



## EAST AFRICA GATE (EAGATE) BUSINESS ADVISORY IN ETHIOPIA

Your Solutions Provider in the Horn of Africa

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OUR ADVICE & EXPERTISE CAN PROVIDE  
YOU AN EXCEPTIONAL EDGE IN ETHIOPIA



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**WHO WE ARE**

East Africa Gate (EAGate) is a dynamic French/Ethiopian business partnership founded by Ms. Tigist Getachew Araya and Mr. Olivier Poujade. The two partners graduated from Toulouse University (France) and together combine more than 15 years of experience in emerging markets in the legal, financial and business strategy fields. EAGate has rapidly become a reference for accurate business information and tailored investment solutions in Ethiopia.

Our team is supported by foreign & local experts, handpicked for their ability to provide the right practical information or liaison in the challenging business and regulatory environment that the Ethiopian market can present to outsiders.

EAGate was incorporated in early 2013 as a boutique investment and business advisory firm in order to respond to the lack of information and solutions available to large EU businesses attempting to develop investment projects and/or find partners in Ethiopia.

Since incorporation, we have developed a proven track record of advisory work, partner identification, business intelligence gathering and problem solving.

Our offices are located in Addis Ababa, the heart of the diplomatic capital of Africa, right next to the Bole International Airport.



Olivier Poujade, EAGate's General Manager, was based for 8 years in South-East Asia where he was an advisor for Bouygues Construction and worked on sourcing deals for a large investment fund. During those 8 years, Olivier continued to make yearly family visits to Ethiopia, making himself familiar with the culture and language of the country as well as developing a strong network of local contacts and keeping abreast with business developments, before finally settling down in Addis Ababa in 2012.

Olivier Poujade is the executive Secretary of the EU Business Forum in Ethiopia, the local EU chamber of commerce ([www.eubfe.eu](http://www.eubfe.eu)). He is also member of the joint Ethiopian Government – EU Technical Committee.

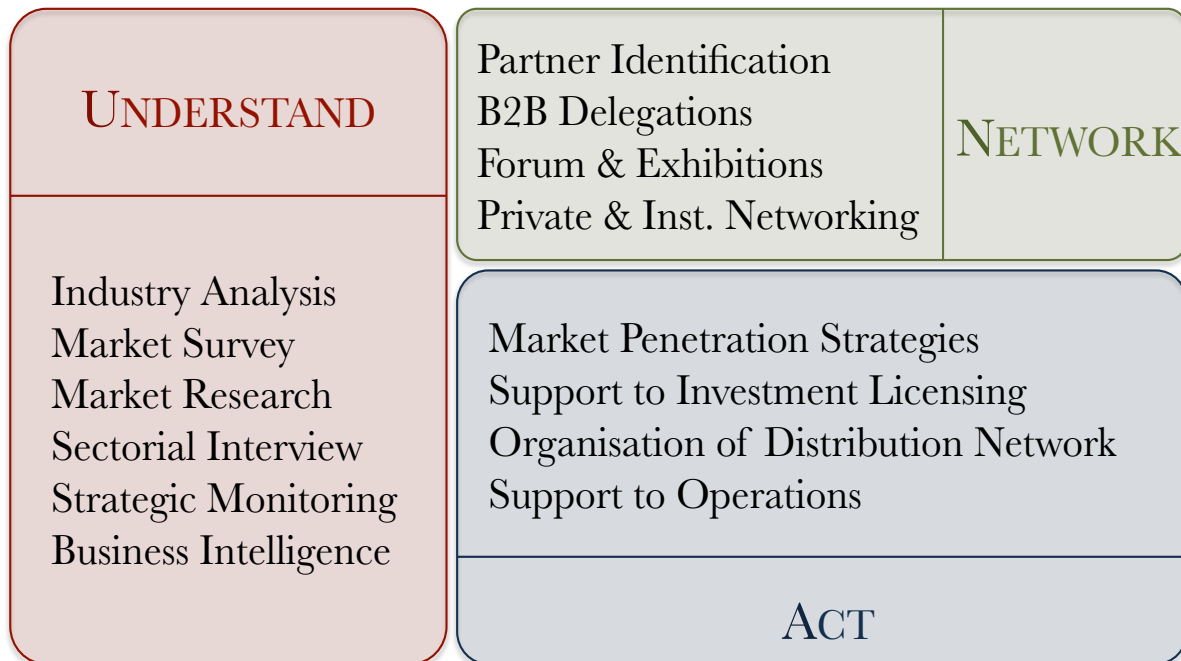
Tigist Getachew Araya, holds a MBA, with a specialization in international management, from the University of Toulouse, France (IAE Toulouse). While stationed at UNESCO, where she worked for 4 years, Tigist continued to practice her love of business, advising local start-up projects and performing industry analysis on FMCG for Euromonitor International – before deciding to return full time to the business world to lead the EAGate team in 2013.



