

EXHIBITION
AND
CONVENTION
SERVICES
ADVISER



የመንግስትና የግል ሴክተር አጋርነት ለዘላቂ ልማት!
**PUBLIC-PRIVATE-PARTNERSHIP (PPP) FOR SUSTAINABLE
DEVELOPMENTAL CHANGES!**



የኢጣሊያን ማዕከልና የገበያ ልማት ድርጅት
EXHIBITION CENTER AND MARKET DEVELOPMENT ENTERPRISE



አዲስ አበባ ከተማ አስተዳደር

ዘመናዊ “የኤግዚቢሽን እና ኮንቬንሽን ማዕከል” መገንባት በአዲስ አበባ ከተማ አስተዳደር የ2 ኛው የእድገትና ትራንስፎርሜሽን ዕቅድ ውስጥ የተካተተ እንደኛው ቁልፍ የልማት ፕሮጀክት ነው!

ADDIS ABABA CITY ADMINISTRATION

The Construction of a Standardized 'Exhibition and Convention Centre' Is One of the Major Developmental Projects of the Addis Ababa City Administration in accordance with the '2nd Growth and Transformation Plan-GTP'

EXAMPLE OF A MODERN 'EXHIBITION AND CONVENTION CENTRE' (*Partial View*)



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→ **እርስቱ ይርዳ**
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**‘የአዲስ አበባን
 ኤግዚቢሽን እና
 ኮንቬንሽን ማዕከል’
 በዘመናዊ መልክ
 መገንባት ለከተማችን
 ብሎም ለአገራችን
 ያለው ፋይዳ ከፍተኛ
 ነው!**

መንግስት ነጻ የገበያ ኢኮኖሚ ስርዓት ተግባራዊ በማድረጉ እነሆ ባለፉት 20 ዓመታት ንግድና ኢንቨስትመንት በከፍተኛ ደረጃ እያደገ መጥቷል። የብሔር ብሔረሰቦች ማዕከል፣ የአፍሪካ መዲና፣ ከዘዐ በላይ ኤምባሲዎች እና የበርካታ ዓለም አቀፍ ድርጅቶች መቀመጫ የሆነችው ከተማችን አዲስ አበባ የኢኮኖሚ ማዕከልነቷና አውራጎቿ እየጎለበተ መጥቷል።

ይሁን እንጂ ከተማችን እያስመዘገበችው ካለው ፈጣን እድገት ጋር የሚጣጣም ዘመናዊ ‘የኤግዚቢሽን እና ኮንቬንሽን ማዕከል’ ባለመኖሩ ምክንያት አገር አቀፍም ሆነ አለም አቀፍ የንግድና ኢንቨስትመንት ኤግዚቢሽንና ኮንቬንሽን ማዕከል በማዘጋጀት ያለንን አህጉራዊ የተመራጭነት ዕድል በተገቢው መጠቀም አልቻልንም።

በመሆኑም በከተማችን የሁለተኛው የእድገት እና ትራንስፎርሜሽን ዕቅድ ውስጥ የመንግስትንና የግሉን ሴክተር አቅም በማቀናጀት አለምአቀፍ ደረጃቸውን የጠበቁ የገበያ ማዕከላትና ኤግዚቢሽንና ኮንቬንሽን ማዕከላት ማስገንባት ቁልፍ የልማት ፕሮጀክት ሆኖ ከመካተቱም በላይ ከወዲሁ ተግባራዊ መሆን ጀምሯል።

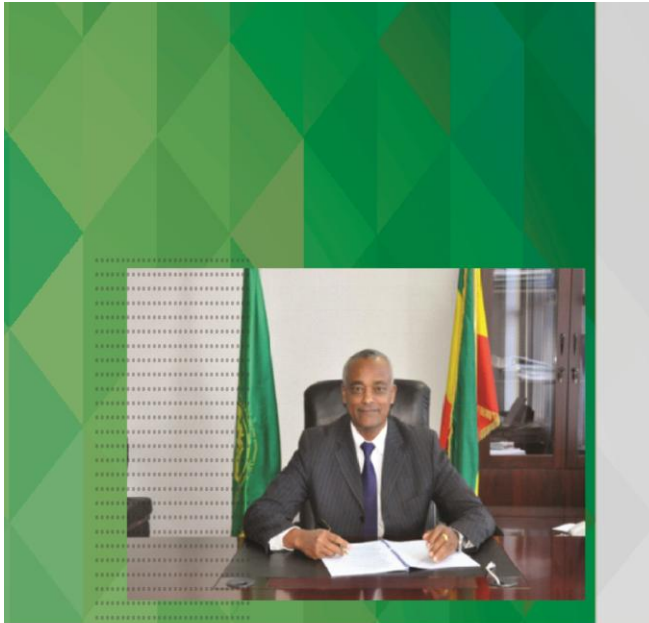
ከሚገነቡ ማዕከላት አንዱ የሆነውን ‘የአዲስ አበባን ኤግዚቢሽን እና ኮንቬንሽን ማዕከል’ በዘመናዊ መልክ መገንባት ማለት ለንግድና ኢንቨስትመንት መስፋፋት አመች አገልግሎት መፍጠር እና ከዘርፈ ብዙ አገልግሎቱ ተጠቃሚ መሆን ማለት ነው። ማዕከሉ ደረጃውን በጠበቀ መልኩ ሲገነባ የአገር ውስጥን ምርትና አገልግሎት በአይነት፣ በብዛት እና በጥራት በማስተዋወቅ ለአምራቹና ሽማቹ ምቹ የግብይት ስርዓት የሚፈጥር ከመሆኑም በተጨማሪ ስብሰባዎችን፣ ጉብኝቶችን እና ኤግዚቢሽኖችን ሁሉ አካቶ ከያዘው ከኮንፈረንስ ቱሪዝም (MICE-Meetings, Incentive, Conference, Exhibitions) ሁለገብ አገልግሎት ተጠቃሚ በመሆን ከፍተኛ ገቢን

