511090, Fax 512092 afework@telecom.net.et	101531 Addis Ababa
Ahmed Nuredin Abdella Import & Export Pvt. Ent.	Tel 752337, Fax 756392	50525 Addis Ababa
Alfoz P.L.C	Tel 511782, Fax 513481	13732 Addis Ababa
Aswer Enterprise		
ELFORA Agro - Industry Pvt. Ltd. Co.	Tel 620308/620836, Fax 614098	2500 Addis Ababa
Feyrouz P.L.C	Tel 504720, Fax 514128 feham.ali@telecom.net.et	12890 Addis Ababa
Hadiya Import Export	Tel 516781/09-201230 Fax 514950 HIE@telecom.net.et	25577 Addis Ababa
Haileselassie Hailu	Tel 753079, Fax 753073	22390 Addis Ababa
Hashim Ethiopian Livestock & Meat Export	Tel 557947/116336, Fax 553602 hashim.nurujiro@telecom.net.et	22528 Addis Ababa
Markget International P.L.C.	Tel 552750/552868, Fax 511479 markget.inter@telecom.net.et	40480 Addis Ababa
Mekonen Bekele	Tel 185473	
Merit Global Trade P.L.C	Tel 518370, Fax 518370	50867 Addis Ababa
SAAFI Trading	Tel 180555, Fax 611252	18808 Addis Ababa
4. Spices:		
3N International Trading	Tel 187407, Fax 612427	1180 Addis Ababa
Abraha Tsegaye	Tel 753605, Fax	
Absera General Trading	Tel 553819, Fax 553979 absera.trdg@telecom.net.et	7721 Addis Ababa
Afework International Group	Tel 511090, Fax 512092 afework@telecom.net.et	101531 Addis Ababa
Ahmed Nuredin Abdella	Tel 752337, Fax 756392 ANA@ethiolink.com	50525 Addis Ababa
Alfoz P.L.C	Tel 511782, Fax 513481	13732 Addis Ababa
Aminat Nuru	Tel 556465	
Atsede Bayru	Tel 713676	
Azeb Sutuma	Tel 136257	328 Addis Ababa
BWAP Export P.L.C	Tel 560352, Fax 558181	5304 Addis Ababa
DEMAK Exporters	Tel 156950, Fax 511479	100643 Addis Ababa
DOLINA Import-Export P.L.C.	Tel 517790/504195, Fax 533355 girma.jiru@telecom.net.et	13463 Addis Ababa

Ethiopian Spice Extraction Factory	Tel 651829, Fax 653633	5699 Addis Ababa
Eyayaw Mengistu	Tel 75 36 19	
FAMAST Capital P.L.C.	Tel 184574 M_argash@yahoo.com	
Getrak International Trading Company Limited	Tel 611623, Fax 511841 getrak@hotmail.com	22538 Code1000 Addis Ababa
Jemal Seid Abegaz	Tel 75 02 55/09-201421 Fax 75 02 55 jemalseid@hotmail.com	50315 Addis Ababa
KASSK Spices & Herbs Extraction Factory P.L.C	Tel 341609/10, Fax 341633 kassk@telecom.net.et	120323 Addis Ababa
Kesete Tesfay General Import & Export	Tel 09-210114, Fax 614921	26648 Addis Ababa
Mahmoud Abdulwahab	Tel 750027, Fax 750027	3591 Addis Ababa
Mandura Ethiopia	Tel 558210, Fax 558211	25883 Addis Ababa
Markget International P.L.C.	Tel 552750/552868, Fax 511479 markget.inter@telecom.net.et	40480
Muzemid Mohammed	Tel 75 02 48	
OMER & AWAD BAOBED P.L.C.	Tel 750420, Fax 754255 baobed@telecom.net.et	1245 Addis Ababa
RESSAN Enterprise	Tel 518558, Fax 512150 ressan@telecom.net.et	12621 Addis Ababa
SAMJO International P.L.C.	Tel 518368, Fax 514595 samjo@telecom.net.et	5238 Addis Ababa
Warka Import-Export	Tel 558121, Fax 551950	19639 Addis Ababa
Zemzem P.L.C.	Tel 610237, Fax 610237 zemzem@telecom.net.et	17244 Addis Ababa
Zerubabbel International Trading	Tel 262242, Fax 517454 zerubabbel@ethiolink.com	13198 Addis Ababa
5. Bees Wax and Honey:		
AMOLI P.L.C	Tel 761690, Fax 756920 amoli.plc@telecom.net.et	281 Addis Ababa
3N International Trading	Tel 187407, Fax 612427	1180 Addis Ababa
Bruck Hailu G/Mariam General Import-Export	Tel 519840/200403, Fax 519840 bruck@hotmail.com	6712 Addis Ababa
BWAP Export P.L.C	Tel 560352, Fax 558181	5304 Addis Ababa
Ethiopian Commodities P.L.C.	Tel 517906/517637, Fax 517222	1113 Addis Ababa

