



## 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 2014 Energy Ministerial events in Addis Ababa, Ethiopia June 3rd and 4th. The one-day matchmaking program will take place on June 2nd and include an Embassy briefing on the investment climate, opportunities for participants to meet with several potential Ethiopia based energy business partners, and possible briefings by relevant Ethiopian government officials. The program is open to U.S. companies in the energy sector interested in exploring opportunities in Ethiopia.

In addition, U.S. companies involved in selling energy equipment and consulting services should consider applying.

The program will consist of an initial commercial briefing of the sector by U.S. embassy and Ethiopian sector specialists. A B2B and B2G event will follow offering U.S. companies opportunities to speak with key leaders in the Ethiopian energy sector.

#### 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 90 million people offer both a growing consumer market and a rapidly emerging technically-skilled labor force.

✓ Ethiopia is endowed with substantial renewable energy resources — including hydropower, solar, wind, and geo-thermal. Rough estimates place Ethiopia's total renewable energy generation at about 60,000MW with hydropower making up over 75% of that potential.

✓ The Government of Ethiopia's current five year plan (2010—2015), includes expansion of the current power generation to 10,000 MW to meet growing domestic demand, but also to position it as an energy exporter to neighboring countries. Currently, Ethiopia is exporting to Djibouti and Sudan and has an agreement to begin exporting to Kenya in 2016.

✓ Ethiopia is a growing market for United States exports, and U.S. products and investments are in high demand. In 2013, the value of U.S. exports to Ethiopia totaled more than \$678 million.

#### TO APPLY FOR THE B2B EVENT, EMAIL EMBASSY CONTACTS —

Abdulkader Hussen — [HussenAM@state.gov](mailto:HussenAM@state.gov)  
Cheryl Monticello — [MonticelloCD@state.gov](mailto:MonticelloCD@state.gov)

We will send an brief follow-up application.

#### 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 2, 2014. 13:00—15:30

**Venue:** Addis Ababa, Ethiopia

**Deadline to Register:** May 9, 2014

**Cost:** Business to Business Matchmaking — No Cost

Energy Ministerial Private Sector Event - please refer to conference organizers at: [www.leadershipafricausa.org](http://www.leadershipafricausa.org)

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

#### REGISTRATION TO ATTEND ENERGY MINISTERIAL AT:

<http://www.usafricaenergyministerial.com/>

#### OR EMAIL

[info@leadershipafricausa.org](mailto:info@leadershipafricausa.org)