



ARAU GROUP
YOUR KEY TO SUCCESS

**ETHIOPIA INVESTMENT
OPPORTUNITY**

C.E.O. Mission of Statement

Our corporation values lie in the happiness of our employees and appreciation from our customers! As one of the most important driving forces in developing modern society, corporations have become the backbone of the communities they belong to. To build a happy and harmonious society, it is a worthwhile attempt for us to build a happy business. We strive to fully undertake our social responsibility, building a green and sustainable business, leading as an example of a happy business, and ultimately achieving the shared vision of "home". We believe in the future of Africa which will be the 21st Century fastest growing economy and sustainable business continental, Ethiopia is the gateway of Africa .

- Over 25 years experience in the sales and retail industry within the MENA region.
- Held top business development positions for leading businesses in Saudi Arabia.
- Vast consulting experience with many leading companies in the MENA region.



ARAU GROUP
YOUR KEY TO SUCCESS

Headlines

- Why Ethiopia
- Opportunities for Foreign Investors
- Reasons to invest in Ethiopia
- SWOT Analysis
- Why With ARAU GROUP
- About ARAU Group



ARAU GROUP
YOUR KEY TO SUCCESS

Why ETHIOPIA Economy of Ethiopia

- Despite the fact that it is the second most populous country in Africa, Ethiopia has one of the fastest-growing economies in the world. In 2014, it was recorded that the country has as GDP of 54.8 billion USD, exports amounting to an estimated 4.14 billion USD and imports amounting to an estimated 12.08 billion USD, making its mark in the international market. The country's economy was recorded to have averaged 10.7% growth over the last decade. The government of Ethiopia has been investing great amounts in critical infrastructure which is the main reason for the country's speedy growth. This development is attracting many foreign investors to the country. After its first multiparty elections in 1995, Ethiopia became an ideal location for business establishments. The adoption of the new constitution led the country into countless developments thus making the country reach the peak of its economy. In a survey done in 2014, it was found out that the Ethiopian agricultural sector has the largest contribution in the economic output of the country comprising a total of 45% of its total output.



ARAU GROUP
YOUR KEY TO SUCCESS

Why ETHIOPIA Investment in Ethiopia

Vision 2025: making Ethiopia the leading manufacturing hub in Africa Growing economy, abundant & competitive labor, proximity & access to global market

- Fastest growing economy:
- Annual GDP growth rate of 11% for the last 12 years
- Africa's 2nd most populous country:
- Close to 100 million & growing at 2.3 million annually
- Active labor force of more than 45 million
- Geographic & market access advantages:
- Proximity to Eu,USA, Middle East & Asia
- Duty-Free market access to USA & Eu through AGOA & EBA
- Preferential duty treatment to market such as china, India, japan, Canada and Australia



ARAU GROUP
YOUR KEY TO SUCCESS

Why ETHIOPIA Investment in Ethiopia

Vision 2025: making Ethiopia the leading manufacturing hub in Africa Competitive infrastructure & skills development

- New Electric-driven railway: 4-12 hours from industrial parks to Djibouti port
- New peace agreement with Eritrea which gives additional port assab and massawa
- Africa's aviation hub: Ethiopian airlines serving 98 international destinations
- Current electricity rate 3 US cents/KWH: one of the lowest in the world
- Trainable workforce with competitive wage
- More than 50 universities with ½ million student population and training schools with annual intake of 1 million students population and 1,300 technical & annual intake of 1 million students.



ARAU GROUP
YOUR KEY TO SUCCESS

Why ETHIOPIA Investment in Ethiopia

- Vision 2025: making Ethiopia the leading manufacturing hub in Africa Textile & Garments
- State of the art industrial parks that specialize in textile and garment
- Attracted leading players in textile and garments
- Affordable and competitive labor force
- Cotton production potential: 3 million hectares of land suitable for cotton production
- Investment opportunities: commercial cotton production, spinning weaving, garments, Etc.