ያስገኛል። ለቴክኖሎጂ ሽግግር አመች ሁኔታ በመፍጠር የንግዱን ማህበረሰብ እና የባለድርሻ አካላትን አቅም ከማጎልበት በተጨማሪም የውጭ ባለሀብቶችን የመሳብ አቅም ይፈጥራል።

ስለሆነም በአዲስ መልክ ለመገንባት ለታቀደው ‘የኤግዚቢሽን እና ኮንቬንሽን ማዕከል’ በሴክተሩ ከፍተኛ ሙያ እና ተሞክሮ ባለው ፈሬ ባርሴሎና በተሰኘ የስፔይን አለምአቀፍ ድርጅት አማካኝነት የዲዛይን እና የቢዝነስ ዕቅዱን ያካተተው ‘የአዋጭነት ጥናት’ በመካሄድ ላይ የሚገኝ ሲሆን የጥናት ስራው እስከ ታህሳስ ወር 2009 ሲጠናቀቅ ለማገባታው የሚያስፈልገውን በጀት ከከተማው አስተዳደር ወይም ከሌሎች አበዳሪ ድርጅቶች በማፈለግ ግንባታው እንደሚጀመር ይጠበቃል።

ስለሆነም ከማዕከሉ ዘመናዊ አገልግሎቶች ተጠቃሚ የምትሆኑ ባለድርሻ አካላት ሁሉ ለአቅዱ ስኬት ድጋፋችሁ እንዳይለዩን እየጠየቅሁ በተለይ ከኤቨንት ማኔጅመንት ሳይንሳዊ ክህሎት አካያ ያላችሁን ተሞክሮ ይበልጥ አዳብራችሁ ከአገልግሎቱ ለመጠቀም የሚያስችላችሁን አቅም እንድታሳድጉ ከወዲሁ አሳስባለሁ።

አመሰግናለሁ። ■



→ **ኤሌያስ ገነቲ
ፕሬዚዳንት**

የኦዲስ አበባ ንግድና የዘርፍ ማህበራት ፕሬዚዳንት መልዕክት

የኦዲስ አበባ ንግድና የዘርፍ ማህበራት ም/ቤት በአዋጅ በተሰጠው ኃላፊነት መሰረት ለአገራችን ንግድና ኢንቨስትመንት ዕድገትና ብልጽግና ለማምጣት የሚጫወቱትን ሚና ለማጎልበት ለንግዱ ማህበረሰብ ዘርፈ ብዙ አገልግሎቶችን በመስጠት ላይ ይገኛል። ከነዚህም ዋና ዋናዎቹ የኢኮኖሚና የቢዝነስ ድጋፍ አገልግሎቶች ናቸው። ንግድ ምክርቤቱ አባላቱን የማገልገል ሃላፊነቱን በብቃት ለመወጣት ይችል ዘንድ እንደ አንድ ዋና ስትራቴጂ የወሰደው የመንግስትና የግሉን ዘርፍ አጋርነት (Public-Private-Partnership) መፍጠርና ማጠናከር ነው።

ከዚህ አኳያ ንግድ ምክርቤቱ ከኦዲስ አበባ ከተማ መስተዳድር ጋር በጋራ በርካታ ሥራዎችን ሲሰራ ቆይቷል፤ በመስራትም ላይ ይገኛል። ለወደፊትም ይህ ስትራቴጂ ለመንግስትም ሆነ ለግሉ ዘርፍ፤ ብሎም ለሀገሪቱ ልማትና ዕድገት ወሳኝ ሚና እንደሚጫወት ያምናል።

የኦዲስ አበባ ንግድና የዘርፍ ማህበራት ም/ቤት የሚሰራቸው የኢኮኖሚ ሥራዎች የንግዱ ማህበረሰብ የሚጠብቀውን ውጤት ለማስገኘት እንዲችሉ በፌዴራል ደረጃ ከሚያደርገው እንቅስቃሴ ባሻገር በከተማ ደረጃ ለሚሰሩ ሥራዎች ቋሚ የመንግስትና የግሉ ዘርፍ የምክክር መድረክ ለማቋቋም የሚያስችል የመግባቢያ ሰነድ ከኦዲስ አበባ መስተዳድር ጋር መፈራረሙ ይታወቃል። ምክር ቤቱ ይህን አካሄድ የመረጠበትም ምክንያት የመንግስትና የግሉን ዘርፍ አጋርነት የሚያስገኘውን ፋይዳ ጠንቅቆ ስለሚረዳ ነው።

በቢዝነስ ልማት አገልግሎት ዘርፍም ም/ቤቱ ከሚሰጣቸው አገልግሎቶች አንዱ ኩባያዎች ምርትና አገልግሎታቸውን የሚያስተዋወቁበት፤ ከሀገር ውስጥና ከውጭ ኩባያዎች ጋር የሚገናኙበትና የንግድ ትስስር የሚፈጥሩበት እንዲሁም የአገራችን የኢንቨስትመንት እድል የሚተዋወቅበት የንግድ ትርዒት ነው።





ይሁን እንጂ በመዲናችን የሚጠበቀውን ደረጃ የሚያሟላ የንግድ ትርዒት ማሳያ ስፍራ ባለመኖሩ ለምክርቤቱ እና ለሌሎች ንግድ ትርዒት ለሚያዘጋጁ ኩባንያዎች የአገር ውስጥም ሆነ የውጪ ተሳታፊዎችን ለማርካት አለመቻሉ ትልቅ ተግዳሮት ሆኖ ቆይቷል፡፡ ንግድ ምክርቤቱ ይህንን ችግር ለመፍታት የሄደበት መንገድ የመንግስትና የግሉን ዘርፍ አጋርነት መሰረት ያደረገ ነው፡፡

ከዚህ አኳያ በአሁኑ ወቅት በሥራ ላይ ያለውን የአዲስ አበባ ኤግዚቢሽንና የገበያ ልማት ማዕከልን ምቹ ፤ ሳቢና ዘመናዊ ሆኖ እንዲታደስና እንዲስፋፋ ለማድረግ፤ በሌላም በኩል በአህጉራችን በአፍሪካ ደረጃ ከፍተኛ ቦታ የተሰጠውን የአዲስ አፍሪካ ኤግዚቢሽንና ኮንቬንሽን ማዕከልን ለመገንባት ከአዲስ አበባ መስተዳድር ጋር በመንግስትና በግሉ ዘርፍ አጋርነት ማዕቀፍ ውስጥ በርካታ ስራዎች በመሰራት ላይ ይገኛል፡፡

