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NBE directive sparks debate on marketing's role in insurance sector leadership

By Muluken Yewondwossen

Although there is a contention that the marketing function should be a crucial aspect of the insurance sector, the National Bank of Ethiopia (NBE) has put up a directive that does not designate the business as work experience for prospective CEOs. As per the proposed directive, unlike past experience, the top position would be held by acting for a

specified period of time.

Article 2.4 of the SIB/32/2012 directive, which outlines the "requirements for persons with significant influence in an insurer's directive," defines a core area as an insurance operation, life and/or general, related to underwriting, claims, reinsurance, finance, internal control, audit, and risk management.

The same directive, in article 5 sub-article 1.2 (II), states that a CEO should work on core

areas that are specified above.

While 'operations' took the role of the 'core areas' in the newly released draft directive for public comment.

On the definition, the draft directive states that 'operations' means underwriting, claims, and reinsurance.

Experts have indicated that a candidate for

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GOVERNMENT URGED TO ENSURE EQUAL COMPETITION IN MULTIMODAL TRANSPORT SECTOR

By Muluken Yewondwossen

The government is said that it should be taking a strong stance on equal competition in the recently liberalized multimodal scheme, according to experts in the logistics sector.

Despite the fact that the most recent selection procedure was unsuccessful, Capital has learned that the fifth multimodal operator is expected to receive a license as a non-vessel operating common carrier (NVOCC).

At a formal ceremony held on March 13 at the Sheraton Addis, the Ministry of Transport and Logistics (MoTL) awarded certificates to the three multimodal transport companies who were recently selected.

In addition to the existing state-owned VOCC, Ethiopian Shipping and Logistics (ESL), it has been stated that four other operators will be allowed access to the sector, under a plan that the government revealed almost four years ago.

According to the MoTL, 'Multimodal Transport Operators Commercial Licensing and Competency Certification Directive no. 802/2021,' prospective operators, including foreign businesses, have been invited to compete for the license, which will come into effect in approximately two weeks with the selection of Panafric Global, Tikur Abay Transport, and Cosmos Multimodal Operation.

The Amhara region oversees Tikur Abay, while Cosmos is a company founded by renowned logistics provider Tradepath International and Oromia region's enterprise, Geda Transport.

One of the existing logistic firms, Panafric, has formed a

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When those entrusted with upholding the law become its primary violators

In recent times, the streets of Addis Ababa have become a battleground of chaos and disorder, with traffic violations reaching unprecedented levels. What was once a city known for its vibrant culture and bustling streets has now transformed into a nightmare for motorists and pedestrians alike. Government and military-plated vehicles, once symbols of authority and order, have now become notorious for flouting traffic laws with impunity. This blatant disregard for regulations has permeated throughout society, with the public increasingly willing to emulate such behavior. As the situation worsens, it is imperative that urgent action be taken to avert the impending catastrophe that looms over Addis Ababa.

The disregard for traffic laws by government and military-plated vehicles is emblematic of a broader breakdown in law and order within society. When those entrusted with upholding the law become its primary violators, it sends a message that impunity reigns supreme. The sight of these vehicles brazenly flouting regulations, while traffic police turn a blind eye, erodes public trust in law enforcement institutions and undermines the rule of law. Moreover, it sets a dangerous precedent, emboldening others to follow suit and further exacerbating the chaos on the streets.

Equally alarming is the emergence of a culture where bribery and corruption have become the norm. The practice of blocking roads for private events without official authorization, coupled with the ability to circumvent regulations through monetary means, reflects a systemic failure in governance. Such behavior not only disrupts traffic flow but also fosters a sense of inequality and injustice within society. When access to basic services and rights is contingent upon one's ability to pay, it undermines the very principles of democracy and equality enshrined in Ethiopia's constitution.

The consequences of unchecked lawlessness extend far beyond mere inconvenience; they pose a grave threat to public safety and security. The chaotic and unpredictable nature of traffic in Addis Ababa increases the risk of accidents and fatalities, endangering the lives of motorists, pedestrians, and passengers alike. Moreover, the erosion of trust in public institutions and the rule of law can have far-reaching social and economic implications, hindering investment, stifling economic growth, and undermining social cohesion.

To address this crisis, concerted efforts must be made at both the institutional and societal levels. Firstly, there must be a strict enforcement of traffic laws, without exception or favoritism. Government and military-plated vehicles must be held to the same standards as civilian vehicles, and those found in violation should face appropriate consequences. This requires a commitment from law enforcement agencies to uphold the rule of law impartially and without bias.

Additionally, there needs to be a concerted effort to tackle corruption and bribery within the traffic police force and other public institutions. This can be achieved through robust oversight mechanisms, increased transparency, and accountability measures. Moreover, there should be greater investment in training and capacity-building for law enforcement personnel to ensure they have the skills and resources necessary to carry out their duties effectively and ethically.

At the societal level, there needs to be a shift in attitudes towards compliance with traffic laws and respect for public order. This requires a comprehensive public awareness campaign highlighting the importance of adhering to regulations for the safety and well-being of all citizens. Moreover, there should be community-led initiatives to promote a culture of civic responsibility and accountability, empowering individuals to take ownership of their actions and hold others accountable for theirs.

The escalating crisis of traffic violations in Addis Ababa demands urgent attention and action from all stakeholders. Failure to address this issue risks further exacerbating the chaos and disorder on the city's streets, with potentially catastrophic consequences for public safety, security, and social cohesion. It is imperative that decisive steps be taken now to restore order, uphold the rule of law, and safeguard the rights and well-being of all citizens. The time for action is now, not later.



■ By Lenrod Nzulu Baraka

COMMENT

Haiti at a tipping point

The great English playwright William Shakespeare posited that there is a tide in the affairs of men which when taken at the flood leads on to fame and fortune. Implied in Shakespeare's sagacious observation is the idea that misfortune and disaster await nations and individuals that fail to take the tide in the affairs of men at its flood. The gruesome news coming out of Haiti strongly suggest that Haiti may be at a crucial tipping point that will determine Haiti's fame and fortune or its slide to an ungovernable failed state.

No one with even a cursory knowledge of the history of the Haitian nation can deny that the Haitian people have not had more than their fair share of hell on earth. Haiti was birthed in the fires of revolution and baptized with blood, guts, steel, and bullets. As the first Black republic in the Western Hemisphere, Haiti started its journey into nationhood with a number of crippling encumbrances. Not only was the birth of the Haitian nation greeted with a solid wall of indifference and resistance in Europe and the US, but the punitive measures inflicted by France drove an economic knife into the heart of the Haitian nation resulting in a slow, painful slide towards death.

From its status as the most prosperous colony in the Western Hemisphere, Haiti gradually devolved into the sick man of the Caribbean and the Americas. France extorted the humongous sum of 150 million francs from the Haitian government. Rather than paying reparations to their former slaves, the French did the unthinkable and made their former slaves pay reparations to France for a part of an island that Europeans had outrightly stolen from the indigenous inhabitants of the Caribbean. The doctrine of unjust enrichment demands that the French and the Americans repay this sum of money with all the interest resulting from the refinancing of this criminal act of extortion.

Compounding the tragedy of Haiti is its geographical location in an area prone to experiencing catastrophic earthquakes and hurricanes. On January 12, 2010, a 7.0 magnitude earthquake devastated Port-au-Prince killing close to a quarter of a million Haitians. This earthquake also inflicted over \$7 billion in damage to the Haitian economy. Hurricane Matthew in 2016 was one of the strongest hurricanes to make landfall in Haiti. An estimated 546 people lost their lives while the monetary damage was in the vicinity of \$2.8 billion.

Haiti unfortunately has not been blessed with stellar political leadership or with a tranquil political culture that allows for the peaceful transfer of power. Between 1911 and 1915 seven Haitian presidents were either assassinated or overthrown. This trend has continued with the recent assassination of Jovenel Moise and the forced resignation of Ariel Henry on March 10, 2024.

In the current political impasse in Haiti, the armed groups led by Jimmy Cherizier are adamant that there can be no outside solution imposed on the Haitian nation. CARICOM leaders are however equally adamant that the interim leadership team in Haiti should be composed of those who are in agreement with the UN, Kenyan led intervention. This means that Cherizier and others of his ilk will not be at the table to decide on the future of Haiti. This may very well prove to be a mistake in the long-term. History testifies that it was the leadership of armed militias in the US that eventually went on to

form the government of the US after the successful American Revolution.

The size of the intervention forces coupled with the legal and other challenges being mounted in Kenya against the Kenyan led intervention suggest that the intervention at best is only a band-aid to the dilemma in Haiti. While Kenya is to be congratulated for stepping up to the plate and doing what the African Union and CARICOM were either unable or unwilling to do, the extent of the crisis in Haiti dwarfs the size of the intervention forces. The \$300 million plus pledged by the US represents only a small fraction of the \$21 billion that former Haitian president Jean-Bertrand Aristide said was owed to Haiti as reparations from France and the US.

Haiti, like all the former colonies of European nations, needs a massive inflow of finance to build up its infrastructure, to strengthen its political institutions and to generally raise the standard of living of its people. Reparations and wealth redistribution are subjects whose time has come. Regrettably the African continent refuses to do what is needed to bolster African power in the international arena. A continent with so much of the resources needed by the developed world is criminally complicit when it refuses to use its resources as leverage to assist its sons and daughters in the Diaspora.

A united Africa could impose sanctions on the US and Europe and with-hold access to needed raw materials in the interest of causes affecting children of Africa in the Diaspora. President Putin of Russia has proven that the US and the European Union are not impenetrable fortress that cannot be breached. By cutting of the supply of Russian oil and gas to Europe, President Putin has created a template for African leaders to copy. President Ruto of Kenya was on the right path when he stated that African nations should by-pass the SWIFT system of international payment and set up a payment system that would allow Africans to trade with each other in their own currencies.

Perhaps the most important assist that the African Union and CARICOM can give to Haiti is the creation of a campaign to persuade the US and France to repay the billions that were extorted by force from the Haitian people. The US and Europe can be sanctioned in many different ways. Africa and the Caribbean can look for different trade partners. Europe and the US can also be considered as no-fly zones for Black tourists. Africans and Caribbean islanders can also boycott all good made in Europe and the US. African raw materials could also be withheld from the European and American markets.

As Haiti and its people dance dangerously on the periphery of oblivion, it is hoped that the armed groups will see the larger picture and step back from plunging Haiti into open civil war. If or when the Kenyan led intervention occurs, the armed groups in Haiti should be integrated into a broader coalition to help provide safety for the Haitian populace. Both the armed groups and the intervention force can make a statement to the world that people of African ancestry on the continent and in the Diaspora are one family separated by the Atlantic Ocean and by centuries of the evil machinations of Caucasians.

Lenrod Nzulu Baraka is the founder of Afro-Caribbean Spiritual Teaching Center and the author of The Rebirth of African Civilization: Making Africa and the Caribbean Great Again.



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Ethio Djibouti Railway aims for 4.5 billion birr revenue

By our staff reporter

The Ethio Djibouti Railway Company Standard Gauge Railway Share Company (EDR) is targeting a revenue of 4.5 billion birr this year while also expanding its fleet with the addition of shunting locomotives. Formerly managed, operated, and maintained by a Chinese joint venture (JV) until January 1st, 2024, the railway has since transitioned to full control by Ethiopian and Djiboutian workers.

Abdi Zenebe, CEO of EDR, expressed pride in the transition, emphasizing the company's commitment to success in its new phase. "Taking over the operation and maintenance of the company is a big achievement for us," stated Abdi, highlighting the implementation of an organizational structure aimed at positioning the company for future success.

Acknowledging the challenges faced during the transition, Abdi praised the commitment of Chinese engineers in sharing knowledge and empowering local staff. Despite initial challenges with power, parts, and security, Abdi noted that these issues have largely been resolved, paving the way for increased demand for both freight and passenger services.

Over the past six years, EDR has witnessed remarkable growth, with revenue climbing from 738 million birr in 2018 to an anticipated 4.5 billion birr in the current budget year, reflecting an average yearly growth rate of 38.4 percent. Abdi indicated that revenue is expected to continue increasing alongside the expansion of operations, with the railway's share of overall import-export freight rising from 8.5 percent in 2018 to 15 percent today.

With a workforce of 4,000 employees from Ethiopia and Djibouti, EDR



Abdi Zenebe, CEO of EDR

has significantly increased its freight transportation share, transporting 2.1 million tons in 2023 compared to 885,000 tons six years ago. The railway's operations have also had a positive impact on the efficiency of Djibouti's ports, according to Abdi, with notable improvements in port efficiency and logistics.

EDR's efforts to enhance customer satisfaction include expanding the range of services offered and utilizing existing train carriages for various purposes. The company recently transported 2,499.52 tons of billets freight from Djibouti to Indode Railway Station, underscoring its commitment to meeting the diverse transportation needs of the region.

Looking ahead, Abdi revealed plans

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for further expansion and innovation in both passenger and freight services, building on the company's success in recent years. As EDR continues to evolve under Ethiopian and Djiboutian leadership, it remains poised to play a vital role in driving economic growth and connectivity in the region.

Government bureaucracy hindering Foreign Direct Investment



By Eyasu Zekarias

The Ethiopian government faces a pressing challenge in attracting new foreign direct investment (FDI) and fostering economic development due to bureaucratic delays and land scarcity, exacerbated by the forthcoming land proclamation. The complexity of administrative procedures and the limited availability of investment land pose significant obstacles to FDI.

Outside of designated industrial parks, the management of land in Ethiopia is

decentralized to state and city governments, complicating the process for investors seeking land outside these zones. Research in the sector indicates that acquiring sufficient land in Ethiopia is a major hurdle for investors, with unpredictable timelines and pricing adding to the difficulty.

