
3RD



**INTERNATIONAL
WOMEN
ENTREPRENEURS
DAY**

COFFEE CUPPING EVENT

Friday 25 | 11 | 2016, Galani Café, Moplaco



MESSAGE FROM H.E ROMAN TESFAYE
ABNEH; FIRST LADY OF THE FEDERAL
DEMOCRATIC A REPUBLIC OF ETHIOPIA



I sincerely believe women are born entrepreneurs. Their natural drive to cater for the wellbeing and improvement of their families often leads them to the path of entrepreneurship in one way or another. They are gifted in working within resource limitation. According to a research by National Women's Business Council (NWBC); Female entrepreneurs start companies with 50% less capital than male entrepreneurs. Because women are confronted with the responsibility of catering for every day needs of their families; they are more likely to see and identify business opportunities within the problems and obstacles they face in their quest to meet these family needs. And once in business, women give their career their best and fight through the hurdles to make it work.

These hurdles though; are not simple everyday business challenges. They are serious obstacles causing severe limitations in the growth and expansion of women owned businesses.

Constraining regulatory environment, lack of access to capital, limited opportunities to skill development and entrepreneurship trainings, shortage of working and selling space are only few of the barriers facing women businesses. This is without mentioning the demanding family and society roles naturally and traditionally given to women. The social and psychological makeup of many societies which often diminishes women; particularly those who are assertive of their social and economic rights and strive to become successful entrepreneurs,

is another battle ground women have to fight through. It is within these complicated and intertwined problems that women entrepreneurs rise and succeed! If this does not deserve high recognition; respect and support; I don't know what does! Thus, please join me in congratulating women entrepreneurs all over the world for their vision, endurance and the hard labor they put in starting and maintaining businesses which all goes at the ends to giving their children and their society a better life.

This year's celebration of the International Women Entrepreneurs Day in Ethiopia is bringing together three invincible topics: Women, Entrepreneurship and Coffee!

Coffee is Ethiopia's most valued export commodity and a very special part of our social fabric. It is a means of livelihood for about 20 million Ethiopians out of which women are the majority. Women represent the significant share of the workforce in the coffee value chain. However, they are not equal beneficiaries of the gains from the global coffee market which is worth more than 20 billion US dollars. For example according to the 2015 study of the African Development Bank, in Ethiopia Women make up 75 percent of the coffee-industry workforce, but only control 43 percent of the revenue. This is another manifestation of unequal economic rights and unfair distribution of benefits.

One way of combating this situation is to enable more women enter the high value activities of the coffee business. Coffee processing and specialty coffee production are some of the ideal instruments of increasing the benefit of women from the wealthy coffee industry. We also need to encourage more and more women to join the highly competitive coffee business with a clear understanding of what aspects of this business makes them equal beneficiaries of the benefits. Here again, there are a number of tasks we need to do in order to make this happen. Leveling the regulatory environment, facilitating access to finance, investing in skill development as well as promoting and marketing products of women owned businesses aggressively are some of the areas that need serious effort.

The Coffee Cupping Competition organized by the Center for Accelerated Women's Economic Empowerment (CAWEE) on the occasion of the International Women Entrepreneurship Day is one platform to promote Ethiopian coffee and particularly Ethiopian women entrepreneurs engaged in the coffee business. I hope, beyond enjoying a great Ethiopian coffee, the program will attract more attention and publicity to women coffee farmers, producer and exporters and encourage more women to join the business.

I wish us all a great Women Entrepreneurs Day celebration flavored with the best of Ethiopian Coffee. Let us renew our commitment to the success of Women Entrepreneurs by creating better conditions to maximize their opportunity of success. As the saying goes; "what is good for women is good for the economy".

Thank you.

Roman Tesfaye, First Lady

Federal Democratic Republic of Ethiopia

MESSAGE FROM THE EXECUTIVE DIRECTOR OF CAWEE



The Center for Accelerated Women's Economic Empowerment (CAWEE) is a membership organization mainly focusing in the promotion of women in export. CAWEE implements the economic empowerment program of the Office of the First Lady of the Federal Democratic Republic of Ethiopia (FDRE) "Connecting 1,500 Women and Young Girls to the Export Market". In the implementation of this project, focus is given to two major target groups: the first major target group are young women, the poorest of the poor, that are provided with marketable skills, where the products of those women again is connected to the export market through CAWEE's members, all women owned and managed, Small and Medium Enterprises (SMEs), which are the second major group.

