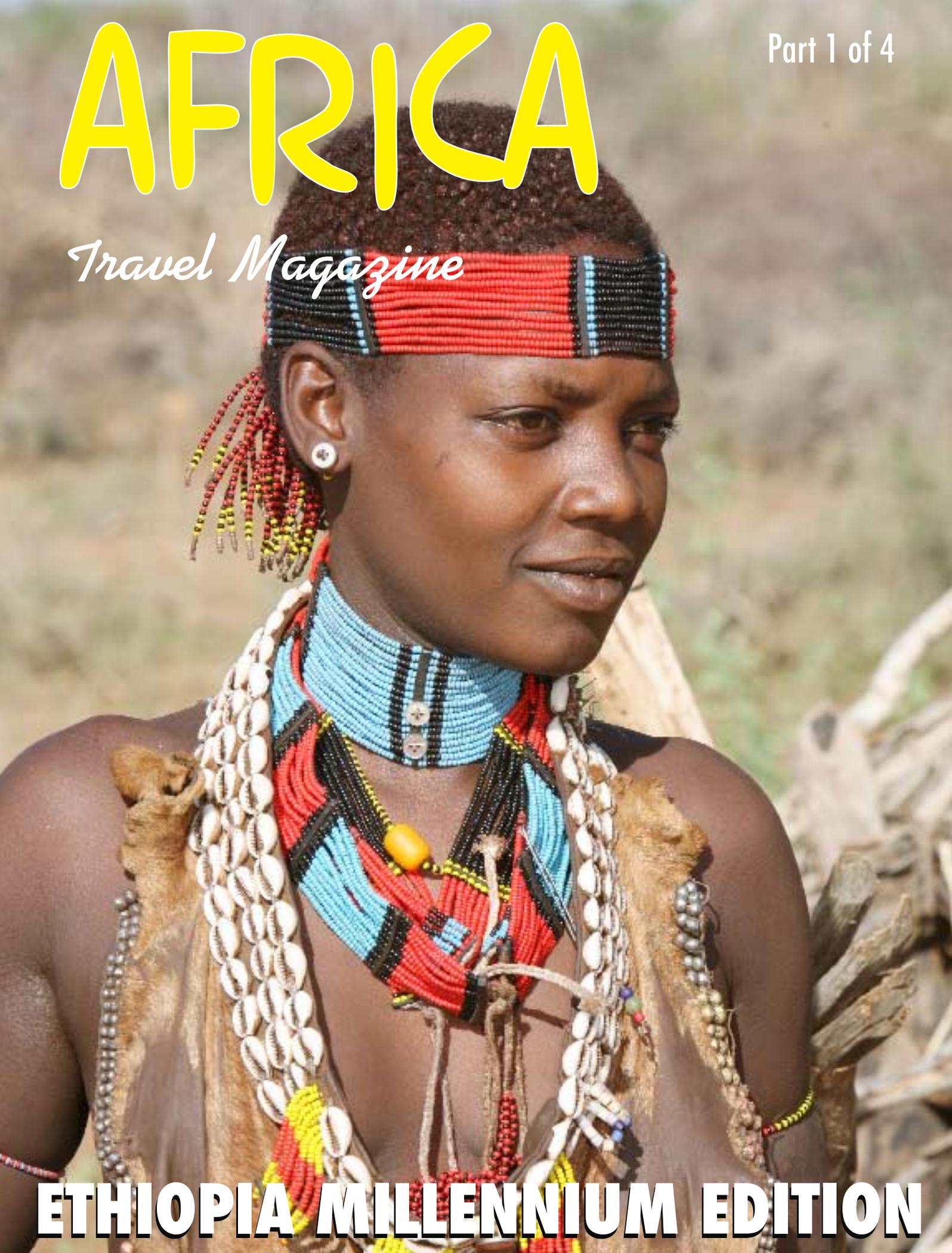


AFRICA

Part 1 of 4

Travel Magazine



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SHERATON ADDIS

Addis Ababa



Setting the Global Stage ...

by Jerry W. Bird, Editor

This magazine is Part 1 of 4 Ethiopia Millennium Issues in the series. There will be further updates including a Deluxe Edition in October 2008. We set the stage for targeted circulation via face-to-face distribution at the New York Times, NBC, Los Angeles Times and Boston Globe and Travel Shows, plus Adventures in Travel Expos in NYC, Washington, Atlanta and Chicago,

SITV Montréal and more. In Africa this edition will be available at the ATA 33rd World Congress in Tanzania, May 2008 and the 12th Cultural and Eco Tourism Symposium in December. Our Database targets travel agencies, tour operators, corporations, educational and church organizations, tourist boards, government ministries, mayors and administrators, airlines, libraries, universities, hotel chain, ATA Chapters plus PATA, ASTA, ARTA, UNWTO, IIPT, AFRAA and other partner organizations.

Houston International Festival "Out of Africa" Spotlights Ethiopia and its Millennium Before 500,000 Visitors

Houston, Texas, America's 4th largest city, has gone all out in 2008 to promote Ethiopia Trade and Tourism, What's more, our editorial team has been invited to get involved. This annual downtown extravaganza April 19, 20 and 26, 27, 2008 in Houston will honor "Ethiopia - the Three Journeys as the Cradle of Mankind." We have been provided a large 20 ft. exhibit where copies of Africa Travel Magazine's Ethiopia Millennium Deluxe Edition will be on sale to many of the 500,000 visitors expected. Officials, media and special guests from Ethiopia and leaders from the global diaspora will be interviewed on radio and TV by our editors. *Contact: Houston International Festival, 4203 Montrose Blvd, Suite 200, Houston, TX, 77006. 713.654.8808, Fax 713.654.1719, E-Mail: contactus@ifest.org. Web site: www.ifest.org*

Houston Museum of Natural Sciences Presents "The Lucy Legacy: Hidden Treasures of Ethiopia"

Ethiopian Minister of Culture and Tourism, Ambassador Mohamed Dirir and Mr. Joel A. Bartsch, Houston Museum of Natural Science President signed an agreement launching the event, which continues through April 27, 2008. The centerpiece of this Ethiopian Exhibition in the USA will be Lucy, but nearly 190 other Ethiopian Heritage items from various regions of the country will be included. These range from humankind's earliest stone tools to contemporary articles representing the legacy of our forebears.

Millions of Americans - school children and adults - will view this exhibit in eleven major U.S. museums. Visitors to Lucy's Legacy provided a rave review:

"Lucy's worth more than diamonds. Thank you."

"We have come from Santiago, Chile to see the exhibit.

Very well done, and an inspiration to go to Ethiopia."

"All the way up from Argentina to meet Lucy.

This is Alex thanking you for this wonderful experience."

"Please thank the government of Ethiopia for this once-in-a-lifetime experience!"

"Hey Lucy! What a joy it was to get to see you in person!"

"A tremendous teaching opportunity for the youth of Houston."

"Absolutely phenomenal! What a pleasure! What an education!"

