

CENTER FOR AFRICAN WOMEN ECONOMIC EMPOWERMENT

Four Ethiopian Companies Supported by CDE Participated in Africa Chic Trade Expo in Germany

Africa Chic International Trade Show (www.Africachic.net) took place in Frankfurt, Germany, 24 - 28, August, 2012. With the support CAWEE secured from CDE, four women owned and managed companies participated in the trade show.

The four companies that participated in the Africa Chic International Trade Show are:

1. Ezra Innovative Design;
2. Negist Ethiopia;
3. Salem's Design and
4. Zewd Ethiopian Creations.

The main reason that those companies took part and exhibited in Africa Chic international trade show was:

- To be part of Tendence and Ambiente, the world's largest trade fair for home decor and design products, where Africa Chic has its pavilion,
- Major buyers from Europe, USA, Asia and the Arab countries visit the show regularly,
- Africa Chic Pavilion is a high quality area for selected companies from Africa and
- Potential buyers and designers were invited; a special tour for VIP buyers and German designers through the Africa chic area took place.

The four companies are beneficiaries of the ACCESS! business counseling program and trainings in international trade. Negist Ethiopia benefited from the CDE supported business counseling program and was able to go through the two steps of the business counseling process, i.e. Export Competitiveness Potential/Flash Diagnostic (1st step) and Strategy Design (2nd step). The rest of the three companies (Ezra Innovative Design, Salem's Design and Zewd Ethiopian Creations) benefited from the CDE supported one-to-one trainings in international trade, those three companies were able to benefit from the ITC (International Trade Center), CIDA (Canadian International Development Agency) supported business counseling program in 2011, where all of them were able to go through the whole process/all the four steps of the business counseling program.

The business counseling program and the trainings in international trade that the companies benefited from, was very instrumental in building their capacities in different ways, thus equipping them to take part in the Africa Chic trade show.

Each of the exhibiting companies had their beautiful stands, at the Africa Chic Trade Expo, visited by many of the potential buyers.



Stand of Ezra Innovative Design



Stand of Negist Ethiopia



Stand of Salem's Design



Stand of Zewd Ethiopian Creations



Negist Ethiopia, represented by its marketing manger Sammy the 1st form the right, Ezra Innovative Design represented by its owner and manager, Salsawit, the 2nd form the right, Zewd Ethiopia Creations, represented by its owner and manager, Zewdneshe in the middle, Salem's Design, represented by its owner and manager, Salem, the 2nd form the left and Sébastien, ACCESS! Program Coordinator form Geneva, the 1st form the left

The four Ethiopian companies that exhibited at the Africa Chic Expo had the chance to meet and discuss with Mr. Sébastien Turrel, ACCESS! Program Coordinator, from ITC, who was at the expo in Frankfurt. Mr. Sébastien took his time to visit each of the company's stands and also to discuss with all of them about the services that they benefited and gained, mainly from the ACCESS! program.