

Ethiopia participate in Gulfood Exhibition at Dubai

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The Gulfood Exhibition 2018 was held in Dubai-United Arab Emirates. This Exhibition is a 5 day event being held from 18th February to 22nd February 2018 at Dubai World Trade Centre. The global Food and Beverage community gears up for this principal opportunity to source the latest and best products at the best price. Gulfood is promising a wave of new services and innovations to reflect changes in consumer demand. The fully booked-out event will welcome more than 5,000 exhibitors showcasing products across 8 primary market sectors. Sectors including from :- BEVERAGES, DAIRY, FATS & OILS, HEALTH, WELLNESS, PULSES, GRAINS, CEREALS, MEAT & POULTRY, WORLD FOOD, POWER BRANDS.

There were almost 5000 exhibitors participating from over 120 countries around the world. Ethiopia was one of the participatory country and we promote Ethiopian coffee, tea, crops, and spice widely. In addition to that we have made business deal with different buyer for different indigenous products.

The Emirate of Dubai is the second largest of the seven United Arab Emirates but has the biggest population at over 2.1 million inhabitants. Size has been synonymous with Dubai as it continues to build the first, largest and the biggest constructions in the world. Dubai's dynamics are always transient and ever-changing with its constant urge to construct something better and bigger than the previous. Dubai has a warm, sunny climate that is ideal for tourism, with mild temperatures for most of the year and a low rainfall.

Dubai is tolerant and cosmopolitan and all visitors are welcome. However, Islam is a way of life in the city, and therefore tourists should adopt a certain level of cultural and religious sensitivity for the duration of their stay. While dress codes are fairly liberal, swim wear should only be worn on beaches or at swimming pools, and when visiting shopping malls and other attractions, tourists should wear clothing that is not too tight or revealing.

Dubai is sandy land, there is no farming process in the country but it hosts the world's biggest annual food and beverage show where international flavors meet world-class businesses. According to research in 2020 G.C the Gulfood exhibition will generate 3.03 trillion dollar. Beside this, Mr. Philian Seng, the American Food Association president said “ The Gulfood Exhibition has positive advantage for American Meet Producers.” In the 2018 exhibition, there were new countries which participate for the first time named Estonia, Serbia and Slovakia. It shows that this exhibition has worldwide acceptance. The exhibition covers 1 million square kilometers. It is estimated that over 97,000 visitors were visited last year. It is expected that the number of visitors will be increased in this year.

Ethiopia has participated on Gulfood exhibition and returned home successfully. Ato Ayana Zewde, the Federal Ministry of Trade and Industry says “We have participated on the exhibition by identifying our previous shortcomings and try to improve them accordingly. We aim to earn 100 million Dollar in this year.”



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As we observed there were many visitors who love our coffee boiled with the cultural pot (Jebena) were delighted and excited by our coffee aroma. As they told as they were surprised by our cultural coffee ceremony. As you can see on the above picture, we have posted a big billboard on the main gate that show our motto “Ethiopia Test of origin!!”

Tips of Recommendations to improve the future Ethiopia’s international trade strategy

Each country has its own natural resources, natural endowments and its benefits. Also countries are having limited resources and unlimited needs and wants. Different Country has different resources at different limit to fulfill their needs and wants. Therefore countries do try to overcome from these problems and do

businesses with other countries through international trade and economic integration.

Share information with Media

When we have foreign trade and promotion, we have to know the host country's political, economy, and culture and media policy in advance. We have to identify the mass media rule and regulation to use them transmission articles and news in free charge. The vast majority of Ethiopian exporters are in fact small and medium sized enterprises. Above all else SMEs need real education about the benefits and the “how to” in terms of accessing foreign markets. Therefore, we should also encourage more interchange assignments between the private sector, industry associations, and the Government of Ethiopia, as well as provide customized private sector led training on topics like how to lead global businesses and entrepreneurship for ambassadors, Foreign Service officers, and trade commissioners.

Work together

We need to strengthen federal-provincial collaboration on international trade. Both federal and provincial governments should co-invest in opening new provincial trade representation offices in strategic global markets.

Focus on our strengths

We need to match Ethiopian capabilities with global opportunities. There needs to be a focus on global markets where Ethiopia can match capacity and supply (industry capabilities, export credit and project financing) with the demand (buyers, foreign investors, and global value chains). We have to identify our product buyers and companies and create deepen understanding about the advantage of using our organic products. For example, if our customers are foreigners or Arabic Citizen we have to use their own language to communicate and convince them to buy our products.

Keep the Contractas per the agreement

We have to keep the business contract accordingly because it build our country good will/ image. We always deliver our product on time for buyers or company.

Warren Buffet the famous 3rd billionaire of the world tells "it takes 20 years to build good will but it takes only 5 second to destroy it." He continued "it will be tolerable foe wasting money in one's organization but there is no any tolerance against our good will/brand of our organization."