"Absolutely phenomenal! I had no idea how much Ethiopia added to our civilization!"

"I have been truly blessed to have stood and looked at Lucy."

"Lucy speaks after 3.2 million years. Our story must be heard."



According to Dirir, the gains for Ethiopia comprise primarily: positive image building; renewed interest in Ethiopia's tourist attractions and consequent increase in tourist flow from America to Ethiopia, and funds for capacity building at Ethiopian museums for heritage conservation. The touring exhibition had its premier opening in Houston, Texas in September 2007, coinciding with the beginning of Ethiopia's Millennium Year. It will travel to other me-

ropolises, with home coming in Addis Ababa May 2013. Visitors will discover the rich history and culture of Ethiopia, the cradle of mankind. From the rock-hewn churches of Lalibela and the massive, ancient obelisks at Axum to the beautiful highlands of Gondar and the arid desert in which the famous fossil Lucy was discovered, Lucy's Legacy tells the amazing story of Ethiopia over the past 5 million years. In addition to the fossil of Lucy, over 100 artifacts such as ancient manuscripts and royal artifacts from a dynasty Ethiopians believe stretches back to the son of the biblical King Solomon and the Queen of Sheba will be on display.

Contact: The Houston Museum of Natural Science

One Hermann Circle Drive, Houston, TX 77030, (713) 639-4629,

E-Mail: webmaster@hmns.org, Web Site: http://www.hmns.org

Gezahgen Kebede, President, Ethio-American Trade and Investment Council, Hon. Consul General of Ethiopia, 9301 Southwest Freeway, Suite 250, Houston, Texas 77074 USA, Tel: 1 713 271

7567, Fax: 1 713 772 3858, Email: info@eatic.org

Web site: www.eatic.org

LIVING THE ETHIOPIAN EXPERIENCE AND SHARING IT



South to Omo Country

By Muguette Goufrani

Our media team at the ATA 32nd Congress in Addis Ababa last May was unanimous in its desire to explore the enchanting Omo Valley south of Addis Ababa near the Kenya border. I was keen to expand on my previous article which portrayed the tribal customs in various sectors of Ethiopia, a country that is so rich in historical treasures and so varied in culture and unique lifestyles. Look for more in this series on Ethiopian Culture on the following pages.

Photos of ATA media team in Southern Ethiopia and the Omo Valley. From top left (1) Muguette Goufrani with village youth. (2) Ogo Sow, Mary Ellen Schultz and Sylvia Mracky, USA, with driver Teshome Kebede and local family. (3) Villagers help the ATA media team ford the raging river during a sudden flash flood, which almost submerged our 4wd vehicle. Below: Activities in Addis Ababa and area from an extensive photo gallery courtesy of Robert Eilets of New York, USA

A Pioneer in Ethiopian Tourism

While in Addis Ababa recently we met with former Ethiopian Minister of Tourism Habte Selassie Tafesse well known for his outstanding contributions to the development of Tourism in Ethiopia. Back in 1961, Mr. Tafesse introduced for the first time the concept of tourism in Ethiopia, when visitors were looked upon more as curious strangers rather than a source of important income to a developing nation." Mr. Tafesse coined the phrase, "Thirteen Months of Sunshine", in referring to the Ethiopian Calendar, which in turn provoked the imagination of visitors. He played a major role in the creation of the Historic Route, which to this date has remained as the most popular segment of Ethiopia's tourist attractions. "The Historic Route" consists of the Blue Nile Falls, Lake Tana, Gondar, Lalibela and Axum. Thanks to this man of vision, we now have the opportunity to visit and admire the great history and culture of ancient Ethiopia. He is a role model as the man of inspiration and action and shall always be remembered as the pioneer of the Ethiopian Tourism Industry.

Where to Ride Horses in Ethiopia

Another notable person we connected with in the capital was Yves Stranger, a media personality and entrepreneur, who provided our readers with the following information. Menagesha Stables, west of Addis Ababa, mean to become a centre of excellence in horsemanship as well as a breeding centre, and the place to go for equestrian tourism in Ethiopia. The Stables have ten permanent horses, all of which are well cared for, well fed and well trained. They are a mix of Abyssinian Pony and of Emperor Haile Selassie's stables in which one found a cocktail of Lipizzaner, Arab and race horse. Whether you prefer a short ride to see Ethiopia at a leisurely pace, or you'd like the charm of an overnight in a century old forest, or the adventure of a week long trek to Ethiopia's 19th century capital on the escarpment, if you want to mix horses and Ethiopia, Menagesha Stables is the place to go. *Contact: Yves Stranger, Tel: (251 1) 09 11 10 26 09, Tel: (251 1) 09 11 10 26 18, Email: Menagesha_tours@yahoo.com, PO Box 409 27, Addis Ababa*



T WITH THE WORLD VIA WORDS AND PICTURES

Ethiopia Millennium Edition

What can our readers expect in further updates of this edition? Here's a clue:

Journeys into History: Virtual tour of Ethiopia's museums, monasteries and monuments. Lucy display generates raves across America. Following the Queen of Sheba's footsteps, from Axum to Lalibela, Gondar, Bahir Dar and beyond. Discovering the Omo Valley and the overland route to Djibouti by road and rail.

Portraits of Ethiopia: Our widest selection of African cultural photo images by a variety of key contributors.

Mama Ethiopia: A heartwarming story of achievement and dedication.

Marketing Ethiopia to the World: How we market Ethiopia Tourism at trade shows and media opportunities in North America and worldwide. Profile of Ethiopia's Tourism Ministry and Tour Operators Association.

Who's Who? Interviews with leaders in travel, trade, tourism and transportation. Goodwill ambassadors we have met.

Ethiopia Online: Tips on Web Building, Networking and E-Commerce with an African flavor. Why our web site remains #1 on Google for Marketing Ethiopia Travel and Tourism.

New Database Directory of key contacts for Ethiopia travel, trade and tourism - in country and its target markets.

Events Calendar; Millennium activities, public holidays and regional festivals.

Ethiopian Business Scene: A special full color supplement features Midroc Ethiopia Technology Group. Checklist of investment opportunities, banks and foundations.

USA- Canada- Ethiopia Trade Missions. Success of www.eatic.org in Texas, an example for the Ethiopian global diaspora.

Excerpts from "Africa: Continent of Opportunity"

This treasured book by David Fick is a gold mine for those who are interested in the financial and growth potential of Ethiopia.



The Hospitality Scene: How new luxury hotels are changing the face of Ethiopia Tourism. Profile of the Ras Hotel, an historic landmark in Addis Ababa and the upscale Sheraton Addis. Above photo - newly expanded Axum Hotel.

Air Highways to Ethiopia: Getting here via Atlantic, Pacific and Indian Ocean routes - with exotic Oriental and Middle East stopovers. Profile of Ethiopian Airlines and regional flight options. Airport commerce and development.

Homecoming Tours: An invitation to the Ethiopian Diaspora worldwide using our new Millennium Database.