ARAU GROUP
YOUR KEY TO SUCCESS

Opportunities for Foreign Investors Six Sectors of Investment Opportunities in Ethiopia

- Given all the ongoing projects, the government of Ethiopia has identified six major sectors of investment opportunities. These are:
Transport Infrastructure Many national and regional projects are currently being undertaken to improve the transportation system for land, air or sea travel. Industrial Sector One main focus of the country now is to increase production in sugar, textiles, leather products and cement. The industrial sector is expected to be a major contributor to the economic output of the country by the year 2025. Agriculture Despite being the largest contributor to the economic output of Ethiopia, the agricultural sector still looks for methods to present opportunities for better farming technology. In fact, 8 million acres are now being offered to commercial farming investors. Energy The country's aim to be the regional exporter of energy is very evident with all the wind, solar, hydropower and geothermal projects under way. Mining Due to its rich resources of minerals including gold and tantalum deposits, there's no doubt that Ethiopia will double its exports in the years to come. ICT The innovation of 4G and 3G will increase the demand for advanced technologies such as telemedicine, video conferencing, and distance learning. With all these developments that Ethiopia prospers and projects that are still ongoing, it's certain that this country will emerge as one with immense business opportunities. However, if you plan to venture into business in a country like Ethiopia, utilize market research to enable you to be familiar with the kind of market and people you'll be dealing with.



ARAU GROUP
YOUR KEY TO SUCCESS

WHO WE ARE We Provides one Stop Business Solution.

- ✓ Our Mission: To Fulfill Customer Needs Through Convenient, Sustainable Offering and Provide Simple Yet Best Customer Service to Maximize Share Holders Value
- ✓ Our Values: •Integrity •Quality •Transparency •Team work •Discipline
- ✓ Our Vision: •Perfection •Consistency •Efficiency
- ✓ ARAU Group services ... Are Conducted By Professionals With Significant Marketing Experience and Operating in Focused Functional Areas. Through These Areas, We Can develop concepts , Training and Career Development, Strategic Sourcing and Materials Supply, Environmental Services, Project Management, Support, Quality Inspection, Upstream Research, as Well as Information Technology, and Brand Building Cost Effective Marketing Strategies. Over the last years, we have developed knowledge and expertise to meet the needs & offer integrated business solution to Fulfill Customer Needs Through Convenient, Sustainable Offering and Provide Simple Yet Best Customer Service to satisfy our partners



ARAU Experts Can Assist You at Every Step Project Life Cycle.

✓ Process :

- It begins with an idea
- We always consider the importance of market needs
- Solution detailed proposal
- We carry out considerable research

✓ Presentation :

- We Present Project Development Plan For Review
- Project acceptance & approval
- Back-end Development and Review of Project on Test Area □ Implementation Go Live.

✓ Evolution :

- Virtual goes live launch of the completed project
- The continuing relationship with the clients from year to year
- Collaborate & Produce Evaluate
- Ongoing support



ARAU GROUP
YOUR KEY TO SUCCESS

Why to work with ARAU ...

- ✓ ARAU committed to deliver quality service and with efficiency .
- ✓ Today we have strong & solid connections in Middle east, Europe , America , Asia, & Africa for sourcing quality products .
- ✓ We can create Joint venture projects
- ✓ Reliable partners in Ethiopia
- ✓ Sole owned projects management
- ✓ We can assist you at every step



ARAU GROUP
YOUR KEY TO SUCCESS

The Strategy

- We have huge opportunity in Ethiopia particularly these days in :-
- Construction
- Real estate
- Manufacturing
- Mining
- Agriculture
- Textile
- Energy
- Education
- The customer will have direct access to the Ethiopian investors
- We make proper engagement (feasibility study , Legal process and full management)
- The foreign investor can invest solely or with local partners
- We negotiate for mutual interest and make the deal win-win
- They will give 1 person fully dedicated to supervise the project and provide monthly reports to the share holders
- We prepare MOU and NDCA before we share any documents
- We prepare the contract according to the share holders responsibility , task ,financial (in cash /in kind contribution)
- We source the technical consultant and assure the deliverables

Manufacturing Joint venture

- We have local investors the cover /provide , land , building , operation cost (raw material & Salaries for 1 year /6 months) + registration 50% fee .
- The Foreign company will provide machinery , Know how & USD 150,000 the registration fee .
- ARAU Group will get % age profit share in return will make the proper engagement , license process , legal aspects , & finding reliable partner .
- Additional fee for Visibility Study , Management & financial auditing



ARAU GROUP
YOUR KEY TO SUCCESS

Construction /Real Estate

- The foreign investor to provide machinery and know how+ registration USD 150,000
- The local investor have projects owned in real estate and to acquire projects from governmental sectors
- For real estate , the local should have the land , drawing and the BOQ study
- ARAU for engagement % age profit share



ARAU GROUP
YOUR KEY TO SUCCESS

Agro industry

- We have powerful connection with most of African countries to find up-to 6,000 hectares for agro-industry .
- We have two kinds of resources
- lease from government 70- 99 years
- Joint venture with land owners
- ARAU group will get % age profit share or annual agreed fixed amount according to the value of project .



ARAU GROUP
YOUR KEY TO SUCCESS



YOUR KEY TO SUCCESS