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ETAF

Keen on continuing partnership with African counterparts

• Holds forum to mark 88th Founding Anniversary

BY ASHENAFI ANIMUT

BISHOFTU - The Ethiopian Air Force (ETAF) will as always continue in its efforts to collaborate with the brotherly African countries in air support, air reconnaissance, training and air transport, ETAF Commander said.

ETAF Commander Lt Gen.Yilma Merdassa made the above remark yesterday at the first- of- its- kind African Air Force Forum, which is believed to set directions to advance Africa’s air defense capabilities and counter its security challenges.

The EAF is marking its 88th Founding Anniversary under the three-day forum that is being held under the theme: “Enabling Future Africa Air Forces” in its headquarters Bishoftu town.

Mentioning Ethiopia’s noble contribution to African independence movements, Lt Gen. Yilma reaffirmed the ETAF’s readiness and

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Photo: Dagne Abera

Panelists

underscore enhancing MICE tourism’s economic role

BY BETELHEM BEDLU

ADDIS ABABA - The metropolis has a huge potential for MICE tourism (Meetings, incentives, conferences and exhibitions tourism) that would play an immense role to the national economy, Addis Ababa Culture, Arts and Tourism Bureau said.

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What will it take to bring Horn out of murky waters?

BY EYUEL KIFLU

The Horn Africa (HoA) has long been equated with crisis and a hotbed of incessant conflicts, endless human tragedy, and by large a security concern for the international community. In this regard, political scientists suggested the establishment of robust institutions to pacify the strategic yet volatile region.

With the HoA continuing to be ravaged by terrorism, piracy, and other pitfalls, the question of why one of the world’s strategic regions failed to see headways in terms of

See What will it take ... page 3



Ethiopia, Brazil eyeing BRICS to stimulate trade ties

BY GIRMICHEW GASHAW

ADDISABABA - The soon-to-be Ethiopia’s official membership in the BRICS family is a strategic move that would stimulate its trade ties with Brazil, one of the founding members of the bloc, the Industrial Parks Development Cooperation (IDPC) said.

The IDPC CEO Aklilu Tadesse made the above remark at the first edition of the Ethio-Brazil Trade and Investment Seminar yesterday.

Aklilu said on the occasion that admission to BRICS is a significant economic, political and diplomatic victory for Ethiopia and

See Ethiopia, Brazil ... page 3



Abdiaziz Ahmed

Bureau attracts investors registering over 3.7 bln Birr capital

BY ESSEYE MENGISTE

ADDIS ABABA - Somali State Investment and Industry Bureau disclosed that it has attracted investors registering over 3.7 billion Birr in the past four months.

Investment Promotion and Expansion Director with Somali state's Investment and Industry Bureau, Abdiaziz Ahmed, told the Ethiopian Press Agency (EPA) that investors with more than 3.7 billion Birr capital have commenced investment in the aforementioned period.

He said that the performance has shown 143 million Birr increment compared to the same period last year.

The Director mentioned that the highest number of investors are engaged in agriculture, hotel and construction sectors.

In addition, he stated, investment licenses were renewed for 16 investments and project expansion licenses were granted for three existing investments.

Supporting and monitoring services have been provided to 37 investment projects located in Shinle and Fafen zone, Abdiaziz said.

According to Abdiaziz, the highest investment performance is attributed to regional peace, the development of investment-friendly environments, staff capacity-building training, and successful dialogue forums among business leaders and government officials.

He indicated that his Bureau would work to attract more investment by carrying out experience sharing, knowledge transfer, and exchange ideas with Oromia, Addis Ababa, and the Federal Investment Commission in order to gain better understanding and practical applications.

"This will involve researching the region's potential natural resource base, doing various promotional activities, and creating favorable investment conditions," he said.

Ethiopia ready to welcome Qatari investors

BY STAFF REPORTER

ADDIS ABABA— Ministry of Foreign Affairs (MoFA) has expressed its readiness to encourage and assist Qatari businesses who are looking forward to investing and capitalizing on economic and investment prospects in Ethiopia.

This was noted on Wednesday when MoFA State Minister Ambassador Mesganu Arga officially opened the Ethiopian Pavilion at the Doha 2023 Expo, an International Horticulture Exhibition organized by the International Bureau of Exhibition in Qatar.

At the event, Amb. Mesganu said that the government is ready to welcome and support Qatari enterprises to invest and take advantage of the investment and business opportunities in Ethiopia.

Extending a warm invitation to Qatari investors to investing in Ethiopia, Ethiopian Investment Commission Chief Commissioner Lelise Neme for her part reassured that Ethiopian Investment Commission is committed to facilitate a conducive environment for Qatari investments in Ethiopia.

Agriculture State Minister Sophia Kasa (PhD) on her part stated that Ethiopia's



participation in Doha Expo 2023 will have significant role in developing the horticulture sector in a sustainable way through creating opportunities for exchange of experience and technology.

Meanwhile, Amb. Mesganu Arga, together with Chief Commissioner Lelise, and Faisal Aliyi, Ethiopian Ambassador to the State of Qatar held talks with Mansur Bin Ibrahim Al Mahmoud, the CEO of Qatar Investment

Authority (QIA) in Doha.

The discussions touched up on advancing cooperation in priority areas such as agriculture, manufacturing, pharmaceuticals, telecom, logistics and transport, mining and tourism. Both sides exchanged views on ways of strengthening cooperation between EIC and QIA as well as scaling up collaboration between Qatari and Ethiopian economic partnership.

Foundation, icipe, partners ink accord to expand welfare

BY MESERET BEHAILU

ADDIS ABABA – Mastercard Foundation, the International Centre of Insect Physiology and Ecology (icipe), and partners sign new agreement to scale-up their formidable youth employment model in Ethiopia – new initiative to benefit 1,000,000 young people.

In a press release sent to *The Ethiopian Herald*, the Mastercard Foundation, icipe, and private and public sector stakeholders have implemented two major initiatives that have provided an indisputable, highly successful model to use integrated beekeeping to generate dignified and fulfilling jobs for masses of young people in Ethiopia, and an entry point for One Health approach to socio-economic transformation over the past eight years.

Mastercard Foundation has committed 79.96 million USD, out of which 9.3 million USD will go to icipe for the implementation of the programme.

According to the statement, icipe and Mastercard Foundation have signed a five year agreement to benefit 1,000,000 unemployed young people. This program targets 80 % of job opportunity for vulnerable, rural, and peri-urban young women. Similarly, 10 % of people, who are with disability and refigures will be benefited.

"Through the Young Entrepreneurs in



Silk and Honey project (YESH project, implemented from 2015 – 2021), and the More Young Entrepreneurs in Silk and Honey project (MOYESH project-commenced in 2019 and will run until 2024), 11,877 youth-led beekeeping enterprises and 1,117 youth-led sericulture enterprises have been established. Close to 144,082 young people have secured direct jobs, and 82,603 of them are women. The two initiatives have had a transformative effect on Ethiopia's apiculture and sericulture sectors, capitalizing on advantages while contributing to system-level changes to unlock bottlenecks," the statement noted.

