

March 8, 2022

**Subject: Official invitation to participate in the annual Invest Ethiopia
2023 Forum in Addis Ababa, Ethiopia**

It is my honour to invite you to attend the second edition of **Invest Ethiopia Forum**, the premiere investment forum in Ethiopia, scheduled from **26 - 28 April 2023** at the **Skylight Hotel**, organized with the theme **“Invest and Grow in Ethiopia: The Land of Attractive Investment Opportunities”**.

The forum, annually organized by the Ethiopian Investment Commission (EIC), will convene high-level government officials, policymakers, over 500 new and existing investors, development partners and investment professionals to discuss attractive investment opportunities in Ethiopia and policy reform agendas and explore B2B and B2G partnership opportunities. The forum will be opened by a higher government official of Ethiopia, and will feature speakers from global investment promotion agencies, multinational corporations and development partners, and includes interactive panel discussions, investment opportunities showcasing, exhibitions, networking, and site visits.

In 2021, Ethiopia attracted over \$4.1 billion and continued as the top FDI destination in East Africa. The IMF has forecasted that Ethiopia will grow by 13% in 2023 and will be among the top three fastest growing economies in Africa. The Government of Ethiopia is keen to maintain this momentum by facilitating growth of investments and maximizing the impact of investments in job creation, economic development, and wealth building.

By participating in the summit, you will be a witness to the commitment of the government, learn about the latest investment trends, be able to explore new and curated investment opportunities in Ethiopia, meet with decisionmakers, fellow investors and potential customers, and build B2B and B2G partnerships.

Do not miss out on this opportunity to learn about investing in one of the fastest growing economies in the world. To register, please visit our website <https://investethio.com/investor-registration/> or scan the QR code found below. You can also email invitation.eic@eic.gov.et or call/text at +251-911-653554 or +251-926-102611 for additional information.

It's time to invest and grow in Ethiopia.

Sincerely,



Letise Neme
Commissioner



**Invest Ethiopia 2023
Annual Investment Forum**

**Theme: Invest and Grow in Ethiopia: The Land of Attractive
Investment Opportunities**

April 26 - 28, 2023

AGENDA [DRAFT]

Day 1: 26 Apr 2023

- | | |
|----------------------|--|
| 08:00 – 09:00 | Registration
Participants sign in and find their sits |
| 09:00 – 09:05 | Welcome
Master of the Ceremony |
| 09:05 – 09:15 | Opening Remarks
Lelise Neme, Commissioner of the Ethiopian Investment Commission |
| 09:15 – 09:45 | Keynote Speech
Higher Government Official |
| 09:45 – 10:10 | The Economic Outlook for Ethiopia: A Story of a Rising Economy
Dr. Eyob Tolina, State Minister, FDRE Ministry of Finance

In this hallmark session of the summit, an overview of the growth of Ethiopian economic, future prospects and potential will be presented. |
| 10:10 – 10:30 | FDI Trends: Where Do Ethiopia Stand?
James Zhan, Director, Division on Investment and Enterprise, UNCTAD

This session will provide participants insight on FDI inflow in Africa, particularly in East Africa and Ethiopia, assess Ethiopia's performance, and showcase FDI trends globally using the latest data. |
| 10:30 – 11:00 | Networking Break |
| 11:00 – 11:20 | Making Investment Work: A \$45 Billion Success in 2021
Deepak Bagla, Managing Director and CEO, Invest India

A leading manager of one of the top investment promotion agencies share his view and perspective on investment attraction, retention and expansion, lessons learnt and how global FDI view investing in emerging markets |



Day 1: 26 Apr 2023 (continued)

11:20 – 12:30

Invest Ethiopia: The Ethiopian Perspective

Ahmed Shide, Minister, FDRE Ministry of Finance
Mamo Mehretu, Governor, National Bank of Ethiopia
Senait Mekete, Country Officer, International Finance Corporation
Abi Sano, President, Commercial Bank of Ethiopia
Anwar Soussa, CEO, Safaricom Ethiopia
Lelise Neme, Commissioner, Ethiopian Investment Commission
Zemedeneh Nigatu, Global Chairman, Fairfax Africa Fund (Moderator)

A moderated panel discussion highlighting the key reasons for investing in Ethiopia, achievements, the impact FDI have had on Ethiopia's economy, identified priority sectors, emerging trends, government commitment, past and planned reforms, and support provided by government offices.

12:30 – 02:00

Networking Lunch

02:00 – 03:30

Parallel Session 1 |
**Invest in Ethiopia's
Agriculture, Mining and
Tourism Sectors**

Presentations on the value proposition and potential of investing in the agriculture, mining, and tourism sectors, followed by Q&A

02:00 – 03:30

Parallel Session 2 |
**Invest in Energy, Health,
Transport and Logistics and
Other Emerging Sectors**

Presentations on the value proposition and potential of investing in energy, health, transport and logistics and other emerging sectors including telecom, banking and privatization opportunities, followed by Q&A

02:00 – 03:30

Parallel Session 3 |
**Invest in Manufacturing,
ICT and SEZs**

Presentations on the value proposition and potential of investing in the manufacturing and ICT sectors, and SEZs, followed by Q&A

03:30 – 04:00

Networking Break

04:00 – 05:00

Invest Ethiopia: The Journey

Dr. Tadesse Kasa, Senior Advisor, Ethiopia Investment Commission
Dr. Habtamu Simachew, Senior Advisor, Ethiopia Investment Commission

This session will highlight the Ethiopian investment legal regime, different forms of businesses that foreign investors can establish, investor journeys, and how investors can optimize their investment experience. The session will be followed up with an 'Ask Me Anything' with two senior legal advisors.

