

Ethiopian Horticulture Products Promotion

Horticulture Trade and Farming

- Commercial floriculture is still a relatively new industry in Ethiopia but it has emerged as a major non-traditional export sector. The rose industry has undergone successful development over the period 1998–2009.
- With diverse agro-climatic zones, the long growing season and the availability of water for irrigation, most fruits and vegetables can grow well in Ethiopia. The Ethiopian Government encourages companies with experience in agro-processing to invest in this sector.
- Among the major fruits mango, banana, papaya, avocado, citrus, grape, and pineapple are the most common tropical and sub-tropical types cultivated. While pear and plum are emerging temperate fruits in the country.
- Ethiopia is now the second largest flower exporting country in Africa and the fourth in the world. It is also an ideal location for highland and low land world class flowers. The flower industry is one of the fastest growing sub sectors in the country.
- Currently, Ethiopia Exports its cut flower to the Netherlands, France, Germany, Italy, Canada, Sweden, UK, Middle East, and other EU countries.
- However, the share in Japanese market is very little. One of the reason among others is lack connectivity. Therefore, it is imperative to promote our horticulture sector in connection with Ethiopian Airlines flight to Japan.
- The objective of the flower fair is to promote our exporters with Japanese importers.
- We are planning to invite 10 flower exporting companies from Ethiopia and 20 flower importing companies and related agents from Japan for the seminar in the first day. In the second day, we will continue exhibiting the varieties of flowers from Ethiopia and expect more visitors and importers to meet our flower exporters in Embassy.

Ethiopian Horticulture Products Promotion Seminar and B2B Meeting

Program

Date	23 April, 2015 10:30-13:00
Venue	Ethiopian Embassy, Takanawa Kaisei Bldg 2f, 3-4-1 Takanawa, Minato-ku, Tokyo
Organizers	Embassy of the Federal Democratic Republic of Ethiopia, Tokyo, Japan Ethiopian Airlines
Supporters	Japan Flower Trade Association, AFRECO
Program	<p>Day 1</p> <p>10:30 Opening Remarks</p> <p>Japan Flower Trade Association (TBC)</p> <p>H.E Dr. Markos Tekle, Ambassador of F.D.R. of Ethiopia to Japan</p> <p>10:40 Greetings</p> <p>Mr. Tetsuro Yano, President, AFRECO</p> <p>Mr. Alem Wodegerima, DG, Ethiopian Horticulture Agency</p> <p>Chair, Board of Directors, Ethiopian Horticulture Producers and Exporters Associations</p> <p>11:00 Keynote Speech on cut flower transport services</p> <p>Mr. Tewolde W/Mariam, CEO, Ethiopian Airlines</p> <p>11:10 Presentation on Ethiopia Horticulture Trade and Investment Potentials</p> <p>Ethiopian Horticulture Agency</p> <p>Ethiopian Horticulture Producers and Exporters Associations</p> <p>11:30 Q&A</p> <p>Moderator: Embassy</p> <p>11:45 Ethiopian Coffee Break</p> <p>11:50-13:00 B2B meetings and Trade deals</p> <p>13:00-14:00 Lunch</p> <p>Day 2</p> <p>Ethiopian Flowers exhibition/show and business deals will continue in the embassy lobby for the second day</p>