[www.eastafricagate.com](http://www.eastafricagate.com)

OUR SERVICES

We believe in delivering high-end, European standard services in Ethiopia, at three different stages of your approach of the local market.



**UNDERSTAND**

EAGate employs trilingual (English, French, and Amharic) Ethiopian expert analysts who know how and where to acquire the macro & microeconomic information that is relevant to your business needs in order to advise you on the best-tailored approach for you to enter the market.

**NETWORK**

For EAGate, networking is a core value, and an essential key to finding innovative solutions and achieving success – especially in emerging markets such as Ethiopia. EAGate provides an essential link between EU companies that wish to expand into this promising market, and the local need and potential for development and growth. We understand how both parties work and what both parties need - and how to help them connect. We also support our clients via our extensive local institutional network in order to facilitate access to information, financing or solve administrative and logistical bottlenecks.

**ACT**

An emerging market can present a difficult legal and business environment – and we are a solution provider. Our past experience enables us to design innovative approaches for our clients. We are business people ourselves - and our core mission is to deliver the most efficient business model possible. Above all, we value integrity, not only with our clients but also with our employees and partners. We use European standards in the quality of delivery of our services and apply a high level of ethics to all of our work with local authorities. We use our local network and do not hesitate to think outside of the box. We deeply value confidentiality at all levels of our work and believe it is an essential key to a successful business venture in Ethiopia

THE FOLLOWING COMPANIES HAVE ENTRUSTED US WITH THEIR BUSINESS IN ETHIOPIA



“Knowing the difficulties of collecting and processing data in Ethiopia, Peugeot was very much satisfied by the quality and detail of the information provided. The team from EAGate succeeded in collecting information from consumers, authorities and local competitors. Therefore we strongly recommend EAGate for any business support services, including market research and data collection.”

“I wanted to write you personally to thank you for the superb service EAGate has provided Meta at such a crucial period. This week alone, I have had two separate conversations where the quality and consistency of service provision has been praised.”

**DIAGEO**



“In the midst of too many challenges to deal with daily, it is really so refreshing to see you have taken this burden off us.”



“EAGate is proactive and goes the extra mile to meet their Client’s satisfaction. They can provide clear information for foreign investors in an environment such as the Ethiopian one, very opaque. They also have a strong local network allowing them to get practical information from the officials directly. We would recommend them without hesitation.”

“We are very satisfied with the results, professionalism and the quality of the work done by EAGate. Their strength lies in the business consultancy and their professional network in the region, with high connections within both the European Business & Diplomatic Network as well as very good connection with local authorities and administrations.”



OUR PUBLICATIONS

EAGate publishes sectorial reports on the Ethiopian market. More can be found, together with business news and investment information on our website: [www.eastafricagate.com](http://www.eastafricagate.com)

**TRAVEL & TOURISM SECTOR IN ETHIOPIA**  
Reviewed by: EAGATE Foreign Trade Auxiliary Plc

Indicator	2012	2011
Travel Income (USD)	49.4	49.4
Travel Income (Birr)	1,071	1,071
Travel Income (USD)	2.7	2.7
Travel Income (Birr)	59.4	59.4
Travel Income (USD)	1.0	1.0
Travel Income (Birr)	22.0	22.0
Travel Income (USD)	0.2	0.2
Travel Income (Birr)	4.4	4.4
Travel Income (USD)	0.1	0.1
Travel Income (Birr)	2.2	2.2

**Executive Summary**

Ethiopia is a rapidly growing country with a rich cultural heritage and natural resources. The tourism sector is one of the fastest growing sectors in the country, contributing significantly to the country's economic growth. The sector is characterized by a high level of competition and a focus on providing high-quality services to tourists. The government has implemented various policies to promote the tourism sector, including the establishment of the Ministry of Tourism and the creation of the Ethiopian Tourism Board. The sector is expected to continue to grow rapidly in the coming years, driven by the increasing number of international tourists visiting the country.

Travel & Tourism Sector in Ethiopia

**MANUFACTURING SECTOR IN ETHIOPIA**  
Reviewed by: EAGATE Foreign Trade Auxiliary Plc

Indicator	2012	2011
Manufacturing Income (USD)	49.4	49.4
Manufacturing Income (Birr)	1,071	1,071
Manufacturing Income (USD)	2.7	2.7
Manufacturing Income (Birr)	59.4	59.4
Manufacturing Income (USD)	1.0	1.0
Manufacturing Income (Birr)	22.0	22.0
Manufacturing Income (USD)	0.2	0.2
Manufacturing Income (Birr)	4.4	4.4
Manufacturing Income (USD)	0.1	0.1
Manufacturing Income (Birr)	2.2	2.2

**Executive Summary**

The manufacturing sector in Ethiopia is a key driver of economic growth and industrialization. The sector is characterized by a high level of competition and a focus on providing high-quality products to the market. The government has implemented various policies to promote the manufacturing sector, including the establishment of the Ministry of Industry and the creation of the Ethiopian Industrial Development Bank. The sector is expected to continue to grow rapidly in the coming years, driven by the increasing number of international investors and the government's commitment to industrial development.

