

Ethiopia National Day Special

Ties remain strong on variety of levels

KASSA TEKLEBERHAN
AMBASSADOR OF ETHIOPIA



On behalf of the people and government of Ethiopia and myself, I would like to congratulate His Majesty Emperor Naruhito on his ascension to the Chrysanthemum Throne. I

would also like to express my sincere wish that the Reiwa Era brings Japan harmony and prosperity.

Let me also express my gratitude to His Majesty Emperor Emeritus Akihito, who not only devoted his time to passionately serving the Japanese people, but also was committed to peace and stability. His majesty forged a close friendship with the people and government of Ethiopia throughout the long years of diplomacy between our countries.

Emperor Emeritus Akihito, together with Empress Emerita Michiko, visited Ethiopia in November 1960, as newlywed crown prince and princess. My predecessors who had the opportunity to meet with them have told me that their majesties still speak about their visit to Ethiopia, and remember it in surprising detail.

The emperor's visit was preceded by Emperor Haile Selassie (HSI)'s visit to Japan in 1956. Of course, the close relations between the royal families didn't end there. Various sources suggest the two families

had earlier on planned a royal marriage. It has been said that an Ethiopian prince was set to marry a young Japanese noblewoman. Even though the marriage didn't materialize, it reflects the close bilateral friendship that continues today. There was also a group of intellectuals during HSI's reign who studied Japan's rapid growth and advised that Ethiopia should follow Japan's footsteps to quickly catch up with the developed world. This group was famously called Japanizers, and their books and writings continue to inspire young intellectuals and elites engaged in development studies.

The frequent visits between the two countries at the most senior levels of government in recent years shows the commitment of our countries to strengthen long-standing, cordial relations.

Ethiopian marathoner Abebe Bikila's victory at the 1964 Tokyo Olympics is still fondly remembered by the Japanese public, especially older generations, and we are already preparing for the 2020 Tokyo Olympic and Paralympic Games.

The ascension of a new Japanese emperor coincides with the one-year anniversary of the election of our very active, dynamic and energetic Prime Minister Abiy Ahmed. Abiy has become famous not only in Ethiopia, but also globally for his reforms that positively impacted Ethiopia and the geopolitical landscape of the Horn of Africa. In recognition of this, Abiy has been invited by Prime Minister Shinzo Abe to lead a discussion on peace during the seventh Tokyo International Conference on African Development (TICAD VII) summit

in Yokohama in August.

On the domestic front, a key priority for Abiy is attracting foreign direct investment (FDI). Our government is committed to providing the best investment incentives and offering many reasons to invest in Ethiopia.

Political reforms have been taken to create a conducive investment environment. The pardoning of prisoners, allowing exiled political groups to return, lifting the state of emergency that was imposed and peace with Eritrea helped stabilize Ethiopia following some years of political instability. Overall, Ethiopia is known for its social stability and low crime rate, as well as strong public institutions and a reliable police service.

Ethiopia is the 27th-largest country in the world and given its diverse topography and location, it is suitable for the production of some of the world's most coveted crops: cereals, pulses, oil seeds, a wide range of fruits and vegetables, coffee, tobacco, sugar cane, tea, spices and more.

Ethiopia is also among the top non-EU exporters of cut flowers to the EU and the second-largest flower exporter in Africa.

On the economic front, we have decided to partially privatize Ethiopian Airlines, Ethio telecom and the shipping and logistics sector. Ethiopia is one of the fastest-growing economies with an average 11 percent annual GDP growth for the last 14 years. Ethiopia is also the largest FDI recipient in Africa with 46 percent growth in FDI in 2017, with numbers expected to grow thanks to various reforms.

Ethiopia is the second-most populous country in Africa with a working population of 60 percent, a young, trainable labor force and supportive government policies. Each year, 70 percent of our graduates obtain degrees in the science and engineering fields.

The country is also the second-largest market in Africa. Its products have duty and quota-free access to a wide market in Africa, the U.S. and the EU.

