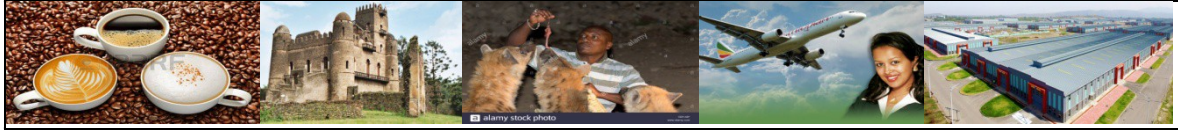


Weekly Media Brief Report #1

Aug 28- 2 Sep 2017



Media outlets:

- THISDAY
- The East African
- Daily Nation
- All Africa
- Fibre2Fashion.com
- Reuters

Issue: Ethiopia's coffee exports performing well

Media outlets: Reuters

Headline: Ethiopia 2016/2017 coffee exports jump 13.5 pct - industry body

Date : August 25, 2017

Summary : As *reported by Aaron-* Ethiopia's coffee exports in the 2016/2017 season rose by 13.5 percent from a year earlier, generating more than \$881 million in revenue. The country targets annual revenue from the crop of \$2 billion by 2019/2020. According to the data from the Ethiopian Coffee and Tea Development and Marketing Authority, 225,493 tonnes were exported in the 2016/2017 fiscal year, up from 198,621 tonnes the previous period. Officials had targeted 241,000 tonnes in exports.

Issue: Ethiopia's Tourism

Media outlets: THISDAY

Headline: Ethiopia: Opening Up as Rich Tourist Destination

Date : August 29, 2017

Summary : Ethiopia *,as reported by Chinedu Eze*, is the oldest country in Africa and the country that has never been colonised, shied away for years from exposing the invaluable and priceless legacies that dotted its landscape, economic reality and democracy have aroused the country into opening its history and sites to the curious world.

The writer explained the country as heirloom, a pride to Africa and with unraveling history that is labyrinthine and fulfilling.

Chinedu Eze said ,Ethiopia is the cradle of civilisation because that was where the oldest human fossil was found and it houses the first mosque and church built in Africa. Al Nejashi Mosque, which is one of the world's earliest mosques, built in the seventh century by the companions of Prophet Mohammed At Dire Dawa ,Chinedu Eze visited the railway that was built in 1902 and which since then operates uninterrupted diurnal service to Djibouti. He had full day city tour of Harar Jugol,the Fortified Historic Islamic town located at an altitude of 1,800 metres. Harar is a labyrinth of small streets surrounded by old city walls.

Over the years, Ethiopian Christian heritage has been exposed to the world, like the rock hewn churches of Lalibela, the Kingdom of Aksum, Ethiopian Orthodox Tewahendo Church, the Coptic Orthodox Church that span hundreds of years, including the Ethiopian Evangelical Church Mekane Yesus. But the world may not know that Ethiopia also has the rich Islamic history, which genesis dovetailed with the roots, the spread of Islam in Africa and in the world.

Issue: Ethiopian Airlines to take over the management of Nigerian air

Media outlets: The East African

Headline: Ethiopian Airlines confirms bid for Nigeria's Arik Air

Date : August 30, 2017

Summary : *As reported by ANDUALEM SISAY* - Ethiopian Airlines is negotiating with the Nigerian government to take over Arik Air ,the largest private airlines in Nigeria, has been serving as the *de-facto* national carrier for the most populous state in Africa . Following the bid opened by the Nigerian government, Ethiopian airlines is negotiating to secure management contract of Arik Air.

Ethiopian Airlines also manages Asky Airlines in Lome, in a joint ownership with the Togo government, and the Malawian Airlines, also jointly with the government. The Addis Ababa flag carrier, which began operations in April 1946, has won several accolades in the recent past including African Airline of the Year in 2015 and 2016 by the African Aviation and in 2014 ranked the largest in Africa in revenue by the International Air Transport Association (IATA).Ethiopian Airlines Group, which has several related business wings, envisages becoming a \$10 billion revenue generating company by 2030, with a total of 140 aircraft.It currently has a fleet of 92 aircraft, flying to 104 international 19 local destinations.The airline reported a 70 per cent jump in full year 2016 net profit to \$265 million boosted by an 18 per cent increase in passenger numbers over the period.

Issue: Addis Ababa Light Rail Transit (AA-LRT) generating revenue

Media outlets: Daily Nation

Headline: Ethiopia earns \$5m from Addis light rail project

Date : August 31, 2017

Summary : *As reported by Daily Nation* - The state-owned Ethiopian Railway Corporation (ERC) earned \$5m (Ksh500m) in revenue from the Addis Ababa Light Rail Transit (AA-LRT) during the Ethiopian Fiscal Year 2016/17 that ended July 8. The revenue was earned through fare collection from an estimated 35 million passengers during the just ended fiscal year.

Issue: Agricultural production and productivity have been growing

Media outlets: AllAfrica

Headline: Ethiopia: Nation Toiling to Harvest a Bumper Crop

Date : August 29,2017

Summary: *As reported by Alazar Shiferaw* - Over 90 percent of the cultivated land in the country has been covered by various crops. The Ethiopian agricultural production and productivity have been growing by six percent for many consecutive years. For instance, during the last harvest season, the nation managed to gain bumper crop of twenty million quintals.

As part of GTP II, the country has planned to harvest crops of 345 million quintals in the next harvest season. We have supplied and distributed enough amounts of agricultural inputs, offered capacity building and various trainings on irrigation schemes.

Issue: Textile sector creates jobs and generating foreign currency in millions .

Media outlets: Fibre2Fashion.com

Headline: Ethiopia plans \$271-million earning from textile exports

Date : August 29,2017

Summary: *As reported by Fibre2Fashion.com* - Ethiopia has earned \$89.3 million and created 17,000 jobs in the textile sector during fiscal 2016-17 and the country plans to earn \$271 million from textile exports and create 30,000 jobs in the current fiscal. The target warrants more efforts by private investors along with government incentives, according to state minister of industry Bogale Feleke.

Addressing the annual meeting of stakeholders to evaluate the performance in various industrial sectors, Bogale indicated that despite relatively lower performance, Ethiopia plans to become the top textile manufacturing and exporting country in Africa and is building several industrial parks.

The government has keen interest to support the sector in order to generate foreign exchange, create wide job opportunities for many Ethiopians and to increasing quality textile product, the director further added. (DS)

Some of Ethiopia's UNESCO World Heritage Sites



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ETHIOPIA

where it all began

Ardipithecus kadabba;
Western Margin, Middle Awash



Ardipithecus r. ramidus;
Aramis, Middle Awash



Australopithecus afarensis;
"Lucy", Hadar



Australopithecus garhi;
Bouri Hata, Middle Awash



Homo ergaster;
Bouri Daka, Middle Awash



Homo habilis;
Bodo, Middle Awash



Homo sapiens idaltu;
Herto Bouri, Middle Awash



6 5 4 3 2 1 0 Million Years

ARCHAEOLOGY

OLDOWAN

ACHEULEAN

MIDDLE STONE AGE