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Ethiopia, Kenya team up to thriving ties

BY YESUF ENDRIS

ADDIS ABABA- Ethiopia and Kenya have agreed upon the extension of infrastructural and port development agreements' implementation for the benefit of their people and economies, a Kenyan diplomat disclosed.

Approached by *The Ethiopian Herald*, Kenyan Ministry of Foreign Affairs Political and Diplomatic Affairs Director General Moi Lemoshira said his country has extended the Lamu Port South Sudan – Ethiopia Transport (LAPSSET) Corridor Project.

Ethiopia and Kenya have extended the agreement that allows Ethiopia to use the land at Lamu Port. "So we are undertaking several activities to help and support each other and to develop the infrastructure linking Lamu Port [of Kenya] to the border town Moyalle [of Ethiopia]."

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Int'l journalists cherish metropolis dramatic progress

BY ASHENAFI ANIMUT

ADDIS ABABA – International journalists who attended the 37th AU Summit have lauded Addis Ababa's holistic development.

Speaking to FBC, Africa 24 Journalist Ali Mohammed said that Addis is one of the most bustling and fastest progressing cities equipped with a well-developed basic infrastructures that ease resident's livelihoods.

Ali emphasized the city also has enormous historical sites that would be exemplary for the rest of African countries.

"The city is carrying out many development projects that would promote the tourist influx," he added.

Mentioning his visiting experience

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Ethio-Somaliland MoU promising to pacify Red Sea region: Tibor Nagy

BY STAFF REPORTER

ADDIS ABABA – The Ethiopia-Somaliland seaport access deal vital to ensure stability across Red Sea region that recently has seen an increasing turmoil, former U.S. diplomat said.

In an interview with EBC, former U.S. Secretary of State for African Affairs, Tabor Nagy expressed that the seaport access agreement signed between Ethiopia and Somaliland is promising to stabilize the

See Ethio-Somaliland ... page 3

Amb. Konjit acclaims Ethiopia's role in African peace

BY BETELHEM BEDLU

ADDIS ABABA– Aside from historic contribution for freedom and pacification of Africa, Ethiopia has continued playing a due part to ensure peace and security in the continent, renowned and seasoned diplomat said.

Speaking with the Ethiopian Press Agency (EPA), Ambassador Konjit SeneGiorgis, who served as a diplomat for over 53 years, stated that the nation has been putting unwavering effort along with IGAD and AU to safeguard peace and security in the region.

Besides striving to create economic cooperation in the continent, Ethiopia has remained the largest troop contributor to AU and UN peacekeepingmissions in Rwanda, Burundi, Liberia, Sudan and Somalia, she said.

Ethiopia's contribution to the continent is not limited to its symbolism of freedom, Konjit said, adding that the country also

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Photo: Berihun Tadele



Prof. Melaku Geboye

AFTZ initial implementation promising: UNECA

BY ESSEYE MENGISTE

ADDIS ABABA- The initial implementation of the African Free Trade Zone (AFTZ) has brought promising results amidst several challenges including the COVID-19 pandemic, the United Nations Economic Commission for Africa (UNECA) said.

UNECA African Trade Policy Center Director General Prof. Melaku Geboye, who has done extensive research on the issue, told local media that the AFTZ initial implementation has been largely successful amidst tenacious hurdles.

Studies have been made regarding problems that the AFTZ has encountered in the current processes and its future directions that would help to expedite the implementation process.

According to him, the 37th Ordinary Session of the Assembly of the AU that was held last week in Addis Ababa was instrumental for the AFTZ whereby the leaders approved additional laws that would expedite the implementation of the continent-wide agreement.

“During the assembly, the leaders approved two documents on modern digital business and women and youth and though it is encouraging, such measures are not enough. Moreover, the documents’ effectiveness is only measured by the business opportunities they would bring to the continent.”

The researcher further highlighted that 54 of the 55 member countries of the African Union have signed the AFTZ while 47 states including Ethiopia, have ratified the agreement. “Owing to its ratification of AFTZ, the obligations and rights created by the agreement have become part of Ethiopia’s law and the measure demonstrates the country’s commitment to forge robust business ties with the rest of Africa.”

The steps Ethiopia has taken from the inception to the implementation of the AFTZ have opened a new chapter in its long history. The continental accord required the ratification of 22 countries and Ethiopia was one of the first signatories.

“In the future, it is necessary to speed up trade ties and holistic development by implementing the continental plan and agreement in an appropriate way, Prof. Melaku recommended.

It is to be recalled that African leaders approved the competition policy, investment policy and intellectual property documents last year.

Agency to inaugurate 700-mln- Birr archival building

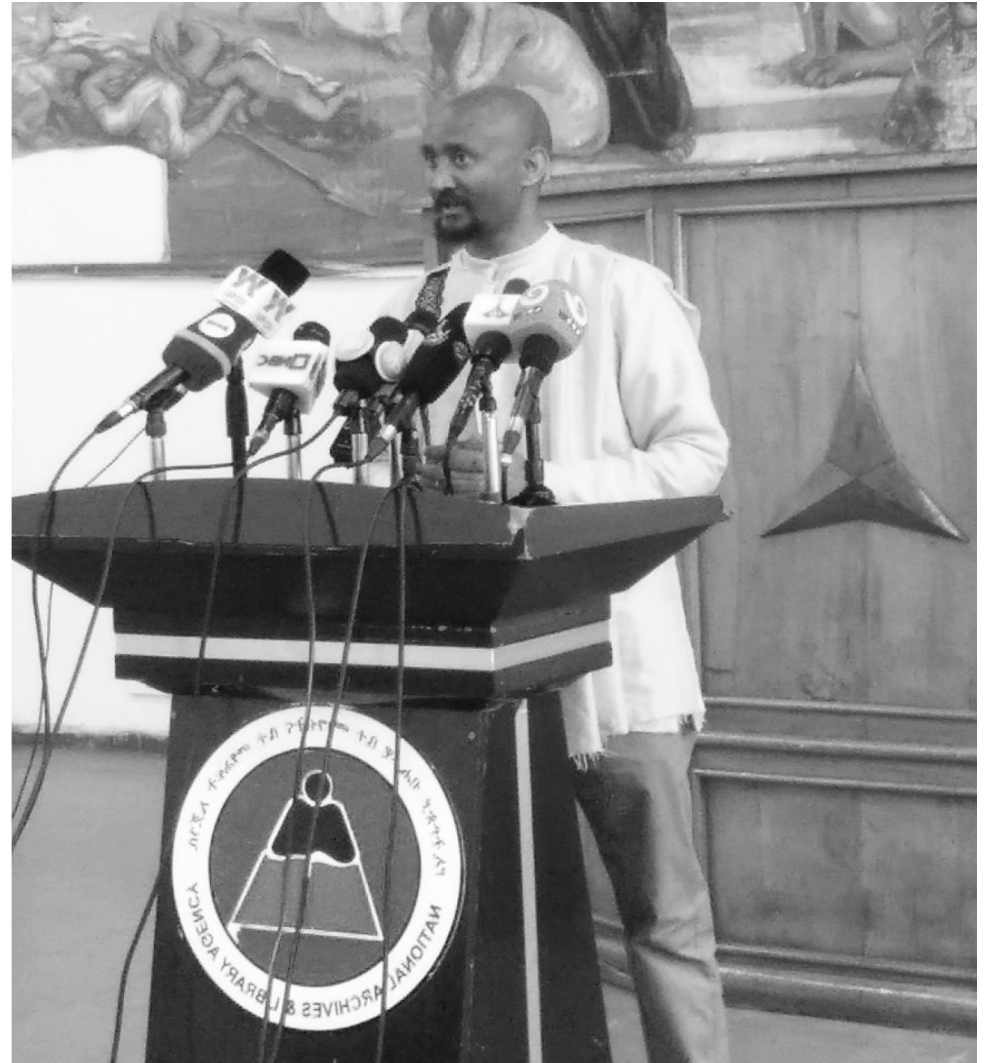
BY MISGANAW ASNAKE

ADDIS ABABA- The Ethiopian National Archives and Library Agency said it will inaugurate its 17-floor new archival and manuscript building which has been built with an outlay of 700 million Birr over the weekend.