CAWEE works on priority sectors of: Agri-business (Coffee, Honey and Mushroom), Hand Woven Products (home & fashion accessories), Leather (fashion accessories and give away items), Home Furnishing Products and Gemstones & Jewellery. Working on the value-chains of those sectors, through the provision of marketable skills, women are engaged in continuous production producing high end products, enjoying sustainable incomes. On the other end, the SMEs in connecting the products of those trained women, build their supply side capacities for export.

In supporting those women owned and managed SMEs, particularly in expanding their export base,

CAWEE organizes two to three trade missions every year, in facilitating opportunities for those Ethiopian women involved in SMEs, to physically meet potential buyers, to explore consumers' demands and also to get the exposure of the foreign markets.

In this respect, in 2015, CAWEE in partnership with a Norwegian NGO, Partnership for Change (PfC) organized trade mission of Ethiopian women entrepreneurs to Oslo, Norway, October 5-8, 2016, where this trade mission was led by H. E. Roman Tesfaye, the First Lady of the FDRE. This particular trade mission was very instrumental in getting to know the potential market for coffee, where the Nordic countries are the major consumers.

Working on its schedule of organizing trade missions for the year 2016, two countries, Sweden and Finland, were identified; targeting two neighboring countries in one go. Those trade missions to Sweden and Finland were led by H. E. Roman Tesfaye, from October 16-22, 2016. The delegation team consisted of twenty five (25) women entrepreneurs (existing and potential/emerging exporters) involved in six sectors: agribusiness - coffee and honey, garment/hand-woven products, leather, gemstones & jewellery, home furnishing products and services. The majority of this delegation members were women in coffee, where those women were able to see the potential market, like Finland being the first coffee consuming country in the world, where the rest of the Nordic countries (Norway, Sweden and Denmark) follow Finland in coffee consumption.

With a focus to this particular event, celebrating the 3rd International Women Entrepreneurship Day, which is part of the Global Entrepreneurship Week (GEW), it is a celebration of the innovators and job creators, who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators.

This is the 9th year that the Global Entrepreneurship Week started to be celebrated, where in Ethiopia;

we are celebrating the week for the 6th time. The 2016 Global Entrepreneurship Week is expected to be the largest celebration of entrepreneurship with events over 160 countries. Celebrated at the last week of November each year, it is expected that about 10 million people take part in this ninth annual celebration, recognizing and supporting entrepreneurs from around the world.

What makes this Global Entrepreneurship Week different is that starting 2014, one of the days of the week is dedicated to celebrate women entrepreneurs' day, globally dedicated as the International Women Entrepreneurs Day, celebrated in many countries in the world.

In Ethiopia, the first International Women Entrepreneurs Day was celebrated on the 18th of November 2014, for the first time, jointly organized by two organizations from Ethiopia, that is, the Women's Health Association of Ethiopia and CAWEE in collaboration with Partnership for Change, a Norwegian NGO. The second year celebration was organized by CAWEE in partnership with the Office of the First Lady of the FDRE and Partnership for Change (PfC), where this event was sponsored by the generous support of PfC. This event was celebrated targeting young female fashion designers, where their capsule collections were presented in a fashion show at the National Museum, the top three winners getting awarded. This year's celebration of the International Women Entrepreneurs Day, the 3rd year celebration, targeted women in coffee, with a focus to green coffee, where through coffee cupping, women best coffee producers and exporters will be recognized and awarded. This year's event is organized by CAWEE in partnership with the Office of the First Lady of the FDRE and PfC, where this event was again sponsored by the generous support of PfC. It will be a great opportunity for Ethiopia to join the international community in celebrating this global event, where extensive media coverage will provide visibility to Ethiopian women entrepreneurs, particularly women in coffee.

MESSAGE FROM THE CEO OF PARTNERSHIP FOR CHANGE



Partnership for Change (Pfc) is a Norwegian NGO that works to ensure economic independence for women and youth in order to contribute to sustainable communities – economically, socially, and environmentally.