Getrak International Trading Company Limited	Tel 611623, Fax 511841 getrak@hotmail.com	22538 Code1000 Addis Ababa
Ghion Industrial & Commercial P.L.C	Tel 793360/09-205573, Fax 794770 ghion.ind&com@telecom.net.et	22669 Addis Ababa
MER International Trading	Tel 561000/717202/09-202613 Fax 551161/717201/717203 mehreteabzegeye@hotmail.com	12506 Addis Ababa
OMER & AWAD BAOBED P.L.C.	Tel 750420, Fax 754255 baobed@telecom.net.et	1245 Addis Ababa
6. Pulses & Oil Seeds:		
Absera General Trading	Tel 553819, Fax 553979 absera.trdg@telecom.net.et	7721 Addis Ababa
Afework International Group	Tel 511090, Fax 512092 afework@telecom.net.et	101531 Addis Ababa
Afrah Trading P.L.C		
Al-Eman Trading	Tel 114775A.A/121475Nath. Fax 551664	14498 Addis Ababa
Amal Trading	Tel 55 25 12, Fax 55 25 12 amalcoet@telecom.net.et	1486 Addis Ababa
Antypas Bros Ltd.	Tel 551316/123770, Fax 550657	1606 Addis Ababa
Asnake Addisu Negash	Tel 51 28 26, Fax 51 28 26	
Bajiba P.L.C	Tel 341188, Fax 341545 bajiba@telecom.net.et	758 Addis Ababa
Bashanfer Trading P.L.C	Tel 551305, Fax 550924 bashanfer@telecom.net.et	8888 Addis Ababa
Bazen P.L.C	Tel 518124, Fax 502981	7512 Addis Ababa
Birwonz P.L.C.	Tel 621533(34)/7 5165 Fax 75 51 97	22766 Addis Ababa
Borena & Barentu Share Company	Tel 02-11 26 33, Fax 02-11 04 99	1712 Nazharete 100643 Addis Ababa
DEMAK Exporters	Tel 156950, Fax 511479	
Ethiopia Amalgamated Ltd.	Tel 650904, Fax 651264 eth.amalgamated@telecom.net.et	2090
Ethiopian Grain Trade Enterprise	Tel 653166, Fax 652792 egte@telecom.net.et	3321 Addis Ababa
ETHOPEC	Tel 12 61 70, Fax 55 32 99	
Ghion Industrial & Commercial P.L.C	Tel 752237, Fax 755211	22669 Addis Ababa
Guna Trading Houses S.C	Tel 652288, Fax 654633	80316 Addis Ababa
Haji Alimeda Londe	Tel 11 18 06/11 34 72	