በአዲስ አበባ ንግድና የዘርፍ ማህበራት ምክር ቤት በማጎጃመንት ኮንትራት እየተሰዳደረ ያለውን የአዲስ አበባ የኤግዚቢሽን ማዕከል ፋሲሊቶች ለማሻሻል ከፌራ ባርሴሎና ጋር የተፈጠረው ግንኙነት በአዲስ አበባ መስተዳድር በኩል ተቀባይነትን በማግኘቱ ዛሬ ወደ ውጤት በመሸጋገር ላይ ያለ ሥራ ለመስራት ተችሏል፡፡

በሌላም በኩል የአዲስ አፍሪካን የኤግዚቢሽንና ኮንቬንሽን ማዕከል ለመገንባት ምክር ቤታችን የወሰደው እርምጃ የአዲስ አበባ መስተዳድር ድጋፍ ተችሮት በከተማ መስተዳድሩ ከፍተኛ የአክሲዮን ባለቤትነትና በህዝቡ ተሳትፎ ፕሮጀክቱ ዛሬ ወደ አስተማማኝ ደረጃ ሊሸጋገር ችሏል፡፡

ከላይ የጠቀስኳቸው ጉዳዮች የመንግስትና የግሉን ዘርፍ አጋርነት ፋይዳ በመጠኑም ቢሆን ያሳያል የሚል እምነት አለኝ፡፡ ይህ እምነት የራሴም ብቻ ሳይሆን የአዲስ አበባ ንግድና የዘርፍ ማህበራት ምክርቤትም ጭምር ነው፡፡ የመንግስትና የግሉ ዘርፍ አጋርነት እስከዛሬ ለሄድንበት የተሳካ ጉዞ ምክንያት ነው፡፡ ይህ አጋርነት ለወደፊትም ቢሆን ለአገርና ለህዝብ የሚጠቅም ትልቅ ሥራ የሚሰራበት ሞዴል እንደሚሆን የጻና እምነት አለኝ፡፡ ■



ሪፖርት



‘የአዲስ አበባን ኤግዚቢሽን እና ኮንቬንሽን ማዕከል’ በዘመናዊ መልክ መገንባት ለአገራችን ቁልፍ የልማት ስኬት ነው !



በባርሲሎና ከተማ የመግባቢያ ሰነድ ሲፈረም



በአዲስ አበባ የአዋጭነት ጥናት ውሳኔ ሲፈረም

በመሥራት ላይ የሚገኘውን የአዲስ አበባ ኤግዚቢሽን ማዕከል እና የገበያ ልማት ድርጅትን በዘመናዊ "የኤግዚቢሽን እና ኮንቬንሽን ማዕከል" ለመተካት ሲካሄድ የነበረው ቅድመ ዝግጅት ተጠናቆ እ.ኤ.አ. በ 08/03/2016 በባርሲሎና ከተማ ከቡር አቶ ድሪባ ኩማ የአዲስ አበባ ከተማ አስተዳደር ከንቲባ በተገኙበት የመግባቢያ ሰነድ ከተፈረመ በኋላ የአዋጭነት ጥናቱ በይፋ የተጀመረበት የውሳኔ ስምምነት በአዲስ አበባ ከተማ አስተዳደር እና በፌዴራል ባርሲሎና መካከል ሰኔ 13 ቀን 2008 ዓ/ም በማርዮት ሆቴል (አዲስ አበባ) ተፈርሟል፡፡

የአዋጭነት ጥናቱ አጠቃላይ የህንፃ ዲዛይንን እና የቢዝነስ ዕቅዱን ሁሉ እንደሚያካትት በፊርማ ስነ ስርዓቱ ላይ ተገልጿል፡፡ በተፈረመው ውሳኔ መሠረትም ፌዴራል ባርሲሎና ውሳኔው ከተፈረመበት ከሰኔ 13 ቀን 2008 ዓ/ም ጀምሮ ባሉት 4 ወራት ውስጥ ጥናቱን ያጠናቅቃል ፤ የአዲስ አበባ ከተማ አስተዳደርም ድርጅቱ ለሚሰጠው ሙያዊ አገልግሎት (Consultancy Service) 300.000.00 ዩሮ (ሦስት መቶ ሺህ ዩሮ) ይከፍላል፡፡

የአዲስ አበባ ከተማ አስተዳደርን በመወከል ውሳኔውን የፈረሙት አቶ ፎኤኖ ፎላ የፋይናንስና ኤኮኖሚ ልማት ቢሮ ኃላፊ ሲሆኑ ፤ በፌዴራል ባርሲሎና በኩል ደግሞ ሚስተር ሪካርድ ዛፖቴሮ የፌዴራል ባርሲሎና ዋና ስራ አስፈጻሚ ናቸው፡፡

በማሪዮት ሆቴል በተካሄደው ስነ ስርዓት ላይም ከቡር አቶ አባተ ስጦታው የአዲስ አበባ ከተማ አስተዳደር ምክንያቱ በክብር እንግድነት የተገኙ ሲሆን ከቡር አቶ እርስቱ ይርዳ በምክንያቱ ማዕረግ የኢኮኖሚ ክላስተር አስተባባሪና የንግድ ቢሮ ኃላፊን ፤ ሌሎች የካቢኔ አባላትን እና በስፔይን የኢትዮጵያ አምባሳደርን ሚስተር ቦርጃ ሞንቴሲኖን ጨምሮ በድምሩ ከ55 በላይ እንግዶች በስነ-ስርዓቱ ላይ ተገኝተዋል፡፡