Bringing positive social change is always the driver of Pfc's work. Pfc does this through giving people access to the tools needed to build their own sustainable communities and creating opportunities for women owned businesses and projects to become economically sustainable in the long term.

Women manage their private finances in a way that secures their families, and they prioritise the education of their children – including girls. That is why the effort of Pfc focuses on women and youth. Pfc encourages them to become leaders and provide them with the knowledge and tools they need to participate in the labour market. It does this through:

- Education and training,
- Entrepreneurship development,
- Job creation,
- Raising awareness and changing attitudes

To initiate a project, Pfc always seek partnerships with visionary and solution-oriented people and businesses across sectors, borders and backgrounds. It has learned that partnerships between social entrepreneurs, philanthropists, investors, organisations, and governments can create positive, lasting results. With broad expertise and access to resources, Pfc pools these resources

to solve specific problems and to help achieve the UN Sustainable Development Goals, contributing to economic, social and environmental sustainability. PFC does this by cooperating with effective local organisations and/or entrepreneurs, businesses and local and national governments, focusing mainly on the local community. PFC's commitment is for each project and business where it works with the concerned partners targeting on financial sustainability, which is the main driver of change in the society.

It is under this premises that Partnership for Change initiated and led the celebration of the Women's Entrepreneurship Day (WED) in three countries in 2014: Ethiopia, Myanmar, and Norway. The celebration of WED Ethiopia, in 2015 focused on "Empowering Young Female Designers". This year, PFC is proud to again collaborate with the Office of the First Lady of the Federal Democratic Republic of Ethiopia (FDRE), and the Center for Accelerated Women's Economic Empowerment (CAWEE) in organizing the third Ethiopian Women's Entrepreneurship Day. In 2016, where the focus of the WED for this year is on "Women in Coffee", which was the result of the first trade mission of women from Ethiopia to Norway under the leadership of the First Lady of Ethiopia, Honourable Roman Tesfaye and organised by Nigest Haile of CAWEE.

PFC is proud to be the funder and co-organiser of this year's WED event in Ethiopia. PFC strongly believes in women as major change-makers in their societies. As Small and Medium-sized Enterprises (SMEs) account for more than 50 % of jobs in most economies, PFC renews its commitment to work with women-owned SMEs, providing opportunities for a better future.

Our commitment to work in Ethiopia is always awarded with the great quality, determination, and social consciousness of the women entrepreneurs we meet in the country. Ethiopia impresses us greatly, and we are proud to partner with all these visionary women to create better and empowered communities.

WOMEN IN GREEN COFFEE



AMARO GAYO COFFEE

Amaro Gayo Coffee was established in 2006 and is located in the foothills of the Amaro Mountains in Southern Ethiopia. The mountainous district of Amaro can be seen as a 'dry island', west of the Fisseha Guenet escarpment and east of lakes Chamo and Abaya, two of the largest lakes of the Great Rift Valley. The Amaro Mountain is a small range separating the communities of Amaro on the eastern slopes from Nechisar National Park and the lowland tribal areas of Arba Minch in Southwest Ethiopia, Sidama region. The local coffee varieties, relatively light population, waterfalls and highland bamboo forests are among the many unique features of the area.

Amaro Gayo Coffee began exporting in 2007 to international markets, countries including the US, Germany, France, Japan and the United Arab Emirates. Amaro Gayo Coffee is US National Organic Program (NOP) certified. The coffee of Amaro Gayo is scrupulously harvested, sorted, and milled at its facilities, so Amaro Gayo has remarkable control over its crops. As a brewed coffee, the Amaro Gayo is a remarkable sonata of baking spices and aromatic woods. There is a washing station where local growers bring their freshly picked, ripe cherry for processing. Asnakech, the owner of Amaro Gayo coffee, is said to be very strict in selecting which coffees will be processed at her washing station and mill, choosing only ripe and ready cherries. The final step in natural processing, drying, which is a critical step in the process.