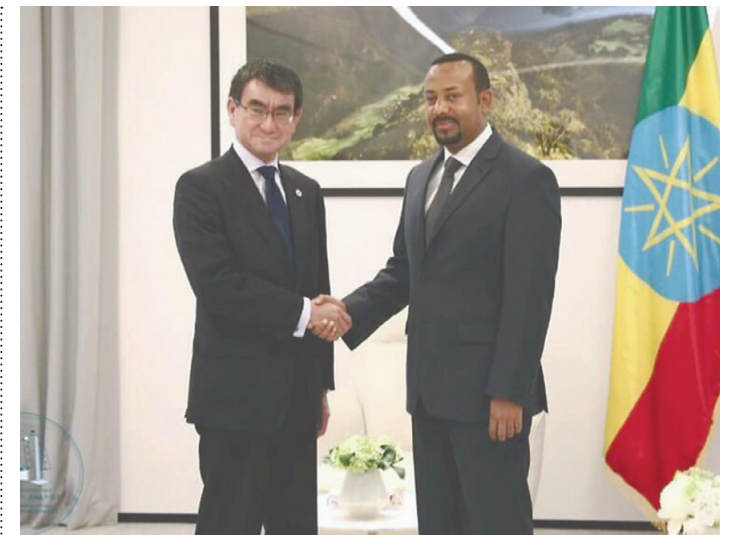
Addis Ababa has emerged as the main air hub for Africa and is the base of Ethiopian Airlines, which offers flights to 101 international destinations, including Japan.

There are also a number of incentive packages for priority sectors and export-oriented investments. We are developing industrial parks with one-stop service for investors, and have a plan to develop 30 state-of-the-art industrial parks by 2025, with one being built by a Japanese company. Surprisingly, Ethiopia provides the cheapest electricity in Africa and probably,



Ethiopia's black lion is genetically unique compared to all other lions in Africa. They are typically found in Bale Mountains National Park, and sport a distinctive black mane for which they are named.

GETTY IMAGES



Foreign Minister Taro Kono meets Prime Minister Abiy Ahmed on May 5 during his visit to Ethiopia. OFFICE OF THE PRIME MINISTER OF ETHIOPIA

in the whole world.

With reform measures at home, and TICAD VII focused on the private sector, we are looking to attract much-needed quality investment from Japan. We also wish to be a destination for some 20 million Japanese tourists that travel overseas.

I am indeed grateful to Japanese government institutions for their ongoing support to my country's development and their efforts in facilitating trade and investment

flow to Ethiopia.

Finally, let me conclude by thanking the people and government of Japan for their invaluable support of my country, and to me personally, since my arrival in March. *Arigatō gozaimasu.* Thank you.

This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.

Congratulations
to the People of
the Federal Democratic
Republic of Ethiopia
on the 28th Anniversary of
Their National Day

We support the Ethiopian coffee industry
through BROOK'S coffee concern.

BROOK'S

Importer, Roaster and Seller of Ethiopian coffee
BROOK'S CO., LTD.

4-54-6 Utsukushigaoka, Aoba-ku, Yokohama 225-8539

Congratulations
to the People
of
the Federal Democratic Republic
of Ethiopia
on the Anniversary
of Their National Day

JT

JAPAN TOBACCO INC.

JT Bldg., 2-1, Toranomon 2-Chome, Minato-ku, Tokyo 105-8422, JAPAN
Phone: (03) 3582-3111 Fax: (03) 5572-1441 URL: <http://www.jt.com>

Congratulations
to the People of
the Federal Democratic
Republic of Ethiopia
on the 28th Anniversary of
Their National Day

Mitsubishi Corporation

Congratulations
to the People of
the Federal Democratic
Republic of Ethiopia
on the 28th Anniversary
of Their National Day

TOYOTA TSUSHO

Metals/ Global Production Parts & Logistics/ Automotive/ Machinery, Energy & Project/
Chemicals & Electronics/Food & Agribusiness/ Consumer Products & Services

Head Office : 4-9-8, Meieki, Nakamura-ku, Nagoya 81-52-584-5000
Tokyo Head Office : 2-3-13, Konan, Minato-ku, Tokyo 81-3-4306-5000

www.toyota-tsusho.com

**THE MOTOR & ENGINEERING COMPANY
OF ETHIOPIA (MOENCO)**

(Official Authorized Toyota Distributor in Ethiopia)
P.O. Box 5727, Bole Sub-City Kebele 03, House No. 2441, Addis Ababa, Ethiopia
TEL: 251-11-6613688 FAX: 251-11-6611766
Web site: <http://www.moencoethiopia.com/>