



# Ethiopia-Canada Trade & Investment Forum

Wednesday May 18, 2016

The Ramada Plaza

300 Jarvis Street, Toronto, Ontario, Canada

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08:50 am - 09:30 am - Registration and Networking

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09:30 am - 09:35 am - Introduction: Mr. Bruce Shapiro, MineAfrica

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09:35 am - 09:40 am - National Anthem of Canada | National Anthem of Ethiopia

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09:40 am - 09:55 am

**Welcoming Remarks:** H.E. Ambassador Birtukan Ayano, Ethiopian Embassy in Canada *and* Ms. Leslie Norton, Director General, Southern and Eastern Africa Bureau, Global Affairs Canada

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09:55 am - 10:00 am

**Opening Address:** H.E. Demeke Mekonnen, Deputy Prime Minister of the Federal Democratic Republic of Ethiopia (FDRE)

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10:00 am - 10:20 am

**Presentation I:** Growth & Transformation Plan (GTP) II: Outlines & Opportunities  
H.E. Dr. Yinager Dessie, Commissioner, National Planning Commission, FDRE

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10:20 am - 10:45 am

**Presentation II:** Business Climate in Ethiopia and Amhara Regional State  
Mr. Tadesse Kassa, Chief Executive Officer, TIRET Corporate

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**10:45 am - 11:05 am - Networking Break**

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11:05 am - 11:25 am

**Presentation III:** Business Opportunities in the Manufacturing Sector in Amhara Region  
Mr. Melaku Alebel, Commissioner, Amhara Regional State Investment Commission

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11:25 am - 11:55 am

**Presentation IV:** Canadian Government Support for Doing Business in Ethiopia – Chris Evans. Senior Advisor & Energy, Export Development Canada (EDC) and Alma Farias, Ontario Regional Representative, TFO Canada

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11:55 am - 12:55 pm

➔ **Panel Discussion:** Doing Business in Amhara Regional State

*Chair:* H.E. Mr. Regassa Kefale, State Minister, Ministry of Foreign Affairs, FDRE

*Panelists:* Mr. Melaku Alebel, Mr. Tadesse Kassa, Mr. Tesfaye Getachew,

H.E. Dr. Yinager Dessie, Mr. Ayana Zewde, and Dr. Melake Game, WGGA  
Specialized Eye Clinic Ethiopia

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12:55 pm - 1:00 pm

**Closing Remarks:** Ms. Fantaye Geteneh Shibeshi, General Manager, Wafa Marketing and Promotion PLC

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**1:00 pm - 2:00 pm - Networking Lunch Break**

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2:00 pm - 5:00 pm

➔ Business-to-Business and Business-to-Government Meeting Sessions

➔ Product Display and Exhibitions

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**5:00 pm - Event Adjourns**