With the next federal elections scheduled to take place in May 2015, The Ethiopia Summit will take place at an optimum time. Join more than 150 senior experts from a variety of different industry sectors to discuss the vast array of opportunities on offer.
WHAT MORE NEEDS TO BE DONE FOR ETHIOPIA TO ACHIEVE ITS AMBITIOUS GOALS?

With a population of about 92 million, a government aspiring to reach middle income status within the next decade and real GDP growth forecast to average 6.9% a year in 2014 - 2018*, Ethiopia offers enormous growth potential across a number of different industry sectors.

Foreign direct investment reached almost US$1bn in 2013, adding further fuel and momentum to what is now one of the continent’s fastest growing economies.

But, despite solid economic growth, what more needs to be done for the country to achieve its full potential? Join us to ask these critical questions.

- Is the state-led development model sustainable?
- How can the sizeable market potential and abundant natural resources be fully utilised?
- What are the challenges currently faced by the private sector?
- With the country’s financial sector being predominantly state-run, are there concerns over the availability of financing?

WHY ATTEND?

NETWORK with the country’s leading policymakers and business leaders as well as international executives active or interested in expanding in Ethiopia.

FIND OUT about the sizeable market potential and the opportunities on offer for international investors.

EXPLORE the opportunities and challenges in doing business in Ethiopia and understand the foundations for growth.

GAIN NEW IDEAS and insights from our objective analysis.

Register your place before December 19th 2014 and save $150. Local business rates are also available – visit www.ethiopiasummit.economist.com

* The Economist Intelligence Unit
14.00 REGISTRATION AND REFRESHMENTS

14.30 WELCOME AND INTRODUCTION
Chair: Daniel Franklin, Executive Editor, The Economist
Co-chair: Mary Harper, Africa Editor, BBC World Service

14.40 OPENING ADDRESS: ETHIOPIA—AN AWAKENING GIANT
HE Dr Debretsion Gebremichael, Deputy Prime Minister and Minister of Communication and Information Technology, Federal Democratic Republic of Ethiopia

15.10 MANUFACTURING IN FOCUS
Ethiopia grows some of the world’s finest cotton and has a rich textile and spinning and weaving history which has led to soaring interest from both small and large foreign investors alike. In this session, prospective foreign investors join local experts to discuss growth opportunities and challenges in this sector.
Mark Green, Executive Vice-president, Global Supply Chain, PVH
Helen Hai, Chief Executive Officer, “Made in Africa”
Reg Hankey, Chief Executive Officer, Pittards
Rızanur Meral, Chairman, TUSKON
Fassil Tadesse, President, Ethiopia Textile and Garment Association

16.00 With Unilever, the world’s second largest consumer products manufacturer, expected to open a facility in Ethiopia during the next year and many other large multinational corporations rumoured to be following suit, the prospects for Ethiopia’s manufacturing sector are looking increasingly promising. In this panel, local as well as international business leaders will evaluate these prospects, share their experiences of working in Ethiopia and discuss the benefits and challenges that they foresee when it comes to building a successful manufacturing sector in the country.
Robert Ngeru, Vice-president and Chief Operating Officer, East Africa, Samsung Electronics
Brooks Washington, Founder and Chief Executive Officer, Juniper Glass Industries; Founder and Principal, Roha Ventures

17.00 PANEL DISCUSSION: MEETING THE NEW CONSUMER’S NEEDS
One of the goals set out by the government is to achieve middle income status, an achievement the World Bank estimates could be reached by 2025. In this session, international and local business leaders will discuss the rise and impact of the new consumer and the challenges of servicing their needs.
Francis Agbonlahor, Managing Director, Meta Abo Brewery Share Company, Diageo
Nazrawi Ghebreselasie, Chief Strategy Officer and Founding Partner, 251 Communications
Levi Girma, Partner, TECNO Group
Ramamurthy Thiagarajan, Regional Strategy and Operations Director, Nakumatt Holdings

18.00 DRINKS RECEPTION
11.00 PANEL DISCUSSION: FINANCING ETHIOPIA’S AMBITIOUS PLANS
The banking sector in Ethiopia is closed to outside investment and many believe that liberalising this sector would lead to increased competition and subsequently increased growth.

In this session, a panel of experts will analyse the sector, discuss the challenges posed by the fact that it is closed to foreign players and implications for the economy as a whole. They will also evaluate the opportunities that exist for private equity firms looking to enter the Ethiopian market drawing on the expertise of those who already have.