In a press briefing he gave yesterday, Agency Director General Yikunoamlak Mezigebe stated that the new building has been equipped with a modern electro-mechanical system that effectively regulates hot and cold air conditions and protects the manuscripts from damage.

The facility is also equipped with a software-integrated library and archive record management system that links the archived documents together. The agency will inaugurate the new building that also contains halls, cultural hub and public lecture rooms in the coming Saturday, he added.

“The new building will place a colossal of historical documents and enable individuals who wish to know about Ethiopia’s past to access the information in written, audiovisual, pictorial and digital formats.” Yikunoamlak further noted that the new building can preserve historical documents and enable them to be transferred to posterity. “Along with the inauguration of the new building, we are also marking the agency’s 80th founding anniversary which is also a milestone for the inauguration.”



Prime attention has been given to keeping the agency as a place of Ethiopia’s knowledge and consolidated efforts are underway to collect, organize and document, historical manuscripts in a modern and

professionalized manner, he remarked.

The government fully covered the 700 million Birr construction cost of the new building, it was learned.

Gadaa power transfer kicks off in Gujii

BY TSEGAYE TILAHUN

ADDIS ABABA – The 75th Gadaa power transition has performed in Me’ee Bokkoo, a ritual site found in Gujii zone of Oromia state.

The 75th Gadaa power transition ceremony marked the handover of authority (power) from the Harmuufaa Abba Gadaa to Robele Gadaa classes to govern community for the coming eight consecutive years.

The power transition was taking place for the last 74 years without interruption of keeping an eight year patters. As a result, Abba Gadaa Jarso Ugo received the authority to govern for coming eight years. The process was performed in Me’ee Bokkoo, a ritual site in Anna Sorraa district of Gujii zone of Oromia state.

During the authority handover ceremony, Abba Gadaa Jarso Ugo said the current generation has a responsibility to transfer our forefathers’ values and systems to future generations and serving the community. “It requires further commitment. Today’s authority transition



Photo: Gebabo Gebre

showcased the continuation of our forefathers’ values and systems.”

As Gadaa system is ensuring peace, Abbaa

Gadaas (community leaders) should be at forefront to sustain peace, development and unity. He urged Ethiopians to solve any kinds of differences via round table discussion.

Furthermore, he called upon armed groups to sit for peace talk or discussion to enable to solve the difference in peaceful way.

Gujii Zone Chief Administrator Negase Bulala on his part said that Gadaa system is a reflection of a true democratic idea and implementation during power transition. It is a living example of democracy that thrives on inclusivity, respects, tradition and values of community.

Oromia State Chief Administrator Shimles Abdissa said that Gadaa system is a system that promoted democratic practice to the world. An Oromo person has been transferring its culture, values, unity and others from century to century.

The system needs preserving and marinating it since it passed various challenges. He reaffirmed government’s commitment to protect and develop such kinds of values.

News

College establishes Women's Health Support Charity Organization

BY MESERET BEHAILU

ADDIS ABABA – St. Paul's Millennium Medical College (SPHMMC) yesterday inaugurated 'HeWan' -Women's Health Support Charity Organization" aiming at producing healthy women for sustainable development.

The Charity organization was established by College's Department of Obstetrics and Gynecology while a slogan said "A healthy woman writes her own destiny."

Up on the inauguration ceremony, Charity Organization Manager and College's Obstetrics and Gynecology Department Head, Wondimu Gudu (MD) said that the main aims of the charity is supporting women who are not a capable of paying for medical treatment. In this regard, the charity has provided medical services worth 150,000 Birr to 70 mothers during the past over one year.



As to him, as most of the patients who have come for treatment have economic problems, members of the Obstetrics and Gynecology Department established a charity to support, educate, and awareness creation for women patients in particular and community in general.

"Currently, there are close to 1,500 members, including various specialist students and volunteers from outside. Those

members are working collaboratively in order to address women who are in need of support on health issue," he added.

Wondimu further stated that the Charity Organization will be attempting to address women in conflict affected areas in close with various voluntary bodies. Early prevention is among the priority tasks of the charity organization to realize health women.

Amb. Konjit acclaims...

takes the lion's share in the coming in to force of former OAU now African Union that aimed to rid the continent of colonization and apartheid.

"There is no better country in Africa that has rescued the continent than Ethiopia whenever something came up. Its

contribution in reuniting African states that have been formed in Casablanca and Monrovia Group informally is also worth mentioning," the Ambassador underscored.

Likewise, Konjit recalled that Ethiopia which was led by Emperor Haile Selassie had greater role when 32 African states that had achieved independence at that time agreed to establish the Organization of

African Unity (OAU) on May 25 1963 in Addis Ababa, Ethiopia.

Ambassador Konjit further highlighted the successful influence Ethiopia put once when the OAU accomplished its first task and holds new missions. Recalling the role of Ethiopian leaders for the freedom in Africa, she also called on each citizen to follow their footprints.



Ali Mohammed



Tuyemo Haidula



Alexander Travold

Int'l journalists cherish metropolis...

in the city, he stated that he has a plan to visit other parts of the country together with other fellows.

On the other hand, the Namibian The Sun Journalist TuyemoHaidula for her part said that the traditional restaurants, historical sites in the capital are very fascinating and breathtaking.

She expressed her keenness to visit and purchase locally manufactured products in the African largest market a.k.a 'Merkato'.

In addition to the resident's hospitality

and splendid tourist destinations, Tuyemo remarked that the city is acquainted with handmade costumes and handicrafts. Besides, the city has cautious tourist guides and drivers.

Similarly, Brazilian Agriculture Advertising Company Expert Alexander Travold stated that the city is registering a remarkable progress in terms of airport development, squares, and museums among others.

"The government has also taken bold steps to the education sector and other development

aspects," he noted.

Ethiopia, which was never colonized, has many splendid historical arrivals that make it a preferable and historic destination country. Also, the tourism packages that the travel agencies provided are also pushing factors for tourists to visit diverse destinations.

As to him, the metropolis promising development showcases that the country is on the right path to tangible economic and political development.

Ethio-Somaliland MoU...

Red Sea region and secure transport along the route.

According to Nagy, the Red Sea faced terrible instability problems including piracy because of Somalia's inability to control its coastline or for the Houthis who are shooting rockets targeting ships going through the route.

He expressed that Ethiopia as a major nation, could absolutely contribute to the stability of the Red Sea if it gets a port and a navy. And it could also provide training to the Somaliland's navy, he added.

For him, the Ethio-Somaliland MoU is a win-win proposition to Ethiopia and Somaliland as the first desperately needs a peaceful access to the sea while the later has been craving some type of official diplomatic recognition.

However, he stated that the details of the final agreement between the two yet not unveiled publicly but the aspirational aspects themselves are extremely positive.

He considers that there are countries that oppose the agreement including Somalia, Egypt and the US considering the deal from their point of views.

However, these countries are jumping up and down and protest the deal for the wrong selfish reason that has nothing to do with the deal which would benefit the region, the ex-diplomat noted.

He mentioned that Egypt opposes the deal because of its disagreement with Ethiopia over the Abbay Dam even though the deal benefits its interest as it helps to ensure stability along the Red Sea route that allow the free movement of ships through the Suez Canal.

The deal is even in Somalia's interest because it brings a greater stability across the Red Sea region and the coastal water that would cut down piracy which is going on at the cost of Somalia, Nagy stressed.