Director General and icipe CEO, Segenet Kelemu (PhD) said "MaYEA builds up on the gains made, and lessons drawn from the YESH and MOYESH projects, by using integrated, beekeeping as an entry point to sustainably improve plant, human and

environmental health. Additionally, honey bees play multifunctional roles beyond the production of honey, beeswax and other hive products. They deliver vital insect pollination services to food and industrial crops, forages, forest trees and other plant biodiversity."

The Director General added that strong collaboration effort areas about skills capacity building, tools, and resource to benefit the young women and men as well as to play their parts to the country.

Mastercard Foundation Country Director for Ethiopia, Samuel Yalew Adela on his part said that MaYEA will attract and engage young beekeepers especially women, high volume to honey production, promote honey product to the international market thereby addressing key bottlenecks that affects apiculture sector.

ETAF ...

commitment to work together with African brothers and sisters for common good.

Apart from enhancing and advancing Air Force Capabilities that help build bilateral and multilateral partnership, the forum lays a foundation to bring dispersed capabilities that ensure mutual benefit. "It is high time for us to go hand in hand not only to ensure our benefit from the opportunities but also counter threats everywhere," the commander emphasized.

Defense Minister Abraham Belay (PhD) for his part said that the forum helps to shape the respective and collective vision of Africa's air forces future capabilities. "Ethiopia Airlines is the leading birth of African aviation which connects all African economies and it is not only connecting the continent with the rest of the world but also it is the inspiration symbol of all Africans."

According to the minister, Ethiopia's flag carrier is one of the leading aviation companies which maintains its leading position in Africa and ensures the country's commitment to Pan African partnership. "Ethiopia as a nation and Ethiopian Air Force as a hub for enhancing and replicating pan- African business partnership in the continent. Besides, it is also important to reinforce our joint capabilities in a spirit of pan African alliance."

During the forum, various African air forces' chiefs and top leaderships, aviation companies, experts and government officials tabled discussions on achievements and future challenges that would face the air force communities.

Having completed the forum, the participants visited the various parts of ETAF Headquarters and witnessed the activities of its personnel, it was learned.

The ETAF is tasked with protecting the national air space, providing support to ground forces, as well as assisting civil operations during war.

What will it take to bring Horn...

enduring peace and security remains critical. Prolonged conflict, aborted reforms, communal clashes, exodus, and armed struggle have also been the grim face of the region.

Commenting on the issue, experts whom *The Ethiopian Herald* approached for an interview attribute the aforementioned problems to wide-ranging regional and external factors.

Accordingly, a political scientist Haileyesus Taye (PhD) said that the global powers fierce competition to ensure presence in the strategic Red Sea route and the subsequent militarization adding another layer of challenge to the already volatile region.

Apart from external intervention, democratic governance issues, resource mismanagement, geographical challenges, and natural disasters like droughts and floods have made the region the center of crises, he added.

Sharing the above rationale, a Lead Researcher at the Institute of Foreign Affairs (IFA) Darskedar Taye stated that continued foreign meddling is a major destabilizing factor in the region. "Foreign powers often support opposing sides of conflict and provide weapons and ammunition for their line of support thereby prolonging and intensifying unrest."

According to him, countries with interests in the Red Sea are particularly involved in exacerbating regional instability.

Darskedar further noted that the incompatibility of interests among Horn countries is also another source of conflicts. "When countries interfere in each other's internal affairs, it further exacerbates tensions and there are common underlying reasons contributing to conflicts in the region."

Mentioning the impact of ethnic and clan

tensions on regional peace, the expert mentioned examples from Sudan, Somalia, and Ethiopia. Poverty, unemployment, and unmet basic needs, ethnic and religious extremism are also the major sources of recurrent conflicts, particularly when they align with disparities in the distribution of political power and economic resources.

Warring parties' lack of willingness to seek solutions and their highly polarized interests as well as economic advantages that war brings to conflict actors are also said to obstruct peace efforts. Similarly, lack of good governance and strong leadership has been playing an adversarial role in the Horn's stability.

The researcher emphasized the need for robust institutions and the rule of law to address the stated challenges. As to him, building strong institutions, ranging from service providers to justice, democracy, peace, and security is critical for the HoA.

"In developed countries, if elections are disrupted, without political leadership, the parliament is dissolved or the prime minister resigns and the country could sustain without any major glitch and security institutions and service providers also work independently. This is unthinkable in the Horn of Africa and building such strong institutions is critical to ensuring lasting peace."

Mentioning the limitations of the Intergovernmental Authority on Development (IGAD), he further appealed to vigorous institutions that would be capable of addressing the region's problems and reversing the rampant disorder.

For Haileyesus, the Horn countries need to take the lead to find solutions to their own problems as their unwillingness often lead to

military coups and warfare. It is evident that incompatible interests among countries, lack of cooperation, and unhealthy relationships exacerbating instability. "To address regional challenges, Horn countries must strengthen their national capacities and provide financial and military support to build an effective collective entity."

Amidst regional instabilities, Ethiopia continues to play a leading role to pacify the region through peacekeepers' deployment and in peace mediation. With huge diplomatic influence and central role in international geopolitics, the country could help ensure peace and security in the region, Haileyesus stressed.

Mulugeta Debebe (PhD), a Political Science Lecturer at Civil Service University also emphasized Ethiopia's role in promoting regional peace and stability. "Ethiopia should prioritize the principle of neutrality and enhance its relations with neighboring countries. The way the Ethiopian government handles the border dispute with Sudan and the positive gesture it showed to the latter to address its own internal issues first is also laudable."

He further highlighted the need to expand Ethiopia's solid economic partnership with neighbouring countries that would create favourable conditions for regional initiatives.

Fostering education sector cooperation and promoting student exchange programs as well as establishing forums that would help to boost people-to-people and intergovernmental relationships are also crucial steps to solidify regional cooperation. By addressing issues that fuel hostility and cherishing a sense of brotherhood, Ethiopia could greatly contribute to HoA's stability, the academician remarked.

Ethiopia, Brazil eyeing BRICS...

paves the way for more cooperation with Brazil in the strategic areas in particular in the manufacturing industry. The accession is also vital to foster Ethiopia's economic progress and expand destinations to its exports as well as provide border opportunities for its emerging industries.

Acknowledging Brazil's positive contribution to Ethiopia's BRICS membership, he said; "I have no doubt this membership will take the long standing friendship between the two countries to the highest level."

According to Brazilian Ambassador to Ethiopia Jandyr Ferreira Dos Santos, the two countries have ample opportunity a head to expand their mutual trade and creatively overcome geographical distance and deepen mutual knowledge. "Between 2004 and 2014, Brazil and Ethiopia managed to keep an average bilateral trade of over 40 million USD annually."

"Our governments are working tirelessly to bring this trade up to the level of our political relations and to the size of our economies. In this context the reopening of the Ethiopian Embassy in Brasilia early this year was indeed an important step."

He added, "Moreover the signing of investment cooperation and facilitation agreement back in 2018 is also very important in our economic relations. The agreement provided to investors from both sides with the additional reassurances including a dispute settlement arrangement enshrined in a legal framework backed by the Brazilian and Ethiopian governments."