Albert Essien, Group Chief Executive Officer, Ecobank
Matthew Davis, Founder and Partner, RENEW
Davinder Sikand, Partner, The Abraaj Group
Munir Duri, Chief Executive Officer, Kifiya.com

11.50 PANEL DISCUSSION: ETHIOPIA AND THE WIDER REGION—GROWTH THROUGH COLLABORATION
Ethiopia, although already a member of the Common Market for Eastern and Southern Africa (COMESA), has pledged to join the alliance’s Free Trade Area by December 2014. There is also the possibility that the country may join the World Trade Organization in 2015. In this panel, international investors will join local and regional business leaders to discuss the implications for their own organisations as well as the wider Ethiopian economy.

Gabriel Negatu, Eastern Africa Regional Director, African Development Bank

12.40 NETWORKING AND LUNCH

14.00 ENERGY IN FOCUS
Oil and gas exploration in Ethiopia began in the 1970s and there are now a number of international as well as independent operators exploring and drilling within the country. In this session we will hear from a senior representative at one of these operators on the prospects for oil and gas exploration and production in Ethiopia.

Tim O’Hanlon, Vice-president, African Business, Tullow Oil

14.20 Domestic demand for power in Ethiopia is expected to grow by more than 25% per year. In the second half of 2013, the government opened up electricity generation for the first time to private investors and as part of its GTP has plans to generate 10,000 megawatts of electricity from various sources and become one of the region’s biggest energy exporters.

In this panel discussion, industry experts, policymakers and representatives from IFIs will discuss the opportunities that lie within Ethiopia’s energy sector and evaluate the progress that has been made to date under the GTP.

Brian Herlihy, Chief Executive Officer and Founder, Black Rhino

15.10 NETWORKING AND REFRESHMENTS

15.40 PANEL DISCUSSION: THE TELECOMS SECTOR—CAN YOU PLAY A PART?
In the eyes of many, Ethiopia has one of the world’s last big untouched telecoms markets. Ethio Telecom currently holds the monopoly on all telecom services including fixed, mobile, internet and data communication.

Will the telecoms sector in its current state be able to meet the enormous growth potential? Is there any room for international players in the sector?

Seyoum Berered-Samuel, President, ICT-ET and Chief Executive Officer, Consopia Consulting Services

16.30 PANEL DISCUSSION: SCIENCE AND TECHNOLOGY—KEY TO SOCIO-ECONOMIC DEVELOPMENT
The Ethiopian government has made the development of the ICT sector one of its strategic priorities and part of its policy involves actively collaborating with the private sector, civil society organisations and communities to promote and engage the use of ICT towards socio-economic transformation.

In this session, policymakers and industry experts will share insights into how this can be achieved in order to see marked growth within the sector and to nurture grass-roots innovation.

Yilikil Abate, Country Manager, Afmobi Group

17.20 PANEL DISCUSSION: BUILDING ON ETHIOPIA’S AGRICULTURAL ROOTS
The Growth and Transformation Plan was established by the government as a strategic framework for the agricultural sector. It outlined a number of aims including the improved participation and engagement of the private sector and to earn $6.58 bn a year from agriculture exports in 2015.

In this discussion, panellists will discuss the progress that has been made towards achieving the goals set out, the challenges that have been faced and how these have been or can be overcome as well as the opportunities that are available for potential investors.

Khalid Bomba, Chief Executive Officer, Ethiopian Agricultural Transformation Agency

18.00 CLOSING REMARKS AND CLOSE OF SUMMIT
Our speakers—all experts in their field—include:

Summit Chair
Daniel Franklin
Executive Editor
The Economist

Summit Co-Chair
Mary Harper
Africa Editor
BBC World Service

HE Dr Debretsion Gebremichael
Deputy Prime Minister and Minister of Communication and Information Technology
Federal Democratic Republic of Ethiopia

Yilkal Abate
Country Manager
Afmobi Group

Francis Agbonlahor
Managing Director, Meta Abo Brewery Share Company
Diageo

Khalid Bomba
Chief Executive Officer
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Vice President and Chief Operating Officer, East Africa
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Tullow Oil

Davinder Sikand
Partner
The Abraaj Group

Fassil Tadesse
President
Ethiopia Textile and Garment Association

Ramamurthy Thiagarajan
Regional Strategy and Operations Director
Nakumatt Holdings

HIGHLIGHTS FROM OUR PAST EVENT IN ETHIOPIA

“One of the few international events I will continue to attend”
Chairman of the Board Burgan Bank A.S.

“Agriculture will drive the African economic evolution”
Chairman and CEO, Dangote Group

“Africa is becoming normal for business and that is irreversible”
Founder and CEO, Econet Wireless

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STANDARD
The Ethiopia Summit 2015
February 4th - 5th 2015 • Sheraton Addis, Ethiopia

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<th>Category</th>
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<th>Standard rate (after Dec 19th 2014)</th>
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2. Booking contact details

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Title: First name: Surname:
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Telephone: Fax:
E-mail:

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Title: First name: Surname:
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Title: First name: Surname:
Job title:
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- Card No.: Expiry date: / 3/4 digital security number:
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