The European Chamber in Ethiopia recently released a policy document addressing the issue of land provision for investors, titled "Access To Land: Streamlining Land Acquisition for Investors Outside Industrial Parks." The document highlights the challenges faced by investors seeking

development land outside of industrial zones.

EuroCham Ethiopia identified excessive bureaucracy across multiple administrative levels, from federal to district authorities, as a key concern raised by investors regarding land acquisition. This bureaucratic bottleneck is attributed to the land decree issued in 1161/2019, which outlines the allocation of land for public benefit, compensation procedures, and resettlement arrangements.

The policy document, unveiled on March 12, 2024, outlines various challenges, including

the lack of pre-prepared investment land, excessive compensation claims, difficulties in compensation management, regional instability, and inadequate infrastructure.

Despite the Ethiopian government's ownership of vast land resources, challenges persist in the implementation of land ownership policies. Coordination gaps between federal and state authorities, fraudulent practices, administrative capacity constraints, inconsistent land allocation practices, and improper land use by investors exacerbate the situation, according to research.

The policy document underscores the need for the government to establish clear and consistent policies that facilitate investment and economic development by ensuring efficient land management practices.

A source close to the Investment Commission acknowledged the concerns raised by investors regarding land issues, pledging to address these challenges.

EuroCham Ethiopia, representing the European business community in Ethiopia since 2012, comprises 180 members and operates as an independent association licensed by the Ethiopian Investment Commission.

National Bank of Ethiopia Results of Treasury Bills Auction						Auction No: 938 th /23 Held on November 15 th , 2023						Source: National Bank of Ethiopia					
	28 DAYS	91 DAYS	182 DAYS	364 DAYS	TOTAL		28 DAYS	91 DAYS	182 DAYS	364 DAYS	TOTAL		28 DAYS	91 DAYS	182 DAYS	364 DAYS	TOTAL
Maturity Date (DD/MM/YYYY)	45273	45336	45427	45609	0	Non Competitive Bids	0	0	0	2752.54	2752.54	Cut Off Price (Per Birr 100)	99.25	97.65	95.1	90.6	382.6
Amount Offered (ETB Millions)	7190.25	17010	26315	5432.54	55947.79	Cut Off Yield (Annual in %)	9.851	9.653	10.333	10.404	40.241	Weighted Average Price (Per Birr 100)	99.309	97.7	95.605	91.636	384.25
Bids Received (ETB Millions)	3860	6000	8790	8237.54	26887.54	Weighted Average Yield (Annual in %)	9.066	9.442	9.219	9.153	36.88						
Total Amount Accepted (ETB Millions)	3860	6000	8790	8237.54	26887.54												
Competitive Bids	3860	6000	8790	5485	24135												



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INSURANCE: GROSS WRITTEN PREMIUM IN MILLION ETB AS OF JUNE 30, 2022

Bunna Insurance:

45

(24%)

Lion Insurance:

63.9

(8.1%)

Nib Insurance:

173

(3.7%)

Nile Insurance:

227

(43%)

Nyala Insurance:

263

(35.3%)

NBE directive sparks . . .

Continued from page 1

CEO should have prior expertise with at least one of the operations included in the definition.

Though experts acknowledge that the business is seeing significant advances from the regulatory body, they state that the most recent directive does not address the issues that previously surfaced.

They say that there should be a shift in the way people view and comprehend the insurance industry and its daily operations.

They assert that the basic functions or sectors of the insurance industry should include marketing.

People who urge that the draft contain the important departments to be included as operations or core areas say, "It is similar in other countries not only for marketing but for other core areas, while when it comes to Ethiopia the concept of the marketing role is misunderstood."

Assegid Gebremedhin, CEO of At Insurance Broker and Consultant, remembers, "At Ethiopian Insurance Corporation, we identified marketing and customer service as core areas when we designed Business Process Reengineering (BPR), while NBE is coming with a similar perception in this new draft directive." More than any other department, the marketing department is the foundation for product sales and plays a critical role in both product design and customer service. "Marketing services are fully integrated with claims and underwritings," he added.

There are opposing viewpoints to the aforementioned concept, which claim that

marketing's function is promotion.

"The underwriting operation is actively working for sales, and products on life or nonlife insurance are designed by operational experts," a board director at one of the top insurers states.

"The major role of marketing is promotional activity and branding like producing advertisements and following up on the publication of agenda books."Assegid disagreed with the claim that industry misconceptions are the root of the issue.

"If the company would not allow the marketing head to exercise her responsibility, how does she do the business?" he questioned.

"This is among the obstacles observed in the industry concerning client satisfaction," he continued.

He conveyed his expectation that NBE will take marketing into account in order to enhance the insurance industry and alter its current course.

In addition, the draft directive mandates that the CEO post be filled in nine months. According to the current SIB/32/2012 NBE law, an acting head will fill the role of president in the absence of a permanent CEO, and an acting CEO will only hold the job for six months.

Experts in the insurance industry claim that the six-month timeframe is consistent with the commercial code, which stated that the acting head was expected to assume full responsibility after that time.

They clarified, "But in the NBE case, the regulatory body should approve the senior

post."

It was specified in both the 12-year-old directive and the draft directive that an individual may not hold an acting CEO or senior executive officer post for longer than six months.

However, the proposed directive stipulated that the CEO role cannot be filled on an acting basis for longer than nine months.

The year of experience required of candidates seeking senior positions in insurance companies has also been modified under the proposed law.

According to the draft directive, the CEO must have 12 years of experience to be considered for the position, and the deputy CEO must have 10 years.

It is 10 and eight years respectively on the existing directive.

Government urged to . . .

Continued from page 1

partnership with a prominent businessman in the town.

According to industry analysts, the most recent action represents a significant turning point for the logistics sector.

However, they emphasized the need for the government to allow fair competition in the industry with the state-owned vessel operator. "We envision all actors having full access to the market and destinations," they continued.

The international marine lawyer Yared Shiferaw commented on equal competition and said that ESL should keep holding the majority of the market share as multimodal operators as it is a national carrier.

Yared, a consultant and future partner of Cosmos, told Capital, "Even though ESL will continue as a leader in the operation, it is relevant to allow us to compete on all destinations."

He said, "Given the government's strategy of opening up the sector, we expected such direction from it."

According to Yared, who worked on the feasibility study and other detailed papers

for the firm, "ESL has been operating the multimodal scheme for the past 13 years; there were gaps that need to be filled by other operators."

He continues, "We have ample experience and adequate and prominent global partners on sea and air freights so we shall handle the multimodal scheme as NVOCC."

He claimed that in addition to Djibouti, Kenya, and Somaliland as a source for Ethiopian commodities, his company has branches throughout the Middle East, the Far East, and other destinations.

According to sources, the selection process for the fourth company will not end. They said that the state-owned Ethiopian Railway Corporation, which was excluded from the most recent selection process, would have a greater chance of being included in the scheme if certain prerequisites are met in accordance with the directive for 2021.

The government has chosen to liberalize the logistics sector to accelerate its growth trajectory, just as it has done with other important industries like banking and telecommunications.



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0.53%

↑

Robusta

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0.53%

↑

*1lb=0.45kg

Ethio Telecom unveils cutting-edge technology at Adwa Victory Memorial Museum

Ethio Telecom has inaugurated a state-of-the-art experience center at the Adwa Victory Memorial Museum, offering both residential and enterprise customers a firsthand look at the latest technological innovations. The center aims to provide visitors with an immersive experience, showcasing a range of cutting-edge solutions designed to transform various sectors.

Frehiwot Tamiru, CEO of Ethio Telecom, highlighted the significance of the new center in introducing customers to advanced technologies. "This center features a range of innovative solutions, including virtual reality experiences, ultra-fast 5G connectivity, Smart Home Automation, Telebirr Finance transactions, Fintech Integration, Smart Tourism Services, Remote Patient Monitoring, Smart Farming Techniques, and more," stated Frehiwot.

The meticulously organized experience center not only offers a glimpse into Ethio Telecom's historical development



but also provides insights into present and future technological advancements. Visitors can explore telecom gadgets while gaining an understanding of the company's commitment to technological excellence.

Frehiwot emphasized the importance of leveraging state-of-the-art technologies to modernize various sectors, including healthcare, agriculture, and education. "The center showcases cutting-edge technologies that offer valuable opportunities for sectors

to enhance their facilities and operations," added Frehiwot.

The inauguration of the experience center marks a significant milestone for Ethio Telecom as it continues to lead the way in introducing innovative solutions to meet the evolving needs of its customers. Through initiatives like the experience center, Ethio Telecom aims to drive digital transformation and foster technological innovation across Ethiopia.

EIMA 2024: Fostering Italian-Ethiopian Cooperation in Agricultural Mechanics

By our staff reporter

The 46th edition of the prestigious EIMA International, the world exhibition of agricultural mechanics, was officially presented during a press conference in Addis Ababa, marking a significant milestone in the partnership between Italy and Ethiopia in the agricultural sector. Led by Riccardo Zucconi, director of the ICE office, and Fabio Ricci, deputy director of FederUnacoma, the conference highlighted Italy's pivotal role as Ethiopia's second-largest supplier of agricultural machinery and the potential for further collaboration in enhancing Ethiopia's agricultural productivity and sustainability.

Zucconi emphasized the critical need for mechanization in Ethiopian agriculture, stressing the importance of developing local enterprises to increase productivity and achieve food self-sufficiency. He underscored Italy's commitment to supporting Ethiopia in this endeavor, citing the significant contribution of Italian industries to the country's agricultural development.

Ricci provided insights into the current landscape of Italian exports to Ethiopia in the agricultural machinery sector, highlighting Italy's market share and the value of exports in recent years. Despite a projected decline in sector exports for 2023, Ricci expressed optimism about the potential for growth in bilateral trade between Italy and Ethiopia in the coming years.

Against this backdrop, the upcoming edition of EIMA International, scheduled to take place in Bologna from 6 to 10 November, emerges as a crucial platform for fostering Italian-Ethiopian cooperation in the agro-mechanical sector. With over 50,000 models of machines, equipment, and components on display across 14 sectors and five thematic showcases, the exhibition offers Ethiopian buyers access to cutting-edge solutions for various agricultural activities, including seeding, plant protection, and harvesting.

Of particular interest to Ethiopia's agricultural economy is the Idrotech showcase, featuring innovative irrigation technologies aimed at optimizing water resources and promoting sustainable farming practices. In addition to farmers and operators, an official delegation from Ethiopia, facilitated by the ICE Agency, is expected to attend EIMA International, further facilitating networking and collaboration opportunities between Italian and Ethiopian stakeholders.

Zucconi highlighted the pivotal role of the ICE Agency in promoting international cooperation through events like EIMA International, underscoring its support for Italian companies and its efforts to showcase the excellence of Italy's agricultural mechanization sector on the global stage.

GITEX Africa 2024: A Catalyst for Africa's Digital Transformation

By our staff reporter

GITEX Africa, the continent's premier tech and start-up event, is gearing up for its highly anticipated 2024 edition, promising to be a platform for robust discussions and collaborative ventures aimed at propelling Africa's digital economy forward. Scheduled to take place in Marrakech, Morocco, from May 29 to 31, the event has garnered significant momentum, driven by the collective efforts of industry stakeholders and government support.

Under the esteemed High Patronage of His Majesty King Mohammed VI of the Kingdom of Morocco, the 2nd edition

of GITEX Africa is poised to build upon the success of its inaugural event in 2023, which was hailed as the world's best tech launch event. With a diverse lineup of tech topics and collaborative initiatives, the event aims to foster innovation, accelerate digital transformation, and promote cross-continental partnerships.

Organized under the authority of the Moroccan Ministry of Digital Transition and Administration Reform and hosted by the Digital Development Agency (ADD), GITEX Africa 2024 will bring together thousands of attendees from across the continent for large-scale discourse and future-focused collaborations. From cloud computing and Internet of Things (IoT) to

cybersecurity, digital health, and artificial intelligence, the event will explore a wide range of tech themes critical to Africa's digital advancement.

Dr. Ghita Mezzour, the Moroccan Minister of Digital Transition and Administration Reform, emphasized the continent's enthusiastic embrace of the digital revolution and Morocco's commitment to strengthening cooperation in the digital field. With ambitious plans for the 2nd edition in Marrakech, Dr. Mezzour expressed excitement about hosting a diverse and impactful African and international tech presence.

Mohammed Drissi Melyani, the General Director of ADD, highlighted the success of the inaugural GITEX Africa event in 2023 and reiterated Morocco's commitment to supporting Africa's digital transformation journey. The upcoming edition presents another opportunity to enhance Africa's digital ecosystems and boost the continent's competitiveness in the global tech landscape.

A significant addition to this year's event is the co-located World Future Health Africa, held under the auspices of the Moroccan Ministry of Health and Social Protection, and the Digital Development Agency. This initiative underscores the continent's commitment to accelerating the digital health revolution and leveraging technology to address healthcare challenges.

Trixie LohMirmand, CEO of KAOUN International, the organizer of GITEX Africa and World Future Health Africa, highlighted the growing energy and demand for digital advancement from Africa, surpassing that of matured developed continents. The event's tech showcase, including artificial intelligence applications in society and business, promises to foster knowledge sharing and collaboration opportunities.

The 2nd edition of GITEX Africa will welcome returning exhibitors, including multinational majors like Epson, Honeywell, Kaspersky, and Lexar, among others. These companies are eager to engage in future-focused collaborations and contribute to Africa's thriving tech ecosystem.