Ambassador Dos Santos also mentioned the substantial flight connections established over the recent years between Ethiopia and Brazil and consequently the whole of Africa. Ethiopian Airlines operate a daily flight from Addis Ababa to São Paulo and back. "Business people know there is no investment without face to face meetings and as you know well it is crucial to be able travel to reach potential buyers and sellers in person"

Ethiopia will become a full member of the BRICS as of 1st of January 2024, opportunities and dialogue exchange will certainly increase. Ethiopia and Brazil should make the most of it. "We must make an endeavor to increase trade not only quantitatively but also qualitatively for the benefit of both sides, he emphasized.

Panelists underscore...

The Bureau held a panel discussion with relevant stakeholders under the theme: Growth, opportunities, challenges and prospects of MICE Tourism yesterday.

Speaking at the occasion, Bureau Deputy Head Haftay Gebreegziabher stated that the potential of MICE tourism could be interpreted to economic benefits.

According to him, utilizing the MICE's economic potential should not be left to a single government entity and called on stakeholders, notably the private sector to make contribution to this end.

Ethiopia Convention Bureau and the Ministry of Tourism MICE Tourism Sales and Bidding Senior Expert Mastewal Asmare stated on a presentation paper that MICE tourism would play a great role in knowledge and technology transfer, networking, trade and investments as well as showcasing local innovation.

As to her, international prestige, improved profile, promotion and investment as well as social cohesion are also the major political impacts of MICE tourism. The MICE is also instrumental to destination promotion, extending tourist's length of stay and increasing tourist's inflow.

Virtual meeting and hybrid events have become new trends following the outbreak of the coronavirus pandemic and hotels and event organizers need to adapt these trends to

remain competitive in the industry, Mastewal emphasized.

Bekele Uma, a member of Addis Ababa Hotel and Tourism Professionals Association, mentioned measures that need to be put in place to further capitalize on the MICE tourism potentials. "Stakeholders should give prime attention to address problems associated with tourists' accommodation and safety as well as custom congestion in airports."

According to him, MICE tourism is experiencing growth driven by its strategic location, improved infrastructure and government support. "While there are drawbacks that need to be overcome, the opportunities are substantial."

Bekele further pleaded with stakeholders to effectively and collaboratively work together to take the tourism industry into the next step. "Similarly, the government is expected to address bureaucratic setbacks and ease visa issuance to tourists."

In addition, the government should allow duty free import of materials to MICE tourism businesses and its strong partnership with the private sector is something worth consideration.

For their part, forum participants urged the government to create a favorable environment for the private sector's involvement in the MICE business.

Opinion

Shielding nation's sovereignty against alien espionage

BY GETACHEW MINAS

Espionage is a practice of spying or using spies typically by governments to obtain political, military, economic and social information. It is a purposeful undertaking to protect a country from intruders and alien forces. It is also a sensitive and often covert assignment. It is important to note that divulging, discussing or promoting espionage activities is against ethical and legal standards and requirements of any country.

Globally, governments issue laws, regulations and guidelines that determine intelligence activities. Engaging in unauthorized intelligence activities would entail severe legal implications and consequences. Of course, spies apply different secret entities to camouflage their operations. These may be related to garnering reliable and timely information on political, economic and social affairs that negatively affect a country.

Governments that are friendly or otherwise are expected to operate within legal frameworks, ensuring that intelligence activities are conducted with transparency and accountability respecting the entity of a given country. Otherwise, unruly, uncontrollable, and disruptive external espionage threatens the sovereignty of a country, including Ethiopia.

Those who are concerned about the sovereignty of Ethiopia should control external agencies engaged in partly hidden intelligence activities. These agencies should respect the laws and regulations of the country. Of course, these external agencies do not operate openly and visibly. But, they have to be detected if they engaged beyond their official duties within the country. It is advisable to address them through lawful and transparent channels, including human rights organizations, or other legal authorities.

If the responsible government agency does not have specific details on external and alien intelligence activities in the country, it should be able to access their policies on Ethiopia for its future actions. In this regard, it has to communicate with the relevant authoritative institutions. To have access to the latest developments, it is critical to consult reputable news sources, official statements of other governments, or international organizations that focus on Ethiopia. Diplomatic services focusing on the country must present their official or unofficial activities to the government. These activities may include secret exploitation of the precious natural resources of the country.

External intrusion into Ethiopia should not be tolerated since it is one means of destabilizing the country. There may not seem to exist open and specific details on recent external intrusions aimed at destabilizing, threatening and weakening the country. It is very important, however, to note that there can be changes in approaches and new developments that may have occurred through time.

If new developments are not obtained and interpreted in terms of their implications, they are lost opportunities. It is said that a stitch in time saves nine. In other words, it is better to act or deal with new developments immediately because waiting and dealing with them at a later time makes them worse and difficult to deal with. In this regard, it is advisable to check the latest information from reliable sources and take immediate and reliable action against various intruders. In general, external intrusions or interventions in the internal affairs of Ethiopia may take various forms and missions.

These intrusions may include cyber attacks, disinformation campaigns, or support for armed groups. These groups may have the objective of creating havoc in every corner of the country in collaboration with foreign elements. Some studies and observations related to external intrusions have to be made to check the potential threats and destabilization forces in time. These forces usually coordinate with internal functionaries and agents supposed to be in the service of the state.

Both the external and internal elements and alien forces may use modern technologies that threaten the peace and security of the country. They may engage in cyber security threats or attacks targeting critical infrastructure. If these structures are out of use, the country would be vulnerable to any attacks by contending forces. They may also attack and destabilize government security systems, which would defend the country from external dangers. If these systems are made dysfunctional it is a great loss to the nation. These attackers may also target the communication networks to disrupt normal functioning and exchange of information.

The historical and political enemies of the country are constantly busy in a disinformation campaign. They make efforts to create and spread false or misleading information among the people at home or abroad. Such information can be developed by means of artificial intelligence for the purpose of creating confusion among the intelligentsia. The intellectuals that are politically motivated and mongering for power would enjoy the new but false

opportunities.

However, they use these options for manipulating public opinion. In such endeavors they are bound to sow discord within the Ethiopian society. They conduct political malpractices just to create instability. This is nothing but gambling with the wishes and interests of people to economically develop and improve their standard of living. Power mongering politicians do not trust the people they want to lead. They trust only themselves, without an iota of any feelings for the impoverished people of Ethiopia. They conspire with foreign powers to have access to weapons of mass destruction.

External powers provide support for insurgent groups within the country. This support has the objective of escalating conflicts at community levels to encourage political disruptions. This entails economic dislocations among the poor people. Such dislocations lead to social disruptions that create unrest, confusion, turmoil, disorder, commotion and havoc.

Depending on the local political conditions, foreign elements tend to contribute to internal economic destabilization. Economic interference implies interventions, such as trade restrictions or sanctions. These measures have serious impacts on the stability of the country. They affect its economy causing problems of unemployment, shortage of goods and services, inflation, problems of balance of payments, budgetary dislocations and a number of other tensions. Consequently, social and political tensions explode making the stability of the country questionable. Alien forces destabilize the country just to be free to exploit the natural resources of the country, including minerals such as gold, silver, tantalum, copper, etc.

These alien forces are not limited only to the economic sphere in Ethiopia. They also want to have a strong diplomatic and political influence in Ethiopia. External factors may seek to exert influence on the political landscape through diplomatic means. They also apply indirect influences through a network of political groups operating in the country. Potentially, they fuel political tensions or conflicts in various parts of Ethiopia. In this case, they interfere in the regional geopolitical developments thereby playing a significant but partially hidden role.