በስነ-ስርዓቱ ላይ እንደተገለጸው





የአዲስ አበባ ከተማን እንዲሁም የአገራችንን ሁለንተናዊ ያልተቋረጠ እድገት መሠረት በማድረግ የዘመናዊ የኤግዚቢሽን እና ኩንቬንሽን ማዕከል መገንባት ከተለመደው የንግድና ኢንቨስትመንት ዓላማ ባሻገር ኮንፈረንስ ቱሪዝምን ሁሉ እያጠናከሩ የአገራችንን መልካም ገጽታ ለመገንባት በሚደረገው ጥረት የሚኖረውን ዘርፈ ብዙ ጠቀሜታ የተረዳው የአዲስ አበባ ከተማ አስተዳደር በመሥራት ላይ የሚገኘው የአዲስ አበባ ኤግዚቢሽን ማዕከል የያዘውን 2.7 ሄክታር ያህል ቦታ ቢያንስ ወደ 8 ሄክታር በማሳደግ እና አስፈላጊውን በጀት በመመደብ ለተግባራዊነቱ ዝግጁ ሆኗል፡፡



አቶ አባተ ስጦታው በኩብር እንግድነት ተገኝተው ንግግር ሲያደርጉ



አምባሳደር ቦርጅ ሞንቶሲኖ መልዕክት ሲያስተላልፉ

EDITORIAL



Mr. Tamrat Admassu

WHY A STANDARDIZED 'EXHIBITION AND CONVENTION CENTRE?'

Exhibition and Convention services are lucrative sources of income in the service sector apart from their multidimensional and intangible benefits.

They are influential drivers which provide stimulus to economic growth, academic, technical and professional advancement. They also support communities by facilitating access to global knowledge and expertise.

Countries like Ethiopia can aspire for a standardized 'Exhibition and Convention' services due to some five basic reasons:

First, as the major part of the service sector, their contributions to the GDP and the global economy at large are commendable.

Second, they are basic infrastructures for MICE (Meeting, Incentives, Conventions, and Exhibitions) the services of which integrate with other primary and secondary businesses like the hotel and transport sectors. Some studies show that hotels are the main suppliers of MICE and business travellers who attend MICE events. MICE customers have an excellent chance of becoming repeat customers.

Third, attractions and supporting infrastructures are also the direct beneficiaries from 'Exhibitions and Convention' services. Although the main purpose for business travellers is to attend a MICE event, they would usually prefer to visit the attractions in and near the host city by organizing a post-conference tour after the convention. Supporting infrastructures include the services of communication technology and banks.

Fourth, 'Exhibition and Convention' services are also known for the creation of job opportunities. The direct,

Exhibition and Convention Centers Are Influential Drivers for MICE!

Exhibition and Convention Services Have the Potential for Creating Sectorial Linkages and Economic Opportunities in the Localities!





upstream, and downstream industries involved in the 'Exhibition and Convention' activities have the potential for creating sectoral linkages and economic opportunities in the localities. In view of the socio-economic benefits that could accrue to communities, it is imperative that communities capitalise on opportunities from 'Exhibition and Convention' services. Globally, the number of conference and event planners has increased sharply over the past few years. The larger number of major conventions, festivals, trade fairs and exhibitions, as well as smaller events, accounts for this strong growth. Most job opportunities from 'Exhibition and Convention' services target graduates from universities.

Last but not the least reason goes to the image building benefits of the hosting city. In the effort to build a smart-city, 'Exhibition and Convention' services contribute a lot. The global top 15 international meeting places are Beijing, Berlin, Brussels, Buenos Aires, Copenhagen, Istanbul, Paris, Madrid, London, Seoul, Singapore, Sydney, Tokyo, Vancouver, and Vienna. Since international 'Exhibition and Convention' services have a great economic impact on hosting city, many countries or cities make great efforts in promoting the industry.

Attention is also given to the standardization of services as customers seek for value. Standardization for the 'Exhibition and Convention' services includes the need for a well-qualified and experienced management apart from the common standards for the 'Exhibition and Convention' services.

Although governments play a leading role in the provision of effective and efficient 'Exhibition and Convention' services, the contributions of the private sector are undeniable. These opportunities are best maximized through Public-Private-Partnership (PPP) modalities. Governments look to the private sector for different reasons which include the provision of better public services through improved oper-

There Is a Direct Correlation between Smart-city and Exhibition and Convention Services!

ational efficiency. Through PPP, the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public. Apart from the sharing of worthy rewards, each party shares in the risks.

It is true that such a very important international experience is at as infant stage in Ethiopia which suffers from an intermittent growth regardless of a fairly long history. However, the recent actions taken by the Addis Ababa City Administration are both radical and historical.

Now, it becomes evident that the new 'Addis Ababa Exhibition and Convention Centre' will be built maintaining its international standards as soon as possible. Apparently, the construction of the 'Addis-Africa International Convention and Exhibition Centre Share Company' will also start soon. These exemplary experiences are made possible by the Addis Ababa City Administration as well as the Addis Ababa Chamber of Commerce and Sectoral Associations driven by our motto: Public-Private-Partnership for Sustainable Developmental Changes.

Municipality Services and Chamber System Have a Clear Shared Vision for the Sustainable Development of Addis Ababa Compelled by PPP





'EXHIBITION AND CONVENTION SERVICES' TO SHOW RADICAL TRANSFORMATION IN ADDIS ABABA

A higher level delegation lead by H.E. Mr. Diriba Kuma, Mayor of Addis Ababa City Administration, has paid an official visit to Barcelona invited by Her Excellency Mrs. Ada Colau, the Mayor of Barcelona from 5 to 11 March 2016. The core purpose of the visit was sharing best experiences from Fira Barcelona, a well-known Exhibition and Convention Centre in Europe, and streamlining possible strategies that can help to build the 'Addis Ababa Exhibition and Convention Centre' as per the preconditions set by the City Administration prior to the Mayor's visit.