Editors Guild launches journalist safety webpage

By our staff reporter

In a significant move to address the pressing need for enhanced safety measures for journalists in Ethiopia, the Editors Guild of Ethiopia (EGE) has introduced a specialized online platform dedicated to tracking notifications of violent incidents and ensuring the safety of journalists across the country. This groundbreaking initiative marks the first of its kind in Ethiopia and is available in three languages: Amharic, Afan Oromo, and English, with support from UNESCO.

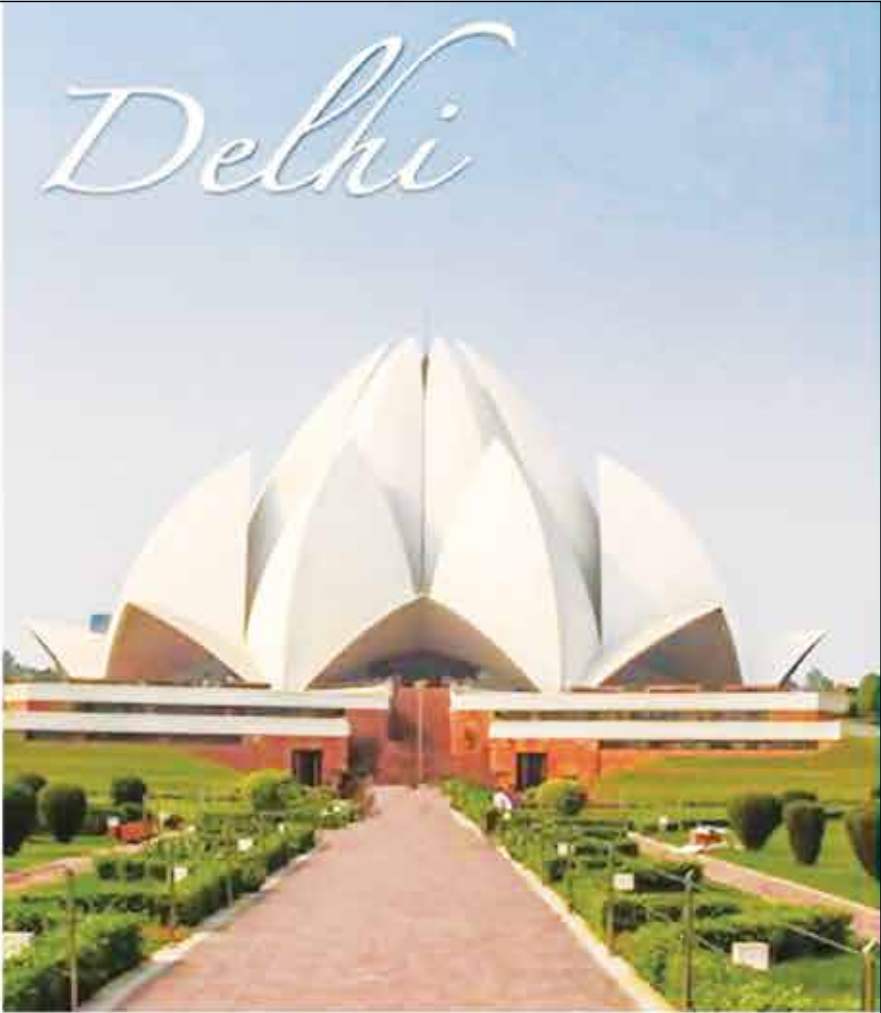
Ferew Abebe, Chair of the EGE board, hailed the launch of the platform as a crucial step forward in safeguarding the lives and freedoms of media professionals amidst a rising number of incidents jeopardizing their safety. "This innovative platform serves as a beacon of hope and solidarity for press freedom advocates," Abebe emphasized, underlining its role in addressing the growing concerns surrounding journalist safety in Ethiopia.

Dubbed Sojethiopia.org, the portal also serves as a vital tool for monitoring reports


of gender-based violence against Ethiopian women journalists. Designed to provide real-time monitoring and reporting of situations impacting women journalists across the nation, this unique platform offers a dedicated mechanism for addressing gender-specific safety concerns.

During the launch event held on Thursday, March 14th, speakers emphasized the critical role of the portal in raising awareness, offering assistance, and advocating for the safety and well-being of women journalists in Ethiopia. The platform's dedication to preserving press freedom and promoting gender equality in the media was highlighted as a cornerstone of its mission.

Rita Bissoonauth, Director of UNESCO's Addis Ababa Liaison Office to AU, UNECA, and Representative Office to Ethiopia, expressed optimism about the web portal's potential to provide vital support to media officials through essential data for advocacy. She emphasized the platform's focus on prioritizing the safety of women journalists, reflecting a concerted effort to address gender-specific safety challenges within the media landscape.



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NEWS

IN BRIEF

Ethiopia's Tigray Region Is Now Peaceful, but Extreme Hunger Afflicts Its Children

Tigray is now peaceful but war's effects linger, compounded by drought and a level of aid mismanagement that caused the U.N. and the U.S. to temporarily suspend deliveries last year...Nearly 400 people died of starvation in Tigray and the neighboring Amhara region in the six months leading to January, the national ombudsman revealed in January, a rare admission of hunger-related deaths by a federal government. Most of those deaths were recorded in Tigray, home to 5.5 million people. Until the signing of a peace agreement in November 2022, the region was the scene of a deadly war between federal troops and forces loyal to the region's now-ousted ruling party. But months after the end of the conflict, the U.N. and the U.S. halted food aid for Tigray because of a massive scheme by Ethiopian officials to steal humanitarian grain. An inadequate growing season followed. Persistent insecurity meant only 49% of Tigray's farmland was planted during the main planting season last year, according to an assessment by U.N. agencies, NGOs and the regional authorities, and seen by the AP.

(AP)

Kenya, South Sudan Vow to Address Sudan Conflict

Kenya and South Sudan have reiterated their commitment to rally regional support to end the more than 10-month conflict in neighbouring Sudan, citing the danger of spillover effects. Kenyan President William Ruto met with Benjamin Bol Mel, South Sudan's senior presidential advisor, at State House on Monday. Mel delivered a special message from South Sudan's President Salva Kiir. President Ruto emphasized the strong relationship between Kenya and South Sudan, pledging continued cooperation on matters of mutual interest and regional peace and stability... President Kiir played a role in attempting to mediate the conflict's initial outbreak in April 2023. Multiple attempts to bring the warring parties to the negotiating table have failed, including initiatives led by the US-Saudi Arabia, Egypt, and regional leaders. Reservations regarding external involvement and concerns about the role of wealthier Gulf countries have been cited as reasons for the continued conflict.

(Sudan Tribune)

Somali Pirates Seize Ship as Global Naval Forces Focus on Houthi Threat

Somali pirates on Tuesday seized a ship

carrying coal to the United Arab Emirates, stepping up attacks while the focus of international naval forces has turned to Yemen's Houthis. The capture of the bulk carrier Abdullah off the Somali coast is the first such incident since December, underlining what the industry sees as a growing risk for commercial shipping... There have been widespread concerns in shipping that the shift in focus of naval forces towards countering Houthi rebel attacks on commercial vessels would give space for Somali pirates to increase activity...Somali pirates launched hundreds of attacks a year on commercial ships when the problem was at its worst and scores of vessels were held until ransoms were paid.

(Financial Times)

Draft Rules Pushing for Women Candidates Could Lock Raila Odinga out of Top AUC Job

Law drafters at the African Union are making another bid that could lock out Kenya's opposition leader Raila Odinga by proposing to restrict the next race for the Commission chairperson's seat to female contenders. Mr Odinga is the Kenya government-endorsed candidate to replace Chadian diplomat Moussa Faki Mahamat. But a proposal circulated to member states on Tuesday says only female contenders should be eligible in the next contest, even though the seat will be rotating to the Eastern Africa

region. The proposal is contained in the revised draft report — Preparations for the Election of Senior Leadership of the African Union Commission in February 2025...There has been only one-woman chairperson in the history of the African Union, South Africa's Nkosazana-Dlamini Zuma, who served one term between 2012 and 2017. Until 2021, there was no restriction on who becomes deputy, even though the rotation practice was often that the deputy did not come from the same region as the chair.

(The East African)

Term of the Day

SHELF OFFERING

Definition


A shelf offering is a U.S. Securities and Exchange Commission (SEC) provision that allows an equity issuer (such as a corporation) to register a new issue of securities without having to sell the entire issue at once. The issuer can instead sell portions of the issue over a three-year period without re-registering the security or incurring penalties.

A shelf offering is also known as a shelf registration; it is formally known as SEC Rule 415.

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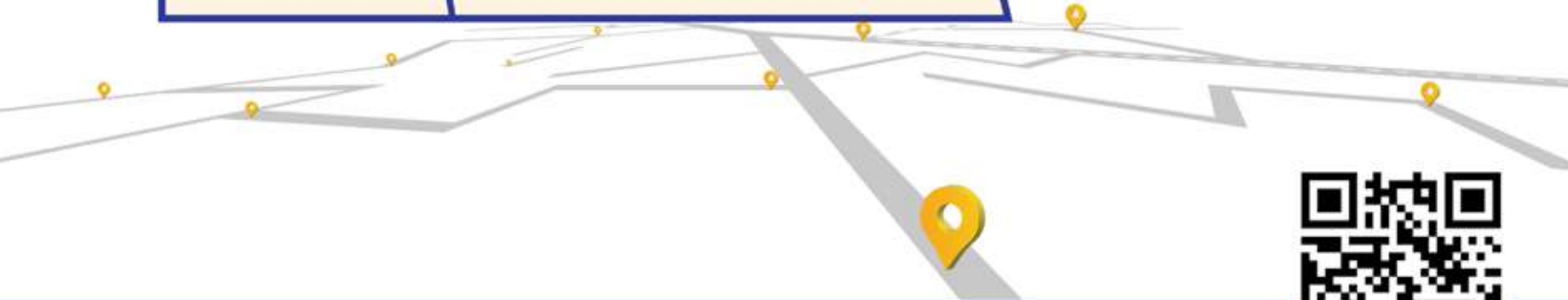
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Spotlight

Ever catch the perfect picture with your digital camera or camera phone and wish you could find a way for others to experience it? Here is your chance. If you find yourself at the right place at the right time and happen to catch an amazing scene you believe someone else should see, send us your news pictures with no more than 30 words to spotlight@capitalethiopia.com and we will publish it.

Ethiopian women join a Fellowship to promote equitable agri-food systems policies

Eleven Ethiopians are amongst 50 African women selected as Policy Fellows for the second cohort of The Gender Responsive Agriculture Systems Policy (GRASP) Fellowship, an initiative of African Women in Agricultural Research and Development (AWARD) funded by the United States Agency for International Development (USAID). The AWARD Policy Fellowship is cultivating a growing pool of African women to catalyze the design and implementation of gender-responsive agricultural policies across Africa.

A core pillar of Ethiopia's economy, agriculture accounts for 40 percent of gross domestic product, 80 percent of exports, and an estimated 75 percent of the country's workforce. However, recurrent droughts and soil degradation, coupled with low technology uptake, hamper productivity. Further, "despite women's huge contribution to agricultural activities, agricultural policies have disproportionately benefitted male farmers," explains Kalkidan Yimer, Gender and Inclusion Advisor for Save the Children International in Ethiopia, and AWARD Policy Fellow.

Transformative policy change is needed to address the challenges smallholders face and close gender gaps in agrifood systems – a key focus of the GRASP Fellowship. For its second phase, the GRASP initiative has targeted six new countries: Burkina Faso, Ethiopia, Madagascar, Mozambique, Rwanda, and Senegal.

Water leaders to converge at 2024 global water summit in London

The 300 Water Leaders Group will host its first global meeting during the London Global Water Summit from April 15-17, 2024. Esteemed CEOs from utilities in the developing world will attend, including industry leaders from more than 30 countries together serving over 220 million people. These leaders, representing some of the world's biggest megacities such as Manila, Dhaka, Bogota and Lagos, will convene to tackle the most pressing utility challenges through peer-to-peer networking.

Launched during New York UN Water Week and officially inaugurated at the 2023 Global Water Summit in Berlin, the initiative aims to unite 300 utilities worldwide dedicated to raising ambition on SDG6. Members make a pledge to extend their services, with the goal to ensure 300 million more people have access to water and sanitation services by 2030. Utilities also submit a roadmap which outlines transformative strategies to achieve their pledge and the most impressive utility roadmap will be crowned 'SDG6 Champion' at the Global Water Awards on April 16. Since the group's inception, the initiative has conducted regional workshops in Côte d'Ivoire, Vietnam, and Mexico.

Ethiopian team takes third place in Huawei ICT Competition in Tunisia

The regional final of the Huawei ICT competition in Tunisia saw the Ethiopian team secure third place. The competition, which took place from March 5 to 8, 2024, featured 90 students from nine countries, including Ethiopia, Mali, Cameroon, Senegal, Algeria, Tunisia, Libya, Egypt, and Morocco.

The Ethiopian team, comprised of three students, showcased their skills in the computing track and emerged in third position, trailing behind Morocco and Tunisia. As a reward, the students received Huawei's latest mobile device, while the remaining six participants were awarded Huawei tablets for their active involvement. The instructors who supported the students were also recognized by the company. Among the three students, two represented Addis Ababa Science and Technology University, while one hailed from Arbaminch University.

Liming Ye, the Director of Huawei Public Relations, expressed the company's commitment to providing a platform for students to engage in healthy competition, exchange ideas, and enhance their ICT knowledge and practical skills. Furthermore, Huawei aims to foster innovation by encouraging the utilization of new technologies and platforms.