Hilal Impex	Tel 18 79 72	
J.J. Kothari & Co. Ltd	Tel 661150/55, Fax 661122	171 Addis Ababa
K.A.S International Trading	Tel 555869, Fax 560277	50609 Addis Ababa
KAM Ethiopia PLC	Tel 51 28 80, Fax 51 69 44 kamtrading@telecom.net.et	40914 Addis Ababa
KANA Import & Export Enterprise	Tel 119710, Fax 553220	12723 Addis Ababa
Kedir Ahmed Siraj Export	Tel 11 02 91, Fax 757268	
Kesete Tesfay General Import & Export	Tel 09-210114, Fax 614921	26648 Addis Ababa
Mahmoud Abdulwahab	Tel 750027, Fax 750025	3591 Addis Ababa
Makfam P.L.C	Tel 756910, Fax 755077 makfam@telecom.net.et	9366 Addis Ababa
Mandura Ethiopia	Tel 558211, Fax 558210	25883 Addis Ababa
Markget International P.L.C.	Tel 552750/552868, Fax 511479 markget.inter@telecom.net.et	40480 Addis Ababa
Merit Global Trade P.L.C	Tel 518370, Fax 518370	50867 Addis Ababa
Mohamed Abdulahi Ogsadey	Tel 05-113425, Fax 05-111024	250 Dire Dawa
Nazareth International Trading P.L.C	Tel 614950, Fax 611679 nazareth.int@telecom.net.et	62402 Addis Ababa
Netsa P.L.C	Tel 512969, Fax 516265 netsa-plc@telecom.net.et	15634/22618
Nur Mohammed Said	Tel 15 82 85	
Oda Share Company	Tel 614103, Fax 615031	34369 Addis Ababa
OMER & AWAD BAOBED P.L.C.	Tel 750420, Fax 754255 baobed@telecom.net.et	1245 Addis Ababa
Punt General Trading	Tel 514632, Fax 514644	24399 Addis Ababa
Said Ibrahim G/Imp/Export	Tel 75 72 68	50657 Addis Ababa
Sodes P.L.C	Tel 750777 Fax 757979	55860 Addis Ababa
Sorienie P.L.C.	Tel 12 16 51	17328 Addis Ababa
Warka Import-Export	Tel 558121, Fax 551950	19639 Addis Ababa
Wudmetas Nuru Impex	Tel 11 67 57	
Yahia Seid Omer	Tel 75 12 96 YSD@telecom.net.et	4202 Addis Ababa
Yegeta Trading	Tel 12 51 69	
Yirga Trading P.L.C.	Tel 791736, Fax 791072 ejigayehu.yirga@telecom.net.et	3448 Addis Ababa

Yitbarek Zegeye Imp/Exp	Tel 55 81 21/513948/553309	19639
Zemzem P.L.C.	Tel 610237, Fax 610237 zemzem@telecom.net.et	17244 Addis Ababa
7. Fruits, Vegetables & Flowers:		
Ahmed Ali Adar	Tel 110153	Dire Dawa
Ahmed Mohammed Farah	Tel 111450	Dire Dawa
Diamond General Services	Tel 517398, Fax 517398	5014 Addis Ababa
ETFRUIT	Tel 517005 519 92, Fax 516483 etfruit@telecom.net.et	2374 Addis Ababa
Ethio Flora Import/Export	Tel 66 09 81/ 82/09-228462 Fax 660980/523222	602 Addis Ababa
Ethiodream Plc	Tel 655533, Fax 655533 ethiodream@telecom.net.et	22545 Addis Ababa
Eyob Tesfaye H/Melekot	Tel 112243	Dire Dawa
Farah Tahir Kairreh	Tel 112245	Dire Dawa
Golden Rose Agro-Farm Pvt. Ltd. Co.	Tel 155006/154816/(09-200787) Fax 514451 ryazshamji@hotmail.com	19900 Addis Ababa
Horticulture Devel. Enterprise	Tel 553078/553088/117705/128026	3896 Addis Ababa
Ismael Ladieh Bodeh	Tel 112775	
Meskel Flower Inc	Tel 61 41 61, Fax 61 41 61 meskel@telecom.net.et	2917 Addis Ababa
Seid Aden Guirreh		Dire Dawa
Tahir Deriye Dude	Tel 111345	Dire Dawa
Teppo Agricultural & Trade Pvt. Ltd. Co.	Tel 61 21 40, Fax 18 29 28	Addis Ababa
Upper Awash Agro-Industry Enterprise	Tel 15 55 85/15 62 02 Fax 518646	12624 Addis Ababa
Valley Development & Trade Pvt. Ltd. Co.	Tel 71 35 27, Fax 18 29 28	Addis Ababa
8. Natural Gum:		
Abbebaye C.C.PLC	Tel 513973, Fax 513965	5304 Addis Ababa
Aguguba Natural Gum Exporter P.L.C.	Tel 65 08 49/09-20 67 37 Fax 65 33 97	8722 Addis Ababa
Darulea Nesredin	Tel 75 25 72, Fax 756261	12672 Addis Ababa
GENALE MIGS Trading P.L.C.	Tel 114432 Nazareth./560352A.A Fax 513965A.A	2259 Nazareth
Guna Trading Houses S.C	Tel 652288, Fax 654633	80316 Addis Ababa