These foreign powers also interact with neighboring countries and regional powers. In so doing, they would influence the stability of the country by involving global communities. The international community,

including regional organizations and global actors, may play a role in mediating conflicts. The mediation is only a diplomatic cover for promoting instability in the country. Usually, they pretend to be promoting stability, but they actually exacerbate tensions through hidden actions.

Concerned governments design a strategy of national security measures to keep conflicts at bay. Governments usually design and implement national security strategies that help to identify and counter external threats. These measures include strengthening of border security. Highly trained security staffs are assigned at the borders to spot, identify and recognize national security threats.

The same measures are taken at different places including airports, seaports, trading areas and borders. Borders are the most vulnerable of all the areas as they stretch long distances. Thanks to the latest spying technologies, Ethiopia is currently in a better position to spot illegal border intrusions for political disruptions. It is a precondition to enhance intelligence capabilities at the center and the border. Alien powers have always intended to control the country using the local Bandas whose only interest is economic benefit. They may be employed by political entities to disrupt the peace, law and order in the country.

Entities that are keenly interested in identifying instability within the country are international organizations and diplomatic communities. The latter ones are hidden behind official duties while undertaking the mission of identifying conflicts in the country. They try to be fair in identifying the root causes of instability within the country. In so doing, they may be able to produce secret reports for their respective governments. They may engage in efforts to address political and social instability. They may also help in designing approaches that are crucial for discussions on the causes of external intrusions. They produce critical and evidence-based reports that may be used in conflict resolution.

Governments and international agencies often investigate and respond to incidents in accordance with international laws. This approach enables Ethiopia to deal with external intruders and spies planning to destabilize it. In this respect, it should strengthen and modernize its intelligence agencies and staffs to identify, trace and defeat the purpose and mission of alien espionage on the country.

Editor's Note: The views entertained in this article do not necessarily reflect the stance of The Ethiopian Herald

Editorial

A watershed moment in Ethio-Arab relations

It is no exaggeration to describe the last couples of years as watershed moments in the Ethio and Arab relations. The years saw sharp growth in the trade exchanges between the two sides. Ethiopia has been among the top itineraries of Arab countries leaders and is becoming the best destination of gulf investments. The comradely between Ethiopia and Arab countries has reached a new height. Addis is frequented by leaders of the Arab world and Ethiopian leaders have been taking the front seats in conferences hosted by the Arab nations.

For instance, months ago Addis Ababa rolled on the green and yellow carpet adorned with the Enkutatash also known as the adeyabeba at Bole International Airport; a seasonal flower that blooms in September in Ethiopia to welcome UAE President Mohamed Bin Zayid was greeted by Prime Minister Abiy Ahmed, who was accompanied by flower girls. The welcoming and picturesque environment conveys much about the developing camaraderie between Ethiopia and the Gulf countries, the latter of which is increasingly present and actively involved in the political and socioeconomic life of the Horn of Africa.

In contrast to earlier times, Arab countries are actively seeking to assert their influence in the Horn of Africa and have been making bold moves to increase their involvement in global affairs. At the heart of strategic partnership is Ethiopia, a decisive player in the Horn of Africa. Driven by petrodollars and powerful leaders, Gulf countries have positioned themselves as a new player in a world that is becoming more and more multipolar.

And, Ethiopia is a major partner of the oil-rich nations due to its proximity and significant influence in Africa, the relationship has improved recently.

The country's importance to the peace and tranquillity of the Horn made it a staunch ally and a decisive partner for the desert garden nations. Lately, Abiy arrived in Riyadh, Saudi Arabia, to take part in the inaugural Saudi-Africa Summit, another testimony to a partnership witnessing a new height. The summit showcases the big appetite of the Gulf countries to push for cemented ties with African nations. Furthermore, the country remains on the top spot on Gulf countries' foreign policy ladder because it is an anchor state in the volatile but strategically important region

The nation has a multi-cooperation agreement, particularly with regards to its connections with Qatar, the United Arab Emirates, and Saudi Arabia .The oil-rich countries have strong economic power and vast potential for foreign direct investment (FDI). Ethiopia has favourable investment climate that is attracting investors from the Arab world. And, this week, Chairman of West Asian Countries Parliamentary Friendship Committee Mohammed Al-Arusi said that Ethiopia has been striving to consolidate relations with Arab countries.

Relations between Ethiopia and the Arab countries are represented in several areas, including scholarships for Ethiopian students to continue their studies in Arab universities such as the UAE and other Arab universities.

The relationship is rooted in common culture and history and this makes the Ethiopian presence in the conscience of the Arab world, he added.

Ethiopia is known for its neutral and non-interference foreign policy and remains a key partner of all. With its geographic proximity, growing consumer and abundant natural resource and investment friendly environment, Ethiopia is major economic hub for the Arab world.

Opinion

Enhancing role of civil society in ensuring participation of victims, community in transitional justice process

BY STAFF REPORTER

Recently, the International Center for Transitional Justice (ICTJ) will host an international conference to explore the synergies between reparations and sustainable development in Bogotá, Colombia. The event, titled "Advancing Victims' Rights and Rebuilding Just Communities: An International Dialogue on Reparations and Sustainable Development," will bring together ICTJ partners from The Gambia, Tunisia, and Uganda along with civil society and government representatives from Colombia to discuss local strategies for advancing reparations for human rights abuses and how repairing victims and affected communities can contribute to local and national development. On the occasion, ICTJ will also launch a new research report on the topic.

The harms caused by massive human rights violations represent serious obstacles to achieving sustainable peace and development, not least because they often exacerbate underlying drivers of violence and conflict, such as exclusion, marginalization, and inequality. ICTJ has long emphasized the critical role transitional justice, including initiatives to repair and redress victims, can play in helping societies overcome these obstacles and build a more peaceful, just, and inclusive future.

"A lot of what ICTJ does is help victims and those who advocate for them meaningfully participate in and influence transitional justice processes such as reparations programs," explained ICTJ's Deputy Executive Director and Director of Programs Anna Myriam Roccatello. "Today, we're seeing a willingness to innovate by those with whom we work to make these processes more victim centered and gender sensitive, as well as improve the well-being and development of their communities."

As part of this ongoing work, between 2022 and 2023, ICTJ carried out research and fieldwork in Colombia, The Gambia, Tunisia, and Uganda to examine some new and diverse strategies developed and executed by domestic actors to shape reparations programs and respond to victims' needs. The result is the new research report, "Advancing Victims' Rights and Rebuilding Just Communities: Local Strategies for Achieving Reparation as a Part of Sustainable Development," which will be launched at the conference in Bogotá. The report presents findings from the comparative study, including lessons learned and best practices; identifies how such local efforts can potentially contribute to sustainable development;

and offers practical guidance and policy recommendations on how to advance both reparations and sustainable development.

"It is our hope that this unprecedented exchange between African and Colombian experiences will help inform both national and global policy discussions related to reparations and sustainable development," noted ICTJ's Head of Office for Colombia Maria Camila Moreno Múnera.

