



JOINT EAA – EU BUSINESS MISSION TO DJIBOUTI & ETHIOPIA FEBRUARY 24TH - 28TH 2020

INTRODUCTION & BACKGROUND

The **EASTERN AFRICA ASSOCIATION (EAA)** was established over 50 years ago to represent the interests of foreign investors in the region. Following a reconnaissance visit to **DJIBOUTI** in February 2019, there are plans to organise and lead a business mission to the country, concluding with political and economic briefings on **ETHIOPIA** for those interested in reviewing the business opportunities in that country.

Mission delegates will be mainly drawn from EAA members, members from partner organisation of the European Business Council for Africa and the Mediterranean (EBCAM) and any others who may be interested. The mission will commence in Djibouti and conclude in Addis Ababa. In addition, members from the EU-Ethiopia Business Forum will be invited to join us for the main part of the mission, to Djibouti, as well as representatives from domestic Ethiopian companies.

OPPORTUNITIES

Whilst the port and associated shipping and logistics services remain the mainstay of the economy, numerous other business opportunities have been identified. These include the renewable energy, tourism, mining, financial services, telecommunication and real estate sectors, where the government is seeking foreign investor involvement. There are no foreign exchange issues and the government is keen to attract investors who are new to the country so a positive welcome for the proposed business mission is assured.

PROVISIONAL DRAFT PROGRAMME

DJIBOUTI

This small country of around one million, mostly Muslim, people is primarily known for its superb, modern port and free zone facilities and its hugely strategic geographical location which places it at the heart of global trade routes. The government's aim is to develop the country into a trading hub for Africa

and, in so doing, to transform its economy. For the past 20 years, it has served as neighbouring Ethiopia's only outlet for both imports and exports and a new electric 750kms railway line has been built, linking it with Addis Ababa.

However, in terms of its own development, there are a number of important initiatives being promoted through a modern National Investment Promotion Agency which offers "one stop shop" services through a sophisticated online platform in an attempt to improve the ease of doing business in the country. Sectors being promoted include Real Estate Development, Manufacturing and Distribution, Energy opportunities, particularly Renewables (wind, solar and geothermal), Tourism, Mining, Banking and Insurance. Infrastructure (transport and logistics) projects and Telecommunications, including IT services, are all listed as potential foreign investment opportunities.

The business mission to the country will include a full programme of briefings, networking events and social functions, as follows:

Monday Feb 24th

Fly from Addis to Djibouti, where special arrangements will have been made by the Port Authority for VIP clearance through immigration. Check into the new 4-star DIFTZ Djibouti International hotel (around \$160 per person per night), where the various briefings and networking lunch reception will take place. Afternoon trip by private boat round the port to view it from the sea and then on land to obtain a closer look at the modern facilities, as well as a visit the new railway terminal.

Evening Cocktail Reception for delegates' introductions (Kindly sponsored by COSKAL SARL).

Tuesday Feb 25th

Commencing at 09.00am, at the **new Port and Fee Zone tower**:

Introductions and welcome – **John Small, CEO of the Eastern Africa Association**

Briefing by the **EU Head of Delegation** on the political situation in the country.

Briefings by the **World Bank and CAC International bank** on the country's economy.

Briefing by the Chairman of the **Port and Free Zones Authority**.

Briefing by the **National Investment Promotion Authority** on the business/investment opportunities in the country.

NETWORKING LUNCH, hosted by the Djibouti Port and Free Zone Authority, in their reception room offering a 360 degree view of the Port and Free Zone.

Briefing by the **Chamber of Commerce of Djibouti**, to review possible business partnerships.

Wrap-up discussions, any further questions

A visit to the **Doraleh Multipurpose Port**, the largest of its kind in Africa, which will soon be connected to the Fee Zone and new railway terminal.

Evening Cocktail Reception: To be hosted by the EU Head of Delegation, to which representatives from the donor/diplomatic community, senior government officials and prominent local business people will be invited (to be confirmed).

Wednesday Feb 26th

Delegates free to pursue business contacts made previously/undertake their own market research.

Special option: A trip inland to a luxury tourist lodge on Lac Assal, the lowest point in Africa at minus 155 metres and site of the largest salt deposit in the world. (Lunch costs to be shared).

Cultural Evening, organised by the Port Authority.

ETHIOPIA

The country is currently undergoing a period of significant transition, from a one-party authoritarian state towards a more open, democratic system, one of great change, both politically and economically.

The Prime minister was recently awarded the Nobel Peace Prize for the role he played in bringing an end to the 20-year war with neighbouring Eritrea but with elections scheduled for May 2020 he has now turned his attention towards more domestic-related issues as he tries to secure a mandate for his ambitious reform programme. An increasing emphasis is being given by the government towards improving the business environment in the country and the main purpose of these briefing sessions will be to review the progress being made, prior to possibly organising a more substantial business mission at a later date.

Thursday February 27th, morning

Delegates return to Addis Ababa from Djibouti. Check into the Sapphire Addis hotel for those interested in Ethiopia.

Afternoon of briefings on the current political and economic situation in the country (**EU Head of Delegation, UK Ambassador, IMF Resident Representative, World Bank**).

Cultural evening, at Harbasha 2000 (costs for the dinner to be shared).

Friday February 28th, morning

Briefing by the **Ethiopian Investment Commission and others** on the investment opportunities in the country. Networking lunch.

Afternoon free/delegates to return home.

FEES: There will be a participation fee payable for all delegates who join who join the mission, stg650 per person for both countries or stg550 for Djibouti only.

These fees do not include airfares or hotel accommodation, which will be for each individual's account.

WE LOOK FORWARD TO WELCOMING AS MANY PEOPLE AS POSSIBLE FOR WHAT PROMISES TO BE A VERY INTERESTING AND ENLIGHTENING MISSION.

Please contact the EAA UK office (jcsmall@eaa-lon.co.uk) for further details.