Ethiopia's Historic Towns and Cities: Presenting Addis Ababa, the first profile in our "Great Cities of Africa" series. Mayors and Community Leaders speak on issues addressed at the UN World Urban **Africa in Bloom** - a community beautification initiative we recommend.

The Birth of Coffee:

There is an old Ethiopian legend that says that a young goatherd noticed his herd becoming unusually frisky after eating some bright red berries. After trying some himself, he found that they had the same stimulating effect on him. A monk from a neighboring monastery also tried these berries after he found the young goat herd in this state, and to his amazement, he also found that the berries helped keep him and others stay alert during their night prayers. Thus spread the use of coffee. Coffee has always been Ethiopia's most important cash crop and largest export commodity. A writer by the name of Harris wrote in 1844 that coffee trade from Ethiopia started five hundred years earlier when it was transported from Ethiopia to Arabia by a trader. An Ethiopian monk known as Brother Thomas corroborated this story and described the exact route taken when the coffee was traded with Arabia.

Tour d'Afrique Crosses Ethiopia

The world's longest, most spectacular bicycle race and expedition has attracted riders from all over the world for the annual 12 000 km event down the length of Africa. They enter Ethiopia from Sudan at Matema, travel through Gondar, Bahir Dar, the Blue Nile Gorge, Addis Ababa, Lake Lagano and Yabello before leaving Ethiopia at the Kenya border post of Moyale.

<http://www.tourdafrique.com>

Quick Now! Have we forgotten anything?

If so our editors will be pleased to consider your recommended interview or topic in one of our updates. That's the beauty of our Yearbook concept where every issue of the magazine is a keeper. *E-mail: africa@dowco.com, fax 1-604 681 0718.*



"FROM ADDIS ABABA WE JOURNEY SOUTH TO THE OMO VALLEY"



Photo and article by Muguette Goufrani

I am Ethiopia. Long before the Queen of Sheba, King Lalibela and other icons from the pages of history walked my sacred land, an area many call the "Cradle of Civilization," visitors from near and far arrived to sample my diverse culture and mingle with over 80 ethnic groups that form a unique mosaic. Most Ethiopians speak Amharic, my official language, however many are very much at ease in English, Italian and Arabic when doing business. Friendly and fiercely proud of their ancient heritage, my indigenous people are an exotic blend of African, Judaic and Egyptian influences. I am Ethiopia, land of many rivers. The culture of my Omo people is steeped in rich tradition and colorful history. Many of them live along the Omo River. To those who love adventure the Omo is famous for white water rafting, as it tumbles its way through a steep valley before entering Lake Turkana. From the water, varied scenery, with forests of tamarind, alive with Colobus monkeys and flocks of colorful birds confronts the visitor. On the savannah slopes against a brilliantly lit mountain backdrop,

you will find waterbucks and bushbuck. At a riverside camp, you will encounter water fowl, hippos, antelope, baboons and even lions. Such a river adventure also provides an opportunity to visit indigenous tribes along the way, at places such as Tumele, one of the larger Karo villages. The Karo people are outstanding in face and body painting, a common practice in preparation for dances and

ceremonies. They combine pulverized white chalk and yellow rock, reddish iron ore and black charcoal to decorate their bodies. You can boat to visit the Muguji tribal area for an immersion in Muguji culture. The Muguji trap small game and collect honey and wild fruits. Great fishermen, one of the Muguji specialties is hunting crocodiles. The Mursi tribe is famous worldwide for the clay lip dishes, originally worn by the women, as a means of avoiding capture as slaves. Just so you know, they remove the clay plates at meal time. Surrounded by mountains and three rivers, the Mursi homeland is one of my most isolated regions. Like the Maasai of neighboring Kenya, the Mursi have a fierce reputation as guardians of their precious grazing lands. The men often wore light scars on their shoulders after killing an enemy and shave geometric patterns on their heads. For dances and ceremonies they adorn their bodies with white chalk. The Nyagatom live on the Omo River's western banks near the Kenya border. Numbering over 7,000, they have a war-like history. Small groups living along the Omo specialize in hunting

crocodiles, usually from a light dugout canoes, using harpoons. The men wear a blue and ochre clay hair bun with ostrich feathers. The elders of both sexes wear a plug on their lower lip - the female version is made from copper.

Hamar Mountain Country
The final chapter of an ideal river adventure would be a visit to the Hamar Mountains, home of my Hamar Koke people. Numbering around 30,000, the Hamar Koke are well known for their attractive body adornment and the practice of wearing an abundance of colorful beads. Women adorn their necks with heavy polished iron jewelry. Getting to know and understand my indigenous people is a life-enriching experience, that if combined with an adventure safari along the mighty Omo River, will be a double blessing. You can learn much more about my people and their traditions at various web sites listed in this magazine starting with <http://www.africa-ata.org/ethiopia.htm>.



Overland Journey to Omo Valley

by Muguette Goufrani

Ethiopia's lower Omo Valley near the Kenya border is home to a remarkable blend of ethnic groups. With lifestyles

are as varied as the tribes themselves, each finds unique ways in which to develop and express its own artistic flair. Our journalist team of Ogo Sow, Mary Ellen Schultz and Sylvia Mracky from the USA and myself representing Canada, had been anticipating this trip for months. As a reward we were amazed by the fascinating ethnic treasures discovered and friendships formed during this week long tour arranged by Her Excellency Tadelech Dalacho State Minister for



OMO VALLEY, A PLACE WHERE TIME STANDS STILL"

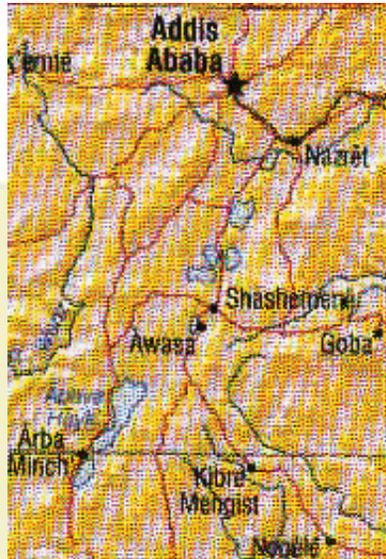
Tourism, our gracious host.

Heading south from Addis Ababa, one of the first attractions on our tour agenda was a visit to the Crater Lakes at Debre Zeit and the three Rift Valley Lakes of Shala, Abyata and Langanu, teeming with bird life - a colorful array from pelicans and flamingos to storks and assorted waterfowl. Later on we were impressed by the homes and cultural displays presented by the Sidamo tribe. Another popular attraction was Arba Minch, which means 40 springs in Amharic, a tribute to the bubbling streams that spring up amid the undergrowth of a luxuriant groundwater forest. Here the Wolayta people welcomed us to their village, where they cultivate cereal crops, cotton and tobacco. Their large, beehive-shaped huts are adorned with one or more large ostrich eggs perched near the roof as fertility symbols.