FETCHING WATER IN ADDIS



PHOTO: Anteneh Akilu

DESTROYING LIVELIHOODS



PHOTO: Anteneh Akilu

DESTROYING PEDESTRIAN SHEDS



PHOTO: Anteneh Akilu

Florida International Hotel elevates culinary excellence with skill enhancement training program

Florida International Hotel, one of the top-rated establishments in Gondar city, recently hosted a skill enhancement training program for its food production department employees. Situated conveniently close to the University of Gondar, the hotel organized a comprehensive training session focused on various aspects of Indian cuisine, including grooming, kitchen safety and hygiene, plate presentation, and preparation of a wide range of dishes such as breads, crispy snacks, main courses, and accompanying sauces.

The training program, conducted from March 6th to March 10th, 2024, aimed to refine the culinary skills of the hotel staff. Dr. Thamimul Ansari P, an Associate Professor in the Department of Tourism and Hotel Management at the University of Gondar, led the training as the main trainer and resource person. The sessions were enriched with audio-visual presentations and hands-on practical exercises, allowing participants to learn the art of plate presentation and garnishing firsthand.

Emphasis was also placed on kitchen hygiene, grooming standards, and safety protocols essential for the hospitality industry. The training included live demonstrations of bread-making, preparation of crispy snacks, main courses, and various accompanying sauces and curries, providing valuable insights into authentic Indian cuisine.

IATA Announces First Signatories to Air Cargo Digitalization Leadership Charter

The International Air Transport Association (IATA) announced the launch of the IATA Digitalization Leadership Charter at the IATA World Cargo Symposium in Hong Kong. Cathay Cargo, CHAMP Cargosystems, Global Logistics System (HK) Company Limited, IAG Cargo, IBS Software, LATAM Cargo, and Lufthansa Cargo are the inaugural signatories of the charter.

The Digitalization Leadership Charter aims to accelerate the air cargo industry's digitalization journey by committing to five key guiding principles. Developed in consultation with IATA's Cargo Advisory Council Members, airlines and the wider air cargo community, the charter seeks to drive innovation, enhance efficiency, and promote a sustainable and harmonized digital transformation. Central to the charter is the importance of data sharing using IATA ONE Record for smooth and efficient data exchange.

"Digitalization is imperative for the air cargo industry. It requires alignment to ensure a unified and effective approach. IATA has introduced the Digitalization Leadership Charter to spearhead this alignment. By adhering to the Charter's principles adopting industry-wide standards, championing sustainability, ensuring ethical technology use, and upholding digital leadership the charter sets a benchmark for excellence," said Brendan Sullivan, IATA's Global Head of Cargo.

Over 3,000 Delegates to Meet Nairobi in April to Drive Africa's Connectivity Agenda

Over three thousand delegates drawn from both public and private institutions globally will, from 21st to 25th April 2024, meet in Nairobi to discuss Africa's connectivity matters.

During the five-day event dubbed Connected Africa Summit 2024, African heads of state, first ladies, African ICT ministers, policymakers, global ICT firms, academia, entrepreneurs, investors, and innovators will delve into conversations seeking to develop a roadmap to address the challenges facing the continent through ICT and innovation.

The main focus of the event, according to Kenya's ICT Authority will be on addressing the Africa's digital policy, infrastructure, and investment gaps that continue to widen the digital divide across the continent in line with the African Union's Agenda 2063.

Stanley Kamanguya, CEO of the ICT Authority has noted that Africa has made significant strides in terms of connectivity, but the summit will drive conversations on how to integrate more developments in pursuit of a connected Africa.

BECOMINGthe LEADER OF THE PACK

No matter how you look at it, you can never be bored going around town in Addis Abeba or out of town for that matter. There is always something going on that is worth observing and entertaining in its own way. While many of us don't really see the things around us anymore because it has become part of everyday routine it is worth taking in things a bit more consciously and observe our external environment with a sense of appreciation rather than irritation. I say this because I see more and more people being irritated as they feel they are obstructed to reach their destiny by the very environment they are part of. And instead of being part of the solution, many opt to be part of the problem instead and make matters worse; you know what I mean. Some time ago I agreed with my wife not to allow irritation to overtake our moods but enjoy the moments we are together in the same car as much as we can and discuss issues, we otherwise would have no time for. This has helped us a great deal and confirmed to me again that there is always another way of looking at things as long as you try. Take for instance a group of donkeys that are led into town from the countryside on the way to a market, loaded with sacks of grain or some other goods. Or the herds of cattle that are driven into town on their way to the abattoir just before an important national holiday.

What you typically see is that there are a few animals in front leading the pace and somehow trying to find the way. They are followed by the main pack in the middle while the ranks are closed by the slower ones. Sometimes the entire group comes to a stand still, confused and not knowing where to go next in this entire new environment, while being honked at angrily by other road users. While donkeys seem more organised and disciplined to reach their destiny, cattle more often than not are in a mess. Who wouldn't, while realising more and more that your destiny begins to smell like blood the closer you get? Sheep are funny to observe as they attend to all kinds of their own business while being whipped around into a certain direction. They may turn around to pick up some green leaf and even find a way to attend to their reproductive rights in the midst of it all. The most interesting I find is the way the animals are led into the direction they should go. This is done by one or more men, herders, who normally run behind and whip the animals that are just in front of them or beat them with a stick. What I find interesting is that whipping the slowest animals in the closing ranks, doesn't make the ones in front run any faster, neither does it help to lead the way for the ones in front. So occasionally one of the herders must run to the front and push the animals into the right direction. A tiresome job if you ask me and not necessarily the most effective way. I'd put the cattle in a truck instead and reach my destination in a faster and more effective way. At a cost I know, but the animals would arrive in a better condition without making a mess for everybody else on the way. I believe that some time ago a rule was introduced to transport animals into town by truck and not to use certain main roads, but these rules don't seem to have any effect. We

may wonder why but that is material for another article.

Now, what has all this to do with doing business? Well, while observing this chaos unfolding in front of me, I couldn't help the other day but compare leading a herd of animals into town with leading and managing a company and I guess there are several things we can learn from what we see.

In the first place, leading from behind and whipping the slowest movers around doesn't make the frontrunners move any faster or find the direction any better. Leaders should lead the way. They should be in front, oversee the situation, recognise the dangers and the opportunities that present themselves on the way and lead the company through the turbulent business environment of today. Whipping the slowest movers doesn't help either. Neither does it help to be harsh to workers who are the least productive, perhaps because they are the youngest and still have a lot to learn or they may be weaker than others. Instead, it is advisable to encourage and motivate those that show leadership, talent, and initiative. They will in their turn be able to pull others along and help the company move into the right direction.

It also seems wise to take a break once in a while, regroup, allow for a rest, refresh, and get the noses into the same direction again. Sometimes, in the business of everyday, it is important to reconfirm whether management and workers understand each other and have the same priorities. Have a meeting, a retreat, discuss what is important, and communicate the priorities and decisions made. And after having recovered from an intensive period of hard work, motivate, and encourage workers to push on again and give the best they have. It is essential that workers can take a break, rest, and relax. If you don't, it is a sure way to demotivate and exhaust the most important asset of any company, the people. They should also be compensated fairly if you want them to concentrate on their task instead of trying to find alternative ways to make their ends meet.

So next time you observe a group of donkeys being led into town, ask yourself, whether you are leading and managing your company or organization in a similar way. Some of us may want to change a thing or two in our management style though and decide to become the frontrunner and be followed by others instead of spending our energy on pushing workers around who don't really know in what direction they are expected to go in the first place.

Ton Haverkort



Entrepreneur PROFILE:

RESUME

Name: Gelila Shewaye

Education: Clinical Nursing (Diploma)

Company name: Lila Products

Title: Owner and Manager

Founded in: 2014

What it does: Manufacturing leather goods and handmade jewelry

Hq: Addis Ababa

Number of Employees: 7



STARTUP CAPITAL
100,000 Birr

CURRENT CAPITAL
3,000,000 birr

BIG PICTURE

Reason for starting the Business: To produce export-standard products and make a difference in the lives of artisans

Biggest perk of ownership: Working for your dream every day and seeing it become a reality

Biggest strength: Perseverance – Never giving up easily

Biggest challenge: Lack of manufacturing space

Plan: To become a leading exporter of leather goods and handmade jewelry

First career: Receptionist

PERSONAL

Most interested in meeting: President Sahlework Zewde

Most admired person: Oprah Winfrey

Stress reducer: Prayer

Favorite past time: Spending time with family

Favorite book: The Diary of a Young Girl

Favorite destination: Paris

Favorite automobile: SUV's

EXCHANGE RATE

Mar. 15, 2024

CURRENCY	BUYING	SELLING
US DOLLAR	56.5472	57.6781
POUND STERLING	69.1881	70.5719
SWISS FRANC	61.3945	62.6224
SWIDISH KNRONER	4.9957	5.0956
NORWEGIAN KRONE	4.8867	4.9844
DANISH KNRONER	7.5074	7.6575
DJIBOUTI FRANC	0.3167	0.323
INDIAN RUPEE	0.6826	0.6963
KENYAN SHILLING	0.4173	0.4256
JAPANESE YEN	0.3464	0.3533
CANADIAN DOLLAR	37.9976	38.7576



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በአክሲዮን ሽያጭ ላይ

ኦቪድ ቤቶች ባንክ አ.ማ (በምስረታ ላይ) በኢትዮጵያ የንግድ ህግ አንቀጽ 245፣ በባንክ ስራ አዋጅ ቁጥር 592/2000 እና የባንክ ስራ አዋጅን ለማሻሻል በወጣው አዋጅ ቁጥር 1159/2011 መሰረት የአክሲዮን ማሕበር ሆኖ በባለአክሲዮኖች ለመመስረት እና የአክሲዮን ሽያጭ ለማከናወን ከኢትዮጵያ ብሔራዊ ባንክ ባገኘው ፈቃድ መሰረት የአክሲዮን ሽያጭን አስጀምሯል።

የኦቪድ ቤቶች ባንክ አ.ማ (በምስረታ ላይ) አደራጆች የባንኩ መሰራች ባለአክሲዮን መሆን ለሚፈልጉ አክሲዮን ገዢዎች በኢትዮጵያ ንግድ ህግ አንቀጽ 259 መሰረት በምስረታ ላይ የሚገኝ መሆኑን እየገለጽን የአክሲዮን ሽያጭን ለመፈጸም ያስቸል ዘንድ ከኢትዮጵያ ብሔራዊ ባንክ በተፈቀደለን መሰረት በተለያዩ የንግድ ባንኮች ዝግ ሂሳብ (ለዋና አክሲዮን ግዢ) እና ተንቀሳቃሽ ሂሳብ (ለአገልግሎት ክፍያ) ተከፍቶ ሽያጭን በማከናወን ላይ ይገኛል።

ሰለሆነም አደራጆች ባንኩን የፋይናንስ አግልግሎቶችን አካታች እና ተደራሽ በማድረግ እንዲሁም ሀብት ከማህበረሰቡ በማሰባሰብ በዋናነት ለቤቶች ግዢ፣ ግንባታ፣ እድሳት እና ማሻሻያ ብድር በማቅረብ የዜጎችን የመኖሪያ ቤት አጥረት በመቅረፍ ረገድ የበኩሉን አስተዋጽኦ በማድረግ ለባለአክሲዮኖቹም ጠቀም ያለና አስተማማኝ የሆነ ትርፍ ተካፋይ እንዲሆኑ ለማድረግ አሰቦ እየሰራ መሆኑን እየገለጥን ማህበረሰባችን አክሲዮን እንዲገዛ በታላቅ ትህትና እና አክብሮት እንጋብዛለን።

የሚሸጠው አክሲዮን አይነት፣ ብዛት፣ ዋጋ እና ሽያጭ

1. የባንኩን አክሲዮኖች እኩል ዋጋ ያላቸው አንድ አይነት እና ተራ አክሲዮኖች ናቸው።
2. ለሽያጭ የቀረቡት አክሲዮኖች ብዛት 20,000,000 (ሃያ ሚሊዮን) ነው።
3. የአንድ አክሲዮን ዋጋ ብር 1000.00 (አንድ ሺ ብር) ነው።
4. አንድ ባለአክሲዮን ሊገዛው የሚገባው ዝቅተኛ የአክሲዮን ብዛት 200 (ሁለት መቶ) ወይም በብር 200,000.00 (ሁለት መቶ ሺ) ዋጋ ያላቸው አክሲዮኖችን ነው።
5. አንድ ባለአክሲዮን መግዛት የሚችለው ከፍተኛ የአክሲዮን ብዛት 1,000,000 (አንድ ሚሊዮን) ወይም በብር 1,000,000,000.00 (አንድ ቢሊዮን) ዋጋ ያላቸው አክሲዮኖችን ነው።
6. አንድ ባለአክሲዮን ከላይ በተራ ቁጥር 4 እና 5 በተገለጠው

መሰረት ለመግዛት ከፈረመው አክሲዮን ውስጥ ቢያንስ 25% (ሃያ አምስት በመቶ) ሲፈርም መክፈል ያለበት ሲሆን ቀሪውን በአንድ ጊዜ ወይም በተለያዩ ጊዜ ከምስረታው ጉባኤ በኋላ ባሉት ሁለት ዓመታት ጊዜ ውስጥ መክፈል ይኖርበታል።

7. አንድ ባለአክሲዮን ለመግዛት ከፈረመበት አክሲዮን መጠን ላይ 5% (አምስት በመቶ) የአገልግሎት ክፍያ መክፈል ይኖርበታል።

ማሳሰቢያ፡ የአክሲዮን ሽያጭ የሚከናወነው ለኢትዮጵያዊያን ዜጎች በብር ሲሆን ትውልደ ኢትዮጵያዊያን ለሆኑ የውጭ አገር ዜግነት ላላቸው አክሲዮን ገዢዎች ግዢውን መፈፀም የሚችሉት በብሔራዊ ባንክ መመሪያ ቁጥር SBB/73/2020 መሰረት ተቀባይነት ባላቸው የውጭ ሀገራት ገንዘቦች ብቻ ይሆናል።