Kesete Tesfay General Import & Export	Tel 09-210114, Fax 614921	26648 Addis Ababa
Natural Gum Processing and Mark Ent.	Tel 527081-83, Fax 51 81 10 natgum@telecom.net.et	62322 Addis Ababa
OMER & AWAD BAOBED P.L.C.	Tel 750420, Fax 754255 baobed@telecom.net.et	1245 Addis Ababa
9. Civet:		
Ali Galib Ahmed	Tel 75 14 91, Fax 75 42 00	3210 Addis Ababa
DEMAK Exporters	Tel 156950, Fax 511479	100643 Addis Ababa
Feyrouz P.L.C	Tel 504720, Fax 514128 feham.ali@telecom.net.et	12890 Addis Ababa
Helenic Enterprise	Tel 516733, Fax 516899	650 Addis Ababa
Sherif Abafita	Tel 12 03 50/ 79 30 88	
10. Textile:		
Abdulsemed Takele Import - Export	Tel 757205/751122, Fax 555280	182992 Addis Ababa
Addis Izmir	Tel 662300/431252/09-211538 Fax 431251	101375 Addis Ababa
Adei Abeba YARN S. Co.	Tel 653455/160618, Fax 655120	5653 Addis Ababa
Almeda Textile S. C.	Tel 515938a.a/710557adwa Fax 517442a.a/710654adwa almeda@telecom.net.et	13383(AA)/67(adwa) Addis Ababa
Arba Minich Textile Factory	Tel 505163/519032, Fax 800404	5622 Addis Ababa
Awassa Textile S.C.	Tel 518900/06-203288 Fax 514984/06-201569	1083(AA)/186(Awa.) Awassa
Bahir Dar Textile S.C.	Tel 550552/533631/08-200104 Fax 512747/08-202012	1125(AA)/15(B. Dar) Bahir Dar
Combolcha Textile S. Co.	Tel 511805/151443/(03)510211 Fax 511771/(03)510266	126(AA)/67(Com.)
Dire Dawa Textile Factory	Tel 05-113488/89	
Garment Express Pvt. Ltd. Co.	Tel 626466/626992/09-202271 Fax 654398/626467 garment.exp@telecom.net.et	7519 Addis Ababa
Gulele Garment Factory	Tel 792005/792266/792954 Fax 792953	21769 Addis Ababa
Nigist Yimer Import & Export	Tel 560057, Fax 533518	412 Code1110 Addis Ababa
Sara Garment Designers/Manufact.	Tel 61 16 87, Fax 61 33 75 sara@telecom.net.et	613