Ceremonial functions in Barcelona and Addis Ababa

During the visiting programme it was disclosed that the major precondition was set when a higher level delegation of Spain led by H.E. Miguel Angel MORATINOS, former Spanish Minister of Foreign Affairs and Cooperation, came to Addis Ababa on the 4th and 5th of February 2015 and discuss the project idea with top officials of the Ethiopian government including the Mayor of Addis Ababa taking into consideration the strategic potentials of Addis Ababa as the hub of the African Union Head Quarter, the seat of over 100 embassies and its sustainable economic growth.

The visiting programme of the Fira Barcelona was accompanied by a presentation by the CEO and consultants based on their valid experiences while constructing standardized Exhibition and Convention Centers with the leading technologies in different countries the experiences of which were acknowledged by the World Bank and other renowned institutions.

During the discussion the overall experience of Fira Barcelona was appreciated and the strategies that can enable to start the project of the 'Addis Ababa Exhibition and Convention Center' were brainstormed.

The Ethiopian Delegation also attended presentations on the tourism and smart-city experiences of Barcelona which were found to be impressive and worth sharing. The programme was concluded by the signing of the MoU.

In accordance with the MoU, an agreement for the Feasibility Study was signed between the Addis Ababa City Administration and Fira Barcelona on 20 June 2016 at the Marriott Hotel, Addis Ababa (See Reportage for details).

REPORTAGE:



AGREEMENT FOR THE FEASIBILITY STUDY OF 'ADDIS ABABA EXHIBITION AND CONVENTION CENTRE' CONCLUDED



During the signing of agreement for the feasibility study

Agreement for the Feasibility Study of 'Addis Ababa Exhibition and Convention Center' was signed between the Addis Ababa City Administration and Fira Barcelona of Spain on 20 June 2016 at Marriott Hotel.

According to the agreement Fira Barcelona will provide consultancy services for the Feasibility Study which comprises 'Venue Design and Business Plan' for a modern 'Addis Ababa Exhibition and Convention Center' within four months time as of the signing of the agreement and in turn the Addis Ababa City Administration will effect € 300,000 (Three Hundred Thousand Euro) divided among three payment periods.

During the ceremony speeches were delivered by the Guest of Honor, H.E. Mr. Abate Setotaw, Deputy Mayor of the Addis Ababa City Administration; H.E Mr Borja Montesino Martinez del Cerro, Ambassador of Kingdom of Spain in Ethiopia Permanent Observer Representative at the African Union; Mr. Getachew Regassa, Secretary General of the Addis Ababa Chamber of



Commerce and Sectoral Associations and Mr. Tamart Admassu, General Manager of Addis Ababa Exhibition Center and Market Development Enterprise. Other speakers were Mr. Ricard Zapatero, CEO of Fira Barcelona and Mr. Juan Antonio March, Spanish Ambassador to the World Trade Organization (2004 – 2008)

The occasion was also attended by H.E. Mr. Erstu Yireda, Coordinator of the Economy Cluster with the Rank of Deputy Mayor and Head of Trade Bureau, other Cabinet Members, top officials from Addis Ababa Chamber of Commerce and Sectoral Associations and other stakeholders.

The speeches were the following:





SPEECH BY H.E. MR. ABATE SETOTAW, Deputy Mayor of Addis Ababa City Administration

It is an honour and a privilege for me to deliver a speech in recognition of the signing of agreement for the Feasibility Study of the New Addis Ababa Exhibition and Convention Center as one of the most important developmental projects of the Addis Ababa City Administration and the Ethiopian Government at large.

As is well known, Addis Ababa has no a standardized Exhibition and Congress Center regardless of the multifaceted developmental growth and attractions of the City as a hub of the African Union and a seat of over 100 Embassies and many International Organizations.

The contributions of standardized Exhibition and Convention Centers are immense. They are part of the basic infrastructures a city like Addis Ababa should deserve to tap opportunities related to the development of trade and investment, the generation of foreign currency, the attraction of conference tourism and related services, for the improvement of international relations and image building.

Cognizant of the above-mentioned fundamental benefits and many more, the Addis Ababa City Administration has tried to sort out the causes for the gaps along with opportunity analysis and accordingly find possible ways of taking action the result of which was included to the Second Growth and Transformation Plan as one of the prime developmental projects.

Apart from the initiatives taken to fulfill the basic preconditions at various levels, the commitment of the Addis Ababa City Administration was high-

lighted when a higher level delegation led by H.E. Mayor Diriba Kuma visited Fira Barcelona upon the invitation of Mayor of Barcelona in March this year which was concluded by the signing of MoU. This was the basis for today's function: the signing of agreement between the Addis Ababa City Administration and Fira Barcelona for the Feasibility Study.

The Addis Ababa City Administration strongly believes that the consultants will exert maximum efforts to produce a full-fledged Feasibility Study making advantage out of their age-long expertise, valid experiences and reputations aiming at producing a state of the art Feasibility Study which is expected to be a model at least in East Africa. I would also like to remind those concerned Bureaus of the City Administration and other stakeholders to actively take part to make this historic project a success.

At this juncture, I would like to recognize the efforts of the Addis Ababa Chamber of Commerce and Sectoral Associations and the management of the Addis Ababa Exhibition Center and Market Development Enterprise for their encouraging efforts while managing the existing Addis Ababa Exhibition Center and Market Development Enterprise and facilitating this new project driven by the motto: "Public-Private-Partnership for Sustainable Developmental Changes" since the last 11 years closely working with the Addis Ababa City Administration.

In conclusion, once again, I would like to express the commitment of the Addis Ababa City Administration while materializing this vital project by availing the necessary support to the consultants. ■



SPEECH BY MR. GETACHEW REGASSA,
Secretary General of the Addis Ababa Chamber of
Commerce and Sectoral Associations (AACCSA)

It is my joy and privilege to make a welcoming remark on behalf of the President of Addis Chamber on this important occasion and welcome our distinguished guests from Barcelona.

As you may be all aware, the history of formally organized trade fairs and exhibitions in Ethiopia is much recent phenomenon compared to other countries. It was during the mid-sixtieth that the idea of organizing trade fairs and exhibitions emerged in Ethiopia in fair ground situated here in Addis Ababa. Even then, it was interrupted for several years after the downfall of the Imperial government in 1974.

