

BUSINESS WORLD **ETHIOPIA**



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MEDIA DATA 2010

The concept

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The think tank and networking company *BERHANU DENKFABRIK Business PLC* - in cooperation with the German companies *Medien-Dienste Berlin* and *Adame*, with kind support of the *Ethiopian Investment Agency* and the *Embassy of the Federal Democratic Republic of Ethiopia* (in Germany) - will bring out in 2010 the first edition of the magazine *BUSINESS WORLD ETHIOPIA*, which will be published regularly.

The idea behind the project is to publish a high-class magazine for the Ethiopian business world and the potential European investors wanting to join the Ethiopian market and to get in contact with the relevant public and commercial players. It gives a unique chance to match European investors and Ethiopian potentials who did not have the possibility to communicate in any other media.

BUSINESS WORLD ETHIOPIA will be prepared in a high professional standard in Ethiopia and Germany. It will have a print run of up to 10,000 copies and will be distribute to potentials in Ethiopia and 10 European countries (Austria, France, Germany, Italy, Norway, Spain, Sweden, Russia, United Kingdom and Northern Ireland, Turkey).

BUSINESS WORLD ETHIOPIA is personally supported and will be published under the patronage of *His Excellency President Girma Wolde-Giorgis* and the European Union Commissar, *Mr. Andris Piebalgs*.

The magazine is the connecting link between demander and supplier. Target groups are Ethiopian and European companies in the sectors of construction, energy, telecommunication, agriculture, service, tourism, manufacturing, trade and security, as well as decision-makers in politics and associations.

The content and the service

BUSINESS WORLD ETHIOPIA contains high-class reports from the Ethiopian and European business world. It is partitioned in the editorial sections *Focus, Markets & Perspectives, Technology & Knowledge* and the service sections *Services & Products* and *Events*. Each magazine edition has a main topic which will be widely light up in the section *Focus*. The first edition will focus on *Alternative Energy Concepts*.

Our advertising partner companies will get with *BUSINESS WORLD ETHIOPIA* a unique possibility to present themselves in an extremely target group oriented and high-quality advertisement platform.

In the editorial sections companies have the possibility to report about best-practice in their activity fields and can therefore present their expertise as well as advert their products and services.

The service sections contains a market overview in tabular form and an address part in which companies have the possibility to present themselves and their products in the form of a business profile.

Welcome to Ethiopia – the right destination for investment

By Girma Wolde-Giorgis, President of the Federal Democratic Republic of Ethiopia

This welcome of the Ethiopian people has been followed during the past years by a huge number of home and foreign investors. This was a contribution to an unprecedented economic boom in Ethiopia. Since 2003 the number of admitted foreign investors considerably rises.

This was favoured by a stable political sphere, a climate friendly to investment and the stimulation of the private market sector. The strong international influences can be considered as an other cause for the boom, too. Besides, the European Union (EU) plays an important role as one of the main development partner of Ethiopia. The country received most financial support during the past years from the EU compared with to all African, Caribbean and Pacific Group of States (ACP Countries).

By regular optimization of the basic legal conditions the government gives the country a good base for its future as an attractive country for investors. The country with approximately 74 million inhabitants, is developing more and more to the turntable for the African continent.

Actually the country forces to improve its potential for industrialization by the so-called Capacity-Building programme. The government pursues the strategy on to intensive economic support and more higher education. Currently nationwide there are 21 universities and 10 new universities under construction.

In the next years, the government intends to spend billions of US\$ to extend the information and telecom-

munication infrastructure, and also to bring access to electricity to 100% of the population from the current 35%. Electrification is seen as one of the key elements in the future strategy of the government and is supported by a huge number of international finance institutes. The country has a gigantic water power potential with a capacity of approximate 45,000 MW. This is a huge expansion in comparison to its present water power capacity of 1,534 MW.

Currently the development of alternative renewable energy sources like solar, wind and geothermal power stations harmonizes with the Ethiopian national energy politics and contributes to the reaching of the aim.

I am personally inviting you warmly and like to encourage you to take part in Ethiopia's ambitious projects as for example in the sectors of energy, telecommunication, agriculture, infrastructure and tourism. Be a part of future-oriented projects with high social engagement, profitability and investment security. Be welcome to work together with the political and economic forces of Ethiopia in the economic, social and cultural development of the country.

I greatly appreciate the intent of the magazine, BUSINESS WORLD ETHIOPIA serving as one of the important bridges to get in contact with us!