11. Cotton:		
Birale Agricultural Dev't	Tel 65 30 19, Fax 65 45 05	100037 Addis Ababa
Middle Awash Agricultural Dev't Ent.	Tel 52 56 06, Fax 02-11 45 93	13007 Addis Ababa
SAMADCO International P.L.C.	Tel 61 42 62, Fax 61 42 31 samadco@telecom.net.et	12607 Addis Ababa
Sodes P.L.C	Tel 750777, Fax 757979	55860 Addis Ababa
Tendaho Agricultural Dev. Enterprise	Tel 513651/514113, Fax 513651 tendaho@hotmail.com	13464 Addis Ababa
12. Marble & Minerals:		
Electro commercial Plc	Tel 150480/510511, Fax 515198 electro@telecom.net.et	318 Addis Ababa
Ethiopian Mineral Resources Development	Tel 61 33 55, Fax 611776	2543
Getrak Internationl Trading Company	Tel 611623, Fax 511841 getrak@hotmail.com	22538 Code1000 Addis Ababa
Hiruy Assefa Foreign Trade Auxiliary	Tel 519122/519767 Fax 519122/519767 ha@telecom.net.et	40126 Addis Ababa
Midroc Gold	Tel 65 52 04/65 54 05 Fax 65 52 08/65 22 07	2318 Addis Ababa
National Mining Corporation	Tel 71 18 87, Fax 71 16 77	1174 Addis Ababa
13. Gall Stone:		
Markget International P.L.C.	Tel 552750/552868, Fax 511479 markget.inter@telecom.net.et	40480 Addis Ababa
14. Tea:		
Hiruy Assefa Foreign Trade Auxiliary	Tel 519122/519767 Fax 519122/519767 ha@telecom.net.et	40126 Addis Ababa
MOAB Pvt.Ltd. Co.	Tel 513343/653239, Fax 517137	9523 Addis Ababa
Tea Development and Marketing Ent.	Tel 200465/200090, Fax 712229 TDM_ENT@telecom.net.et	2520 Addis Ababa
15. Leather Products:		
3N International Trading	Tel 187407	1180 Addis Ababa
ELICO Universal Leather Articles Fac.	Tel 654829/654122, Fax 652266	1094 Addis Ababa
Ethio-Sung Bin Leather Garment	Tel 531332, Fax 510344 esbleatherg.f@telecom.net.et	2641 Addis Ababa
Genuine Leather Craft P.L.C.	Tel 531894, Fax 518841 glc@telecom.net.et	2218 Addis Ababa

Jamaica Shoe Factory (Ato Tesfaye Beyene)	Tel 550738/122537/09-204524 Fax 553114	26430 Addis Ababa
LAMNET Pvt. Ltd. Co.	Tel 65 35 58, Fax 655720	9528 Addis Ababa
Modern Zege Leather Products Industry	Tel 157279, Fax 511187 modern.zege@telecom.net.et	1035 Addis Ababa
Nyala Shoes & Leather Products	Tel 793092, Fax 534674	9357 Addis Ababa
Ras Dashen Shoes	Tel 61 38 04, Fax 61 47 30	22723 Addis Ababa
Vilones Pvt. Ltd. Co.	Tel 61 35 66, Fax 65 48 77 vilones@telecom.net.et	19202 Addis Ababa
16. Sugar:		
Ethiopian Sugar Industries Support Center S. Co.	Tel 510934/511440, Fax 513488	20034code1000 Addis Ababa
17. Beverages:		
Ambo Mineral Water	Tel 153841/153559, Fax 516252	1805 Addis Ababa
Awash Winery	Tel 20 09 17/204790/71 10 10 Fax 71 17 38	167 Addis Ababa
Hiruy Assefa Foreign Trade Auxiliary	Tel 519122/519767 Fax 519122/519767 ha@telecom.net.et	40126 Addis Ababa
18. Cereals:		
Ethiopian Grain Trade Enterprise	Tel 653166, Fax 652792 egte@telecom.net.et	3321 Addis Ababa
Ghion Industrial & Commercial P.L.C	Tel 752237, Fax 755211	22669 Addis Ababa
Guna Trading Houses	Tel 652288, Fax 654633	80316 Addis Ababa
KANA Import & Export Enterprise	Tel 119710, Fax 553220	12723 Addis Ababa
Markget International P.L.C.	Tel 552750/552868, Fax 511479 markget.inter@telecom.net.et	40480 Addis Ababa
Netsa P.L.C	Tel 512969, Fax 516265 netsa-plc@telecom.net.et	15634/22618 Addis Ababa
Punt General Trading	Tel 514632, Fax 514644	24399 Addis Ababa
SAMJO International P.L.C.	Tel 518368, Fax 514595 samjo@telecom.net.et	5238 Addis Ababa
19. Others:		
3N International Trading	Tel 187407, Fax 612427	1180 Addis Ababa
Black Lions International P.L.C	Tel 09-212454, Fax 534751 binia61@hotmail.com	33774 Addis Ababa
Dan Technocraft P.L.C.	Tel 502661/09-200685 Fax 655077 dan.tech@telecom.net.et	1415 Addis Ababa