"In conflict-torn societies, reparations programs and policies that are designed and implemented together with victims and that therefore put their needs and those of their communities at the center not only help the society recover from its violent past but contribute to its sustainable development."

Meanwhile in Ethiopia also a national even has taken place to enhance victims participation in Ethiopia's transitional justice process. The event concludes a two-year project entitled "Strengthening Civil Societies' Capacities to contribute to the Transitional Justice Process in Ethiopia." Funded by the European Union (EU), the project aimed to equip civil society groups in Oromia and Somali regions with the knowledge and tools to advance victim-centered strategies for redressing past human rights violations and preventing a recurrence of violence.

"Transitional justice requires people coming together to address the legacies of cycles of violence, putting victims at the center and their dignity first," explained ICTJ's Deputy Executive Director and Director of Programs Anna Myriam Roccatello.

As part of the project, ICTJ held training sessions and consultations with civil society organizations in the two regions, providing them with technical assistance to improve their capacity to identify and articulate victims' grievances, reference comparative experiences on transitional justice, and design and implement gender-sensitive advocacy plans to advance victims' rights. Through these activities, policymakers and university faculty and staff also learned how to develop and effectively execute gender-sensitive approaches.

In a recent statement, the EU stressed the importance of acknowledging, pursuing accountability for, and redressing the harms suffered by victims in order to ensure durable peace and build a more just and inclusive society in Ethiopia.

"The success of the transitional justice process in Ethiopia, however, will depend on the commitment of all stakeholders, from state institutions to victims, civil society groups, and ordinary citizens," noted CEHRO's Executive Director Mesud Gebeyehu.

Editor's Note: The views entertained in this article do not necessarily reflect the stance of The Ethiopian Herald



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Business & Economy

Continental togetherness for promoting trade and investment

BY DANIEL ALEMAYEHU

With all the natural resources and human capital, Africa has all the necessary means to become one of the major economic superpowers in the world. The continent is naturally blessed with the untapped natural and human resources that can help to achieve the sought after economic, political, and social objectives.

It is important to understand the reason why the continent was the first place to get the attentions in the eyes of colonialists. It is its untapped resources. From the onset of the act of colonization up to the present day, the African continent has been highly exploited and it has been supplying all the necessary natural and human resources to the rest of the world. Even in the present climate, those former colonialists could not lift their hands as the continent still has that immense capacity to be exploited more and more.

Although the continent is highly exploited in the times of colonialism, Africa is still providing what the world needs. People might think that Africa and Africans are the poorest continent and people compared to the rest of the world. The reality, however, is the opposite. Rather, the continent is the one who supplies those developed continents and people both in resource and human capital.

In good truth, the African continent has been dealing with both positive opportunities and negative challenges that highly test the power of the people and nations from all corners of the continent. In many scenarios, it has been witnessed that African nations have been struggling to cope up the challenges when it comes to competitions. Due to numerous reasons, those nations have exerted their utmost potentials to reach to their objectives, but the outcome could be unsatisfying.

One of the questions to address it how can Africa and Africans start using their potentials and resources for their own goods. In order to change the things around, responsible bodies and those who have the power to shift the gear must take the chance to change lives. In addition, nations must work more on continental and regional institutions and platforms so as to gain more power and dominance in the world of competition.

In similar vein, African nations should also find out opportunities regarding trade and investment so that the continent can build its economic power, which is the supreme power. To this end, nations must build a common ground on how



trade and investment should be highly treated to meet the goals of economic supremacy. Not only that, nations should also address the opportunities and challenges that businesses in Africa encounter.

Addressing the trade and investment coupled with other economic opportunities, establishing and supporting regional and continental organizations and platforms are the key. Such institutions like The Investment Center of Africa Ltd (ICOA) have the power to catalyze the progress of promoting trade and investment.

According to its home page, the Investment Center of Africa Ltd. (ICOA) was founded in 2020 and was officially launched on 2023. It also targets to take the responsibilities of facilitating connections, partnerships and the exchange of trade and investment opportunities among businesses, investors, professionals, organizations and governments.

The institution serves as Africa's premier business platform, dedicated to fostering investment and trade across the continent. The platform has also aims to contribute to the long-term sustainable socio-economic development across the African continent.

Recently, the 2nd Africa Trade and Investment summit was held in Addis Ababa, which aims to showcase success stories and best practices from entrepreneurs and investors that are making a positive impact in Africa.

The summit was organized by the Investment Center of Africa (ICOA). It has also brought together government officials, investors, policy makers, entrepreneurs and diplomatic corps from Africa and around the world.

Based on the report from a local media, Chairman and CEO of Investment Center of Africa (ICOA) Abdinasir Turkey said that there is an immense potential for trade and investment in Africa, while addressing the challenges

and opportunities that lay ahead.

Speaking at the summit, Chairman and CEO of Investment Center of Africa, Abdinasir Turkey said the summit aimed to provide a platform for meaningful discussions, networking and market information sharing to showcase specific sectors with high growth potential.

Moreover, he elaborated that together we can unlock new markets, increase productivity and promote innovation that will shape the future of this great continent.

Together we aim to foster an environment that encourages bilateral trade, investment and technology transfer, ultimately driving sustainable economic growth and prosperity in Africa.

Abdinasir Turkey said, "We are here today because we recognize that trade and investment are a catalyst for economic transformation by fostering collaboration and strategic partnerships. We have the power to create jobs, reduce poverty and improve the quality of life for millions of people across Africa."

Together we can build a bridge that connects Africa with the rest of the world, creating a favorable environment for trade and investment that will benefit all parties involved, he added.

There is immense potential for trade and investment in the continent while addressing the challenges and opportunities that lay ahead, the CEO stated adding, thus, the summit outcomes are expected to contribute to the ongoing efforts to promote sustainable economic growth, regional integration and attracting new partnership and the foreign investment in Africa.

A member of the Foreign Relations and Peace Affairs Standing Committee of the House of Peoples' Representatives, Ambassador Dina Mufti for his part said Africa has enormous opportunities in business and investment.

There are various sectors like agriculture, agro-processing, mining, banking, and ICT among others that can bring huge opportunities for investors, he added.

However, he highlighted that there are challenges that face sectors, and need concrete efforts of investors and partners to overcome the challenges. Moreover, he reiterated that the government of Ethiopia's commitment to supporting and encouraging investments and businesses within the country.

It is recalled that the first Africa Trade and Investment Summit was also held in Addis Ababa in June 2023 with the aim of promoting trade and investment opportunities in Ethiopia in particular and in the continent in general.

Together we can build a bridge that connects Africa with the rest of the world, creating a favorable environment for trade and investment that will benefit all parties involved

Art & Culture

The carpenter and the greedy farmer

(Tales with moral lessons)

BY CHIMA DICKSON (From Nigeria)

One day, a carpenter's goose which had laid six eggs died. The carpenter took the eggs to his neighbor, a farmer and said. "My goose died and she had laid six eggs. Now, if you give the eggs to your broody hen, she would sit on them and they would hatch after about thirty days. If all the eggs hatched, you will have two of the goslings, and the other four will be mine".

The farmer looked at him incredulously and said. "Oh, no... if all six goslings hatched, they will be shared equally between the two of us. I'll get three, and you'll get three".

