

## Messaging facts through a flyer

Last Saturday on April 26, 2014 there was an international day in the city where we live. The city is a port city which provides a wide range of maritime and logistics services. It is the largest port in Europe and ranks as one of the top 20 world's busiest ports. It is also the heart of the global diamond industry, both in terms of polishing, processing and trade. With a population of half a million there are quite considerable number of expatriates living in the city. There is an international school called Antwerp International School which provides education from elementary to high school.

The school organized an "International day 2014" (<http://www.ais-antwerp.be/page.cfm?p=1505>) where more than 25 countries participated. The event was colorful and there was exciting programs of music, dance and games for all ages. Each country was selling delicious food, refreshments and gift items from 10:00 to 18:00 hrs.

As an employee of the school one of us got a slot representing Ethiopia. The opportunity was used to introduce Ethiopian culture and promote tourism. Posters of Axum, Lalibela, Sof Omar and Ras Dashen were hanged. A coffee ceremony was held. Ethiopian delicious cousins (doro wet, kitfo, tibs ...) were part of the event where many appreciates the taste. Tej is also present.

One unique thing in the Ethiopian booth was the autograph signing. Abinet was surrounded by children and teen agers to put his signature like a great author or celebrity. His signature is አብነት in one of the world's oldest script, **Geez**. Its uniqueness attracted teen agers to have it in their autograph. While our friend is busy signing we were busy explaining about Geez script, Ethiopia's diverse languages and cultures.

Though we were in short of leaflets to promote tourism we tried to sell Ethiopia in the event. Having such opportunity it would be naïve to leave without talking about present day Ethiopia. It is with this sprit we prepared a flyer which briefly informs about current Ethiopia.

**Tana Source of Blue Nile**



**Ethiopia**

Multi - national, Multi - lingual country:

Government: Federal Democratic Republic of Ethiopia

Capital: Addis Ababa

Area : 1, 104,300 km<sup>2</sup>

Population: 93,877,025 (2013 estimate)

Currency: Birr (ETB)

Longest river: Abay (aka Blue Nile) 6650km.



**Blue Nile (Abay) Falls in Ethiopia**



**24/7 construction**



**GERD when fully completed**



**GERD - Grand Ethiopian Renaissance Dam**

GERD is a hydroelectric power generating dam. It is eco friendly

Location: North western Ethiopia, Benshangul Gumuz National regional state, Metekel zone, Buamza Kebele.

Structure of the Dam: 145 meters high, 1780 meters long, lying on 1680 km<sup>2</sup>. 66 billion cubic meters of water capacity.

Capacity: 6000 MW installed capacity.

Cost estimate: 4.8 Bln USD or 3.350 Bln Euro or 80 Bln ETB.

Financing: Ethiopian government and Ethiopian People.

Contractor: Italian company Salini Costruttori.

Civil works: METEC (Metals and Engineering Corporation) Ethiopia. So far 30% of the project completed. Close to 8000 Ethiopians working. To be completed in 2017.

**Dutch**

GERD is een hydro-elektrische energie genererende dam. Het is eco vriendelijk

Locatie: Noord-West Ethiopië, Benshangul Gumuz Nationale regionale-, Metekel zone, Buamza Kebele.

Structuur van de Dam: 145 meter hoog, 1780 meter lang, liggend op 1.680 km<sup>2</sup>. 66 miljard kubieke meter water capaciteit.

Capaciteit: 6000 MW geïnstalleerd vermogen.

Kostenraming: 4,8 Mld USD of 3,350 mld euro of 80 Mld ETB.

Financiering: Ethiopische regering en Ethiopische mensen.

Aannemer: Italiaanse bedrijf Salini Costruttori.

Civiele werken: METEC (Metals and Engineering Corporation) Ethiopië. Tot dusver 30% van het project afgerond. Dicht bij 8000 Ethiopiërs werken. Om in 2017 worden voltooid

Ethiopia is determined to get the people out of poverty through economic development. The economy is booming and there are mega projects under construction. These are engines of development. Roads, railways and power generating plants are some among the game changer projects. One which stands tall of all projects is the Grand Ethiopian Renaissance Dam (GERD). So the flyer tries to illustrate the grand project.

Distributing the flyer for those who visited the Ethiopian booth we explained about GERD. We briefed the source of Abay (Blue Nile), the power generating Dam project, its progress, the impact, the project financiers and so on. We created some awareness in that part of mini world. This is our first time which motivated us to do more in the future. Imagine the outcome if such things are replicated in all parts of the world.

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