

## ETHIOPIA AT THE CANADIAN COFFEE & TEA SHOW SEPT 25 & 26, 2016 TORONTO

Ethiopia had participated at the Canadian Coffee & Tea Show, which was held on September 25 & 26, 2016 at the International Centre in Toronto. It was represented by **MORMORA INC** and **WELDEYESUS BUSINESS PLC**. The companies in collaboration with the Embassy of Ethiopian in Ottawa promoted not only Ethiopian coffee but also Ethiopian culture by demonstrating Ethiopian cultural coffee ceremony.

The Canadian Coffee & Tea Show is one of the biggest annual Trade Shows attended by hundreds of Exhibitors and thousands of Visitors. In the international Show, Ethiopian booths were colorful and eye catching those attract most of the visitors of the show.

Ethiopia`s participation in this Trade show was very successful that created an opportunity to Ethiopian companies to meet the leading Canadian coffee buyers. The companies which represent Ethiopia in the international show were prepared well and promoted Ethiopian coffee culture to Canadian buyers and costumers very well. At the show site, a number of Canadians companies show interest in Ethiopian coffee and some of them has already decided to buy on the spot and started negotiation with our Exporters.



**Figure 1, 1 & 3 MORMORA INC. Both**

**MORMORA INC** is the for font company in promoting Ethiopian coffee in Canada participating in different exhibitions. **MORMORA INC participated** in the Canadian Coffee and Tea show held in Vancouver, Canada from 4<sup>th</sup> to 5<sup>th</sup> October, 2015 and has a good reputation in Toronto.



**Figure 4 & 5 WELDEYESUS BUSINESS PLC Both**

WELDEYESUS BUSINESS PLC is the one the leading Ethiopian coffee exporters that participated in the show for the first time. It has coffee processing mill, warehouse and four stores contracted recently on 3500 m<sup>2</sup> land in Addis Ababa. Its coffee processing mill has the capacity to process over ten thousand metric tons of green coffee annually.



**Figure 6 Bilateral discussion with CORDOBA COFFEE One of the biggest coffee buyers in Toronto**



**Figure 7 Explaining to a journalist about Ethiopian coffee**

Ethiopia is the birth place of Organic Coffee arabica, with a reputation for producing some of the world's finest coffees. It is the first in Africa and the 5th in the world in coffee production. Yirgacheffee, Sidamo and Harrar are the three famous trademarks of Ethiopia's finest coffees branded globally.

Ethiopia is a member of International Coffee Organization and hosted the 4th International Coffee Conference (ICC) which was held in March 2016 in Addis Ababa. The 77 Member Countries of the International Coffee Organization (ICO) and over 900 attendees, including coffee growers and representatives from government, the private sector, and international agencies attended the conference.

Coffee is among the leading export commodities earning Ethiopia a significant amount of hard currency. In 2014/15 and 2015/16, the country exported 183,840 and 200,000 tons of coffee. Germany, Saudi Arabia and America are the leading export destinations for Ethiopia's coffee in terms of amount and revenue gained respectively. More than 35 Canadian importers also import coffee from Ethiopia. In this regards the demand of Ethiopian coffee is increasing in Canadian market.

Ethiopia planned to earn 970 million US dollars in 2016/17 from the targeted 230,000 tons of export coffee. To achieve this target, strengthening modern coffee marketing system, increasing production and productivity, creating favourable condition (logistics, loan, and market ties) for coffee producers, traders, processors, exporters and service providers are among the key activities of the government.

The potential for coffee production in Ethiopia is about 5 million hectares. Currently, over 1,000,000 hectares of land is under cultivation and the cultivation of coffee in the country is planned to reach two million from the current one million. The rest millions of hectares of land is unexploited opportunity for Domestic and Foreign Investors

The Embassy of the Federal Democratic Republic of Ethiopia to Canada is devoted in finding new market destinations to our export products and promotes Ethiopian export products in collaboration with Ethiopians companies. The Embassy had organized the Ethiopia-Canada Trade and Investment Forum held from 17th to 18th May, 2016 in Toronto in collaboration with Wafa Marketing and Promotion, Amara Regional state and MINEAfrica inc that were attended by Higher Government Officials from the Federal and Amhara region state and 35 Ethiopian business communities led by H.E Demeke Mekonnen Deputy Prime Minister of the Federal Democratic Republic of Ethiopia, as well as Ms. Leslie Norton, Director General for Eastern and Southern Africa Division at Global Affairs Canada and more than 85 Canadian business communities.

Finally, the Embassy of the Federal Republic of Ethiopia to Canada extends sincere appreciation to the MORMORA INC and WELDEYESUS BUSINESS PLC for participating in the Canadian Coffee and Tea show that promotes not only Ethiopian coffee but also Ethiopian culture at large!!