Among the Dorze

In the afternoon we entered the town of Chencha for a friendly visit with the Dorze people. This well known tribe is famous for weaving and for their bamboo homes, each with its own small garden surrounded by beds of spices and cabbage and tobacco sorghum and the false banana. Should their dwellings begin to rot or become attacked by an army of termites, the villagers dig them up and sew bamboo struts around the base to preserve the shape. The Dorze name is synonymous with the best in woven cotton cloth, a good reason why Chencha is famous for its fine cotton gabbis or shawls.

Our tour group enjoyed dinner at Swaynes Hotel, with spectacular views of the Chamo and Abaya lakes and the Netch Sar Park. Owned and operated by the Greenland Group, this attractive hotel offers 40 guest rooms, each furnished with artistically designed Dorze furniture. The exterior of each bungalow is constructed of bamboo and patterned after the Dorze tribal homes with their high roofs. Each unit is covered with bamboo



and the roof is thatched with leaves from the false banana tree. The design in front resembles an elephant trunk, as typical Dorze style. We were impressed with the interiors which reflect the richest elements of Ethiopian Culture. Materials used are all ecological, natural and originate entirely from the surrounding area. There is also a naturalist pathway to the underground springs, ideal for bird watching and scenic views.

Along the Southern Lakes

The lake shores and islands of Abaya and Chamo are populated by farming communities of the Ganjule and Guji, both of whom also have developed ancient traditions for hunting hippos. The Guji ply the waters of Lake Abaya in the curved high prowed ambatch boats, similar to those craft depicted on the tombs of the ancient Egyptian pharaohs. Surprisingly, an ambatch is capable of transporting several full sized cattle at one time and sturdy enough to withstand attack by large crocodiles, which are present in both lakes. Lake Chamo is a good place to view crocodiles lounging in the sandy beaches and sun with clear blue water of its

northern shores. Lake Abaya waters are reddish-brown in color due to heavy mineral deposits.

As we soon discovered, the rainy season can bring sudden flash flooding at low spots on the highway and side roads. Our media team had a minor incident when one of the Awassa Ministry of Tourism vehicles was swept away by the swift water. Fortunately a small group of Hamar villagers arrived in time to retrieve the vehicle from the rushing current and help carry our luggage across the river. These colorful young men and women were fantastic, friendly and attractive. It was a memorable moment.

Next morning's visit to Netch Sar Park provided spectacular views of the lake, with its variety of wildlife such as Swaynes Hartebeest, Zebras, Kudu, Burchil's Zebra and various species of birds. Lunch was served in Arba Minch. We also enjoyed a visit with the Erboere people, noted for their extensive use of jewelry. In our afternoon boat trip on Lake Chamo we had a close encounter with hippos, and had a wary look at the local crocodiles, which are among the longest in Africa, over 6 meters. We enjoyed dinner and a comfortable night's sleep as guests of the Swaynes Hotel. Our special thanks to driver Teshome Kebede, guide Abdi Tenna Awassa, Green Land Tours and the Swaynes Hotel.

Muguette Goufrani is Associate Editor of Africa Travel Magazine. She has been a tour conductor and travel agent in several North and West African countries and-French speaking world destinations. This article will be continued in a further update of this edition and may be downloaded from: www.africa-ata.org/ethiopia.htm

Photos below courtesy of Ghion Tours and Travel, Addis Ababa.



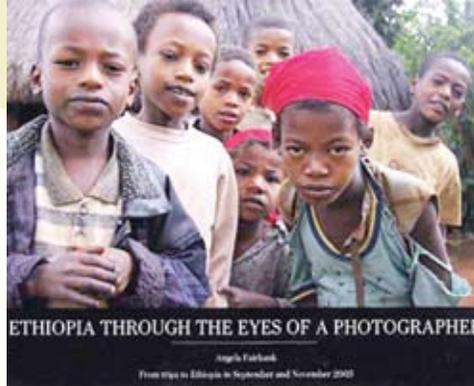
"ETHIOPIA THROUGH THE EYES OF A PHOTOGRAPHER"

Book Review

When our editors are not in Africa or at one of many travel shows in the USA, you will find us in Vancouver, Canada. Believe it or not, our area has many Africa enthusiasts, including my friends Angela Fairbank, and Rick Antonson, CEO of Tourism Vancouver, both of whom have recent books on African topics. An ATA member, Ms. Fairbank (left) has just launched "Ethiopia Through the Eyes of a Photographer," 80 pages of images describing the traditions of fifteen distinctive tribes she was privileged to visit and study while in Ethiopia.

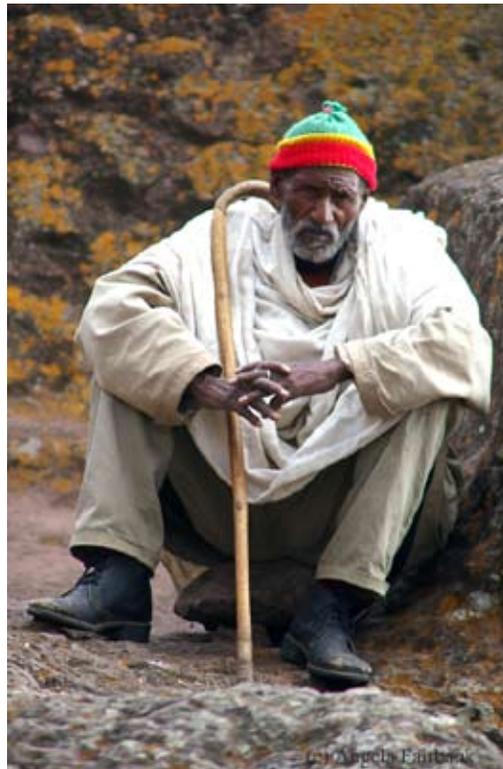
Here are some excerpts: South of Addis Ababa is the Rift Valley Lake region, which contains a wide variety of bird life, crocodiles, fishermen, coffee plantations and the beginnings of a friendly mixture of tribes, including Kambata, Alaba, Wolayta and Sidamo. The highlight of any trip to Ethiopia, surely, is meeting numerous tribes in the Omo Valley as well as learning about their variety of traditions, clothing, body decorations and celebrations. South of Arba Minch, you may meet Dorze, Derashe, Ari, Banna, Tsemay, Konso, Benna, Mursi, Karo, Bumi, Hamar. Dassanech, Erbore and Borana. The following pages display one tribe at a time in alphabetical order. The

above photo is of Dorze children selling their weaving. The Dassanech are the most southerly located tribe in Ethiopia's Omo Valley. They are semi-nomadic and have lately suffered periods of both drought and flooding. Their compounds are usually located next to the Omo River and they live off fish and crocodile. The Erbore love jewelry and you often see necklaces



containing old silver-colored watch straps. The shells you see on the leather sashes across their bodies come from the sea several hundreds of miles away and were once used for trading purposes. Girls keep their heads shaven until they are married and protect them from the sun with hollow calabashes or black veils. Some boys decorate their bodies with red and white clay. The young women wear chains around

their waists, sometimes attached to their ankle bracelets, to convey their married status. The Hamar are very fond of elaborate hairstyles and ornaments. The women wear copper and iron bracelets and necklaces and style their hair with a mixture of ochre and animal fat. They also wear goat skins. One 18-year old featured in the book is a bridegroom who has spent the last few months alone in the wilderness. He is about to undergo a test of manhood, jumping naked four times over a line of bulls. There is great preparation beforehand by the families of the bride and bridegroom, the woman asking to be whipped frequently by the men, and then proudly displaying the bleeding welts on their backs into which they rub a healing oil. The young men live solely off the milk and blood of cattle to make them strong and brave. The Karo, too, are famous for their body decorations and hairstyles. Men wear tight, clay, hair buns and paint their bodies with chalk. Young boys decorate their faces with white spots in imitation of the marks of the guinea fowl and women and young children wear a nail pierced through their lower lip. In the village of Kortcho, situated on a cliff overlooking the Omo River, you may be fortunate to witness the Karo singing and dancing. The men first leap up and down displaying their jumping skills and then later dance together with the women. The Konso are known for their