Manufacturing Sector in Ethiopia

**AGRICULTURE SECTOR IN ETHIOPIA**  
Reviewed by: EAGATE Foreign Trade Auxiliary Plc

Indicator	2012	2011
Agriculture Income (USD)	49.4	49.4
Agriculture Income (Birr)	1,071	1,071
Agriculture Income (USD)	2.7	2.7
Agriculture Income (Birr)	59.4	59.4
Agriculture Income (USD)	1.0	1.0
Agriculture Income (Birr)	22.0	22.0
Agriculture Income (USD)	0.2	0.2
Agriculture Income (Birr)	4.4	4.4
Agriculture Income (USD)	0.1	0.1
Agriculture Income (Birr)	2.2	2.2

**Executive Summary**

The agriculture sector in Ethiopia is a key driver of economic growth and food security. The sector is characterized by a high level of competition and a focus on providing high-quality products to the market. The government has implemented various policies to promote the agriculture sector, including the establishment of the Ministry of Agriculture and the creation of the Ethiopian Agricultural Bank. The sector is expected to continue to grow rapidly in the coming years, driven by the increasing number of international investors and the government's commitment to agricultural development.

Agriculture Sector in Ethiopia

**INVESTMENT FRAMEWORK IN ETHIOPIA**  
Reviewed by: EAGATE Foreign Trade Auxiliary Plc

Indicator	2012	2011
Investment Income (USD)	49.4	49.4
Investment Income (Birr)	1,071	1,071
Investment Income (USD)	2.7	2.7
Investment Income (Birr)	59.4	59.4
Investment Income (USD)	1.0	1.0
Investment Income (Birr)	22.0	22.0
Investment Income (USD)	0.2	0.2
Investment Income (Birr)	4.4	4.4
Investment Income (USD)	0.1	0.1
Investment Income (Birr)	2.2	2.2

**Executive Summary**

The investment framework in Ethiopia is a key driver of economic growth and industrialization. The sector is characterized by a high level of competition and a focus on providing high-quality products to the market. The government has implemented various policies to promote the investment sector, including the establishment of the Ministry of Investment and the creation of the Ethiopian Investment Bank. The sector is expected to continue to grow rapidly in the coming years, driven by the increasing number of international investors and the government's commitment to investment development.

Investment Framework in Ethiopia

**TRANSPORT INFRASTRUCTURE IN ETHIOPIA**  
Reviewed by: EAGATE Foreign Trade Auxiliary Plc

Indicator	2012	2011
Transport Infrastructure Income (USD)	49.4	49.4
Transport Infrastructure Income (Birr)	1,071	1,071
Transport Infrastructure Income (USD)	2.7	2.7
Transport Infrastructure Income (Birr)	59.4	59.4
Transport Infrastructure Income (USD)	1.0	1.0
Transport Infrastructure Income (Birr)	22.0	22.0
Transport Infrastructure Income (USD)	0.2	0.2
Transport Infrastructure Income (Birr)	4.4	4.4
Transport Infrastructure Income (USD)	0.1	0.1
Transport Infrastructure Income (Birr)	2.2	2.2

**Executive Summary**

The transport infrastructure sector in Ethiopia is a key driver of economic growth and industrialization. The sector is characterized by a high level of competition and a focus on providing high-quality products to the market. The government has implemented various policies to promote the transport infrastructure sector, including the establishment of the Ministry of Transport and the creation of the Ethiopian Transport Bank. The sector is expected to continue to grow rapidly in the coming years, driven by the increasing number of international investors and the government's commitment to transport infrastructure development.

Transport & Infrastructure Sector in Ethiopia

**AGRO-PROCESSING SECTOR IN ETHIOPIA**  
Reviewed by: EAGATE Foreign Trade Auxiliary Plc

Indicator	2012	2011
Agro-Processing Income (USD)	49.4	49.4
Agro-Processing Income (Birr)	1,071	1,071
Agro-Processing Income (USD)	2.7	2.7
Agro-Processing Income (Birr)	59.4	59.4
Agro-Processing Income (USD)	1.0	1.0
Agro-Processing Income (Birr)	22.0	22.0
Agro-Processing Income (USD)	0.2	0.2
Agro-Processing Income (Birr)	4.4	4.4
Agro-Processing Income (USD)	0.1	0.1
Agro-Processing Income (Birr)	2.2	2.2

**Executive Summary**

The agro-processing sector in Ethiopia is a key driver of economic growth and industrialization. The sector is characterized by a high level of competition and a focus on providing high-quality products to the market. The government has implemented various policies to promote the agro-processing sector, including the establishment of the Ministry of Agro-Processing and the creation of the Ethiopian Agro-Processing Bank. The sector is expected to continue to grow rapidly in the coming years, driven by the increasing number of international investors and the government's commitment to agro-processing development.

Agro-processing Sector in Ethiopia