አደራጅ አባላት

1. ዶ/ር ይትባረክ ታከለ ሰብሳቢ
2. አቶ አብይ ግርማ ም/ሰብሳቢ
3. አቶ ዘመዴነህ ንጋቱ አባል
4. አቶ ያሬድ ብርሃኔ አባል
5. ወ/ሪት ሰህን ለገሰ አባል
6. ወ/ሪ ጌጤነሽ ታደሰ.....አባል እና ፀሃፊ

የአክሲዮን ሽያጭ የሚከናወንባቸው ባንኮች ዝርዝር

1. የኢትዮጵያ ንግድ ባንክ
2. አቢሲኒያ ባንክ አ.ማ
3. ዳሽን ባንክ አ.ማ
4. ፀሃይ ባንክ አ.ማ
5. አማራ ባንክ አ.ማ
6. ዘመን ባንክ አ.ማ
7. ወጋገን ባንክ አ.ማ
8. ህብረት ባንክ አ.ማ
9. ኦሮሚያ ህብረት ስራ ባንክ አ.ማ

ለበለጠ መረጃ አትላስ አካባቢ ፕላቲኒየም ፕላዛ 4ኛ ፎቅ የሚገኘውን የባንኩን የፕሮጀክት ጽ/ቤት በአካል በመቅረብ ወይም በሰልክ ቁጥር 0904151411 በመደወል ማናገር የምትችሉ መሆኑን በትህትና እንገልጻለን።



I N T E R V I E W

In an exclusive interview with Capital, Yekenalem Abebe (PhD), the Country Manager of Yango in Ethiopia, sheds light on the innovative approach of Yango, a leading ride-hailing company, in navigating the Ethiopian market. With a distinguished background in consultancy and a deep understanding of infrastructure development, Yekenalem brings a wealth of expertise to his role, driving Yango's mission to revolutionize transportation in Ethiopia. Yango, renowned for its cutting-edge technology and commitment to customer satisfaction, operates in Ethiopia with a vision to offer convenient and efficient transportation services through its user-friendly mobile application. Yekenalem discusses Yango's unique challenges, strategies for growth, commitment to safety, and future outlook in this interview.



PHOTO: Anteneh Akilu

ETHIOPIA'S RIDE-HAILING MARKET

Capital: What unique challenges and opportunities do you see in the Ethiopian market for Yango?

Yekenalem Abebe: The Ethiopian market presents exciting opportunities for Yango, driven by a rapidly growing urban population, increasing smartphone penetration, and a growing demand for convenient and affordable transportation. However, challenges remain, including pre-existing, inefficient trends in driver and user interaction via ride-sharing applications that are inefficient both in terms of service quality and cost.

For example, drivers usually call customers to confirm the pickup location and for navigation support (this is considered very unprofessional in developed ride-hailing markets in another part of the globe). Users also are not used to putting the exact pickup and destination locations in the app and rely on their own or drivers' knowledge for navigation.

Yango's in-app map navigation resolves this, can reduce operational costs for partner drivers, and transfers some of the savings to users.

Capital: How does Yango differentiate itself from competitors in the market?

Yekenalem: I would say that firstly, unlike most of our competitors, Yango uses the latest cutting-edge technologies, for example, own maps of the city, without having to address Google Maps or any other third-party mapping service which is one of the most expensive and time-consuming parts in the service operation. This allows us to quickly adapt and update the service, and also reduces costs, which positively affects the convenience and availability of the service. This is beneficial for the passengers and the partner drivers alike.

For passengers it results in a more affordable price

without losing quality. The quality is ensured by the rating that every passenger gives after finishing the ride - and the partner drivers with lower ratings might be disconnected from the service. Also Yango provides support to the passengers via the dedicated support team. Also, the passengers can enjoy "multiple destinations" and "multiple orders" features for their convenience - not a feature our competitors can offer, as far as we know.

At the same time we must underline that the low prices do not damage the income of the partner driver for whom using the Yango app provides more efficient car usage and the possibility to reduce gasoline consumption because of the "chain ordering" feature and smart order distribution. The affordable prices are there because thanks to Yango intelligent technologies, including maps, and the efficient calculations of the best possible

route based on machine learning, the partner driver can do more trips per hour and ensure good income for the same working hours.

Capital: What measures do you have in place to ensure the safety and security of both passengers and drivers?

Yekenalem: Safety is one of Yango's major priorities. The technology provides innovative security features and technologies that allow both users and partner drivers to feel safe and comfortable during each trip. For example, the app allows the user to send his/her route to friends or family members or contact emergency services via the app if it's needed. Also Yango deploys AI-powered driving pattern monitoring to detect unsafe partner driver behavior and take corrective measures. Safety strategy also includes rolling out in-app vehicle safety inspections to continuously ensure cars meet required quality and safety standards.

Capital: What strategies does Yango employ to foster growth and sustainability in the Ethiopian market?

Yekenalem: Yango takes a multifaceted approach to fostering both growth and sustainability. This involves continuous investment in technology and innovation, with efforts dedicated to improving the user experience through the app and exploring new features to enhance its functionality.

Capital: Can you explain the process of onboarding drivers onto your platform? What criteria do they need to meet?

Yekenalem: All driver onboarding, support and education activities are run by our franchise partner G2G IT solution. Yango leverages its AI powered driver and vehicle screening functionality to guarantee both partner driver quality and passenger safety. Firstly, partner drivers must possess a valid Ethiopian driving license. Drivers can do self registration on YangoPro directly by uploading the partner driver license picture and submitting a selfie holding their driver license. If there is any suspicious information, we do a manual check and inform the driver to take corrective measures. Secondly, our franchise partner collects additional documentation (e.g., business license, vehicle registration document, insurance papers) to ensure partner drivers compliance with legal requirements. Finally, partner drivers are invited for training programs covering essential aspects of safety, customer service,

and platform usage. Additionally, Yango requires drivers to operate well-maintained vehicles, ensuring the comfort and security of passengers throughout their rides.

Capital: How is Yango operating in Ethiopia and can you discuss any partnerships or collaborations that Yango has initiated or participated in?

Yekenalem: The most important part to understand here is that Yango is not a taxi company, but an online service that connects passengers and taxi service providers. You can think of it just like Google, Netflix and Facebook that provide online services in other sectors. In Ethiopia we partner with one of the leading local brands ShuuFare, a G2G IT Group company, which is a franchise holder launching Yango operations in Ethiopia. By combining Yango's technological prowess and global quality standards with ShuuFare's deep understanding of the Ethiopian market, we believe that our service not only meets but exceeds the expectations of our customers, transforming their transportation experience.

Capital: How does Yango approach issues of sustainability and corporate social responsibility in its Ethiopian operations?

Yekenalem: Yango Ethiopia prioritizes environmental and social responsibility by implementing a multi-pronged approach to sustainability. This involves promoting eco-friendly practices such as encouraging the use of fuel-efficient vehicles and exploring alternative energy options. Furthermore, the company invests in comprehensive partner driver training to promote responsible driving habits and minimize the environmental impact of their operations. To further solidify its commitment to sustainability, Yango engages in social responsibility initiatives that address local needs and contribute to the overall well-being of the communities it serves.

Capital: How do you handle the payment of royalty fees when users utilize your app, particularly given the challenges surrounding foreign currency in the country's current economic climate?

Yekenalem: The franchisee is responsible for collecting the commission for platform usage, with G2G IT solution currently levying a modest 3% fee on orders. Yango, at present, does not collect any commission, and negotiations are underway regarding the settlement options for licensing fees with our partner.

Capital: How do you handle customer complaints or issues with rides, such as driver behavior or vehicle cleanliness?

Yekenalem: Yango prioritizes passenger satisfaction and maintains a dedicated customer support team to address any complaints or issues with rides. We encourage passengers to report any concerns through the app via text chat. Support team investigates each complaint thoroughly and takes appropriate action, including partner driver coaching, account suspension, or offering refunds/compensation as needed.

Capital: In what ways do you ensure fair pricing for both passengers and drivers, especially during peak hours or high-demand times?

Yekenalem: Yango app concept is to ensure a balance between affordability for passengers and fair compensation for partner drivers through a transparent and dynamic pricing model. This model considers real-time factors like supply and demand, distance, and time of day to determine fares. Passengers enjoy competitive pricing, making Yango a budget-friendly option for everyday commutes. We believe in transparency and that is why the application provides passengers with estimated fares upfront before booking, allowing them to make informed decisions based on their budget and travel needs. We constantly analyze and refine the app pricing algorithms to ensure that the prices suggested by the transportation providers to the users remains fair, transparent, and beneficial for both passengers and partner drivers.

Capital: What steps do you take to ensure compliance with local regulations and laws governing ride-hailing services?

Yekenalem: Yango operational concept is the utmost respect for local regulations and laws. Yango only works with legally registered and compliant franchise partners. We maintain a dedicated compliance team that monitors and ensures our operations adhere to all relevant Ethiopian regulations governing ride-hailing services. We actively engage with local authorities and participate in industry discussions to ensure our practices align with evolving regulations.

Capital: How do you address concerns about congestion and traffic congestion caused by ride-hailing services in the city?

Yekenalem: Yango acknowledges the potential for ride-hailing services to contribute to traffic congestion. As a responsible corporate citizen, we actively implement measures to mitigate our impact and promote sustainable urban mobility. To mitigate this, we believe in open communication and actively engaging with local authorities, sharing data-driven insights and participating in city planning initiatives. This collaborative approach allows us to work together towards solutions that address traffic congestion challenges effectively. Through these efforts, Yango demonstrates its commitment to sustainable urban development and strives for a more efficient and environmentally friendly transportation landscape in Addis Ababa.

Capital: What plans do you have for expanding your service coverage area or introducing new features to improve the user experience?

Yekenalem: Yango is dedicated to continuous improvement and expansion. We are committed to serving a wider range of users by gradually expanding our service coverage area to reach more communities across Ethiopia. This allows us to cater to the diverse needs of the growing population. Additionally, we actively develop and implement new features based on valuable user feedback and evolving market trends. This commitment to innovation and growth ensures Yango remains a dynamic and user-centric platform within the Ethiopian transportation landscape.

Capital: How do you see the future of ride-hailing services evolving, particularly in response to emerging technologies and changing consumer preferences?

Yekenalem: The future of ride-hailing services is expected to be shaped by emerging technologies such as autonomous vehicles and electric mobility solutions. Yango closely monitors these advancements and actively explores their potential integration into our platform in a responsible and sustainable manner. We also anticipate evolving consumer preferences towards personalized experiences and seamless integration with other mobility options. We strive to adapt and innovate to meet these changing demands while maintaining our commitment to safety, affordability, and social responsibility.





CALL FOR PROJECT CONCEPT NOTE PROPOSAL

Funding Opportunities in Smallholder Farmers Inclusive Projects in Fruit and Vegetable Sector

Background

SNV Ethiopia in partnership with the Ethiopian Ministry of Agriculture is implementing Horticulture Livelihood Innovation and Food safety in Ethiopia (Horti-LIFE) project with funding from the Embassy of the Kingdom of the Netherlands (EKN). The project aims in increasing smallholder farmers’ production and productivity in a climate smart and gender balanced way. The project is implemented in 165 woredas in 14 Horticultural Zones of Amhara, Central Ethiopia, Oromia, Tigray, Sidama, Southwest Ethiopia and South Ethiopia regions.

The Smallholder Chain Integration Fund (SCIF), component of the project, aims to integrate smallholder farmers in fruit and vegetable value chains with private companies. SCIF will co-finance project proposals of private companies, farmer cooperatives or unions.

SNV Ethiopia is inviting eligible organisations that are working in fruit and vegetable sector and interested in integrating smallholder farmers in their business model for this funding competition.

Area of focus

The main area of focus of this Call for Proposal funding is for business ideas which will make improvements at specific points of the value chain in fruit and vegetable sector to include smallholder farmers.

The following are area of the eligible activities.

- Fruit Nursery (mango, avocado, papaya and banana)
- Vegetable Nursery (tomato, hot pepper, and cabbage)
- Vegetable seed multiplication (onion, potato, garlic, and hot pepper)
- Tissue culture
- Production of biological products (bio-fertilizer or bio-pesticides like BT (Bacillus thuringiensis), Trichoderma, Rhizobium, Azotobacter)

Eligibility criteria

Applicants should be a legally registered organisations or Start-ups who can get registration license and currently operating in Ethiopia.

Eligible organisations

The following organisations are eligible to apply.

- Farmer cooperatives and unions

- Input suppliers/importers
- Fruit or vegetable nurseries
- Commercial farms

Funding amount and matching requirements

The maximum amount of funding is **Euro 100,000** for a single applicant/project. The matching fund from the applicant should be 50% or more.

Application Process

Interested applicants can request **Application Guideline, Project Concept Note, and Budget Format** by e-mail from the contact address given below. Applicants should understand the guideline first, prepare the application and submit the application using the format.

If applicants require clarification or wish to discuss further, they can contact us through the following address:

Telegram channel at Horti-LIFE SCIF or **Eyerusalem Getahun**

Email: et-grantapplication@snv.org

Tel: +251-11-6166232

Mobile: +251-912185658

Application Submission

Applicants are required to submit the following package of documents for consideration:

1. **Project Concept Note** (in word format)
2. **Project Budget** (in excel format)
3. **Copy of company registration or license certificate** (for the current fiscal year)

The full **application packages must be submitted in English to SNV Horti-LIFE** project via the following email address:

To: et-grantapplication@snv.org

CC: tdagnew@snv.org, or ghabte@snv.org

In the **Subject** line of the email, applicants should include: **"Application to Horti-LIFE Call for Project Concept Note Proposal"**.

