



U.S. DEPARTMENT OF STATE

BUSINESS TO BUSINESS MATCHMAKING OPPORTUNITY ~ ETHIOPIA



PROGRAM OVERVIEW

The U.S. Embassy in Ethiopia is organizing a business to business matchmaking program, in conjunction with the 2013 Africa Growth and Opportunity Act (AGOA) Forum events in Addis Ababa, Ethiopia June 27 to July 1. The one-day matchmaking program will take place on June 27 and include an exclusive Embassy briefing on the investment climate, opportunities for participants to meet with several potential Ethiopia based business partners, and possible briefings by relevant Ethiopian government officials. The program is open to U.S. companies in the agri-business sector interested in exploring opportunities in the following high growth potential value chains, including agro-processing, in Ethiopia:

- ✓ Grains, Pulses, and Oilseeds (wheat, corn, barley, sugarcane, sesame, and chickpeas)
- ✓ Fruits and Vegetables
- ✓ Horticulture/Floriculture
- ✓ Livestock
- ✓ Dairy
- ✓ Honey
- ✓ Cotton/Textiles/Garments

In addition, U.S. companies involved in selling agricultural inputs such as fertilizers, seeds, farm tools/equipment, etc. should consider applying.

2013 AFRICA GROWTH AND OPPORTUNITY ACT FORUM PRIVATE SECTOR CONFERENCE

Program participants may also elect to participate in the 2013 AGOA private sector forum from June 28-29. This event is privately organized by the Corporate Council on Africa and the Ethiopia Chamber of Commerce. For additional information, please refer to <http://www.africacncl.org/>.

WHY ETHIOPIA?

- ✓ Ethiopia's economy is among the ten fastest growing economies in the world. With the second largest population in sub-Saharan Africa, Ethiopia's 86 million people offer both a growing consumer market and a rapidly emerging labor force. More than 80% of the population is currently employed in the agricultural sector.
- ✓ Ethiopia is a growing destination for commercial agribusiness and the Ethiopian government's agricultural development policy is heavily focused on encouraging private investment in larger-scale commercial farms across the country.
- ✓ Ethiopia's current major exports include coffee, oil seeds, gold, flowers, pulses, and live animals. Opportunities for foreign investment abound at every stage of the value chain for these and other agricultural products.
- ✓ Ethiopia is a growing market for United States exports, and U.S. products and investments are in high demand. In 2012, the value of U.S. exports to Ethiopia totaled more than \$1.2 billion.
- ✓ Thousands of Ethiopian export product lines are eligible for duty-free access to the U.S. market under the Africa Growth and Opportunity Act, providing market opportunities for U.S. companies interested in partnering with Ethiopia firms or developing new investment projects with the goal of exporting products back to the U.S.

PARTICIPATION REQUIREMENTS AND SELECTION CRITERIA

All parties interested in participating in the matchmaking program must complete and submit an application including adequate information on the company's products and/or services, primary market objectives, and goals for participation.

All applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria which include:

- ✓ The products/services offered are either produced in the United States or, if not, marketed under the name of a U.S. firm and have at least 51 percent U.S. content;
- ✓ Suitability of the company's products/services to the Ethiopian market;
- ✓ Consistency of the applicant's goals and objectives with the stated scope of the matchmaking program.

APPLY NOW, SPACE IS LIMITED!

KEY EVENT INFORMATION

Date: June 27, 2013

Venue: Addis Ababa, Ethiopia

Deadline to Register: May 31, 2013

Cost:

Business to Business Matchmaking –
No Cost

AGOA Private Sector Event - please refer to conference organizers at: <http://www.africacncl.org/>.

Expenses for travel, transportation, lodging, meals, and incidentals will be the responsibility of each mission participant.

EMBASSY CONTACTS

Abdulkader Hussen — HussenAM@state.gov
Bridget Trazoff — TrazoffBB@state.gov