He believed that Somalia's government still needs Ethiopia's forces to control country's territory and to take some of the counterterrorism measures inside Somalia.

Ethiopia would like to diversify its port access since no one wants to depend on a single port. "A country with that many people limited to one port with one tin railroad line, that's not very promising," Nagy said.

Ethiopia, Kenya team...

Ethiopia and Kenya have discussed ways to the full implementation of different agreements that have been signed so far during the Joint Ministerial Commission Meeting which was concluded last Wednesday.

Kenya is still committed to expediting the infrastructure-driven interconnectedness

with Ethiopia in a way to ensure mutual growth and benefits. "We are here to reaffirm our strong commitment to the bilateral relations with Ethiopia. Also, we seek how to take the historical ties to new heights."

According to him, reviewing the bilateral relations, and evaluating implementations of memorandums of understandings

and bilateral engagements are equally important to define the path in the future of Ethio-Kenya holistic partnership. The infrastructural integration has got prime attention owing to its immense benefit for the people of the two countries.

In his biweekly press briefing, Ethiopian Foreign Affairs Spokesperson Meles Alem

(PhD) also said that Ethiopia and Kenya signed seven MoUs on social, economic and security affairs that will help to deepen the historical relation.

Ethiopia evaluates its relation with Kenya as indestructible in regime changes and that always remains warm, the spokesperson emphasized.

Opinion

The Victory of Adwa, its immense contribution to consolidate unity

BY GETACHEW MINAS

The Battle of Adwa had been fought between Ethiopia and the Italian colonial force on March 1, 1896. It had been recorded in the history of Africa as a significant incident and episode. It had wide-ranging, extensive and radical impacts on both Ethiopian and African history. Before the battle, the European powers had agreed on the scramble for Africa with the hidden goal of exploiting the natural resources of the continent.

Consequently, the Kingdom of Italy was prepared to colonize the ancient independent Ethiopian Empire. It ventured to colonize the Empire without taking into consideration the possible resistance to its adventure. Ultimately, the battle was fought between the Ethiopian Empire, led by Emperor Menelik II, and the Kingdom of Italy. The Italian occupation force had been commanded by General Oreste Baratieri, who had been confident of victory over Ethiopian forces. However, it was confronted by the Ethiopian heroes who came from different parts of Ethiopia to defend the independence of their country. They defeated the conquering forces of Italy in a very short time possible.

The Victory of Adwa had key and crucial impacts on the future of Ethiopia. It led to the preservation of Ethiopian Independence with great confidence. The leadership and the people of Ethiopia have remained confident in defending and maintaining their freedom from alien incursions. In earlier decades, foreign invaders had tried to conquer the country but had been repelled successfully. These invaders had tried to divide and rule the people using divisive strategies. They had been supporting one ruler against the other with the ultimate goal of conquering Ethiopia.

These foreign powers, however, had desired to dominate the country using local armed Bands. These forces would have served the interests of foreign intruders in return for arms and pay in kind. They were irregular forces, composed of natives, with Italian officers and Non-Commissioned Officers (NCOs) in command. These forces had been employed by the Italian Army as auxiliaries to the regular national and colonial military forces. They were also known as "Armed Bands." The local Bands had guided the Italian occupation forces into the interior of the country forty years after the Victory of Adwa.

Historians have observed that the most immediate and crucial impact of the Battle of Adwa was the preservation of Ethiopian

independence. This had important implications for the independence of the rest of Africa. The "History of Adwa" had influenced the future liberation of Africans who have been suffering under the yoke, repression and bondage of colonialism. The history was an input for the successful warding off the colonial forces from Africa. As a result, Ethiopia has remained a symbol of freedom for the African nations that defeated colonialism after the "Scramble for Africa." As mentioned earlier, the Victory at Adwa became a symbol of African resistance against European colonialism. It inspired other African nations and leaders in their struggles for independence. It has been able to show that an African army could defeat a well-equipped European force. This became the corner stone for building the confidence of African freedom fighters. Confidence and trust in the success of a struggle is the first step on the road to independence.

The defeat of Italian force in the Battle of Adwa had significant and considerable diplomatic impacts for Italy. It was recorded for the first time in modern history as an important chapter in which a European colonial power had been decisively beaten and crushed by an African nation. This event embarrassed Italy on the international stage and weakened its position in Africa.

Ethiopia's sovereignty in the aftermath of the Victory of Adwa was recognized by the League of Nations that was established after World War I. It is recorded in history that Ethiopia was one of the few African nations to maintain its independence during the colonial era. It has played a critical role in redefining early international relations.

The Victory at Adwa has immensely contributed to the consolidation of Ethiopian unity and national identity. It has helped in fostering a sense of pride and unity among the diverse ethnic and religious groups within the country. Though the victory has contributed to the unity of diverse groups of Ethiopians, the neocolonial powers have tried to dismember it using ethnic, tribal and religious factors in the country.

The Victory of Adwa is a legacy that continues to shine in Ethiopian and African history. It is celebrated annually in Ethiopia as Adwa Victory Day. It is one of the national holidays that is observed and memorialized throughout the country. It is a triumph celebrated as a source of national pride. The victory is often referred to in Ethiopian history as a symbol of resilience, toughness and determination.

In an emblematic gesture and recognition, the headquarters of the African Union (AU)

is located in Addis Ababa. This choice reflects deep thoughts about the historical significance of the Victory of Adwa and its role in the Pan-African movement. The victory has a unique and spectacular place in African history. This demonstrates that African nations were capable of resisting and defying colonial incursions and invasions. They were masters of their own destiny that enables them in shaping their future. This was displayed by the freedom fighters during a period of intense European imperialism in Africa. A brief presentation of the Victory of Adwa does not expose the objective of European colonialism in Africa.

The goal of European Imperialism in Africa has been shrouded with misleading colonial history authored by its agents. The colonial adventure has been conducted by a combination of economic, political, social, and cultural factors. The reasons behind European colonization of Africa were multifaceted, complex and intricate as well as interconnected.

One of the major objectives was economic exploitation in which the rich natural resources of Africa have been targeted. These resources included rubber, ivory, gold, diamonds, and various minerals. European powers wanted to exploit these resources for their own economic progress. They also had the objective of having access to market for their manufacture goods thereby contributing to the growth of their economies. They had strategic and political interests, including premeditated and tactical locations for the control of certain territories in Africa. They looked for strategic naval and trade advantages in the continent. European powers had been engaged in intense rivalries and competition for global dominance. African colonies have been identified as key instruments for increasing their political influence, power and authority.

Another factor that led Europeans to colonize Africa had been the national prestige and completion. Colonial rivalry was intense in Africa. There was a cut-throat and intense competition among European powers, especially in the "Scramble for Africa." In this engagement the European nations sought to establish their dominance by acquiring colonies. This was associated with a national prestige in which having colonies was seen as a symbol of national dominance and strength. The more colonies a European nation had, the higher its prestige on the global level.

Associated with this ambition had been the missionary and cultural elements.

Some European colonizers considered the colonization of Africa as an opportunity to spread Christianity. The religions options had the objective of converting the local people to European style of life. In the process they imposed their cultural superiority. They had a prevailing policy in the cultural and racial dominance of Europeans. This policy had been fueled by the desire to "civilize" and "modernize" African societies in line with European customs.

European desire to civilize Africans was reinforced with technological and military dominance. The European nations had possessed superior military technology, including firearms and transportation infrastructure. These factors had given them a major advantage in controlling and subduing Africans. The colonies they had controlled provided European powers with strategic military bases, strengthening their global military superiority. Here, it is crucial to note that these objectives were often interconnected.