Scanned copies of original documents will be acceptable. Original documents will be required upon necessity.

Submission Deadline

The deadline for submitting applications to the SNV Horti-LIFE project is **5 April 2024, at 6:00 PM** (local time).



CFTA.Now

PRESENTED BY THE PAN AFRICAN CHAMBER OF
COMMERCE AND INDUSTRY



We welcome submittals regarding news/information pertinent to the CFTA and relegated issues.

A section designed to promote Africa's Continental Free Trade Area using News, messages, events and commentaries. It's a joint initiative by the Pan African Chamber of Commerce and Industry and capital.

South Africa celebrates its first AfCFTA export to Ghana

Amidst disruptions to traditional trade routes, unpredictable shipping times and soaring freight tariffs caused by the conflict in the Red Sea region, the opportunities the African Continental Free Trade Area (AfCFTA) agreement creates for the development of intra-Africa trade are becoming apparent, says Standard Bank.

The African continent holds markets that connect 1.3 billion people with a combined gross GDP of about USD3.4 trillion. Buying and trading goods in this environment offers alternative business opportunities both now and in the future. These opportunities would ease the pressure to import goods from the rest of the world, says Philip Myburgh, Executive Head of Trade and Africa-China, Business and Commercial Clients at the Standard Bank Group.

"Besides reducing the need to import goods from outside of Africa, the preferential

tariff rates promote Africa's growth. AfCFTA has the potential to boost South Africa's economy and create new jobs by increasing economic participation."

"Last month, South Africa exported its first shipment of goods to Ghana under the AfCFTA agreement. The goods shipped were forged grinding balls and high-chrome grinding media products supplied to the platinum, gold, ferrochrome, base metal, power generation and cement industries."

However, several other markets remain to be explored, says Myburgh.

"Two features make Ghana a strong trading partner: its location on the west coast and its two deepwater ports. Takoradi and Tema offer logistical advantages to seaborne traffic from South Africa. And Ghana, often called the 'Gateway to West Africa,' offers easy access not only to Ghanaian markets, but also to other countries in the region."

Some of the mutually beneficial opportunities between South Africa and

Ghana, says Myburgh, include:

- ➔ South African poultry and meat products (Broiler products account for about 80% of Ghana's meat imports. And with a large Muslim population, there are opportunities for halal-certified imports.)
- ➔ South African maize, which can generate revenue of USD100 million
- ➔ Raw cane sugar and chemically pure sucrose, which can generate revenue of USD70 million and USD60 million, respectively

Ghana, in turn, can offer the South African market:

- ➔ Cocoa powder and cocoa paste, valued between USD10 million and USD15million
- ➔ Frozen fish, valued at USD20 million
- ➔ Shea butter for the expanding local hair care and skin care markets, which saw imports of 6.4 million kilograms (worth about USD20.4 million) in 2022

"Standard Bank's relationship with AfCFTA is focused on unlocking Africa's potential through digital trade services and innovative technologies. These technologies include data science, AI and blockchain. We work with the AfCFTA steering committee to provide clear insight into digital trade implementation," says Myburgh.

"We have strong ties with Ghana, which include full banking operations. The country is also home to AfCFTA headquarters. Ghana is dedicated to promoting growth and creating opportunities across the 20 African markets that Standard Bank serves."

"With its young population, growing markets and opportunities for intra-African trade, the African continent has the potential to become one of the world's major trading blocs. And African countries and their worldwide exports will benefit. We are committed to the future of AfCFTA and the continent we serve," says Myburgh.

CABINET WELCOMES AFCFTA PROTOCOL ON WOMEN AND YOUTH IN TRADE

Cabinet says it welcomes the African Union Assembly's adoption of key protocols and decisions affecting the African Continental Free Trade Area (AfCFTA).

"These included the first-ever Protocol on Women and Youth in Trade, as well as Protocols on Investment and on Digital Trade," said Minister in the Presidency

Khumbudzo Ntshavheni.

The Protocol on Women and Youth in Trade aims to promote sustainable and inclusive socioeconomic development, provide equal opportunity for women and youth in intra-Africa trade, and the structural transformation of African economies.

Ntshavheni addressed the media on

Thursday on the outcomes of the Cabinet meeting held the previous day.

She stated that the Assembly, attended by President Cyril Ramaphosa, also agreed to several rules of origin on clothing and certain automobile products.

Cabinet also took the time to congratulate the Ministry of Trade, Industry and

Competition for the work done to enable the start of trade under the AfCFTA preferences, with the first consignment of goods destined for Ghana and Kenya.

WTO's 13th Ministerial Conference

In addition, Ntshavheni said the Executive noted the outcome of the 13th Ministerial Conference of the World Trade Organisation (WTO).

They also welcomed the acceptance by the WTO of South Africa's instrument of ratification of the Fisheries Subsidies Agreement.

"South Africa became the 71st WTO Member to ratify the agreement and was honoured by having its submission done at a special ceremony in the closing session of MC13 [WTO's 13th Ministerial Conference]," Ntshavheni said.

Cabinet also said they were pleased by the accession of Timor-Leste and Comoros to the WTO, and the agreement for a gradual phase-out of benefits of countries that graduate from the 'least developed' country status.

On the other hand, Ntshavheni said the Executive noted with concern a number of key development goals of African countries were not concluded after opposition from larger and developed economies.

"These relate to policy space for industrialisation by developing countries, an agriculture agreement that provides greater access to developed country markets and opportunities for farmers in the global south, further measures to avoid over-fishing and steps to roll back unilateral and unjustified green protectionism measures such as the Carbon Border Adjustment Mechanism (CBAM) of the European Union," the Minister said.

Africa's share of global trade remains under 3% despite AfCFTA – Report

A new report by the Economic Commission for Africa (ECA) reveals Africa's contribution to global trade remains at less than 3%.

This figure is primarily attributed to merchandise trade, suggesting that African nations still engage in more trade with countries outside the continent than with each other.

The report on assessment of progress on regional integration in Africa shows Africa's regional integration agenda is progressing, albeit slowly.

Also, the Programme for Infrastructure Development in Africa has seen mixed results in its efforts to enhance infrastructure. While progress has been made in the

areas of roads and ICT, advancements in rail transport and energy infrastructure have been minimal with financing posing a significant hurdle.

ECA Director, Regional Integration and Trade Division, Stephen Karingi, said unconstitutional changes in government across the continent, unemployment and poverty were top challenges facing the continent.

AfCFTA's returns have been minimal

The report further noted that although the agreement establishing the African Continental Free Trade Area (AfCFTA) officially started on January 1, 2021, the anticipated improvements in trade between African countries have not materialized.

The proportion of intra-African trade relative to worldwide trade decreased from 14.5% in 2021 to 13.7% in 2022.

During this time frame, the share of intra-African exports out of total exports dropped from 18.22% to 17.89%, and the share of intra-African imports out of total imports fell from 12.81% to 12.09%.

Africa's infrastructure financing gap

Africa continues to grapple with a significant yearly shortfall in infrastructure funding, estimated to be between \$130 billion and \$170 billion.

To bridge this gap, innovative financial mechanisms such as blended finance, bonds focused on environmental, social, and sustainability goals, and debt-for-nature swaps are being explored.

REQUEST FOR PROPOSALS (RFP)

Design of complex Mall International Competitive Bidding (ICB)

East African Holding SC therefore, invites qualified consultants to participate for the Design of complex Mall. Only category-I Consultants or first-class firm in their origin of country may participate and submit their technical and financial proposals with due consideration of the following requirements:

1. Bidding:

- a. Bidding will be conducted through International Competitive Bidding procedures and is open to all eligible bidders whose Grade shall be category-I- or first-class firm issued by the concerned organ.
- b. The bid document shall be collected from East African Holding SC Procurement Department, located at Sar Bet Roosevelt St. Gedey G/Hiwot Build B East African Holding HQ 4th Floor, against payment of a non-refundable fee of ETB Birr 500.00 (Five Hundred Birr) via East African Holding S.C, **CBE Account No. 1000002270637** on working hour, **(Monday to Friday 8:30 AM-12:30 PM; 1:30 PM-4:00 PM)**.
- c. The eligible bidders must submit their bids in their own names only. The bids must be accompanied by a Bid Bond of ETB 500,000.00 (ETB Five hundred Thousand Birr Only) or equivalent amount of USD.
The Bid bond must be in the form of unconditional Bank Guarantee or Cash Payment Order (C.P.O.) In favor of East African Holding S.C in any other form is not acceptable. Bid securities issued by foreign banks or financial institutions shall be counter-

- guaranteed by an Ethiopian bank.
- d. All bids must be deposited in the tender box prepared for this purpose at East African Holding S.C, Supply Chain Management office, during office hours before **27th of April, 2024 at 10:00 A.M** at East African Holding SC Head Office, located Sar Bet Roosevelt St. Gedey G/Hiwot Build B East African Holding HQ 4th Floor
- e. The bid will be opened on **April 27, 2024 at 10:30 A.M** in the presence of bidders or their legal representatives who wish to attend at East African Holding SC Head Office, Sar Bet Roosevelt St. Gedey G/Hiwot Build B East African Holding HQ 4th Floor.

2. Notices:

- a. All other terms and conditions of the original bid document remain unchanged.
- b. Bids submitted by bidders which do not meet the above-mentioned requirements shall be rejected without further notice.
- c. The Company demands strict adherence to deadlines and bids submitted beyond the final submission date will not be considered.
- d. East African Holding reserves the right to accept or reject the bid either partially or fully.
- e. For additional information bidders can contact by:

Tel. +251-910809626, +251-914708829
E-mail – eyoel.getye@eastafricanholding.com / amanuel.gebrekidan@eastafricanholding.com
Supply Chain Management
East African Holding SC
Addis Ababa, Ethiopia

CELEBRATING 30 YEARS OF IRISH-ETHIOPIAN RELATIONS

This year marks Ireland’s 30th anniversary of bilateral relations with Ethiopia but the bond goes back much further than that. In 1936 Ireland was one of two countries to stand by Emperor Haile Selassie in his appeal to the League of Nations against the occupation of his country. To this day the scene is depicted amongst the religious iconography in Holy Trinity Cathedral in Addis Ababa.

Remembering its own journey of hardship and famine, the Irish Government established its international development policy and programme in 1974. Ireland has supported many countries with development and humanitarian support since that time and Ethiopia remains the largest recipient of Irish bilateral aid. This is a mark of the value which Ireland places on its relationship with Ethiopia, and a recognition of the challenges stemming from climate change, food insecurity and conflict.

The opening of Ireland’s Embassy in Addis Ababa in 1994 facilitated a significant increase in our bilateral engagement and development cooperation, with health, climate-smart livelihoods and social protection emerging as longstanding priorities. In the following years the relationship with Ethiopia has developed and now covers a broader range of diplomatic, development cooperation, cultural and trade relations, with a strong focus on gender equality and humanitarian action.

Over the past 5 years alone Ireland has invested more than \$200m in bilateral development cooperation benefitting

people all over the country. Cooperation on important areas such as public service delivery, health and gender equality will continue to be at the centre of Irish-Ethiopian relations, together with support for peace and reconciliation. As a country that itself witnessed conflict and violence in the 1970s, Ireland is acutely aware of the impact this has on communities, and will continue to support the implementation of the Permanent Cessation of Hostilities Agreement.

People-to-people links and lasting ties have been built by the more than 200 Ethiopians who have studied in Ireland through the Ireland Fellows Programme. These students have built deep friendships and lasting academic relationships while also going on to make significant contributions to the development of Ethiopia. Ireland looks forward to welcoming a further twelve students in September 2024.

Over the years many visitors have built and deepened diplomatic ties with Ethiopia including former-President of Ireland Mary Robinson in 2016, Taoiseach Leo Varadkar in 2019 and, this month, the Minister for Agriculture, Food and the Marine, Charlie McConalogue TD. With growing challenges from climate change, Minister McConalogue’s visit provides an excellent opportunity to deepen our shared commitment to sustainable food systems, energy and trade. We look forward to such shared commitment being a hallmark of bilateral relations for the next thirty years.



Call for Key Distributor in Bahir Dar, Gonder and Debre Markos

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

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

Unilever Manufacturing PLC is actively seeking reliable distributors in Bahir Dar, Gonder, and Debre Markos who are capable of managing self-pickup and delivery services from the factory to their distribution points.

Requirements	Documents Needed
Capital 30 Million Birr - For Bahir Dar 30 Million Birr - For Gonder 20 Million Birr - For Debre Markos	Unilever Key Distributor Application Form with Recent Photo
Experience Distribution of FMCG goods [minimum 3 years]	Business License [Valid Photocopy]
Required to have Warehouse & Van	Trade License [Valid Photocopy]
Must have the ability to keep live sales report	TIN Certificate [Valid Photocopy]
Local knowledge will be considered as an added advantage - existing business in the area and local language skill	Bank Statement - (Closing balance should be equivalent or above the required capital for each towns. Please note that we won't be considering transaction history)
Female applicants are encouraged to apply	VAT Certificate [Valid Photocopy]

How to apply:

- Fill the Key Distributor Application Form [contact: nuti.amsalu2@unilever.com to get the Key Distributor Application Form]
- Submit the scanned copy of the above listed documents along with duly filled Key Distributor Application Form to nuti.amsalu2@unilever.com by e-mail within 2 weeks from today.
- You can call on 0115503000 for further information

Local candidates will get preference





PHOTO: Anteneh Adilu



LI'ILIT/PRINCESS: MERID TAFESSE'S ARTISTIC TRIBUTE TO MATERNAL INFLUENCE

Amidst eager anticipation, the art community welcomed the unveiling of "LI'ILIT/PRINCESS Homage to Mother" on March 14, a retrospective exhibition by acclaimed Ethiopian artist Merid Tafesse. Nestled within the historic setting of Golla Art Gallery, owned by prominent figure Selamawit Alene, this exhibition promises to be a celebration of heritage, identity, and creative expression.