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Bezuayehu shone
Coffee Plantation Plc

BEZUAYGHU SHONE COFFEE PLANTATION

Bezuayghu Shone Coffee Plantation is located in the former Kaffa province (the origin of Arabica Coffee) and is located in Ethiopia's South Western Region within the Oromia Regional State, Jimma Zone, Limmu-Kosa District, 430 Kms from the capital Addis Ababa.

Mrs. Bezuayghu Shone is the founder and member of the Ethiopian Coffee Growers, Producers and Exporters Association. Bezuayghu Shone Coffee Plantation started exporting in 2012, since then, the company has exported 18 metric tons of Limmu specialty coffee to the royal coffee firm based in Oakland, California, USA.

Besides coffee, Bezuayghu Shone Coffee Plantation is undertaking an adaptation trial of different spices with the intent to integrate that with coffee production. It also aims to identify new opportunities to diversify product representations that will drive and expand business revenue stream while providing an environmentally sound emphasis on conservation and crop bio-diversity implementation methods.

The Bezuayghu Shone Coffee Plantation has firmly established its strategic alliances with other similar private firms, financial, research and agricultural organizations that are involved in coffee research, financing, production, processing, and marketing. It has created a strong development partnership with Commercial Bank of Ethiopia, Ethiopian Agricultural Research Institute, Ethiopian Commodity Exchange, Coffee State Farms and the Ethiopian Ministry of Agriculture.

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COFFEE CULTURE COFFEE EXPORT PLC

Coffee Culture Coffee Export Plc. is a coffee exporting company based in Addis Ababa, Ethiopia. The company was named in recognition of the amazing significance and diversity of coffee and its cultures from the farmland in rural Ethiopia to the best coffee shops in the world. The company was established by a farming family with rich experience in the area.

Mrs. Yordanos Jembere, General Manager of Coffee Culture, draws on traditional coffee farming family background combined with several years of firsthand experience working with coffee farmers' cooperatives in Oromia Region and working in the leading coffee export company in Ethiopia as Senior Coffee Export Expert to give Coffee Culture its unique competitive edge in the coffee export industry in Ethiopia.

Coffee Culture Coffee Export Plc. exports both washed and unwashed (natural or sundried) coffee from among the nine varieties of Arabica coffee Ethiopia produces, all with their distinct characteristics.

Coffee Culture strives to meet the needs of actual and potential customers. To meet this goal, the company is working on its long term investment plan to have its own coffee farm and coffee processing plant producing traceable specialty coffee.

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DIAMOND COFFEE ENTERPRISE

Diamond Coffee Enterprise was established in 1999 by the owner and manager Mrs. Dehab Mesfin, with a 200 hectare coffee plantation in Kaffa. Dehab Coffee is located at the center of the birth place of Arabica coffee, in the Southern Region of Ethiopia, Kaffa Zone (Gimbo-Bonga), 446 Kms, South West of the capital city, Addis Ababa.

The farm produces specialty coffee under the name "Natural Kaffa Coffee Grades 2 & 3" with a brand name "Dehab Coffee" as registered locally. Dehab Coffee started exporting in 2014, where it exports to Germany and the Netherlands.

The coffee has been planted on gentle sloping hillsides and hilltops on cambisoles and nitosols. Manual slashing and hand weeding are the common practices to control the weeds in the coffee farm. No herbicides are applied in the farm; the soil is very rich in organic matter, no need of applying chemical fertilizers. Generally, the farm is free of pesticides, as the coffee varieties used are disease resistant and there is no problem of insect pests in the area. The coffee trees are maintained under moderate shading canopies of ideal forest shade tree species in the highlands of Tulla.

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FAHEM COFFEE PLANTATION

Fahem Coffee Plantation is located in one of the beautiful natural forest areas of Western Ethiopia (Oromia Region, Jimma Zone, Limmu-Seqa District in Checka Kebele). Fahem Coffee Plantation has been in business for more than 25 years. The plantation has its own nursery site with the capacity of multiplying more than 500,000 high quality seedlings. The coffee varieties planted at the farm

are "74110" and "7227", both of which are obtained from the Jimma Research Institute.