Thus, the European imperialism in Africa had deeper and lasting effects on the continent. This was supported by economic exploitation, cultural dominance, and geopolitical legacies that continued to shape the political and economic developments in Africa today. Ethiopia has been protected from the vicious exploitation of European colonial powers that tried to define the future of Africa. The Victory of Adwa had protected the pride of Ethiopians and secured respect from Africans that had been then under the yoke of colonialism. The Victory had been the source of pride and hope for all Africans, including Ethiopians.

Its immense impacts, thus, have to add fuel to consolidate the unity of the continent. Though politically secured their freedom, African nations are still under the influence of the former colonizers in terms of economy, technology and democratic self governance application among others. The western countries are still trying to dictate Africa under the guise of human rights and this must come to an end with Self-sufficiency in all spheres.

The Victory of Adwa has to play pivotal role in bringing continental strength in the way all its nations consider each other as a respected alien. The sense of fraternity ought to go beyond the summit hall consumption.

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

Editorial

A renewed partnership for regional cause

Situated in the unstable and dynamic Horn African region, Ethiopia and Kenya face common threats and opportunities. And, being the largest economies and relatively peaceful nations in the region, both also bear the great deal of responsibility in pacifying the region as neighboring countries go through prolonged conflicts and political unrests.

With Somalia still fighting Al-Shabab terrorist groups, Sudan caught on civil wars and South Sudan struggling to restore stability, Addis Ababa and Nairobi have been taking the lead role in finding remedies and averting possible escalation of humanitarian challenges.

The two anchor states find themselves in the same pages in various areas of interests. The neighboring states also have shared positions at bilateral and multilateral stages. From climate change to crisis in IGAD region, both nations continue to work jointly in various frontiers. Hosting large refugee population, the two countries are grappling with growing demand for humanitarian assistances. With similar ambitions under the African Union, both nations have been setting the tone for the continent in global stages.

Besides their engagement in multilateral issues, the sisterly nations have also been forging elevated relations in different areas. Both countries have also been playing essential roles in fighting terrorism in Somalia contributing to regional peace.

Sharing borders, cultural and linguistic values, Ethiopia and Kenya enjoy strong bilateral cooperation and amicable people to people ties that stand the test of time.

The will and resolve of both countries remain solid to further bolster the two countries' partnership. This week, the 36th Joint Ministerial Commission of both nations has been concluded by inking Memorandums of Understanding (MoUs) in seven different fields of cooperation. The Commission that came into being in the 1963 was reactivated the Joint Ministerial Commission after seven years of interruption.

The foreign ministers of the countries signed the MoUs for cooperation in tourism, culture, wildlife protection, capacity building, education capacity building, prison services, fish farming, and petroleum sectors.

Ethiopian Foreign Minister Ambassador Taye Atske Selassie expressed the need for cooperation to address and deal with human trafficking, terrorism, climate change and other pressing challenges in the East African region.

Ethiopia will share counter-terrorism information to Kenya and vice versa, and agreement was also reached upon enhancing the two countries' cooperation in the African Union Transition Mission in Somalia-ATMIS, he added.

"Since Ethiopia and Kenya are intertwined by geography, culture, and history, cooperation is predictable. The Joint Ministerial Commission, which is in charge of drafting and discussing bilateral agreements, is expected to complete further detailed agreements in upcoming meetings."

Kenyan Foreign and Diaspora Affairs Minister Musalia Mudavadi (Ph.D.) said for his part that the MoUs signed on all seven issues will help to advance the two countries' multifaceted cooperation. Regular engagements that help to evaluate and sustain the implementation of agreements will be put in place per the direction of the MoUs.

"The two countries are under the threat of terrorism and extremism, climate change, political instability, and regional unrest so further detailed agreements will be made in the next months."

In fact, Ethiopia's foreign policy accords due attention to neighboring states and the country's determination remains unwavering to deepen the partnership. It is clear that the Horn of Africa is hotbed for myriads of threats becoming a battlefield for rival powers. Its strategic importance also makes the regional countries susceptible to various security threats. This puts onus on the states to join hands and cope up with the dynamism.

In this regard, cementing all-rounded collaboration, strong infrastructural integrations is vital to realize shared ambitions and tackle common challenges. Elevated ties between Ethiopia and Kenya can be central to an integrated region.

Opinion

Amharic on its way to becoming a pan-African language

BY ZEKARIAS WOLDEMARIAM

Amharic has been the official working language of Ethiopia, the language of the courts, the language of trade and everyday communications and of the military since the late 12th century. The language serves as the official working language of the Ethiopian federal government and is also the official or working language of several of Ethiopia's federal regions.

Having served for centuries as a medium of communication for government, church education and society, the Amharic language is now vying to go beyond being the lingua franca of Ethiopia, on its way to becoming a Pan-African Language.

The Nigerien film writer and linguist, Rahmatou Keita has been propounding the idea of promoting the endorsement of Amharic language as one of the working languages of the African Union.

By now the continental bloc is using English, French, Arabic, Swahili, and Portuguese as its working languages. Swahili is typically an indigenous African language used in many eastern, southern and central African countries. Arabic has also been in use in many parts of the continent for centuries and is also a mother tongue as well as lingua-franca. The remaining languages were adopted during colonial periods. Therefore, empowering more indigenous African languages would be more appealing and effective for the overall continental progress and transformation.

There are many indigenous languages in Africa with millions of speakers as native or second languages. Among them, Amharic stands next only to Arabic in the number of speakers. Amharic is now being used by diverse communities across the world. Most notably Ethiopian diaspora community that are estimated at over 5 million use it in their respective countries of residence.

Ethiopian Jews who live in Israel also use Amharic in their daily communication. Furthermore, Amharic is endorsed as one of the official languages in the US capital, Washington DC. Apart from being a means of communication, Amharic is also studied and taught in universities abroad like Russia, China, Germany and Check Republic. It is also considered a holy language among the followers of Rastafarianism.

The language has also played its role in bringing together Ethiopians from all corners and cemented their strength. The unity and strength of the people showed its impact when the people who had their respective ethnic languages synergized themselves and thwarted the threat of colonialism at the battle of Adwa.

If they didn't unite under their native vehicular language, and fend off the threat of colonialism, the local vehicular language would have been undermined.

Language is a tool that contributes greatly to the civilization of a society. Indigenous knowledge, wisdom historical values etc are embedded within the language.

Therefore, promoting more local languages as lingua franca and vehicular languages within the continent would help the development and promotion of the rich heritage of indigenous and

traditional knowledge among the society.

"Africans are now using the languages of colonial rulers notably English, French, Portuguese and we do not make use of and develop our indigenous languages such as Amharic. on the other hand, apart from East Africa Amharic is widely used in various parts of the world including the US, Israel and South Africa" says Rahmatou explaining her motive for promoting Amharic to be adopted as one of the working languages of the African Union.

The inspiration that is brewed in the heart of the Nigerien film writer, Rahmatouis of big implication for many Ethiopians and Africans. It is undeniable that the heroic African freedom fighters who ultimately liberated their nations had their inspiration from the victory at Adwa. The news of the victory was heralded to the world via the languages of the colonialists. Yet the poor Africans were still under the yoke of the colonial masters. To what extent the message, the genuine feelings of the Ethiopian fighters was transferred to the fellow Africans is still a question. No matter how the Africans shared their feelings in the real sense in the past, it is better to think and plan for the future. The people now need to break the colonial borders that have blocked them from trading with each other, intermingling in social activities, enjoying one another's cultural and artistic events, and sharing indigenous traditional knowledge that could be applied in medicine, agriculture, etc.

To do this, the future generation should be allowed to learn and exchange each other's linguistic and cultural features.

At the moment African Union and related organs are working on speeding up the integration of the continent's economy by facilitating the Continental Free Trade Area (AfCFTA). This is a pivotal step in creating a favourable environment where the diverse people of the continent can freely and frequently meet up to exchange not only commercial items but also their cultural and linguistic assets.