Fish Production & Marketing Enterprise	Tel 160341, Fax 655432	62308 Addis Ababa
Garad Pvt. Ltd. Co.	Tel 09-200321/654645, F 654354 garad.pvt@telecom.net.et	40040 Addis Ababa
Gatepro Metal Engineering PLC	Tel 650053/09-207141 Fax 650666 getepor@telecom.net.et	2466 Addis Ababa
Hussnia Dawed	Tel 117386, Fax 715533	8881 Addis Ababa
Markget International P.L.C.	Tel 552750/552868, Fax 511479 markget.inter@telecom.net.et	40480 Addis Ababa
Maru Metal Industry	Tel 654433/650059, Fax 654799	40036 Addis Ababa
National Veterinary Institute	Tel 33 84 11, Fax 339300 fmdlab@telecom.net.et	19 Debre Zeit
Nigist Yimer Import & Export	Tel 560057, Fax 533518	412 Code1110 Addis Ababa
Pasqua Jusepe Pvt. Ltd. Co.	Tel 16 78 74/09-20 73 74	
W/o Asegedech Woldelul	Tel 51 33 35	
Wahid Taklu Imp. Exp.	Tel 761216	
Women Exporters' Forum	Tel 754893/756222/756775 Fax 756223	7869 Addis Ababa

Exporter Associations Addis Ababa

Associations	Telephone/Fax
Ethiopian Coffee Exporters Association	Tel 711990, 711130 Fax 711477
Tanners Association	Tel 156144, Fax 518098
Freighters Association	Tel 180662, 615707, 614764, Fax 531998
Awash Leather Products Producer Industries Ass.	Tel 157279, Fax 655432
Oilseeds Exporters Association	Tel 507795, Fax 654354
Ethiopian Private Industrialists Association	Tel 553955, 512384 Fax 507143

For more details on Trade Fairs and Import-Export refer to the web pages of the Ethiopian Business Development Network www.bds-ethiopia.net and Ethiopian Export Promotion Agency www.ethioexport.org

Ethiopian Business Development Services Network (EBDSN)

List of Publications for Business Development

Start and Improve your Business (this volume will be published in 6/2004)

Identification of viable business ideas, market and supply analysis, write a business plan, organise business management, evaluate sales, improve and diversify products.

Marketing Strategies for Micro, Small and Medium Enterprises

Marketing problems faced by Ethiopian businesses, marketing strategies, managing prices, product development and promotion.

Trade Fair Participation and Export Guide

Trade Fair participation, export procedures, export business registration and licensing, Ethiopian trade statistics, quality export products information.

Business Planning

Business planning for micro, small and medium enterprises: personal data, equipment owned and to be purchased, work premises at the disposal of the operator, production/service plan, raw material requirement, yearly sales plan, operating expenses, profit and loss statement.

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Manual and electronic cash book formats, records on maintenance services, receipt, sales on credit, raw material inventory, cash flow statement, accounting software and software providers in Ethiopia, cost calculation, identify cost components, calculate variable and fixed costs, calculate total cost per unit, how cost calculating improves your business.

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Loan conditions in Ethiopia: loan types, loan term, lending rate, re-payment schedule, type of collateral, loan criteria, eligibility.

Improve your Business Association

Needs assessment of your members, situation analysis, action planning, services, fundraising, membership fees and accounting.

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