ER" BRINGS CULTURE AND WILDLIFE INTO FOCUS



the lower lip and mouth is made at about age 16 and the wound is treated by the healing properties of a particular leaf. The hole is then stretched gradually over time to fit a round clay plate about 15 cm in diameter. Some Mursi also wear calyx plates in their ears, the lower edge of the earlobe being cut and stretched in this case. Jewelry and hair decoration consist of thick, heavy metal rings and cattle horns, as well as fruit, corn cobs, vegetation, shells and feathers. Treated and decorated goat skin is used as clothing for the women, while the men prefer to wrap themselves in blankets.



touristic parts of Ethiopia, such as Addis Ababa, Ethiopia's capital city, Axum, Lalibela and the Rift Valley.

Author Biography

Born in Vancouver, Angela has a Bachelor's Degree in French and Spanish from the University of British Columbia and a Master of Arts in Translation from the Monterey Institute of International Studies in Monterey, California.

Angela Fairbank studied photography at Langara

College, Focal Point, Emily Carr Institute and Vancouver Photo Workshops. She is an avid traveller, having visited more than ninety countries in six continents and studied over ten languages. As part of her degree courses, she studied in Quebec City, Valencia, Madrid, and Geneva. Angela then moved to Brussels, Belgium and worked at the European Union for four years. Next she was hired by a multinational conglomerate in Hong Kong. She has given presentations on Ethiopia at various locales, including the University of British Columbia.

Visit www.acfairbankconsulting.ca.

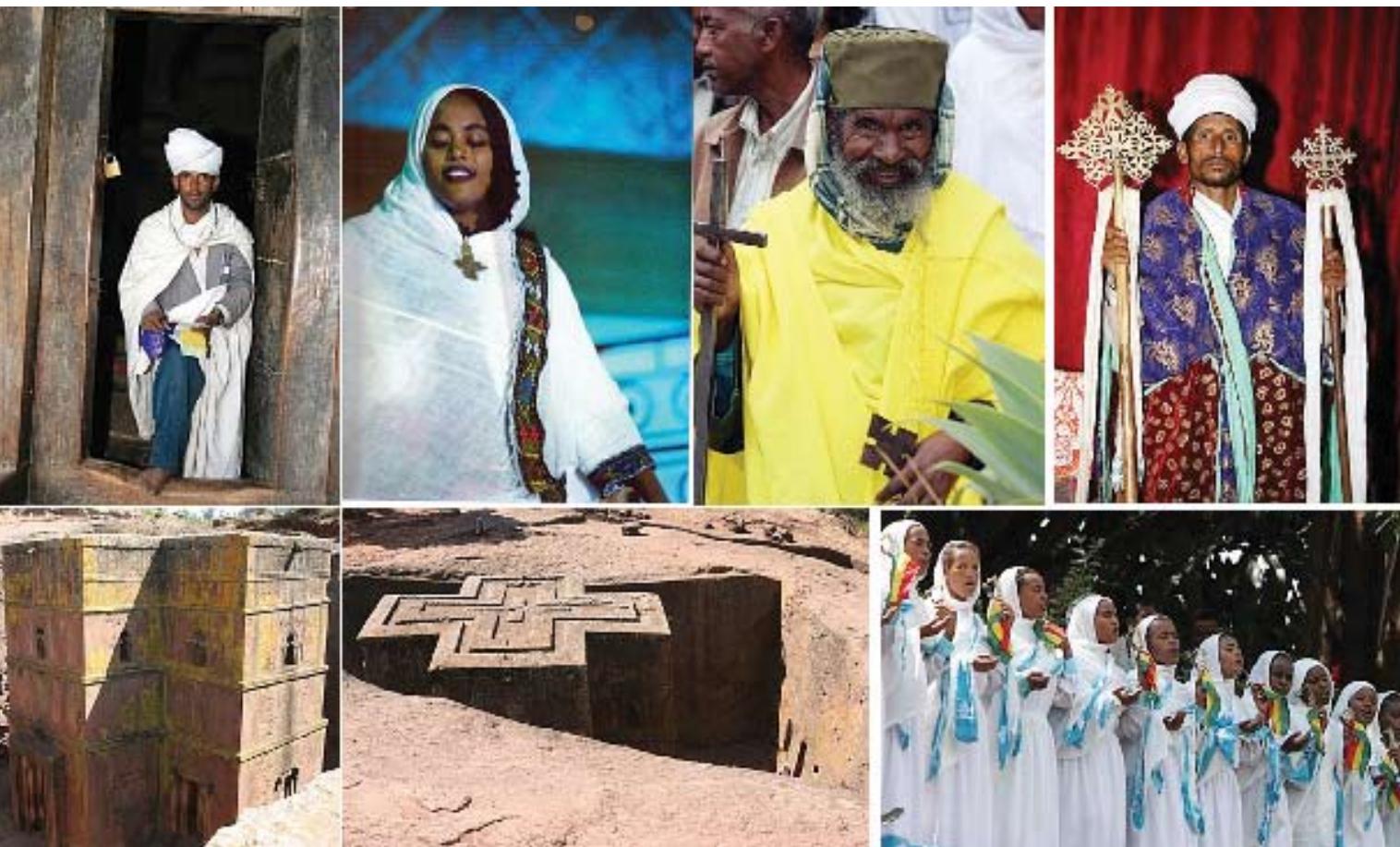


terraced agriculture, waga-wooden effigies that they worship - and organized stone-walled villages where several families live together. The family compounds are separated by wooden fences and are interspersed with common meeting areas. The enterprising Konso boys shown above are selling spectacles, hats and trucks that they have made. The Mursi are perhaps the most unusual of the tribes you may chance to visit. Their most distinctive trait is the lip plate worn by women. A cut between

The Tsema are pastoralists tending to their cattle, and farmers, cultivating sorghum, maize and honey. You may have the chance to visit the market at Key Afer where many Tsema congregate weekly. The young men favour blue, beaded necklaces and earrings. Dressed in blue singlets and short tartan skirts, they carry stools with them to sit on when tired. A group of younger boys may stop your vehicle on the main road by standing on stilts and showing off their body paint.