Hence in this regard, two things need to be given due attention so that the overall integration of the continent that is spearheading through the economic or common market sector can be effective in the long run. One is the need to put in place physical infrastructure that connects people in various corners and regions of the continent. As Africa is still lingering under poor infrastructure connectivity issues it is necessary to put in place modern and affordable transport and communication networks.

Along with this comes the second but very important topic, promoting pan-African languages. Indigenous languages serve as not only a means of communication between speakers of different languages but also help build self-esteem and cultural awareness among the diverse people of the continent.

As already initiated by Rahmatouand is being supported by the government and famous personalities of Ethiopia and other African States, need to continue the work of uplifting such prominent African languages to reap the multiple benefits.

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



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The Ethiopian Herald

Business & Economy

Paving the way for digitizing Africa's economy

BY ABEBE WOLDEGIORGIS

Africa is the continent with more than 1.2 billion people, endowed with rich natural resources among others, vast arable land, livestock, mines, rivers, oceans and lakes with their marine life. However, though it is rich with such resources, the continent is unable to exploit the resources fully due to lack of technology, finance and well trained man power. As the result, it has remained one of the pauperized in the world.

Africa has only three percent share on the world trade. It mainly exports mines, crude oil and livestock in their raw form to the foreign market and obtains small amount of hard currency which doesn't cover its imports' bill which again leaves it in negative trade balance.

To eradicate poverty and to change the natural resources in to wealth, Africa needs to export value added products and to that end, expanding the manufacturing sector is essential. The sector plays pivotal role in job creation, creates market linkage with the agricultural sector, boosts export, substitutes import, and attracts both foreign and local investors.

Side by side with these, digitizing the economy has been a preferred option to reduce transaction cost and to advance financial inclusion. The financial sector in the continent is in its infancy level.

Despite the number of banks, insurance companies, and small and medium size financial institutions including the increasing credit associations, reaching the rural population through financial services has been a critical matter. The vast number of African population is engaged in subsistence farming and up to 75% of the population is resided in the rural part. The introduction of mobile telephone in the last two decades created enabling environment for the expansion of mobile banking service in the rural part.

The Information Communication Technology boosted farmers bargaining power. They can easily access the market price of their products in the urban centers and could supply their products by shortening the value chain with no broker's intervention. They can transfer and receive money. They also obtain information with regard to metrology so that enable to prepare themselves to withstand extreme climate conditions.

However, as compared to the number of population, the digital service provision is very less than the demand. And to transform the continent's economy into digital, pulling more foreign investment and constructing IT infrastructure is vital.

According to the recent report of the Economic Commission of Africa (ECA), since 2018, digitization has provided an important avenue for the African economy to leapfrog not only financial development but also development across other sectors of the economy. There are infinite opportunities on the digital platform, and fintechs are working round-the-clock to develop and introduce new products here.

However, these changes will benefit only those economies that embrace digitization, invest in the required infrastructure, and introduce commensurate regulatory technology. Digitization is transforming African economy in four major ways: retail payments systems,



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financial inclusion, sustainable business models, and revenue administration. Given that Kenya has stood out in its success in pursuing and utilizing digitization, the experiences of the country, explored and its experience shed light on Africa's digitization potential since 2018.

Digitization and retail payments systems: Digitization has revolutionized the retail payments system and the payment infrastructure. Economies are saving billions of dollars per year by using electronic payments and centralizing those payments. The retail payments infrastructure is one of the earliest beneficiaries of mobile-phone-based payments and transactions platforms. Electronic payment platforms save on transaction costs in terms of time, travel, and even unit costs. Indeed, this revolution cuts across rich and poor, underserved and formal and informal businesses.

Given this transformation, it was time in 2018 for all African economies to join the Better Than Cash Alliance (BTCA)—a global partnership that encourages the shift away from cash and towards digital payments—advocate for electronic retail payments migration, and develop the requisite payments infrastructure so that government payments can be centralized into an electronic payments platform. The potential economy-wide benefits are immense. For African economy to benefit from all these developments, digitization has become an easier platform to support financial inclusion and female financial empowerment.

Obstacles to financing access, such as physical distance, minimum balance requirements, little to no credit, and low-income flows can be circumvented. Savings have increased; micro-savers have opened bank accounts, and banks are now able to price short-term loans. In fact, currently there are over 20 million virtual saving accounts (one bank accounts for 18 million of these virtual saving accounts five years after the product was launched) that have been opened in the last five years compared to about 30 million deposit accounts in the banking sector. Not only has digitization

in Africa brought financial services to the doorstep, it has been an important avenue for creating market access. The benefits are clearly widespread and attractive, and new virtual savings products and platforms continue to emerge.

To revitalize digitization recently, the United Nations Economic Commission for Africa (ECA) and Google have signed a landmark Memorandum of Understanding (MoU) to foster and accelerate digital transformation in Africa on the margins of the 2024 edition of the Africa Business Forum.

The partnership is founded on the complementary expertise and strengths of both parties who wish to collaborate on activities to support ECA's mandate such as digital development in Africa in line with the African Union Digital Transformation Strategy for Africa (2020-2030) and Google's Digital Sprinters Framework. It also aims at leveraging the power of information and communication technologies (ICTs) for the benefit of Africa's digital economy.

As a general framework for collaboration, the MoU will seek to further explore specific key areas of interest pertaining to digital skills development for Africa's burgeoning young population, startup development, increasing financial inclusion, strengthening cyber security and online safety measures, and advancing policy research for policymakers on the continent.

ECA's Executive Secretary Claver Gatete, acknowledged Google's pivotal role in improving Africa's connectivity infrastructure, supporting Africa's innovators and entrepreneurs, and building digital capacity in emerging technologies through skills development for researchers, students and educators.

"This partnership holds the potential to produce significant and influential outcomes in tackling digital challenges and narrowing the digital divide across the African continent," he remarked.

Africa, with the lowest internet penetration rate globally, sees 63 % of its population without

internet access, according to ECA. The ECA is committed to closing digital divides by promoting infrastructure development and affordability, sound regulatory environment, and fostering digital skills.

To tap into Africa's digital transformation potential to meet the Sustainable Development Goals and Agenda 2063, it is crucial that the continent's youth—projected to account for nearly half of the global youth population by 2030—are prepared for a digital future and the 4th Industrial Revolution.

Google's Vice President of Government Affairs and Public Policy, Emerging Markets Doron Avni said; "With advanced technologies, the most profound transformation is yet to come. Collaboration will be essential if Africa is to realize this opportunity and ensure no-one is left behind. We are excited to collaborate with the ECA to work towards this shared objective."

As part of the Agreement, Google and ECA will endeavor to begin collaboration on Startup development, Computer Science Education and Cyber security. Google will endeavor to partner with ECA to reach its target to enable one million startups to generate 100 billion USD in revenue by 2033. Computer Science Education is also the other part of the agreement, ECA said.

Starting in 2024, ECA, Camden Trust and Google will endeavor to up skill over 5000 young African students and 200 teachers on computer science and robotics to support their participation in the World Robot Olympiad global competition and increase Africa's representation.

The organizations aim to operate in more than 10 countries, including Ethiopia, Equatorial Guinea, Ghana, Kenya, Mozambique, Nigeria, Rwanda, Senegal, Tanzania, South Africa, South Sudan, Uganda, and Zimbabwe.

Additionally, the partnership seeks to conduct collaborative research on Cyber-security and its connection to achieving the SDGs and Agenda 2063.

Art & Culture

The road seldom traversed-Ethiopia's long journey from Feudalism to 'Modernity'

BY MULUGETA GUDETA

Blaming the past for all the ills of the present has long become the preferred intellectual sport in many academic circles and centers of so-called African studies in Europe and America in particular. The usual refrain goes like this. Who underdeveloped Africa? Europe and America? That is true to some extent but it does not tell the full story. The full story could be accessed by asking whether the same European powers have not contributed to the development of peripheral societies although such a contribution may be limited? The answer to this question is: Yes, they have contributed a lot despite their oppressive and racist political structures.