At the nursery sites, the beans are planted in a plastic bag. The seedlings then receive water and organic fertilizers within a shade made from grass. While transferring the seedlings to the farm, no chemical fertilizer is applied, since the soil at the plantation site is virgin forest soil. Manual labor is used for weeding and other cultivation activities. The berries are picked when they are large, red and juicy. It is only red cherries that are picked from the trees. Extra care is taken to avoid the presence of fermentation before the coffee is processed. Therefore, the picked red cherry is spread very thinly in specially prepared beds within four hours after picking.

Fahem Coffee Plantation is UTZ certified and has begun exporting in 2013 to international markets, including the United States of America, Sweden, Germany, the Netherlands and Australia.

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MIM AGRICHEM

YMIM Agrichem was founded by Mrs. Muna Fejru in 2001, where it is located in the Western Region of Oromia (Wollega, Begi). MIM Agrichem's mission is not only to be profitable, but also to provide the highest quality coffee to international markets by processing environmentally and socially friendly product. Its objective is to enter in to coffee export market in 2016.

The company started out with a special focus on green coffee to be supplied to the central market of Ethiopia Bunna Board by farming and collecting sundried coffee cherries directly from farmers and processing it to exportable green coffee beans. It also expanded by importing agricultural

and industrial chemicals, and currently serving as a commission agent by representing different companies from different countries such as China, United Arab Emirates, Indonesia, Jordan, India, Egypt and Saudi Arabia.

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MOPLACO TRADING

Yanni Georgalis formed Moplaco Trading in 1972, in Dire Dawa, exporting predominantly Harar Coffee. The company has operating sites in Yirgachefe, Dire Dawa and Addis Ababa and has land for cultivation in Yirgachefe and Limmu.

Moplaco has further expanded up and down the chain of coffee, controlling processing and with it, experimentation; farming exporting finally roasting. Moplaco is predominantly a green coffee exporter with passion for quality. The company sources different coffees from either the central auction or from its own farms keeping in mind two parameters: deliciousness in the cup and respect for the communities surrounding the farms.

Recently, Moplaco has begun to expand into farming so that it can begin to directly trade coffee outside the auction. This coffee will thus be fully traceable and prepared by Moplaco from the beginning to the end. The Roasting Brand is called Galani, a coffee brand that strives for this final deliciousness in the cup, a coffee brand that bridges the gap between craft and origin. Galani Coffee is roasted and sold in the companies Addis Ababa outlet, Galani Coffee, located around the Jacross area. The coffee brand provides both roasted and ground coffee products for the local market.

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YASMIN COFFEE PLANTATION

Yasmin Coffee Plantation is located in Western Ethiopia (Oromia Region, Kellem Wellaga Zone, Anfillo Woreda, Yeti Village, in specific place called Shewer Yaga) with an altitude ranging from 1,650-1,703 m and annual mean rainfall of 1,750mm.

Yasmin Coffee Plantation Plc. is a third-generation family business selling green forest coffee.

During picking, only the red ripe cherries are picked and dried on the bed (plastic or metallic). No chemical fertilizer is used, instead organic fertilizers, such as manures and compost are utilized.

In order to avoid anything that decreases the quality of the coffee, Yasmin coffee uses selected bean varieties which has high resistance and in tandem uses plants which increase soil fertility like gravillia, legium plants and accassia mecseloni. Yasmin Coffee Plantation is certified by EU and NOP.

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ZEBAD GENERAL IMPORT AND EXPORT

Zebad General Export & Import was established in 2005 with the mission to export high quality and fertilizer free washed and sundried coffee to the international market.

Zebad General Export and Import Plc. took part at different international exhibitions which were held in different parts of the world, including Specialty Coffee Association of America (ESCA), Tea and Coffee Expo China (TCAC), African Fine Coffee Association (AFCA), an international conference organized by International Trade Center (ITC), and the International Women's Coffee Alliance (IWCA).

Zebad General Export & Import has a capacity of exporting 4,000-5,000 metric tons of coffee per year. The company sells its unwashed and washed coffees to all destinations, either directly to clients who are overseas or via commercial agents based in Addis Ababa or foreign countries.

In the past couple of years, Zebad exported sun dried coffee to different international markets in Italy, Germany, France, Greece, Switzerland, Turkey, Japan, Saudi Arabia, China and South East Asian markets.

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