

Press Release



American's 4th Largest City, Houston Texas Salutes Ethiopia

“Ethiopian New Millennium Tourism, Culture and Trade Image Building festival”

Ethio-American Trade & Investment Council with the support of Ethiopian Minister of Culture and Tourism, of the Federal Democratic Republic of Ethiopia, the Embassy of Ethiopia in Washington, D.C., Ethiopian Airlines, Addis Ababa Chamber of Commerce and the Houston International Festival, is organizing ***“Ethiopian New Millennium Tourism, Culture and Trade Image Building festival”*** in Houston Texas, schedule to take place on April 19th and the 20th and April 26th and 27th, 2008.

This annual Houston International Festival is a massive outdoor events celebration, stretching across 16 acres of Houston downtown parks and streets. Projected attendance is estimated to be around 425,000 visits annually and over \$ 7.9 million USD is

generated in trade advertising and publicity. The Festival's demographics include high-ranking government dignitaries, business leaders and general public from Texas and surrounding States.

This year's Ifest 2008 "out of Africa Spotighting Ethiopia" will showcase dazzling variety of Ethiopian's arts and crafts, traditional textile and garment, Ethiopian fresh cupflower, Ethiopia as the birth place of Coffee and Ethiopian designers fashion shows. It will include also a creation of a living Museum featuring cultural dance performance venues of Ethiopian National Theater throughout the festival site. The festival is also properly structured and designs to crate opportunity to Ethiopian participants to introduce their products and closely understand to be competitive in the US market.

It is with great pleasure that Ethio-American Trade and Investment council invite Ethiopian merchants and private and public business sectors to participate in this unique International festival. The Ethio-American Trade & Investment Council is a non-profit, non-partisan, tax-exempt membership organization dedicated to strengthening and facilitating trade & investment between Ethiopia and United States of America. For the past fifteen years, EATIC has played an active role in getting the word out to many American business communities to view the Ethiopian investment and tourism opportunity first hand.

Ethio– American Trade & Investment Council

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