The carpenter paused for a moment, and then with no other choice, he agreed. He gave the eggs to the farmer and left.

One month later, the carpenter returned to the farmer and said. "I believe that all the eggs have hatched by now. So can I get my three goslings?"

However, the farmer scrunched up his face and said. "I'm sorry, none hatched! It turned out that all the eggs were bad.



I already threw them away".

The carpenter did not look happy to hear that. He left immediately afterwards.

The following morning, the farmer

heard a knock at his gate. When he opened the gate, he saw an old man dressed in an old black coat. He had a long white beard and wore a hat. He spoke in a hoarse voice. "I am a traveller

and a farmer who buys different types of poultry birds. I heard you're a farmer too. If you have goslings, I will buy them with a large sum of money".

The farmer smiled and asked. "How many do you need?"

The old man asked back. "How many have you got?"

The farmer responded. "Six"

Then the old man said. "I need three, and I will pay handsomely for them".

The excited farmer rushed in and brought out three goslings and gave them to the old man.

Then, something shocking happened. The old man took off his hat and began pulling out his fake beard, revealing his true identity. He wasn't old.

Then he said. "Are you surprised? Well, it's me, your neighbor... the carpenter. You think you're so smart, but you don't know anything! I now have my three goslings. They've been shared equally between the two of us. Goodbye".

Moral Lesson: Don't lie, cheat or try to make a fool of others. People can be smarter than you think.



Going off the rails

BY SENAIT G/HIWOT

Am I going off the rails?
 Something doesn't feel right
 These days
 I worry about everything
 Nothing in life gives me meaning
 I bring up issues in my mind
 That are minute and irrelevant
 And then I argue with those issues
 Like another person is in my shoes
 Life has become a battle for me
 I don't know how to set it free
 I speak about my troubles with few friends
 But they don't even seem to comprehend
 Because they have lives of their own
 Their personal worries and different hopes
 They simplify my issue to nothing
 Without realizing that it's a big thing
 So am I going off the rails?
 Nothing seems to satisfy me these days...

Playing a hardball

BY ALEM HAILU G/KRISTOS

If you treat things cool,
 There are guys
 Who take you a fool
 And do things

Your leg to pull
 But when you start
 To play a hard
 Into place
 Things begin to fall!



The hand of God is everywhere

BY HELEN STINER RICE

It's true we have never looked on His face,
 But His likeness shines forth from everyplace
 For the hand of God is everywhere
 Along life's thoroughfare,
 And his presence can be felt and seen
 Right in the midst of our daily routine.
 Things web touch and we feel
 Are what make God so very real



Science & Technology

Promoting local innovations in the aviation industry

BY DARGIE KAHSAY

On Monday, this week, the first-ever Aviation Innovation Expo in Ethiopia was opened at Addis Ababa Science Museum. The expo aims at promoting local inventions and innovations by the youth generation in the aviation industry. Encouraging young innovators, practitioners to explore the local talents and local knowledge in the sector is the goal of the expo in addition to displaying the aviation development journey of Ethiopia.

The history of aviation in Ethiopia goes back to late 1920s. In 1929, French made airplane, Potez-25 for the first time flown by French pilot Andre Milet landed in Addis Ababa enrooted from Djibouti, according to Ethiopian Civil Aviation Authority (ECAA). This implies that, Ethiopia joined the aviation industry just 26 years after the first attempt flight by the Wright brothers, ECAA stated. This marked the history of aviation in Ethiopia and since then, the aviation industry is growing from time to time and Ethiopia currently owns Africa's largest airline.

A year later, in 1930 five sweater airplanes like Farman-192 and others were purchased by the government for postal, security and government services between the towns of Dire Dawa, Djibouti, Debreworkos and Gondar. The aircraft technology in Ethiopia cross in to a new chapter in 1935 with the assembling of the first aircraft named TSEHAY by Land wing Weber, German national. In addition, in 1930 the first maintenance technicians and flying school was established in Jigjiga, eastern Ethiopia and the first forerunners graduated in 1931, ECAA pointed out. This was a foundation that promotes local efforts in the aviation industry.

In 1944, after Ethiopia was invited by the United States of America to attend the Chicago conference, Ethiopia signed the convention of the International Aviation Organization. And that year, Ethiopia established the Civil Aviation Authority and the next year, in 1945, Ethiopian Airlines was founded which currently is Africa's biggest airline. Aviation school was established in 1951 in Addis Ababa for the first time and the first 60 trainees of the school were trained in Communication, Navigation, Aircraft, Metrology, and Radio operation and maintenance. Through this process and continuous development, the aviation industry is now among the key sectors of Ethiopia contributing critical role on the development endeavors of the country.

To display the historical journey of the aviation sector in Ethiopia and to promote and explore local talents, innovations and knowledge in the sector, the first-ever Aviation Innovation Expo was organized here in Addis Ababa this week. Opening the first Aviation Innovation Expo, the House of



Tsehay, the first locally assembled plane in Ethiopia in 1935

Peoples' Representatives (HoPR) Speaker, Tagesse Chafo said that workable research-based innovations and modernizations are crucial for the holistic development and Excellency of Ethiopia's aviation industry. The Aviation Innovation Expo 2023 is organized by the Ethiopian Civil Aviation Authority (ECAA) and the Ministry of Transport and Logistics (MoTL) at the Science Museum here in the capital with the theme "Innovation for Aviation Excellency," to stay for six days.

Tagesse stated that, researches and innovational ideas drawn from universities and research centers should be translated to maintain the sustainable growth and development of Ethiopia in the aviation industry. As to him, local researches and innovations explore indigenous knowledge to accelerate the development of the aviation industry. "It is also important to put our efforts and contextualize homegrown knowledge and technology transfer towards realizing Ethiopia's journey to prosperity."

The speaker underlines that capitalizing the involvement and strong participation of the youth and leveraging the talents of the new generation is essential to accelerate the development of sector. "The new generation is full of talents and is coming with new ideas, innovations and researches that can improve and transform the development of the sectors," he added. As it is the era of technology and innovations, Tagesse stated, giving due priority for researches and innovations in the aviation industry is vital to further strengthen the ever-growing aviation industry of Ethiopia.

Tagesse reiterated that considering the importance for sustainable development and prosperity, the Ethiopian Government is committed to support innovations and researches in the aviation industry. To maintain the development and to accelerate the growth of the industry, promoting local innovations and researches is vital. Tagesse calls for innovators and researchers to translate researches and innovations into practical applications to contribute their shares for the development of Ethiopia.

For his part, Alemu Sime (PhD),



Locally innovated airplane model presented at the Aviation Innovation Expo

Transport and Logistics Minister, stated that the Ethiopian Government promotes development of aviation technologies and homegrown innovations. "Aviation innovation has been given due priority by the government following the reform in 2018", Alemu stated adding that "this aviation innovation expo, the first of its type, is an additional and bold move to further realize the ambition of the government to transform the aviation sector."

For the Minister, the aviation industry requires a huge amount of technological inputs and emphasized the need to give much attention and assistance to produce more innovative youth in quality and quantity to meet the desired goal in the sector. "Despite its long journey, homegrown innovation has not been contributing a lot to the industry's development and the sector has long been dependent on overseas technology."