05:00 – 05:10

Day 1 Wrap-up



Day 2: 27 Apr 2023

- 09:00 – 09:10** **Welcome/Recap of Day 1**
Master of the Ceremony
- 09:10 – 09:30** **Grow in Ethiopia: The Prospect**
Temesgen Tilahun, Deputy Commissioner, Ethiopian Investment Commission
In this session, the potential of growing investments in Ethiopia, either through new capital injection or re-investment of retained earnings will be explained including incentives tailored for expansion projects.
- 09:30 – 11:00** **Grow in Ethiopia: Our Success Stories**
Master of the Ceremony (Moderator)
Anwar Soussa, CEO, Safaricom Ethiopia
Kishen Raval, Managing Director, Habesha Steel
Gerrit Barnhoorn, Managing Director, Sher Ethiopia
Huarong Zhang, Chairman, Huajian Group
Stephen Cloete, Managing Director, Unilever East Africa
Some of the leading foreign investors in Ethiopia share their investment experiences including what attracted them to Ethiopia, the potential Ethiopia holds, challenges, and successes.
- 11:00 – 11:30** **Networking Break**
- 11:30 – 12:30** **Grow in Ethiopia: The Local Perspective**
Master of the Ceremony (Moderator)
Haile Gebreselassie, Partner, Hyundai Motors
Munir Nuri, Managing Partner, Kifiya Financial Technologies
Samrawit Fikru, CEO, Hybrid Designs
Tadiwos Getachew, Manager/Owner, Boston Partners
Addis Alemayehu, Chairman, Kazana Group
Eyob Bekele, Manager, Desta/Tasty Foods
Some of the leading local investors in Ethiopia share their investment experiences including their business journey, successes, the potential they see in the market, challenges, investment outlook, and partnership opportunities they are exploring.
- 12:30 – 02:00** **Networking Lunch**



Day 2: 27 Apr 2023 (continued)

- 02:00 – 02:10** **Official Opening of the Invest Ethiopia Exhibition**
Lelise Neme, Commissioner of the Ethiopian Investment Commission
- 02:10 – 04:00** **Invest Ethiopia Exhibition**
At the exhibition floor, 11 regions of Ethiopia will present their unique value proposition. In addition, privatization opportunities will also be featured by the Ethiopian Investment Holding and other ministries.
- 02:10 – 04:00** **Sideline Events: Deal Making**
At the sideline of the summit, the B2B and B2G deals will be made, and MOUs signed.
- 04:00 – 04:30** **Closing Keynote**
Ambassador Girma Birru, Senior Advisor, FDRE Prime Minister Office
- 04:30 – 06:00** **Networking Cocktail**

Day 3: 28 Apr 2023

- 09:00 – 05:00** **Site Visits**
Per pre-determined schedules, site visits will be made to selected companies, SEZs and other establishments. At the summit floor, the exhibition will continue.





INVEST ETHIOPIA 2023

APRIL

26 – 28, 2023

Addis Ababa, Ethiopia

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Time to **Invest**
and Grow in
Ethiopia





The Ethiopian Investment Commission (EIC) is Ethiopia's leading investment promotion agency established to promote, retain and proactively deliver aftercare services to foreign investments and to exercise oversight over special economic zones. EIC is responsible for accelerating the inward transfer of knowledge, skill and technology, strengthening sustainable economic development, fast-tracking the country's global competitiveness, increasing its export performance, generating employment opportunities, and facilitating linkages among the various economic sectors.



Invest Ethiopia is the premiere investment forum in Ethiopia organized by the EIC. The forum convenes government officials, policymakers, and new and existing investors to discuss attractive investment opportunities in Ethiopia and policy reform agendas and explore partnership opportunities. The forum has been organized annually since 2022.

Format of the Forum



10 Keynote speeches and presentations



Three panel discussions



>20 Selected investment showcasing



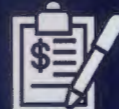
Ask me anything sessions



>25 Exhibitors including regions



Targeted site visits to SEZs, companies, etc.



Six sideline events/ MOU signings



Networking, facilitating partnerships

Priority Sectors



Agriculture



Manufacturing



ICT



Mining



Tourism

Expected Outcome



COMMITTED INVESTMENT CAPITAL

\$3Billion

Over the year

\$500 Million

Soft commitment secured in short-term



PARTNERSHIPS

10 MOUs

Signed with companies, chambers generating

20+ Media

Forum featured in mainstream media- both

Target

600+
Investors

25+
Media