Sincerely,

Girma Wolde-Giorgis

President of the Federal Democratic Republic of Ethiopia



Girma Wolde-Giorgis

Born in 1924 in Addis Ababa, Girma Wolde-Giorgis attended the church school and later joined the Teferi Mekonnen School in Addis Ababa in 1934 where he followed his education until the Italian invasion. Between 1938-1941, he studied at an Italian school "The scuola Principe Piemonte" in Addis Ababa. Between 1950 and 1952, he received certificates in Management (in Holland), in Air Traffic Management (in Sweden) and Air Traffic Control (in Canada) under a training programme sponsored by the International Civil Aviation Organization.

Up on returning to Ethiopia from Eritrea in 1990, he served as Board Member of the Ethiopian Red Cross Society and Head of its International Logistics Department. He launched an environmental protection association called "Lem Ethiopia" in 1991 to date serving as Vice President of the Board of the Association.

The President of Ethiopia speaks Oromiffa, Amharic, Tigrigna, Italian, English and French. He is married with five children.

* This Message is officially released by the office of the president and will appear in the first edition of BUSINESS WORLD ETHIOPIA in 2010

The publisher

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The publisher of BUSINESS WORLD ETHIOPIA is BERHANU DENKFABRIK Business PLC. BERHANU DENKFABRIK has its business domicile in Addis Ababa (Ethiopia) and a representative office in Berlin (Germany) - an ideal prerequisite to build successful bridges between the Ethiopian and European business world.

Samuel Berhanu, the CEO of BERHANU DENKFABRIK has a long year experience in the publishing sector in Germany and was responsible for the German Red Cross magazines 'rotkreuz magazin', 'RKM', 'Die Rotkreuz Schwester' and 'Jugendrotkreuz' with a print run of about 650,000, 10,000, 12,000 and 3,500 copies, respectively. Furthermore he was responsible for more than 300 print and digital media products during his activity as publisher in the same organisation.

With its content and design the BUSINESS WORLD ETHIOPIA magazine is supported by the media companies Medien-Dienste Berlin and Adame Advertising & Media GmbH, which are working for years successfully in the publishing and advertisement sector in Germany.

Acknowledgment

The BERHANU DENKFABRIK Business PLC want to thank His Excellency Girma Wolde-Giorgis, President of the Federal Democratic Republic of Ethiopia and Mr. Andris Piebalgs, Commissioner for Development of the European Commission for their support to realize the magazine project.

We also want to thank for their helpful support in this regard His Excellency Ambassador Kassahun Ayele Tesemma and Ambassador Siraj Reshid from the Embassy of the Federal Democratic Republic of Ethiopia in Germany, Director General Abi Woldemeskel and Aklilu Woldemariam from the Ethiopian Investment Agency and Director General Desta Tesfaw from the Ethiopian Broadcasting Authority.

Samuel Berhanu
Chief Executive Officer
BERHANU DENKFABRIK Business PLC

The advertisement package

Marketing package booking:

1/1 full colour advertisement page within the magazine (210 x 297 mm)

1/1 full colour page business profile in the service section (210 x 297 mm)

1/1 full colour page advertorial in the editorial section (210 x 297 mm)

Entry in the address register

Price: 9,750.- Euro

Single booking for advertisement:

1/1 full colour back cover outside (210 x 297 mm): 15,000.- Euro

1/1 full colour back cover inside (210 x 297 mm): 7,500.- Euro

1/1 full colour front cover inside (210 x 297 mm): 9,000.- Euro

1/1 full colour very 1st page (210 x 297 mm): 9,000.- Euro

1/1 full colour 2nd page left (210 x 297 mm): 7,500.- Euro

1/1 full colour page within the magazine (210 x 297 mm): 5,500.- Euro

Single booking for advertorial:

1/1 full colour page in the editorial section: 5,500.- Euro (210 x 297 mm)

By booking at the same time there will be a discount of 5% for 3 editions, 10% for 6 editions and 15% for 12 editions.

An exclusive booking of the address package and/or the business profile is not possible.

All the above listed prices are excluded tax.

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Example for a business profile content

Example for a business profile content

Your company Logo in full colour

Format maximum 50 x 50 mm

Your address

Company name, address, phone, fax, e-mail and website

Description of your company, products and services

Space for text, maximum 1,400 characters, graphics and pictures in 50 mm spread are possible

Information box 'Facts & Figures'

Company details, management, business sectors, products & services, etc.

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