Apartheid was an abomination in South Africa a few decades ago. The white minority enriched itself at the cost of the black majority. However it would be unfair to say that the black people there could have built the modern economy that has become the hallmark of South Africa's economic development. This is not by any means an apology of Apartheid rule. Even the white population did not achieve economically what it could achieve given the country's vast natural resources. The other point of view is whether majority rule has done better than the white minority regimes. This may be controversial because the following question should inevitably be asked. Has black majority rule improved the lives of millions of black South Africans? The answer is obviously no.

The ruling ANC is in power despite its dwindling support among the black population simply because the ruling party is perceived as exclusively benefiting the new black ruling party at the expense of the black populations living in the ghettos. The ruling party is no less corrupt than the white minority governments in the country. The black elites may even prove more corrupt than the former white oppressors. Suffice it to watch the political scandals that have been shaking the ANC bigwigs since Mandela left the scene.

The ANC looks as if it has stayed in power thanks to its fast fading old charisma as a party of liberation and thanks to Mandela's charisma. However, in order to see whether this assertion is true or not, one has to wait for the results of the forthcoming election 2024 in South Africa. The bottom line to this argument is that the obsession to blame the past for everything that goes wrong in the present might be an attempt by the African elites to reject their own failures to develop the continent at large.

This is in fact a long-established academic obsession with rejecting everything that

was born and developed under feudal regimes everywhere in the world as backward or behind the times without even trying to figure out the sources of the literary and cultural achievements that laid the basis for the modern age when emperors played the roles of patrons of the arts and literature.

In Britain, Shakespeare wrote most, if not all, of his classic plays under the monarchy. Of course, Britain has never seen a democratic system per se, and when it did, it came under the all-powerful even though symbolic facade. We can safely say that the British arts flourished under quasi-feudalistic or modern feudal regimes for much of the 20th century.

The same can be said for France and Germany or Italy. French arts and literature flourished and managed to unlock the genius of the country in the post-Renaissance period that mostly included feudal regimes. Otto von Bismarck dubbed the "iron chancellor" in Germany created one country out of the various regions ruled by feudal lords. He also supported the development of German arts and literature that developed under largely feudal regimes that produced geniuses like the classic poet Goethe whose name is still shining beyond the country of his birth. To make a long story short, the European past was the harbinger of its present.

The same goes with African countries that were ruled by feudal monarchs since the 18th or 19th centuries. There are fewer feudal monarchs in Africa than in Europe. The monarchic regimes in Egypt, Morocco, Algeria, Libya, Ethiopia to name but a few of them, have done their best to develop the cultures, arts and literatures of their respective countries by creating even unholy alliances with European powers from whom they learned how to run their cultural establishments and copied the Western way of doing things in general.

In the case of Ethiopia for instance we can trace the genesis of its cultural and overall modernization from Emperor Haile Selassie who launched the overall modernization of the country "after his coronation in 1930, bringing two constitutions in 1931 and revisited in 1955. Although Emperor Tewodros II is given the historical credit for starting Ethiopia's modernization by putting an end to the decentralization of the country under what is known as the Era of the Princes. On the other hand, Emperor Menelik has gone down as the undisputed author of the country's modernization in the 19th and 20th centuries.

As far as culture and the arts are concerned, what makes these monarchs unique was that they initiated and supported the building of many churches that have long served as the mainstays of the country's

long-cherished artistic and cultural relics that were kept in those places because the churches played this role as they were artistically and culturally more advanced than the other stakeholders. This is not however to say that the churches in Ethiopia were the sole authors of the creativity and inventions that marked Ethiopia's cultural development for centuries.

Saying that the emperors were the only actors in this process would undermine the role of society in the cultural evolution of the country. The potters, painters, house builders and traditional musicians and dancers are rather the leading actors in shaping the country's traditional cultures and the arts. The 19th and 20th centuries have particularly witnessed the rise and preeminence of a number of cultural and intellectual figures who left their marks on the history of the country.

In Ethiopia, *Zemenawinet* (or modernity), which was started within the feudal monarchies of the 19th and 20th centuries ended in the late 20th century when the last monarch who was indeed one of the authors of *Zemenawinet* was toppled in 1974 in a revolution led by young people who came of age under the emperor and emerged from either university colleges or military barracks. Politically, they were leftist-oriented and culturally they claimed to represent a transition from the monarchic to democratic dispensations.

Meanwhile, different intellectuals had tried to express their ideas of what they called modernity was. In a collection of essays entitled, "*Zemenawinet*?" What is Ethiopian Modernity? "which was published in 2012, the key ideas of Ethiopian modernity were articulated in the following ways. The authors of the essays are key figures in modern Ethiopia's intellectual discussions on modernity. The contributors are well-known public intellectual figures who themselves went through the later stages of the country's "*Zemenawinet*", including Andreas Eshete, Beharu Zewde, Baye Yimam, Elias Yitbarek, Fasil Giorgis, Elizabeth Woldergiorgis, and Yonas Admassu.

In the introductory part of the essays, it is stated that "The idea of *Zemenawinet* came from Professor Andreas Eshete, President of the Addis Ababa University from 2002 to 2012. Beye Yimam in his essay entitled, "Modernity, Language and Identity" is quoted as saying that the main characteristic features of *Zemenawinet*, were, "partly innovation and partly retention of the distinctive features of the past and the socio-cultural relations therein through a process of revision and total transformation."

In another essay entitled, "What were they writing about anyway? Tradition and Modernization in Amharic Literature"

Yonas Admassu examines the intellectual context of the making of Ethiopian modernity. Yonas focuses on two generations of writers whose outlooks and points of views, while certainly opposed, nevertheless shared the same concern of seeing "their" Ethiopia wake from its centuries-old slumber and join the community of modernized nations."

The other contributors to the collection of essays more or less shared the above views with a degree of variations on the same spectrum of views. They presented their papers with dispassion while shedding lights on what promoted or hindered the modernization of the country. Elizabeth Giorgis for instance "reveals the discursive and philosophical limitations and drawbacks of Ethiopian modernism and its representation in Ethiopian imaginary engaging with non-western concepts of modernity..."

The point of view lacking in this collection of essays was perhaps the point of view of the student movement that was born on the campus of the Haile Selassie University. Although most of the presenters were former college students, they managed to articulate the Leftist or Radical or often angry observations of the youth in the 1960s and 1970s that reflected the view that the feudal monarchy of the last emperor was particularly notorious, in their view because it stifled radical changes in the country's land tenure system that was the crux of the matter of the central concern of the 1974 revolution. When we look at the positions of the students' movement with its radical dispensations, it looks now relevant even to this day because the land question, as it was then presented, has remained on the agenda of the Ethiopian modernization process to this day whether directly or indirectly. The land question which later on grew into the so-called "national question" is believed to have given birth to present-day Ethiopia's fundamental political challenge that was touched on in those chaotic days of the revolution.

Now that those radical student leaders, who accused the emperor as agent of stagnation rather than radical reforms, are almost all gone, it might perhaps be possible to reevaluate their ideas and complement them with the critical and balanced approach that such a deep analysis requires. Whether the monarchies of the pre-revolution days were responsible for Ethiopia's underdevelopment is something that requires a deep and impartial reevaluation in order to address the leftover issues from that critical period of Ethiopian history that are impacting the present and future of the country. Thus, a retrospective look at Ethiopian past history may give a constructive vantage point to get a balanced outlook on the past and a clear vision of the future.