The entire business of trade fairs have been downplayed owing to the command economic policy adopted by the communist regime until the change of government in May 1991.

The reintroduction of market economy and emergence of business competition prompted Addis Chamber to organize the first international exhibition at the Addis Ababa Exhibition Center before twenty years. The trade promotional event that started under the brand name Addis Chamber International Trade Fair has now reached its twentieth edition. The initiative taken by the chamber has become an eye opener to all other event organizers. Today, the fair ground is almost fully occupied with various trade promotional events all year round.

When we celebrate the official opening of the 20th edition of Addis Chamber International Trade Fair in February this year, we were also commemorating the partnership between the Addis Ababa City Administration and the chamber that has successfully run for two decades.

The relationship that started by allowing Addis Chamber to use the venue for organizing trade fair has grown into the establishment of the first Public Private Partnership in just eight years' time. The partnership was born when the City Administration commissioned the chamber to administer the Addis Ababa Exhibition Centre on contractual basis. Much to the credit of the leaderships of the two parties, the management contract brought the desired change in terms of promoting business and investment as well as revenue generation. The new arrangement had proved the importance of Public Private Partnership that served as a showcase to initiate new areas of cooperation.

The economic growth registered by the country over the past thirteen years, growing demand for trade promotional events and increased interest of foreign companies in the growing Ethiopian market prompted the leadership of Addis Chamber to think of building exhibition and convention ground that can respond to the needs of the new times.

Addis Chamber then initiated a project to construct what we call Addis Africa International Exhibition and Convention Centre. The City Administration promptly responded by providing 11 hectares of land with very cheap lease price. With a view to empowering the private sector, it was also decided to re-establish the project as a share company to which the city administration bought share that worth 150 million Birr to bring to another level of partnership. For this that chamber is very much grateful to the leadership of the city administration. Today we are very close to witnessing the beginning of the construction phase in few months' time.





Unlike other African Capitals, Addis Ababa was not built by colonizers. It is virtually a homemade city infrastructure. Nevertheless, if you drive through streets of Addis, you will observe what it benefited from the architecture of the Greece, Armenian, Italian, the Korean and Chinese. When this project is done, it will be another monument



SPEECH BY MR. TAMRAT ADMASSU,
General Manger of the Addis Ababa Exhibition Center and
Market Development Enterprise

We are delighted to have you here attending the Ceremonial Function of the signing of Agreement between the Addis Ababa City Administration and Fira Barcelona for the Feasibility Study of the new Addis Ababa Exhibition and Convention/Congress Center as a historic transformation.

The relations between Fira Barcelona and Addis Ababa City Administration began when a Delegation led by H.E. Miguel Angel MORATINOS, former Spanish Minister of Foreign Affairs and Cooperation came to Addis Ababa on the 4th and 5th of February 2015. Subsequently, another delegation, which comprised Mr. Ricard and his colleagues, came to Addis Ababa.

The core objective for both delegations was "reconstructing the Addis Ababa Exhibition Centre as a state of the art taking into consideration the strategic importance of the sector, the growing economy of our country, the presence of the African Union Head Quarter, many embassies and international organizations in Addis Ababa.

Then, it was time to the Ethiopian Delegation lead by Mr. Shesema G/Sellase from Addis Ababa City Administration and Mr. Elias Geneti of Addis Ababa Chamber of Commerce and Sectoral Associations to go to Barcelona invited by Fira Barcelona from 26-30 July 2015.

A turning point for the process was when a higher level delegation lead by H.E. Mr. Diriba Kumba, Mayor of the Addis Ababa City Administration visited Fira Barcelona invited by Her Excellency Mrs. Ada Colau, the Mayor of Barcelona, the opportunity of which laid the foundation for today's tangible function.

The existing Addis Ababa Exhibition Center and Market Development Enterprise was established in 1982 with about 23,536 m² space comprising four pavilions, one cultural restaurant and four cottages.

During the last 11 years, noticeable changes have been registered by the Exhibition Center. Just to mention some:

- ▶ The annual income raised from about 4.1 million to about 60 million Birr serving a total of over ten million customers annually.
- ▶ We have created job opportunities for five Micro and Small Enterprises along with temporary job opportunities for thousands of people.
- ▶ We have also created enabling environment to the surrounding community, hotel and transport sectors as direct beneficiaries.
- ▶ We fully support the annual exhibition programmes of the Micro and Small Enterprises of the City Administration, Cooperatives, and the events of other governmental bodies as far as possible driven by our Corporate Social Responsibility and partnership motives.
- ▶ We are also contributing a lot in terms of the generation of foreign currency and image building. In general it is the hub for the promotion of trade and investment of our country.





Although the Exhibition and Convention Sector in our country is booming as one of the key success indicators of Ethiopia's economy and development at large, the services do not qualify minimum standards. As a result we have failed to maximize the expected benefits from the major portions and multiple benefits of business drives of Exhibition and Convention Industry.

Our experiences and the global trends show that such gaps can be filled in by means of effective developmental strategies like "Public-Private-Partnership for Sustainable Developmental Changes" a motto which has integrated the Addis Ababa City Administration and the Addis Ababa Chamber of Commerce and Sectoral Associations through the Addis Ababa Exhibition Center since the last 11 years with track records all the years round.

In conclusion, I would like to congratulate Fira Barcelona officials for their contributions while securing the progress of this vital project and accordingly express our commitment and readiness to work in partnership with full sense of belongingness and sense of urgency aiming at making this vital project a success. ■





MESSAGE BY H.E. MR BORJA MONTESINO MARTINEZ DEL CERRO,
Ambassador of Kingdom of Spain in Ethiopia, Permanent
Observer Representative at the African Union



Thank you for the opportunity to address this distinguished audience. Occasions like this one while representing my country is really easy and rewarding.

I arrived in Ethiopia ten months ago, enough time to understand Ethiopia as a fascinating country, rich, diverse and sophisticated. I am making the utmost efforts to understand and learn,... and let me say that it is stunning, in spite of all the challenges, the way Ethiopia and Addis Ababa in particular are growing and developing.