The publication also covers other, more





IN THE QUEEN OF SHEBA'S FOOTSTEPS - FROM AXUM

by Jerry W. Bird

Lalibela's Bet Giyorgis, most famous of the eleven rock-hewn churches in this mountainous area, is believed to have been built in the late 12th or early 13th century by King Lalibela. These incredible edifices, which were carved inside and outside from solid rock, are ranked among the wonders of the world. Our team of North American journalists came to Ethiopia with few preconceived notions, yet each had some special areas of concern. For every member of the group, it was a first time journey to this ancient, mysterious, storybook land. What a spiritual awakening it proved to be. The tour of Ethiopia's Historic Route began in Addis Ababa, the capital and geographical center. For starters, Ethiopian Airlines, flew us north to Lalibela, the holy city; to Gondar-Africa's Camelot, and to Bahir Dar on Lake Tana, source of the Blue Nile. Dire Dawa and the walled city of Harar in the eastern sector completed the agenda. Nothing I had read about the Holy City of Lalibela, its mysteries, legends, saints and monarchs, could have prepared me for what we were about to encounter

on this trip. The brief morning flight from Addis Ababa's Airport north was a delight, winging through the cloudless skies, as an ever-changing panorama of awesome gorges, deep canyons and broad plateaus unfolded below.

Everything that I had read about Ethiopia in Wilbur Smith's novels, the River God and Secret Scroll, was as he described. As we learned later airport construction enjoys a high priority, and on the high plain south of Lalibela, a new terminal building is in the final stages of completion. Our temporary waiting area was a baggage shack, where we basked in the morning sun, awaiting the commuter bus.

A Storybook Land

I've yet to visit Tibet, but the spiritual presence and views we saw during our corkscrew journey up the hillside would easily fit that country's image. Small wonder this storybook land has such a spiritual presence, a proud tradition and a way of life that has survived three millennia, despite an outside world of hate, conquest, treachery, trial and turmoil. The thatched villages, shepherd boys, terraced farming methods, simple forms of irrigation and donkey power, attest to the fact that time has stood still; as well it

should. Coming from North America it's hard for us to realize that this is the way it has been on the Horn of Africa since time immemorial.

Rocks of Ages

During my recent African excursions, I have been awed by mankind's glorious creations, offset by a Jekyll and Hyde capacity for evil. While we were shocked by the slave castles of West Africa's Gold Coast and Zanzibar's dungeons, we saw the result of godly forces at work in the 12th century rock-hewn churches that have made the Holy City of Lalibela a magnet for Christian pilgrims and historians.

Many come for the famous church festivals in Ethiopia, such as Timket (Epiphany) and other times of celebration and devotion. Souvenirs of King Lalibela are everywhere, as a continuing tribute to his glory and greatness in creating these wonders of the world. Our official photographer, Robert Eilets couldn't get over the abundance of photo opportunities in Lalibela's streets, at the famous stone churches and around every bend in the road leading to this remote highland community. Next time, we vowed to allow an extra day for photography alone.



FROM ADDIS ABABA TO LALIBELA, GONDAR, BAHIR DAR AND BEYOND

Footnote: Back in Addis Ababa, it was our turn to be interviewed -- this time by Ethiopian press, radio and television. To a person, each journalist agreed it was a positive experience with no feelings of concern or anxiety about personal health and safety. The climate in mid February was perfect, and the hospitality of the people was second to none. What a beautiful prelude to the ATA congress, Africa's 1st major tourism event of the new millennium. More to come, including map and photos.

Africa's Camelot

As our minibus rolled into Gondar, after a short flight from Lalibela, there was ample evidence that here was an area destined for long range development as a destination resort. Several new industries attest to this growing trend, as did our conversation with entrepreneurs at the airport and later at the hotel. Our modern, government operated hotel, the Goha was perched like a sentinel on a hilltop, with a commanding view of the city and countryside. Gondar was Ethiopia's capital and principal city

during the reign of Emperor Fasilidas in the 17th century. Perhaps that's why I expected to find it a shrine to past glories, instead of an active, bustling community, with people filling the streets, shops doing a brisk business, and scores of gaudily painted horse and buggy taxis (garis) scooting every which way, like bumper cars at a midway. Several of our group decided to try this hair raising means of transport, and it



became a highlight of their day, trotting through the narrow alleys of this centuries old capital.

Thanks to a massive government initiative, many of the castles, palaces and royal structures built by the early Emperors are being carefully restored. These treasures of Gondar include the stone bathhouse of Emperor Fasiladas and the ruined Palace of Kusquam. We also entered the church of Debre Brhan Selassie, to gaze in awe at its

unique murals, which have stood the test of time for centuries. These castles display a richness in architecture that reveals the influence of Arabia as well as Axumite traditions, and are said to be the largest concentration of such structures in Africa.

Bahir Dar, Lake Tana

Following a short flight from Gondar to Bahir Dar Airport, the gut-wrenching condition of the road leading west led me to believe we would be staying at some dusty lake side village. I was completely bowled over when tall palms and jacarandas suddenly appeared out of the blue. Like part of a royal procession, we entered a modern, well laid out community with broad, tree-lined boulevards. Bahir Dar would rival many seaside retreats on the Mediterranean or Florida. After checking into our hotel, we boarded a motor launch for a spin around Lake Tana, which is Ethiopia's largest lake. We're told there are 37 small islands on the lake, and most of them shelter monasteries and churches, some dating back to the 13th century.

Photos on this page are courtesy of Robert Eilets, New York, NY, USA

For more on this topic visit www.africa-ata.org/ethiopia.htm

THE RAS HOTELS OF ETHIOPIA



Visit our conveniently located hotels in various parts of the country during the Ethiopian Millennium

NELSON MANDELA SLEPT HERE. THE RAS HOTEL, ADDIS ABABA



A legendary part of the charm and fabric of Ethiopia, the Ras Hotel in the heart of Addis Ababa has played a key role on the world stage during the turbulent twentieth century. For example! Did you know that Nelson Mandela slept here? That's right - as a fugitive from apartheid, South Africa's former leader spent time in Addis Ababa, where he received advice and assistance from Emperor Hailie Sellassie of Ethiopia. That much needed help contributed to his later success. Wartime hero Marshall Tito of Yugoslavia was also a guest at the Ras Hotel. Keeping with the tradition of famous

names, the Ras Hotel is located on Churchill Road, just ten minutes from Bole International Airport and within walking distance of the railway station, with connections to Dire Dawa and Djibouti.

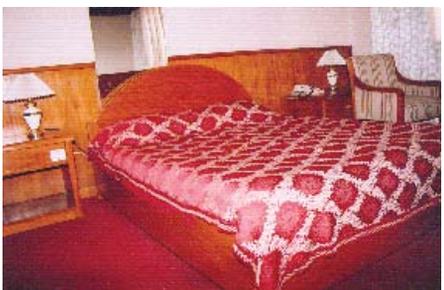
You will love the setting - from its streetside bistro, visitors can take in the activities of a thriving city, with shops and services nearby. On the opposite page is a complete list of activities and attractions that are conveniently close to the "Ras."