The development of the aviation industry is critically important for landlocked Ethiopia. Accelerating the development of the aviation industry can contribute a huge share for the holistic development of the country. Sharing Tagesse's idea, Alemu stated that the aviation expo would play essential role in bringing new solutions and to overcome the challenges that the sector is facing. He underlined the need to give due attention and support to the youth innovators in the sector to translate their innovations.

For his part, Director General of ECAA, Getachew Mengistie, said that various projects have been implemented by the authority to make Ethiopia a competent and preferable aviation hub in Africa. "ECAA is capitalizing on modern technologies and its qualified expertes," adding the aviation expo is expected to stimulate innovators and researchers in the sector.

Symposiums, expos and other events related to aviation industry are planned to take place in the sidelines of the expo. These events are expected to play a vital role to share experiences with diverse actors in the aviation business, according to Getachew. In addition, Getachew said that ECAA is working with Ministry of Innovation and Technology to prepare a national aviation technology development roadmap so as to promote local technological developments in the aviation industry.

"At the expo, 95 young innovators are presenting 90 different projects individually and as a team. Besides, some 34 private and government institutions in the aviation sectors have also displayed their innovations," the Director-General reiterated. He further stated that, ECAA will continue nurturing talents of youths and providing support so as to promote local initiatives and innovations. Sustainable support will be provided to at least 15 innovators with better innovation in the sector to select through competition.

Society

Actions towards reaching out to Persons with Disability

BY MENGISTEAB TESHOME

The World Health Organization (WHO) estimates that some 17.6% of the Ethiopians live with some form of disability, suggesting that the government's estimates derived from Ministry surveys and the national census 1.17% – 7.6% have grossly underestimated its prevalence. Based on the demographic profile of the nation, a large percentage of these people live in rural settings.

Ethiopia has ratified a number of international instruments and treaties in addition to the UN Conventions, and the Constitution has made all international treaties ratified by the country 'an integral part of the law of the land'. The treaties themselves oblige the State to take legal, institutional and practical measures. In 2012, as part of its commitment to adopt these international conventions, Ethiopia has introduced the *National Plan of Action of Persons with Disabilities*. The comprehensive plan aims at mitigating the challenges and barriers faced by people with disabilities in every aspect of their lives.

It is to be recalled that Ethiopia has been applying a number of policies between 1994 and 2018. These policies have played significant role to persons with disability in addressing their needs for education, training, employment and building accessibility to improve the participation of Ethiopians with disabilities and ensure their basic and civil rights.

In an exclusive interview with *The Ethiopian Herald* Habtamu Mengesha Amharic language teacher for the visually impaired at Menelik Secondary School said that nation's proclamations and other directives as well as the Constitution boldly framed to enshrine the right of persons with disability but when we come to implementation there are a number of challenges and gaps that should be bridged and laid the ground.

He appreciates the Menelik Secondary School's commitment to hire an assistant reader to help him in his work and expressed gratitude for the school's service. Yet he says that teachers with visual impairment and any form of disability at other schools are not getting this kind of privilege due to lack of similar commitment among the leadership there.

"I call on public and private institutions to take actions on translating the conventions and the proclamation to the grass root and benefit people with disability in any form."

Most of the rights and opportunities provided to people with disabilities in Ethiopia vary in relation to several demographic factors. Most of the activities focus on addressing the urban part of Ethiopia.

"Associations operating in the name of



WeCapable
Be Empowered

**PERSONS
WITH
DISABILITIES**

persons with disability are confined in urban as well as they are not discharging duties and responsibilities in defending the right and ensuring the benefit of persons with disabilities," he underlined.

According to him, stakeholders should buckle up efforts to reach out to provide services to persons with disabilities in education and health as well as providing sufficient access to critical resources, like white cane, wheel chairs and other supportive tools.

He further noted, celebrating the 32nd International Day of Persons with Disabilities (PDWs) in the respective States and the Federal level, under the theme "United in action to rescue and achieve the SDGs for, with and by persons with disabilities, is important because it creates opportunity to promoting the rights and well-being of persons with disabilities in all spheres of society and development, and to increase awareness of the situation of persons with disabilities in every aspect of political, social, economic and cultural life.

It is high time to walk the talk taking profound actions that could undo the challenges of persons with disabilities and bring about meaningful impact on the life of the PDWs.

Because of infrastructural and social services inaccessibility are creating barriers for persons with disability in a daily base associations of persons with disability should further strengthening advocacy.

He finally, noted that children in the hinterlands of Ethiopia children with any form disability are deprived the provision of education and health care services. In these parts of areas disability is also considered a taboo because of the stereotypes towards persons with disability often deriving from superstitious interpretations, frequently resulting in stigma and avoidance.

stakeholders should buckle up efforts to reach out to provide services to persons with disabilities in education and health as well as providing sufficient access to critical resources, like white cane, wheel chairs and other supportive tools

Last week Ministry of Women and Social Affairs staged an event to celebrated International Day of Persons with Disabilities along with development partners. Speaking on the occasion State Minister for Women and Social Affairs Huria Ali said that the government is working aggressively to ensure the comprehensive inclusion of PWDs.

The State Minister stated this at the event held at the United Nations Office in Ethiopia to raise awareness and Movement Week in relation to the 32nd International Day of Persons with Disabilities.

According to the State Minister, the government apart from preparing various legal frameworks for the people with disabilities is working with various partners to ensure the universal inclusion of this segment of the people.

Mentioning that the inclusion of disabled people can only be ensured when infrastructure and social services are accessible to all types of disabled people, the State Minister said that however most of these people cannot afford to buy equipment and technologies that can alleviate their problems. Owing to this, the support of partners is instrumental. She also urged partners, pertinent bodies, and stakeholders to backing them and lessen their burden.

The coordinator of the United Nations Office in Ethiopia, Dr. Ramiz Alakbarov on his part expressed keenness to work jointly and closely with the government of Ethiopia in relation to the issues of the disabled people and promised to provide the necessary support to overcome the challenges in the area.

Most of the time, People with Disabilities encounter a lot of challenges, stigma and psychological damage due to the misconceptions created by the society merely for the reasons they are disabled. To overcome these problems, the Ministry of Women and Social Affairs has been undertaking various activities and working together with the International organizations. As part of these efforts, the Ministry, joining hands with the international Committee of the Red Cross has entered into actions by preparing psychological and social rehabilitation services guidelines for people with disabilities, it was learnt.

International News

Claver Gatete calls for urgent investment in road safety management

BY STAFF REPORTER

ADDIS ABABA - The Economic Commission for Africa, Executive Secretary, Claver Gatete, has said Africa needs support in developing its road safety management to curb the high rate of road crashes which are a blight on the continent's development.

The World Health Organisation estimates the road traffic fatality rate on the continent to be 26.6 deaths per 100,000 people compared to 17 in South-East Asia, 9.3 in Europe and the world's average of 17.5.

Speaking at the United Nations Partnership Meeting for Road Safety, Mr. Gatete said that the disproportionately high rate of road traffic deaths in Africa is alarming, especially as the continent has barely 3% of the world's vehicle fleet. "Equally alarming, road traffic fatalities in Africa increased by 15% between 2019 and 2020," he added.