Spain has been present in Ethiopia since 55 years. Both Spain and Ethiopia share paramount values such as diversity, tolerance, an open mind and freedom. We have accompanied Ethiopia in its development over the last decade. We will continue to do so. This is yet another example of our interest and our commitment.

Although much has been achieved in these decades, there is still much room to improve our relations, specially in the economic field. I seize every opportunity I am given to inform Ethiopian audiences that Spanish companies have been awarded infrastructure projects (three in these 10 months, road construction, and electrical interconnection between Ethiopia and Kenya) breaking the legend that only China, India or Turkey are able to compete here. I am sure that this project will not only help the city Addis Abeba. It will have an impact, much needed, on the commercial relations between our two countries.

Although I am not a sales person, I do wish to mention that Spain, after 5 long years of economic turmoil, has managed to come out of the danger zone. This year our economy has performed well, becoming the fastest growing in the EU. We are finally able to say that Spain, a young, dynamic, warm country, is back on track.

Addis Ababa is used to host important events, not only African Union Summits, or UN meetings, but major international gatherings. Let me just mention the July International Finance Conference a year ago, or the 4th World Coffee Congress three months ago. I have attended a few of the trade fairs and shows in the Millennium Hall.

When talking with the representatives of Fira de Barcelona, they mention East Africa. It is also what is mentioned in your Memorandum of Understanding. They are a little bit too shy. Viewed from Addis, Africa is the target...One has to change his mind when coming to Ethiopia, and join the ambition of their government leaders, their local authorities, their business community and its society. I had to change mine...I think I am learning the lesson: you have to think big.

Much needs to be done still, but the trend, the evolution is there. Furthermore, Addis Ababa has all it needs to develop and become a congress city: airport and its connections, hotels, transport and so on. Modern congress facilities are important economic assets, and they have big impact on employment. Barcelona knows very well the importance of this economic sector. The earnings for the city from fairs and congresses are estimated in 2500 million euros a year.

This is just a beginning. I would profit to request the Addis Abeba authorities to trust and have faith in the team for Fira Barcelona. You have chosen the best as partners, and I am both very proud and very pleased. They know their business, they are internationalized, they have helped many other cities, and they are Catalans, the more open, friendly intelligent in Spain. I can say this because I am not Catalan.

Finally, I wish also to offer, if the parties (City of Addis Abeba and Barcelona Fair) agree, to host in a few months' time the presentation of the plan in the premises of the Spanish Embassy. I hope you will be able to accept my invitation.

Thank you for attention, and for inviting me. ■



MESSAGE BY MR. RICARD ZAPATERO,
CEO of Fira Barcelona

Since 1929, Fira Barcelona has been developing successful business platforms for all economical sectors. Today, Fira is one of the top world's organizer for international exhibitions and congresses, not only in Spain, but also in many other countries around the world, and we are also managing some of the state of the art venues for international events.

We are very proud to partner with the city of Addis Ababa to prepare a feasibility study for a new Exhibition and Congress Centre. We are bringing all our skills, experience and knowledge to design and define the new venue which will become a landmark for Africa.

This new venue will turn Addis Ababa into the new international hub for events in the region, boosting big business opportunities for Ethiopian companies and bringing very important economical positive impact to the city. Therefore, we are very honoured to be the partners of Addis Ababa for this strategic project for the city and its people.

HEADING FOR A NEW ERA ON FAIRS, EXHIBITIONS & CONGRESSES IN ADDIS ABABA.



SPEECH BY MR. JUAN ANTONIO MARCH
Spanish Ambassador to the
World Trade Organisation (2004-2008)

The world is each and every day, more interconnected on a virtual way, but in parallel people need to keep close contact in all areas of activity. This is the reason why Fairs and Exhibitions around the world grow year after year. People need the contact to exchange ideas (initial phase), to check the viability of ideas and projects (intermediate phase) and to conclude the agreements (decisive phase). This is why Fairs and Exhibitions around the world continue to experience great vitality. They are at the origin of many projects, they are the crucial place for backing a project, and they are the decisive place to shake hands and start a new activity among different partners.

But in the Global world, the map of fairs & exhibitions is changing constantly and at high speed. New economies are emerging, new countries occupy new central places in the crossroad of civilizations and new activities and areas of interest are appearing around the world. Under these circumstances the world is plenty of new opportunities and a new competition is going to change very much the map of Fairs and Exhibitions in the world. To attract international outstanding events will be hard but passionate success and decadence being

linked to the capacity to innovate and to move towards the future.

Under these circumstances we can say that Africa has a lot to grow and to build in the area of Fairs and Exhibitions. Compared to what exists in America, Asia or Europe the task is huge and because of that, Africa has the capacity to emerge as the most modern area too. When you have something this "poor something" can block the capacity to innovate. When you have very little but you can benefit of the association with someone with experience to pass from being backwards to be in the front line.

This I think is the case of Addis Ababa. This great city benefits of the potential of being the capital of the African Union. Benefits of the fact that Ethiopia has the most impressive flight capacity in all Africa. Benefits of being the capital of the second most populated country in Africa with a very young population that can transform the economic reality very quickly. And the country has still a very small venue for Fairs and Exhibitions. Then the great opportunity is how to build something iconic that places Addis Ababa in a privileged position to attract Fairs and Exhibitions from around the world. But

this great step ahead can only be done if you have three things: very capable people in charge, brilliant ideas and serious commitment.

In my view the three things exist in the project to be developed between Fira de Barcelona and the Exhibition Centre of Addis Ababa.

Fira de Barcelona has put in charge of this project the CEO for the International activities, Mr Ricard Zapatero, with more than 15 years of experience in the field. The Ethiopian part has designated Mr Tamrat Admassu, the CEO of the Exhibition Centre of Addis Ababa and the responsible people of the Municipality and the Addis Chamber of Commerce to lead the project. The team has the capacity and the power to deliver something great.

