



BUSINESS TRIP TO ETHIOPIA

29 September – 03 October 2014

Swiss-Ethiopian business relations

Switzerland is Ethiopia's 6th most important trading partner. The volume of Switzerland's bilateral trade with Ethiopia reached 183m CHF in 2013, according to figures from the European Union. Swiss imports from Ethiopia totalled 139m CHF, whilst exports stood at 44m CHF. For the same period, and without taking into account gold, the Swiss statistics show exports to Ethiopia of 33m CHF and imports of 30m CHF.

Switzerland's main exports to Ethiopia are pharmaceuticals, machinery, vehicles and to a lesser extent, watches. Imports from Ethiopia consist primarily of gold and raw materials from agricultural production (mainly coffee, and to a lesser extent oilseeds and flowers).

Ethiopian economy

With a population of over 93 million people (2nd most popular African country, behind Nigeria and ahead of Egypt) and a growing middle class, there is a demand for manifold products and services in Ethiopia. The average annual growth rate between 2003 and 2012 was 11% and today stands at still impressive 9.7%. This makes Ethiopia the 12th fastest growing economy in the world.

In terms of total GDP (PPP), Ethiopia is with 123bn USD the 7th biggest economy in Africa. The GDP per capita of only 1'309 USD however is well below the African average (note: according to a recent study from PwC, the GDP per capita in the capital Addis Abeba is up to six times higher than the national average).

The economy of Ethiopia is based on agriculture (Ethiopia being one of the most rural countries in the world), which accounts for over 40% of the economy, 60% of the exports and 80% of the employment. In recent times the services sector has overpassed the agriculture sector and accounts for 45% of the country's GDP, well ahead of the industry sector which contributes 10% to the GDP. Although manufacturing (mainly food and beverages, textiles, leather) has shown some growth and diversification in recent years, much of it is concentrated in Addis Abeba and its surroundings.

Over the last few years, Ethiopia has been carrying on an ambitious reform agenda. The main instrument of the governmental economic planning is the "Growth and Transformation Plan", which covers the period 2010-2015 and includes massive infrastructure investment projects throughout the country.

Addis Abeba – the diplomatic capital of Africa

With a population of +-3.3mio inhabitants, Addis Abeba is Ethiopia's capital and largest city. Addis Abeba hosts the headquarters of the African Union, the United Nations Economic Commission for Africa (UNECA) and many other continental and international organisations.

The trip in a nutshell:

- **Overview on business opportunities in Ethiopia**
- **Information about the economic situation / investment incentives / local characteristics**
- **Contacts to private and governmental key trade and investment promotion institutions / organisations in Ethiopia**
- **Contacts to key ministries**
- **Meeting with Swiss business community in Ethiopia and the Swiss Embassy**
- **Individual meetings with Ethiopian companies and entrepreneurs, as well as local services providers**
- **Company and site visits**

Sectors especially targeted:

The business trip is of interest to Swiss companies from all sectors. **In particular** we focus on:

- Agriculture, Agro-Processing
- Pharma/Life Sciences
- Textiles
- Cleantech
- Construction Services
- Infrastructure
- Trading/Commerce
- Tourism

Who should participate:

- CEOs / members of boards / business development managers, export managers
- Individual investors / investment advisors / fund managers
- Sector specialists from business and research institutions

Programme:

The programme will be tailor-made according to your objectives and needs. Prior to the trip an in-depth-interview with all participants will serve to identify specific expectations and needs. These company profiles will then be sent to our local partners in Ethiopia, to allow for a better planning of the individual part of the programme.

The general structure of the visit will be:

- Introductory information regarding the economical overview, investment incentives, local characteristics, opportunities and risks, followed by
- 1:1 individual meetings with companies according to your own profile and/or
- individual visits of companies / sites

For more details see **separate draft programme.**

Administrative details and conditions:

Price: **3'200.-- CHF** (members SABC and S-GE)
 3'950.-- CHF (non-members)

Included:

- Accommodation 4 nights in upper class business hotel incl. breakfast
- 1 lunch or dinner per day
- All transport locally (inside Addis Abeba)
- Overall organisation of business trip
- Facilitation of top business contacts to private business and authorities, organisation of 1:1-meetings and company/site visits

Not included:

- Flights Switzerland-Addis Abeba and return flight Addis Abeba-Switzerland (allowing individual arrival and departure dates)
- Visa, for details see <http://www.ethiopianmission.ch/>
- 1 lunch or dinner per day
- Cost for transport for company- and site visits outside Addis Abeba
- Additional tourism programme in Ethiopia (can be arranged through travel agency upon request)

In order to insure a tailor-made programme, the group size will be limited to maximum 15 participants.

Important: All participants are fully responsible for their own insurance coverage (travel insurance, baggage loss, health, accident, et al) and to comply with vaccination requirements.

This programme can be subject to changes.
The programme will be conducted in English language.

Deadline for enrolment: 15 August 2014

Enrolment confirmed on a first come first serve basis.

Cancellation fee after official enrolment:

Before 15.08.2014: 50% of fee

After 15.08.2014: 100% of fee

Organisation / Registration:



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