Science & Technology



Harnessing Digitalization for Africa's Transformation

BY DARGIE KAHSAY

Digitalization is among the highest transformative opportunities in the current world. The impact of the internet on economic growth and prosperity is immense these days. The digital technology is driving economic developments. It is crucial instrument to ensure inclusive and sustainable development. It becomes an engine of development and transformation. In today's world, digitalization accelerates business activities, services, trade transactions, development activities and investments. The technology is easing life and interactions across the globe.

The economic contribution of the digital technology is growing highly. According to World Bank's 2023 report, the digital economy makes up more than 15% of the global GDP and has grown by 2.5 times faster. By 2030, the digital economy is projected to contribute up to 30 percent of world GDP and create 30 million jobs. This shows that the positive impact of the digital connectivity on the economic growth and prosperity is growing continuously. The development of the sector by itself is also unpredictable. New innovations and advanced technologies are continuously emerging in the sector.

Despite improvements in recent years, Africa's digital connectivity remains compared to the rest of the world. According to World Bank, in 2022, only 36% of Africa's population had access to broadband internet. The quality and accessibility of broadband internet in the continent remains undeveloped, though it varies from region to region and countries as well. Similarly, per the World Bank reports, Africa has the widest digital gender gaps worldwide, with the greatest disparity between men and women.

Considering the role of the digital sector for economic development and to transform the continent's digitalization, the African Union launched the continental Digital Transformation Strategy 2020-2030 initiative that aims a comprehensive approach to develop a vibrant, safe and inclusive digital economy in Africa. Similarly, the World Bank Group also launched the Digital Economy for Africa (DE4A) in 2019 aiming to ensure every

individual, business, and government in Africa is digitally enabled by 2030.

The goal of the two initiatives is to "combine the development of infrastructure for connectivity, building digital platforms for access to finance and markets, creating new markets for entrepreneurs, and skills while also building regulatory frameworks that address emerging risks, such as competition, privacy and security", according to the World Bank.

In 2020, Africa announced the implementation of the African Continental Free Trade Area (AfCFTA) which aims accelerating intra-African trade and boosting Africa's trading position in the global market by strengthening continental trade interactions. Digital technology can ensure and catalyze the continental free trade area by easing doing businesses and trade transactions across the continent. Considering its contribution for the overall development of the continent's economy, accelerating the digital transformation and realizing the continent's 2030 digital transformation plan is crucial in this regard.

Alongside the 37th Ordinary Assembly of the Heads of State and Government of the African Union, Ethiopia had hosted a parallel session on continental digital transformation. The discussion was attended by high level government officials, stakeholders and leaders from various African countries and financial sectors. The focus of the event was on transforming the continent's digital connectivity and advancing access to digital technologies in the continent. The discussion which was held under the theme, "Harnessing Digitalization for Africa's Transformation" was organized at the recently inaugurated Adwa Victory Memorial here in Addis Ababa.

Speaking at the opening session of the discussion on continental digital transformation, FDRE President Sahle-Work Zewde said that the rapid revolution of technological landscape around the world is changing the geopolitics, economics, and interactions across the globe. The technological development is a blessing both for the developed and developing world as it opens opportunity to transform their development endeavors in all sectors. Especially, the revolution in the digital technology comes with an opportunity to

transform every sector.

According to President Sahle-Work, it is high time for Africa to properly harness this opportunity to transform the continent's socio-economic developments. The digital sector can open African countries opportunities to improve and transform the overall development endeavors and introduce innovative ways. "By increasing digital transformation, Africa can allow huge economic growth, to increase productivity, innovation and job creation," she stated.

According to President Sahle-Work to ensure inclusive and sustainable development in the African continent, it is crucial to accelerate digital transformation in the continent. As to her, speeding up digitalization is convenient for dealing with pressures and providing quick solutions for problems. The expansion of digitalization, according to her, will play a significant role in creating the prosperous Africa that the continent wants to see by 2063.

President Sahle-Work stated that Ethiopia is striving to transform the sector. The digital transformation in the finance, telecommunications, and artificial intelligence sectors is showing significant development in the recent years. She underlines to transform the continent's digital sector in advance with Agenda 2063 so as to realize the continent's prosperity.

For her, transforming the digital sector in the continent can empower citizens of the continent and improve participation. Particularly, access to digital sector improves access to information access and can enhance education as well as financial inclusiveness. "Moreover, this digital advancement can reduce poverty and ensure sustainable resources management in Africa," she stated. Improving access to digital infrastructure in the continent has the opportunity to create brightest and more inclusive future for all African citizens.

"A strategic approach is crucial for Africa's digital transformation because unplanned focus could maintain existing inequalities, leaving vulnerable communities behind," the president stated. As part of its effort to transform the sector, in alignment with Africa's digital transformation agenda 2020-2030, Ethiopia has launched National Digital Transformation Strategy 2025

which outlines goals, priorities and national plans and sectors. The overall goal of the digital transformation strategy is creating inclusive digital economy and encouraging developments are registering.

The results of the digital strategy are encouraged in Ethiopia as it enables rapid growth of telecom infrastructure, digital financial services, internet connectivity, and adoption of computer technologies such as artificial intelligence (AI).

For her part, Ethio Telecom CEO, Firehiwot Tamiru recommends African countries to apply attractive and flexible policies to encourage new ideas, innovators, inventors and businesses that can effectively support the digital ecosystem. As to Firehiwot, ensuring technology inclusiveness builds better future in sustainable manner.

The CEO said currently there are 1.4 billion mobile telephone subscribers in the continent that is expected to reach 1.7 billion by 2030. Accelerating digital infrastructural development and applying attractive policies would help the continent to harness the potential of the sector for the continent's development.

"Africa holds the largest mobile market in terms of registered account and transaction volume. Today we have around 781 million registered mobile money accounts. We need to leverage these mobile user bases to promote trade integration and enhance Africa's digital transformation." She also emphasized the possibility of building Africa's digital economy by using the mobile money users' that the continent has today as a base.

To transform the continent's digital revolution and to harness the potential of the sector for the overall development endeavors of the continent, African countries should reform their policies and strategies. Similarly, investing on digital infrastructural networking is crucial for the continent's nations to improve connectivity and provide digital access for all citizens. At continental level, cooperation among the continent's nations is vital to achieve digital transformation. Hence, countries, investors and businesses and other stakeholders should enhance cooperation at regional and continental level to ensure and realize Africa's digital transformation.

Society

Portraying true image of Africa through African media houses

BY STAFF REPORTER

In today's interconnected world and in the era where the advancements and the progresses of the digital systems have continued transforming our world in a number of ways, including the rapid spread of information through social networks and other online platforms, combating the trend of spreading misinformation and unbiased information is becoming more challenging than before.

Particularly, in times where the reality on the ground is disguised and misleading and biased information are widely spreading at alarming rate, disclosing the reality on the ground and portraying the true image of a certain country is becoming a more demanding and trying task than before.

Needless to say that Africa is a continent that is portrayed by many of the global media houses in a negative way. The continent is expressed as it is a backward, poor and starving country with a broken social, economic and political systems and center of conflicts and widespread corruption.

Though not all, most of the stories produced about Africa, give emphasis on negative stories or deliberately crafted to disseminate wrong and possibly destructive information on the continent, and attempt to magnify the negative aspects instead of focusing on its development progress and remarkable achievements.

In truth, to curb such trends and promote the reputation of the continent globally, as well as create a more accurate representation of Africa's progress and challenges thereby shaping the African story, producing media professionals that can portray the truth of Africa, and promote its success stories is of greater importance.

In this regard, the role of African journalists in reporting the truth of Africa and building the continent's image to the outside world and disproving the biased and unsubstantiated narratives of some global media is immense.

With this same intention, the African Union (AU) is also undertaking various activities by creating a transformative platform.