Famous for its traditional Ethiopian cuisine, plus other popular menu items, the hotel facilities include over 90 guest rooms, with hot bath and shower, television and DSTV, telephone, fax and e-mail services. There's a choice of restaurants, shops, a cozy bar, conference and meeting areas, For your further convenience there's ample parking.

**Contact us for Ras Hotels in Addis Ababa and countrywide.
PO Box 1632, Addis Ababa, tel. 251 11 551 7060, fax 251 1155 1734
Website: www.ras-hotels.com . e-mail: rashotel@ethionet.et**

Ras Hotels Enterprise has eight branch hotels, with two located in Addis Ababa, the capital city. Other Ras Hotels are located in the eastern and south-eastern area of Ethiopia.

- **Addis Ababa Ras-** tel. 011 551 7060, Fax 011 551 7327 . rashotel@ethionet.et
- **Adama Ras** - tel. 022 111 2188 . adamaras@ras-hotels.com
- **Assela Ras** - tel. 022 331 1089 . rasenterprise@ras-hotels.com
- **Kereyou Lodge Ras** - tel. 011 551 7060 . rasenterprise@ras-hotels.com
- **Diredawa Ras No. 1** - tel. 025 111 3255 . diredawaras@ras-hotels.com
- **Diredawa Ras No. 2** - tel. 025 111 2880 . rasenterprise@ras-hotels.com
- **Harrar Ras** - tel. 025 666 0027 . hararras@ras-hotels.com



Addis Ababa Ras



Assela Ras



Diredawa Ras No. 1



Adama Ras



Kereyou Lodge Ras



Diredawa Ras No. 2



Harrar Ras



Ras Hotel Traditional Restaurant (above)

Addis Ababa attractions convenient to the historic Ras Hotel

Like fine wines and classical music, some things keep getting better with age. The Ras Hotel in Addis Ababa is one of them. Talk about convenience, it is walking distance from both the National and Ambassador Theatres.

Other places of interest around Addis

- Entoto Museum
- Ethnographic Museum
- The National Museum
- The Zoological Natural History Museum
- Beta Museum
- Addis Ababa Museum
- Ethiopian Postal Museum
- St. George Cathedral Museum
- Merkato- the biggest open air market in Africa
- Art Galleries, Exhibitions, Festivals, Night Clubs

Travel, trade and tourism

Ethiopia has much to offer international tourists. It has a unique historical and cultural heritage, magnificent scenery, a surprisingly cool climate, rich floral and fauna, important archaeological sites and hospitable people. Some of the main attractions worth visiting are the following: Axum

The ancient City of Axum: It is for its ancient obelisks as is known said to be the last repository of the biblical Ark of the Covenant.

Lalibela

The Medieval city of Lalibela: Is a holy City to Ethiopian Christians, with Churches carved out of monolithic rock.

The Medieval city of Gondar: Ethiopians 17th Century Capital City with imposing castles.

The Island Monasteries of Lake Tana: with centuries-old mural paintings.

The Walled City of Harar: An old historical City located in the East.

Anthropological Findings:

The 3.2 million-year old skeleton of “Lucy” of Australopithecus at Hadar. The 4.4 million-year old remains of Australopithecus Ramides.

Sofomar

Physical features: High plateau, long mountain ranges, lofty peaks, deep gorges, the largest cave in Africa (Sofomar) one of the lowers depressions on earth (Dalol), the great Rift Valley, Savannah land, tropical forests, lakes including lake Tana, the source of the Blue Nile). Spectacular waterfalls and volcanic hot springs.

Wild Life Reserves

Almost every kind of big game can be found in Ethiopia in its natural state and habitat. Out of the 845 species of birds and 260 species if mammals registered in Ethiopia, 49 are endemic.

Wild Life Reserves: Almost every kind of big game can be found in Ethiopia in its natural state and habitat. Out of the 845 species of birds an 260 species of mammals registered in Ethiopia, 49 are endemic.

10 national parks, 13 wildlife reserves an sanctuaries an 18 controlled hunting areas have been established to protect these resources.

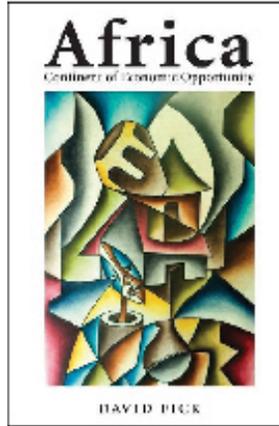
Eight Natural Sites recognized by UNESCO:

- Axum obelisks
- The Monolic Churches of Lalibela
- Gondar’s Castles
- The Island monasteries of Lake Tana
- Hadar, (where Lucy was discovered)
- Tia’s carved standing stones,
- The walls of Harar
- The Simien National Park

ETHIOPIA'S RED SEA ROUTE TO GLOBAL MARKETS

Ethiopia - Djibouti Link

Imagine a cruise around Africa, via the Suez Canal, stopping at exotic ports on the Mediterranean, Atlantic and Indian Ocean. From a business standpoint all Ethiopian Shipping Lines use Djibouti as their home port - linked by road and rail to the Ethiopia's heartland. Cash crops, including famous Ethiopian coffee, are exported in bulk. Author David Fick is upbeat about Ethiopia's future in world trade and commerce. In his book *Africa. Continent of Opportunity* he says, "The Port of Djibouti is located at the crossroads of one of the busiest shipping routes in the world, linking Europe, the Far East, Africa and the Arabian Gulf, Djibouti, as a main maritime passage and a main trading route between East and West, stretches back 3,500 years, to the time of maritime explorations of the Red Sea. A strategic meeting point between two worlds (of Africa and Asia), the Red Sea was a place of contact and passage used by the Egyptians, the Phoenicians, the Ptolemaists, the Romans, the Greeks, the Byzantine, the Arabs, and then by the Europeans



in search of the spices routes. Its apogee came with the opening of the Suez Canal.

The Port of Djibouti evolved out of Ethiopia's search for a maritime outlet to its railway line, and Djibouti's coastline provided both easy access and sheltered anchorage. Work on the railway began in 1897, as did the initial construction of the port. Once the line was completed, in 1917, the port grew rapidly. Development at the port increased further between 1948 and 1957 with the construction of four deepwater quays and the dredging of the port access channels. On land, new warehouses and oil storage facilities were built, electricity and water supplies provided and railway lines laid. Between 1960 and 1970, port activity was developed as part of an international maritime exchange network. The Red Sea had become one of the busiest shipping lanes in the world and Djibouti found itself acting as its service station. Bunkering traffic quadrupled in the ten years from 1954, reaching a peak of 1.8 million tons

in 1965.