As far as the ideas are concerned I can confirm that there is full awareness that what has to be built has to be iconic to promote the image of the capital, to compete with best venues of the world and to be an engine for the good transformation of the city. This project is going to act as a driving force in the transformation of the whole city and the international promotion of the country. Without any doubt, Ethiopia is going to emerge as the African Country with the largest and most sophisticated venue for Fairs, Exhibitions and Congresses of the whole African continent. And this will be possible, because the idea is to build big, to build having in mind the global competition.

And finally we have to talk on commitment. Since the first contacts took place between Fira de Barcelona and the Addis Ababa Convention Bureau two years ago, the constant commitment of both parties





has been crucial. There have been several working trips of the Spanish experts to Addis and of the Ethiopian authorities to Spain during this time. And every time the essential of the discussions concentrated on how to push the project to become a reality in a short time. Both parties have agreed to a very sensible path of action; to start with a feasibility study that will lead to a business plan and to develop a new venue accordingly with the results of the study.

The fact that Fira de Barcelona has expanded its venue from 120,000 sq metres to a complementary 280,000 M2 guarantees that what will be built in Addis will integrate all the functional requirements of a first class venue. Then the shape and the image will be the result of what architects propose.

The partnership between Fira de Barcelona and the Addis Ababa Fair and Convention Centre will cover all the aspects of the development of the new activity; since planning in a very good way the new venue, to develop the contents and to manage jointly the new activity. In my view it is a very positive association.

The great experience of Fira de Barcelona, running so important exhibitions as the Mobile World Congress or the World Smart City Congress and Exhibition is a guarantee for all the new international development of the new activity in Addis. At the same time the energy, the vitality of the young generation existing in Addis will be without any doubt a source of great inspiration for Fira de Barcelona. The future will be in my opinion bright and full of new possibilities. Let's join our forces to help the process to progress as quickly as possible and to remain so ambitious and innovative as it has been initially conceived. ■



ARTICLE



A NEW PARTNERSHIP FOR A NEW DEVELOPMENT



SPEECH BY MR. JUAN ANTONIO MARCH
World Trade Organisation (2004-2008)

Fira de Barcelona and the Metropolitan Council of Addis Ababa Join Forces to Create a New Iconic Convention and Exhibition Centre in Addis Ababa.

One year ago, the municipality of Addis Ababa and Fira de Barcelona –one of the most important European group in Fairs and Exhibitions– decided to join forces to develop in Addis the most modern and largest venue for Fairs and Exhibitions in Eastern Africa.

Addis is growing at great speed and its future expansion has to be thought carefully to maximise its potential and to avoid missing unique opportunities.

Today Museums and Exhibition Centres must be iconic buildings, exerting a great influence in the development of cities and its recognition in the world. A fast growing country like Ethiopia, with a clear international vocation and a central role in the African continent, must be in a leading position when we talk of creating new Fairs and Congresses. Being the capital of the African Union, Addis is called to act under an ambitious approach to new developments.

Fira de Barcelona was already one of the great cities of Europe in the XXth Century for Fairs and Exhibitions. In 1929 it held the Universal Exhibition. More than 120,000 square metres of Pavilions were then built and a marvellous palace emerged at the bottom of the mountain of Montjuic. The main exhibitions and congresses of the time were held there. In the XXIst century, the innovative dimension of Fira de Barcelona has continued to be determinant. It has expanded to a new 280,000 sq metres venue, created by one of the most famous

World Architect, and has developed new fairs extremely appreciated in the world like the Mobile World Congress and the Smart City World Congress and Expo. In total more than 75 International Exhibitions are organized by Fira de Barcelona annually and more than 2.5 Billion Euros go into the circuit of the Barcelona/Spanish economy because of this activity.

Addis Ababa is now planning the extension of the city under the strategic plan for 2020. A new Convention and Exhibition Centre, built in an iconic way and designed internally in a functional style meeting all requirements and standards for attracting the largest international events, is key to act as an engine for development of the city and for its image in the world. A whole area can be developed around it, attracting foreign and private capital for hotels, housing, restaurants and cultural infrastructure.

The Mayor has been very conscious of the potential of supporting a leading project and the need to be in association with a highly respected professional group for getting the best advice and support. He visited Barcelona last June and after appreciating the capacities of Fira de Barcelona, and signing also

a Memorandum of Understanding with the Chamber of Commerce to support closer links with the business Community, he decided to start the partnership with Fira de Barcelona to make reality a new Convention and Exhibition Centre of maximum excellence in Addis.

The World Trade Organisation has always insisted in the value of trade as a fundamental engine for development and a key factor for creating employment. Fairs and Exhibitions are also fundamental in the human networking and the transfer of knowledge and technology.

Being Addis Ababa a great hub in the flight connections inside the African continent and with excellent links with Europe and Asia, the moment has arrived to jump from a local and small Exhibition Centre to a large, iconic, international one. The director of the existing Exhibition Centre has fully understood the new opportunity and supported the consolidation of the present partnership from the very first moment.

All parts are very eager of a collaboration that is just on the edge of delivering excellent results for the citizens and for the country. Hard work is ahead but great expectations deserve the effort! Let's celebrate that the new venue will exist shortly. ■

ARCHITECTURAL DESIGN OF THE FUTURE ADDIS CHAMBER BUILDING



ABOUT ADDIS CHAMBER

The Addis Ababa Chamber of Commerce and Sectoral Associations (AACCSA), established in 1947, provides technical and advocacy services to help business people start, run, and grow their businesses.

With over 10,000 registered members, the AACCSA is the largest and oldest chamber of commerce in Ethiopia. It is the only representative body that speaks with authority on behalf of the business community and plays a major role in voicing business concerns to the government and other stakeholders. The AACCSA is an autonomous non-governmental, non-political and non-profit organization.

Since its establishment, it has served its members in promoting socio-economic development and commercial relations with the rest of the world.

Its major objective is to promote the establishment of conditions in which business in general and in Addis

Ababa in particular, can prosper. The AACCSA is today one of the most dynamic civil society organizations representing business in Ethiopia and is active in matters of importance extending beyond its regional geographic base.

The AACCSA aims to advance human progress through an economic and social system based on individual freedom, initiative, opportunity and responsibility.

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