Mainly by launching the African Union (AU) Media Fellowship Program in 2022 with the aim to empower African media professionals, journalists and content creators to promote development-focused stories using emerging technologies through opening opportunity for cross-border collaboration in reporting, it is working to change to ensure that



Africa is at the forefront of defining and telling its own narrative to African and global audiences use emerging digital technologies

According to AU's webpage, the AU Media Fellowship Program was launched with the aim of providing African storytellers and journalists a platform to utilize media to inform, educate and empower citizens; bridge knowledge gaps, and drive Africa's development narrative in alignment with the aspirations and goals of the continent's development framework of Agenda 2063.

Recently, journalists who took part at the 37 Ordinary Session of the Assembly of Heads of State and Government of the African Union (AU) held here in Addis Ababa underscored the role African journalists can play in changing the wrong story telling trend of international media against Africa and promote the positive negative images about Africa.

In an exclusive interview with ENA, some African Journalists coming from different countries to attend the recently held Summit of the AU in Addis Ababa, Ethiopia, have underscored that in order to change the wrong narrative about Africa, there is a need to take into account the reality of the continent.

Botswana Guardian Journalist Keletso Thobega said that it is still witnessed presenting Africa in a wrong narrative in most coverage as it is a continent of "darkness and no hope."

As a result, the erroneous narratives have presented as if the continent's story is interrelated with crisis, war, instability, poverty, highly dependent on rich countries, aid and hunger, and instability.

Contrary to these misleading narratives, a number of encouraging successes and tangible changes have been registered in the continent. Just to mention but a few, promising economic growth, innovation, solving problems by own capacity, as well as enhancing cooperation and intercontinental connectivity and the like are witnessed, she pointed out.

According to her, this is an era of technology where various information dissemination methods are expanded which in turn allows African journalists to show the truth of Africa, and promote the positive narratives and build its good image, she remarked.

To make this happen, journalists of the African continent should further strengthen cooperation and coordination between and among themselves in addition to building the image of the country independently, she stressed.

Journalist at the Mauritius Broadcasting Corporation David Casimir on his part said that there are limitations in informing the world about the economic development that Africa has now achieved.

Mentioning that the reports developed with regard to Africa are still exclusively done by international mass media agencies, the journalist said that this kind

of approach has ignored the good image of the continent. In order to change the wrong narrative regarding Africa, there is a need to undertake image building activities in a manner taking into account the reality on the ground about the continent.

According to him, the African Union's Media Cooperation Program has taken encouraging initiatives in terms of changing the false narratives; however, it should be further strengthened. African Journalists should exert utmost effort in disproving the false narration and building the image of the continent.

"In order to realize the vision of the AU to create the most developed, a prosperous, peaceful and united Africa, the role of journalists is irreplaceable," David remarked.

Although there is no continent that is free from conflicts; changing the inclination of some international media houses presenting the Africa Continent as if it is a center of havoc is the responsibility of African continent journalists, "We, journalists of the continent should have to develop positive narratives centering on the continent's reality and change the wrong perception about Africa", the journalists said.

The journalists also confirmed that they will make every effort and act meaningfully to building the good image of Africa.



This is Ethiopia

Adwa Victory Memorial: A must-visit destination in Addis

BY TEWODROS KASSA

Every year, thousands of tourists flock to Addis Ababa, the vibrant capital city of Ethiopia. While there are many attractions to explore in this bustling metropolis, one of the most significant historical sites that should not be missed is the newly inaugurated Museum, the Adwa Victory Memorial. This iconic landmark pays tribute to Ethiopian soldiers who fought and sacrificed their lives at the Battle of Adwa, a pivotal event in Ethiopian history that showcased the courage and resilience of the Ethiopian people.

The Adwa Victory Memorial stands as a solemn reminder of the Battle of Adwa, which took place on March 1, 1896. This historic battle marked the first time that an African nation successfully defended its sovereignty against European colonization. The Ethiopian army, led by Emperor Menelik II, defeated the Italian forces and secured Ethiopia's independence. In this respect, visiting the Adwa Victory Memorial offers visitors a chance to immerse themselves in this incredible story of triumph and valor.

The Museum is not only a testament to the bravery of the Ethiopian soldiers but also a stunning architectural marvel. The monument features intricate carvings and sculptures that depict scenes from the Battle of Adwa, as well as symbols of unity and strength. The monument's towering obelisks and grand archways make it a visually striking sight to behold, and visitors are sure to be captivated by the craftsmanship and attention to detail that went into its design.

One of the most poignant aspects of the Adwa Victory Memorial is the opportunity to pay tribute to the heroes of the Battle of Adwa. The monument is adorned with plaques and inscriptions honoring the Ethiopian soldiers who fought bravely to defend their homeland. Visitors can take a moment to reflect on the sacrifices made by these courageous individuals and gain a deeper appreciation for Ethiopia's rich history and cultural heritage.

The Battle of Adwa was a watershed moment in Ethiopian history, marking a turning point in the country's struggle for independence. The Victory at Adwa not only secured Ethiopia's sovereignty but also inspired other African nations and black people across the world to resist colonialism and fight for their freedom. By visiting the Adwa Victory Memorial, visitors can gain a deeper understanding of the historical significance of this event and its lasting impact on Ethiopia and the African continent



The Battle of Adwa was a watershed moment in Ethiopian history, marking a turning point in the country's struggle for independence

as a whole.

Recently, leaders and ministers of various countries who attended the 37th Annual African Union Summit visited the Adwa Victory Memorial which was inaugurated last week.

Many believe that victims of oppression gained their freedom and independence as a result of the Victory of Adwa that sparked

rebellion against conquerors throughout Africa and the rest of the world.

The leaders and ministers of various countries visited the memorial museum at the sideline of the African union summit.

According to local media report, among the dignitaries that paid a visit to the memorial were Success Masra, the Prime Minister of the Transitional Government of Chad, and Maria Helena Semedo, the Deputy Director General of the UN Food and Agriculture Organization along with several ministers and head of institutions of African countries.

In the majestically perched at 5 hectares of land on the center of Addis Ababa, locally known as Piassa, the Adwa Victory Memorial symbolizes the valor and tenacity of Ethiopians against the Italian invaders.

The Victory that ignited African as well as worldwide resistance against colonizers resulted in the freedom and independence of all those who were under oppression.

The Adwa Victory Memorial museum serves as a tribute to the bravery, resilience, and heroism of Ethiopian soldiers and leaders who defended their homeland against colonial aggression.

In addition, the Director General of UN Industrial Development Organization (UNIDO) Gerd Müller, along with his delegation, visited the Adwa Victory Memorial Museum in Addis Ababa.

During the visit, the Director General said Adwa Victory Memorial Museum has not only depicts past history but also will create capacity for the next generation to work in

collaboration.

The Memorial is also a desirable place to hold conferences in its halls, he added.

The Prime Minister of Chad Succès Masra also visited the museum.

He said that the recently inaugurated Adwa Victory Memorial in Addis Ababa is a living African pride, independence and glory.

“As an African, I really feel honored and proud to come here and see that there is this Africa that we don't talk a lot of. I think this is a time for all Africans to remember that here in Ethiopia, here in Africa some from day one were free in their mindset, in their battle and they remain free.”

Therefore, if you are looking for a unique and historical destination to explore in Addis Ababa, look no further than the Adwa Victory Memorial. This iconic landmark pays tribute to one of the most significant battles in Ethiopian history and provides visitors with a glimpse into the past while offering a solemn and reflective atmosphere.

In sum, In conclusion, the Adwa Victory Memorial is a must-visit destination in Addis Ababa for anyone interested in history, culture, and the triumph of the human spirit. By exploring this iconic landmark, visitors can experience firsthand the rich history of the Battle of Adwa, pay tribute to Ethiopia's heroes, and gain a deeper appreciation for the country's resilience and strength. So, next time you find yourself in Addis Ababa, be sure to make a stop at the Adwa Victory Memorial and immerse yourself in the incredible story of courage and victory that it commemorates.