In an exclusive interview with Capital, Merid reflected on the central theme of his exhibition, paying homage to his mother Li'ilit and the transformative power of maternal influence. "I want to emphasize and acknowledge my mother, whom I unconsciously followed into who I am now as an artist," he shared. "This taught me to respect and honor my history and lineage and ensure my continued contributions to Ethiopia and the world through my art."

Merid's collaboration with Selamawit Alene at Golla Art Gallery adds a dynamic dimension to his artistic journey. "She is

hands-on, a true artist who appreciates fine art and is committed to advancing the fine arts in Ethiopia," he commended. With over 150 works set to be curated at Golla, Merid trusts Selamawit's vision and meticulous planning to deliver an extraordinary exhibition, marking a significant milestone in his illustrious career.

Reflecting on his extensive experience, Merid offered valuable advice to emerging Ethiopian artists, particularly women, navigating the art world. "They must be committed with passion to drive their art-making," he advised. "For women artists in particular, having a senior female artist as a mentor is always good, and using the digital space to seek out opportunities, including networking with art groups, is also helpful."

As "LI'ILIT/PRINCESS Homage to Mother" captivates audiences with its rich tapestry of visual storytelling, Merid's profound tribute to maternal influence resonates as a testament to the enduring power of art to inspire, instigate, and honor heritage.

ETHIOPIAN ELEGANCE TAKES CENTER STAGE AT MOSCOW FASHION WEEK

From March 1-8, Moscow Fashion Week unfolds in the heart of Europe's grandest capital. Throughout the week, established and up-and-coming designers alike were given the chance to present their newest collections. The illustrious roster of attendees includes designers from Russia, South Africa, Ethiopia, Tunisia, Egypt, and beyond, enriching the event with their diverse perspectives.

Mastewal Alemu, an Ethiopian designer, showcased her exquisite creations in Moscow within the majestic Central Exhibition Hall 'Manege', nestled beside the Kremlin. The attendees included representatives of prestigious fashion publications worldwide and journalists from diverse nations, adding a touch of international flair to the event.

The Mastewal Alemu brand is renowned for using naturally crafted fabrics, skilfully handmade by Ethiopian artisans. At Moscow Fashion Week, the designer unveiled her latest spring-summer collection, blending vibrant colors with unusual styles. Models graced the runway adorned in opulent evening dresses featuring sweeping ruffles, thigh-high necklines, intricate corset lacing, and billowing sleeves. With a commitment to using only the finest natural materials, the brand ensures that each garment exudes both luxury and sustainability, making it a fitting choice for any special occasion.



After the show, Mastewal Alemu expressed her aspirations for the growth of her brand and the commencement of exports to Russia.

Among Russian brands that left a lasting impression on the audience was the KISSELENKO brand. In the new line, the brand's unique style is revealed through minimalism, smooth lines, loose fit and strict graphics. The new collection of the LILAB brand remained memorable to the public, showing dresses with corset inserts, mini dresses decorated with beads in the Renaissance style, each image imbued with bold sensuality. Another brand, SASHINA DESIGNER LABEL, unveiled their collection named 'Aurora', referencing both the northern lights and the princess from 'Sleeping Beauty'. The collection featured striking visuals, enhanced by silicone painting and tie-dye techniques, creating vibrant and unique looks.

Moscow Fashion Week offers a potent platform for aspiring designers to showcase their talents, reaffirming its position as a prominent international event in the fashion world. Each season, the allure of Moscow Fashion Week draws over 70 thousand attendees to its venues and captivates an online audience of 5 million. With coverage spanning 50 countries, including Europe and North America, the runway shows are a spectacle embraced by global media..

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

HOTTEST ARTISTS

MARCH 9 - 13, 2024

HOTTEST TRACKS

RANK	ARTIST	RADIO	TV	TOTAL PLAY
1	Dawit Tsige	88	38	126
2	Rophnan	69	36	105
3	Kuku Fkeraddis Zeritu Sayat Rahel	58	29	87
4	Neway Debebe	75	11	86
5	Fikeraddis Nekatebeb	55	27	82
6	Mastewal Eyayu	46	29	75
7	Rahel Getu	29	34	63
8	Leul Sisay	37	21	58
9	Zebiba Girma	31	24	55
10	Veronica Adane	34	19	53

THIS DATA IS GATHERED BY A 24/7 AUTOMATED RECORDING & ANALYZING ALL SYSTEM FROM 35 TV & RADIO STATIONS. THERE WERE MORETHAN 4,228 TOTAL MUSIC PLAYS ACROSS THE BROADCAST MEDIUM FOR THIS WEEK.

BROUGHT TO YOU BY - OMNIMEDIA ETHIOPIA

RANK	TRACK	ARTIST	RADIO	TV	TOTAL PLAY
1	Yehager Kasma	Kuku, Fkeraddis, Zeritu, Sayat & Rahel	58	29	87
2	SHEGIYE	Rophnan	36	15	51
3	Adwa	GiGi	5	44	49
4	Demama	Dawit Tsige	24	11	35
5	Smin Besmu	Zebiba Girma	16	18	34
6	Chilalech	Rahel Getu	11	21	32
7	Koyen Kayen	Mikiyas Nigussie (Miki lala)	16	12	28
8	Enaney	Veronica Adane	14	11	25
9	Bantelay	Hana Girma	19	5	24
10	Che'MenDa'fer	Tewodros "Teddy Afro" Kassahun	23	0	23

Society

Application of carrots & sticks policies in the Ethiopian Conflict

■ By Eden Tafesework

The West, spearheaded by the U.S., has maintained an unflinching position on the conflict in Northern Ethiopia, threatening to impose a series of sanctions unless the conflict is de-escalated and forces on both ends withdraw their forces. Given the country's strategic significance, it may not be surprising to witness such pressure.

For example, the U.S. threatened to freeze aid that was planned to be delivered to the country, while the European Union postponed 90 million euros (\$109 million) in budgetary support to Ethiopia due to the "lack of access to the country's Tigray region to deliver humanitarian aid". The Biden administration has also paused \$272 million worth of development and security assistance to Ethiopia, linking the resumption of assistance to several factors related to the Tigray crisis. Moreover, the President has allowed the US Treasury and State Department to sanction leaders and groups on both ends 'if they do not soon take steps to end the violence. Additionally, a sanctions regime was announced most recently that will allow the U.S. "to target those responsible for, or complicit in, prolonging the conflict in Ethiopia, obstructing humanitarian access, or preventing a ceasefire". Secretary of State Antony Blinken said the US would delay the imposition of sanctions if the warring parties "cease ongoing hostilities and enter into ceasefire negotiations immediately and without preconditions. In a similar vein, the United Nations Security Council, the UN High Commissioner for Human Rights, have remained focused on the conflict, holding numerous meetings over the situation.

Why is Multilateralism being

Challenged?

The reason why there is a great likelihood to accept the weaknesses observed so far in multilateral engagements has a lot to do with the observed fragility in the institutions erected for this purpose. As the altercations happen to take place either between strong states that are equipped with economic and military/nuclear arsenals, the imposition of strong measures to effect needed change has been minimal. The justification behind this has to do with the inability of the rest of the world to pressure these countries into getting back to respecting set out international principles of respect for sovereignty, equal status of states, and the principle of respect of states' will to the end of achieving needed goals. As the saying goes "some states are more equal than others," the international framework appears to prioritize the most powerful states in terms of fulfilling their setout goals. However, the basic principles of international law stipulate that all states are equal before international law, no matter the size of their territory, population, economy, or military. This principle is likely to be challenged because some states are indeed bigger and more influential than others due to their economic capacity. Such a development is taking place with respect to the Russian-Ukraine conflict, where despite pressures being wielded by global institutions, the conflict has continued without resolution.

Even though diplomatic pressure, modalities of carrots and sticks, are likely to result in the needed results for the most part, as can be witnessed from recent developments, it has become insufficient to lead to expected outcomes. The contributions of the states in question are of paramount importance in

The reason why there is a great likelihood to accept the weaknesses observed so far in multilateral engagements has a lot to do with the observed fragility in the institutions erected for this purpose

determining their level of influence. Undoubtedly, those with significant contributions happen to be active in the conflicts taking place.

This is the reason behind Russia's reluctance to implement needed change in its aggression against Ukraine. However, because both states are armed to the fullest in

military and nuclear capabilities, there is pressure on both parties to instill pressure to this end.

Way forward:

Moving on, a full commitment to effectively implementing the principles that states are duty-bound to observe is crucial to eliminate possibilities that portray a lack of commitment. In view of respecting the international principles that states have given (part of their sovereignty) to international organizations, they have to respect and have the readiness to put the guiding principles into effect. This is the only possibility to maintain the integrity of the very institutions they established to aid in the maintenance of peace, security, and economic stability. It is incumbent upon them to ensure their continuity because states give their commitment, demonstrating their willingness to be bound by the principles enshrined as signatories to international conventions/covenants. This is especially cumbersome at a time such as this when global principles to maintain stability and recovery are seriously being challenged.

Eden Tafese (Ph.D) is a senior researcher focusing on global, regional and sub-regional peace and security concern

You can reach her via edentafesework@gmail.com.

Furnished Apartments

The KiTes Nest is located off Gabon Road in the Bole area of Addis Ababa (commonly known as Meskel Flower Hotel area) and offers top end furnished apartments for rent.

The five story building contains 8 units of one bedroom apartments, 4 units of two bedroom apartments and a penthouse on the top floor with three bedrooms. Guests are invited to make use of the sauna, steam bath and fitness equipment on the first floor. All floors have access to WiFi. The KiTes Nest will make you really feel at home during your short or longer stay in Addis Ababa.

Contact details

Telephone: +251 114701475/6 | Mobile: +251 911227258
 Email: kitesnest@kitesnestaddis.com
 Facebook: [kiTes Nest Apartments](#) | Web: kitesnestaddis.com



Ethio-Djibouti Standard Gauge Railway Share Company EDR

INVITATION FOR NATIONAL COMPETITIVE BID

Bid No. EDR/NCB/DS/08/24

1. Ethio-Djibouti Standard Gauge Railway Share Company EDR would like to invite interested and qualified bidders for the Passenger Train Disinfection Service With national open tendering procedures.
2. Eligible bidders must submit a bid security of **Birr 30,000 (Thirty Thousand Birr)**. The bid security shall be in the form of Cash Payment Order (CPO) or unconditional bank guarantee, enclosed in a separate envelope and presented inside the original technical proposal of the bid document envelope valid at **least for 90 days**.
3. Bidding will be conducted in accordance with the open national competitive tendering procedures contained in the Public Procurement Proclamation of the Government of the Federal Democratic Republic of Ethiopia and **EDR** procurement Directives and is open to all bidders from eligible source countries.
4. Interested eligible bidders may obtain further information from **EDR** and inspect the bid document at the address given below at 9 (a) from 8:30am to 5:30pm.
5. A complete set of bid document **in English** may be purchased by interested bidders at the address given below at 9 (a) upon payment of a non-refundable fee of **200 Birr (Two hundred Birr)**. The method of payment will be **in cash**.
6. Bid must be delivered to the Address below at 9(b) on **April 16, 2024 or before 10:00 AM**. All bids must be accompanied

- by a bid security in the form of Cash Payment Order (CPO) or unconditional bank guarantee from recognized Bank and/ or counter guarantee from the Commercial Bank of Ethiopia. Bids will be opened in the presence of the bidders or their representatives who choose to attend at the address below at 9 (b) on **April 16, 2024 at 10: 30AM**.
7. The winner supplier shall present a 10% performance bond in the form of CPO or unconditional bank guarantee in ETB.
 8. All suppliers should adhere to the rules and regulations stated in the bid documents, otherwise would not be considered for evaluation.
 9. (a) Documents will be issued at Ethio-Djibouti Standard Gauge Railway Share Company **EDR, Furi Lebu Railway Station, office Building, Procurement and Purchasing Department**.
(b) Bid must be delivered to, and will be opened Ethio-Djibouti Standard Gauge Railway Share Company **EDR, Furi Lebu Railway Station, office Building, Ground Floor, Meeting Room**.
 10. **EDR** reserves the right to accept or reject part or all of the bidding process.

Ethio-Djibouti Standard Gauge Railway Share Company EDR

Telephone No. **+251-976-54-46-36**
 +251-920-61-57-18



ANNOUNCEMENT FOR OFFICE SPACE RENT

National Oil Ethiopia PLC (NOC) is desirous to lease the below available spaces at its ultra-modern headquarter building and the New Office building which is under finishing stage. The buildings are located on Africa Avenue, Bole Sub city W-3, H No 2164 & 2165.