The United Nations Partnership Meeting for Road Safety is a platform for UN organizations to share experiences in efforts to reduce road injuries and fatalities across the world.

The 2023 WHO Global Status Report on Road Safety, launched this week, indicates that approximately 1.19 million people die each year as a result of road traffic crashes



with road traffic injuries being the leading cause of death for children and young adults aged 5–29 years.

"Road safety management is foundational to curbing road deaths, yet it remains a major challenge in Africa," he said.

Research by ECA and the African Union Commission shows that only 22% of measures related to road safety management in the African Road Safety Action Plan (2011-2020) were implemented. The ECA has since focused its technical assistance and advisory services to African countries and organizations on Road Safety Management.

Mr. Gatete urged the UN Road Safety

Fund (UNRSF) to consider allocating more resources to projects in Africa due to the magnitude of the road safety problems on the continent. He also called on UN organizations to assist in improving the reliability of road safety data in Africa by supporting the Africa Road Safety Observatory (ARSO).

Lack of reliable data on road safety is another challenge that Africa grapples with, Mr. Gatete said, calling for the speedy implementation of the African Road Safety Observatory which will help address this issue through evidence-based decision-making on the continent.

Calling on UN organizations to support the

digitalisation of road safety in Africa, Mr. Gatete said the continent needs capacity building, technical assistance, research, and financial support.

According to the 2023 WHO Global Status Report on Road Safety, 92% of the world's fatalities on the roads occur in low- and middle-income countries and road traffic crashes cost most countries 3% of their gross domestic product.

"These numbers are not good, and we are paying too high a price for our mobility," said Etienne Krug, WHO Director, Department for Social Determinants of Health during the report launch.

The United Nations General Assembly has set an ambitious target of halving the global number of deaths and injuries from road traffic crashes by 2030.

Despite the high rate of road traffic deaths, there has been some progress.

"The good news we have for the first time I think since the invention of the automobile, there is a decrease in the number of deaths, we have an overall 5% decrease in the number of deaths over the first Decade of Decade of Action for Road Safety," Mr. Krug said, emphasizing that greater focus is needed in implementing safe systems and strengthening data.

Source: UNECA



This is Ethiopia

Promoting diversity towards attracting more tourists!

BY TEWODROS KASSA

Ethiopian Nations, Nationalities, and Peoples Day is an annual celebration that highlights the cultural diversity and rich heritage of the country. This day provides an opportunity to promote tourism by showcasing the unique traditions, languages, and customs of the various ethnic groups in Ethiopia. In this article, we will explore the significance of promoting Ethiopian Nations, Nationalities, and Peoples Day towards attracting more tourists and how it can contribute to the growth of the tourism industry.

Ethiopia is known for its diverse and vibrant ethnic groups, with over 80 different languages spoken across the country. Ethiopian Nations, Nationalities, and Peoples Day celebrate the unity and diversity of these communities, promoting mutual respect and understanding among them. This celebration plays a vital role in preserving the cultural heritage and traditions of the various ethnic groups, while also fostering social cohesion and harmony within the country.

Recently, the 18th Nations, Nationalities and Peoples' (Ethiopianism) Day was marked colourfully with the attendance of its respective Nations, Nationalities and Peoples' representatives in the Somali state. The state's beautiful town, Jigjiga hosted its guests with various ceremonial occasions.

During the celebration President Sahle-Work Zewdie said that the festival is celebrated not only to show that diversity, multinational unity and equality are inseparable, but also to strengthen them.

Developed countries had also faced identity-related problems, but they were able to overcome the challenges through inclusiveness, she mentioned, adding, but there is no other option than to live together as equals.

She further explained that the greatness of Ethiopia cannot be separated from the greatness of its peoples, emanating from their history, culture, adventure, and the likes.

It is our responsibility to maintain the greatness of this nation, she said, adding that Ethiopia will live in peace and develop only when we solve our common problems through dialogue.

In his congratulatory message in connection with the NNPD celebration Prime Minister Abiy Ahmed (PhD) said that this year's Nationality Day is celebrated with the theme of "Diversity and Equality for National Unity" in Jigjiga, capital of Somali Region.



Somali ethnic group representatives.

In his message, the Prime Minister expressed his firm belief that the celebration will help build a shared narrative of national unity. Ethiopianness means a national identity centered on multi-national unity, he observed.

Ethiopianness accepts the diversity of nations, nationalities and peoples on the one hand and recognizes also the strong synergy that has been binding Ethiopians for generations.

On the celebration, representatives of various Nations, Nationalities, and Peoples expressed their deep enthusiasm for celebrating the day together with love and peace. The festival, which was celebrated under the motto 'diversity and equality for national unity', was celebrated in a way that can strengthen national and multinational unity.

According to tourism experts, one of the primary objectives of promoting Ethiopian Nations, Nationalities, and Peoples Day is to showcase the cultural richness of the country. Through diverse cultural performances, traditional music, dances, and exhibitions, tourists can immerse themselves in the vibrant cultural tapestry of Ethiopia. This unique experience allows tourists to understand and appreciate the customs, traditions, and lifestyles of the Ethiopian people.

Accordingly, Ethiopia has immense

potential for cultural tourism, and promoting Ethiopian Nations, Nationalities, and Peoples Day can significantly contribute to its growth. By organizing cultural festivals and events during this day, the country can attract tourists who are interested in experiencing authentic cultural immersion. This, in turn, can create economic opportunities for local communities, including artisans, craftsmen, and traditional performers.

Promoting Ethiopian Nations, Nationalities, and Peoples Day can also support the development of community-based tourism initiatives. Community-based tourism involves engaging local communities in tourism activities, allowing them to directly benefit from the industry. By organizing cultural events and festivals, tourists can interact with locals, participate in traditional activities, and support local businesses. This approach not only provides an authentic experience for tourists but also contributes to poverty alleviation and sustainable development in rural areas.

To effectively promote Ethiopian Nations, Nationalities, and Peoples Day, collaborations and partnerships are essential. Government agencies, tourism boards, local communities, and private stakeholders need to work together in developing marketing strategies, organizing events, and creating tourism packages tailored to showcase the uniqueness of

each ethnic group. Collaboration can help ensure the sustainability of cultural tourism initiatives and maximize the benefits for both tourists and local communities.

In today's digital age, leveraging digital marketing and social media platforms is crucial in promoting Ethiopian Nations, Nationalities, and Peoples Day to attract more tourists. Creating engaging content, sharing captivating images and videos, and utilizing relevant hashtags can generate curiosity and interest among potential travelers. Through targeted campaigns on platforms like Instagram, Facebook, and YouTube, the message of cultural diversity and vibrant traditions can reach a global audience.

In sum, Promoting Ethiopian Nations, Nationalities, and Peoples Day is a powerful tool for attracting more tourists to Ethiopia. By showcasing the cultural richness, fostering community-based tourism, and leveraging digital marketing, Ethiopia can carve a distinct identity for itself in the global tourism landscape. Embracing and celebrating the ethnic and cultural diversity of the nation will not only preserve traditions but also stimulate economic growth, create employment opportunities, and enhance the overall tourism experience. So, as we move forward, let us join hands in promoting Ethiopian Nations, Nationalities, and Peoples Day, and experience the beauty and charm of this incredible country.