I. NOC Tower-1 : Head Quarter Building

- Office spaces on **8th and 9th Floor with a total rentable area of 2200m²**

II. NOC Tower-2: Office Building

- Office Spaces from **11th to 18th Floor with a total available rentable space of 5980 m²**

Both Buildings have:

1. Spacious office spaces
2. A convenient arrangement for any internal fit out to the needs of the occupant
3. Sufficient parking space as per the area to be taken up by the lessee
4. 24/7 Power availability with two backup generators
5. Centralized UPS system
6. 24/7 CCTV Surveillance and Security system
7. Firefighting system with dedicated Fire tanks
8. Smoke sensors controlled by Fire Alarm control Panel (FACP)

9. Smoke extraction and stairwell pressurization systems
10. Domestic water supply tanks
11. Elevators
12. Public Addressing systems
13. Sewer Systems connected to Municipality line

Interested bidders could visit the sites on any business day from Monday to Friday during working hours of 8:00 am to 5:30pm by arranging with the contact person given below. Tender documents are available for collection from 13th floor office admin assistant.

Prospective tenants are invited to present their sealed rent proposal and submit to NOC Operation & real-estate division (13th Floor, NOC headquarters building) on or before **March 31st, 2024**.

For more information and clarifications please contact Mr. Bekure Getachew (Operations & Real-estate Manager, NOC)

Contact details:

Mobile: **+251911502086**
Office: **0116- 18 71 65**
E mail: **Bekure.Getachew@noc.com.et**

Note: NOC has legal right to cancel all or part of this call.

AFRICANS CAN SOLVE THE DISEASE THAT HAUNTS US - HERE'S HOW

■ By Khisimuza (Khisu) Mdluli, PhD

I was born in Brakpan, Johannesburg, South Africa, and grew up in eSwatini (known then as Swaziland). People in these two countries share one predominant fear: unemployment. Other worries in these countries and others in the region include unwanted pregnancies, low income and food safety. The diseases that are dreaded the most are cancer and diabetes. Feared infectious diseases include HIV-AIDS, COVID and cholera. Even though South Africa and eSwatini are among the more than two dozen African countries with a high burden of either tuberculosis (TB), drug-resistant TB or HIV/TB co-infections, TB is not feared in the same way, even though it is the disease that haunts my people the most.

So many are affected on the African continent by TB, which hits the young and vibrant the hardest in our region and in the world. Eswatini joins the seven most populous sub-Saharan African countries — Ethiopia, DR Congo, Kenya, Nigeria, South Africa, Uganda and Tanzania — where TB hits the 25-34 and 35-44 age brackets especially hard.

It is not just the years of life that this disease takes away from us, but also the future leadership and economic productivity of our countries. I see this even within my own family, with one niece currently being treated for TB and another niece having survived drug-

resistant TB a few years back.

World TB Day is March 24, a day when we will hear about ending TB by 2030 — even though it is a disease that has been with us forever. With only six years left, that goal seems too distant. To achieve this goal, we need better awareness, yes. But we also need Africans to be fully engaged with the rest of the world, which includes conducting drug discovery and development research for TB in Africa.

Most of the current TB drugs, like the drugs for most diseases that affect Africans, are developed by companies in high-income countries. We saw what that meant in the delayed rate at which lifesaving COVID vaccines reached African countries; the high-income countries that helped develop the vaccines received them much faster. This is why, for the Gates Medical Research Institute's trials testing investigational treatments or vaccine candidates, the relationships that we establish with the trial sites in Africa and elsewhere are meant to support those facilities when they eventually take the lead on future trials.

It is critical that African scientists tackle African problems, and the reasons extend beyond access. Local scientists have a better understanding of the social fabric and context threatened by diseases like TB; they understand which solutions could be adopted and embraced and which will remain on the shelf.

In September 2023, the United Nations held a high-level meeting where member states agreed to boost the amount of funding for TB research by a fivefold increase by 2027 — but no guidelines on geography were placed on this pledge. More than 90% of current funding for TB R&D currently comes from North America and Europe, and most of those funds stay in the high-income countries when we need to train and develop and indeed employ scientists in the high-income countries. Of the high-burden countries, only India has an investment in the field large enough to be noted — at 1.9% of the total global funding.

Funding specifically earmarked for TB (and antimicrobial resistance) research in Africa would ensure that more of it takes place on African soil. Funding is needed to build appropriately equipped research and production infrastructure, much like the new mRNA vaccine facility being built in Rwanda. Such facilities would be staffed with African scientists, who would get opportunities to expand their basic and applied research skills. The H3D Research Centre at the University of Cape Town, led by Dr. Kelly Chibale, is one example of how successful African ingenuity can be, with four patents already filed.

Together with the much-needed funding from Africa's better-resourced foreign partners in high-income countries, African governments should incentivize African businesses, African foundations

and charities, and high-net-worth Africans to build African Research Institutes to train, develop and employ African scientists. Developing medicines for diseases like TB that are killing African youth and stunting Africa's economic growth should be everyone's priority, in Africa and the world.

It is critically important that such efforts are not tied to immediate profits, as this leads to disappointment and ends with dwindling funds for research. Drug discovery is a "long and winding road" that begins with building talent and infrastructure and expanding the critical mass of well-trained drug developers. Investment in biomedical research should be for the sake of expanding biomedical knowledge and training young scientists; the discoveries and the profits will follow.

The timing couldn't be more appropriate than now as new futuristic technologies — including artificial intelligence, machine learning and high-speed connectivity — are entering the drug development arena. We can now see a point when the health profile and the life expectancy of people in Africa could be comparable to the rest of the world. Africa and the world should be guided by the belief that all lives have equal value and that health equality is ensured for everyone, on all continents.

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No.	Brief Consultancy/Job Post	Contract Type	Procurement/ Recruitment Ref. No.	Web-link to download Proposal Submission	Submission deadline
1	Production of Jersey Barriers for RSCA	FL*	UNDP-ETH-00216	https://procurement-notice.undp.org/view_negotiation.cfm?nego_id=17234	21 March 2024

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By Michael Samson
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ETHIOPIAN ATHLETES DOMINATE BARCELONA MARATHON WITH DEGITU AZIMERAW LEADING THE WAY

In the Zurich Marató Barcelona, Degitu Azimeraw showcased her dominance by leading an Ethiopian sweep of the women's race. Despite it being her first marathon after giving birth, Azimeraw crossed the finish line in an impressive time of 2:19:52, just eight seconds short of the course record. On the men's side, Tadesse Abraham claimed victory and broke the Swiss record with a remarkable time of 2:05:01.

During the early stages of the women's race, Azimeraw was part of a leading group of five runners. Alongside her compatriots Shuko Genemo, Meseret Dinke, Zinas Senbeta, and Kenya's Aurelia Jerotich Kiptui, they passed the 10km mark in 33:01. However, as the race progressed, Azimeraw gradually pulled away from her fellow Ethiopians, establishing a seven-second lead over Dinke at the 30km mark (reached in 1:39:00). Azimeraw continued to widen the gap and ultimately secured a convincing victory, crossing the finish line almost two minutes ahead of her closest competitor. Genemo finished in second place with a time of 2:21:35, while

Dinke took the third spot in 2:22:58.

In the men's race, Tadesse Abraham was part of a tightly contested group of ten runners during the first half of the marathon, which they completed in 1:02:43. As the race unfolded, the

lead pack narrowed down to four athletes: Abraham, Mike Chematot, Collins Kipkirui Kipkorir, and Edmond Kipngetich. They remained together until the 30km mark (reached in 1:28:55), after which Chematot and Kipngetich began to drop off the pace. Abraham and

Kipkorir emerged as the frontrunners, with Abraham ultimately breaking away in the closing kilometers to secure a well-deserved victory in 2:05:01. Kipkorir finished second, clocking in at 2:06:44, while Kipngetich claimed the third position with a time of 2:07:21.

What went wrong for league title hopeful Mechal?

Mechal, the army side with aspirations for the league title, finds itself in a precarious position after suffering three defeats in the past four matches. With five consecutive fixtures ahead, head Coach G/Krestos Birra and technical director Abraham Mebratu may face challenging times ahead.

The 4-0 shocking defeat by Ethiopia Bunna, followed by a 3-2 loss to mid-table side Hadiya, and an unconvincing 1-0 win over relegation-threatened Shashemene, coupled with Thursday's 1-0 defeat to Baherdar, have pushed Mechal further away from title contention.

The defense, led by Aschalew Tamene, has conceded eight goals in four matches,

highlighting significant weaknesses. Meanwhile, the strike force, spearheaded by Kenan Markneh, has struggled to find the back of the net, scoring only three goals. A strong defensive midfielder is needed to support Shimeles in orchestrating the game, while an additional striker to assist Kenan is essential for Mechal's title aspirations.

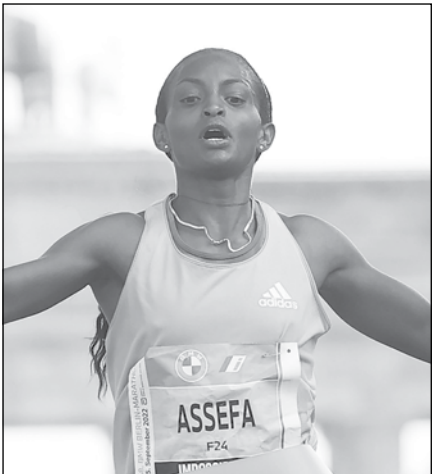
Dropping nine points out of a possible 12 has seen Mechal slip from the top spot to fourth in the table. Both Coach G/Kristos and technical director Abraham Mebratu must address the team's issues urgently. Despite operating behind the scenes, Abraham Mebratu must step up and take accountability for the team's performance.

Coach G/Kristos' post-match statements have raised eyebrows, with excuses

ranging from missed goal chances to lack of fitness training. However, the team's fitness issues remain unexplained.

The upcoming matches against league leaders Ethiopia NegedBank, Wolayta Dicha, reigning champion Kidus Giorgis, Ethiopia Medin, and Ethiopia Bunna will test Mechal's resolve and championship dreams.

The coaching staff's failure to sign key players, such as a defensive midfielder and an additional striker, raises questions about their strategy. If improvements are not seen soon, Mechal may need to consider alternative solutions, such as appointing a new head coach or giving more responsibility to experienced players like Shimeles Bekele.



Tigist Assefa and Tamerat Tola lead elite field at London Marathon

The TCS London Marathon, a World Athletics Platinum Label road race set to take place on Sunday, April 21, will witness a formidable lineup of elite runners, including three of the top four fastest women in history aiming to set a women-only world record.

Leading the charge is Ethiopia's Tigist Assefa, who shattered the world record with a stunning time of 2:11:53 in Berlin last year, surpassing Brigid Kosgei's previous mark by over two minutes.

Assefa and Kosgei are just two of the star-studded athletes aiming to eclipse the women-only world record of 2:17:01, set by Mary Keitany in London in 2017. Other contenders eyeing the record include Olympic champion Peres Jepchirchir, 2019 world champion Ruth Chepngetich, 2022 London Marathon champion Yalemzerf Yehualaw, and 2021 London Marathon champion Joyciline Jepkosgei.

Remarkably, 10 women in the field boast personal bests faster than 2:17:30, with notable contenders such as multiple world

and Olympic gold medallist Almaz Ayana, recent Dubai Marathon winner Tigist Ketema, and Kenya's Sheila Chepkirui also vying for top honors.

Pacemakers will play a crucial role in guiding the elite women toward the women-only world record, a feat made possible by the separate race format for elite women at the London Marathon.

On the men's side, the elite field is headlined by New York City Marathon champion Tamirat Tola, two-time New York City Marathon champion Geoffrey Kamworor, and Ethiopian legend Kenenisa Bekele, among others.

British runners Emile Cairess and Callum Hawkins will also be among the contenders, with Marc Scott, the 2022 world indoor 3000m bronze medallist, making his marathon debut.

With such a strong lineup of elite athletes, the stage is set for an exhilarating and record-breaking event at the TCS London Marathon.

Safaricom Women First 5km Celebrates Ethiopian Women's Achievements and Empowerment

The stage is set for the highly anticipated 2024 Safaricom Women First 5km, a prestigious women's-only run that pays homage to Ethiopia's remarkable female athletes and promotes women's empowerment. This year's event marks the 21st edition of the race and will take place today, Sunday, March 17th, in the vibrant Atlas Hotel district.

The WOMEN FIRST 5km was first launched in 2004, coinciding with the Athens Olympics, to celebrate the accomplishments of Ethiopia's exceptional women athletes. It was also initiated to support the broader societal changes concerning the roles of women in Ethiopia's economic and social fabric. Serving as the event's ambassador is Meseret Defar, the renowned double Olympic gold medalist.

As part of the festivities commemorating International Women's Day on March 8th, the 2024 edition of the WOMEN FIRST 5km aims to shine a spotlight on the significant contributions made by Ethiopian women to the country's development in both economic and social spheres. A particular emphasis will be placed on the remarkable achievements of Ethiopia's great female athletes, who have been instrumental in inspiring change and empowerment.

The race course has been strategically designed within the vibrant Bole district of Addis Ababa, with the start and finish

lines located near the esteemed Atlas Hotel. Participants will embark on a 5-kilometer journey, showcasing their determination, athleticism, and spirit. The event promises to be a celebration of women's strength, resilience, and unity.

One of the defining characteristics of the WOMEN FIRST 5km is its commitment to promoting important social messages centered around women's empowerment and accomplishments. Each year, this race serves as a platform to raise awareness and support for gender equality, showcasing the incredible achievements of Ethiopian women while inspiring others to pursue their dreams and overcome societal barriers.

Ethiopia has a rich history of producing world-class female athletes, such as Meseret Defar, Tirunesh Dibaba, and Derartu Tulu, who have not only conquered the international stage but have also become role models for generations to come. Their triumphs have paved the way for countless young women, encouraging them to break boundaries and strive for greatness.

The Safaricom Women First 5km is not only a celebration of athletic prowess but also a testament to the indomitable spirit of Ethiopian women. It serves as a reminder that gender should never be a barrier to success and that through determination and support, women can achieve remarkable feats.



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