Djibouti's strategic location enabled the port authorities to rise successfully to the challenge of turning the port into a regional hub for the Red Sea and Indian Ocean, and in a wider context the three continents of Europe, Africa and Asia. Containerization was the the defining concept behind this new period of development and Djibouti's first modern container terminal began operations in February 1985.

Midroc Plays a Key Role

MIDROC Ethiopia, owned by Sheik Mohammed Hussein Al-Amoudi, a Saudi businessman with Ethiopian blood and family connections, was granted the bulk terminal concession. In 2005, MIDROC commenced its project to build a bulk carrier terminal, designed to handle annually 2.2 million tons of bulk goods, such as fertiliser, wheat, and salt. The new bulk terminal is designated for Ethiopian fertiliser and grain transit traffic. Storage for bulk fertilisers and cereals will be created, with a capacity of 60,000 tons. The construction of the bulk terminal will enable the Port of Djibouti to compete with other large international port. Large consignments will be unloaded, packed, and soon dispatched to their destinations. Packing, which used to take a month, will be completed within a minimum of two or three days following the construction of the terminal.

"As of 2006, the Port of Djibouti was the most efficient and the shortest corridor to the potential Ethiopia market, being the only port in the region connected to the capital by rail. Its strategic location halfway between the Mediterranean Sea and the Indian Ocean links Europe and America with Africa, the Arabian Gulf and Asia," Guido Heremans, Chief Executive, Port of Djibouti. For more information on this topic visit www.africa-ata.org/djibouti.htm

Top Ethiopian Web Sites

Ethiopian music video online

<http://www.addisgiftshop.com>

Addis Live! Music Internet Radio

<http://www.addislive.com>

DCAbesha.com

<http://www.dcabesha.com>

Habitat New Flower Homes

Luxury Homes for the Millennium

<http://www.habitatnewflowerhomes.com>

Lonely Planet- Destination Ethiopia

<http://www.lonelyplanet.com/destinations/africa/ethiopia>

Menoriabe - Sell, Buy, Rent in Addis

<http://www.menoriabet.com>

Nazret.com Ethiopian News Portal

<http://www.nazret.com>

Addis Music - Ethiopian Music Online

<http://www.addismusic.com>

Ethiopian Films

<http://www.ethiopianfilms.com>



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Mobile:- 00251-911-210228

00251-911-405206

Email:- hadar.tours@telcom.et

Website:- ourorigin-hadar.com

P.O.Box:- 32266

Addis Ababa

Ethiopia

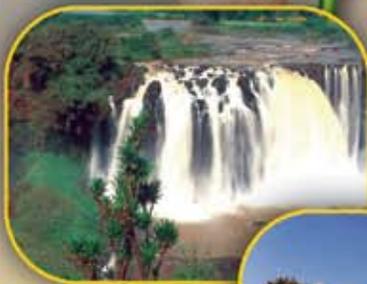


Midroc

Special Ethiopian Millennium Issue Magazine of the Office of the Chief Executive Officer, MIDROC Ethiopia, introducing particularly the two companies within the Technology Group (Rainbow Exclusive Car Rental & Tour Services PLC and Trans Nation Airways PLC) that are engaged in the transportation, car rental and tourism activities in Ethiopia.



MIDROC Ethiopia Technology Group Promoting Tourism in the country



*Visit ETHIOPIA, a Country with
Wonderful Natural Beauty,
with our Exclusive Vehicle
and Flight Tour Services.*



Sheik Mohammed Hussein Ali Al-Amoudi,
Chairman and Owner of
MIDROC Ethiopia

“MIDROC” stands for

Mohammed
International
Development
Research and
Organization
Companies

General

MIDROC Ethiopia Investment is owned by Sheik Mohammed Hussein Ali Al-Amoudi and his family members, some of whom are Ethiopians by Nationality. This has enabled the Investment Group to own and run all companies permitted for foreign and domestic investors.

The Chairman of MIDROC Investments in Ethiopia is His Excellency SHEIK MOHAMMED HUSSEIN ALI AL-AMOUDI. Sheik Mohammed was born in Wollo, in the northern part of Ethiopia. Sheik Mohammed, after his elementary and high school education in Wollo, moved to Saudi Arabia where he continued his education.

He then became a businessman and expanded his investment empire to the UK, USA, Scandinavia, East Europe, Greece, Middle East, Asia and Africa.

His and his family's investment activities in Ethiopia include construction, real estate, manufacturing, mining, hotels, engineering, air transportation, gas distribution and the like.

Investment in Ethiopia

Sheik Mohammed and his family's investment in Ethiopia is a part of his overall global activities. His investment interests in Ethiopia started in the early 90s and at present consist of over 30 different companies with above 15,000 employees consisting of more than 60,000 family members. The overall investment in Ethiopia to date is in billions of US\$.

The major sectors of the family's investment in Ethiopia can be grouped into the following sectors:

1. CONSTRUCTION AND CIVIL WORKS

MIDROC Construction, MIDROC Energy House, MIDROC Foundation.

2. MANUFACTURING INDUSTRIES

Wanza Furnishings (Wooden Furniture), ELICO (Leather products), MAMCO (Paper related products), KOSPI (Corrugated Sheets), Daylight Applied Technologies (Glasses, Networking.), MBI (paints, blocks, sidewalks, fillers), MOHA (Pepsi, 7-up), and Star Soap (Soaps & Detergent Products)

Location and Address

MIDROC ETHIOPIA TECHNOLOGY GROUP CORPORATE CENTER

Nefas Silk Lafto Sub-City, Kebele 04
(Mechare Meda Compound)

P. O. Box 5787, Addis Ababa, Ethiopia
Tel. No.: 251-11-371 8900 / 251-11-372 6150

Fax No.: 251-11-371 5988

E-mail: ceomidroc@ethionet.et

Website: midroc-ethiotechgroup.com

3. REAL ESTATE ACTIVITIES

Huda (residential and office buildings)

4. MINING AND NATURAL RESOURCES

NMIC (Marble & related products),
MIDROC Gold Mine, (Gold and Silver),
Addis Gas & Plastics Factory (CO₂, Plastic Chairs,
Plastic Cases) and National Oil Company - Ethiopia -
NOC (Fuel Distribution).

5. AGRO-INDUSTRIES

ELFORA (Poultry, Meat, Canned food Products),
Ethio-Agri-CEFT Tea and Coffee Plantations.

6. HEALTH CARE AND MEDICINE

SalaM Hospital, SalaM Employees'
Health Care, Pharmacure.

7. HOTEL MANAGEMENT AND DEVELOPMENT

Sheraton Addis Hotel

8. EDUCATION

MIDROC-Training Institute and
SalaM Nursing College.

The Sheik's family is also involved in investment activities permitted for domestic investors. This includes Air Transport (TNA), Banks (Dashen), Insurance (Nyala), Car Rental and Tour (Rainbow), Travel Agency (Mugad Travel), Vehicle maintenance and dealership services (Volvo & National Motors), Electronics equipment sales outlets, Import-Export business establishments (EBG, CABEY etc.)

Of the above, there are three companies which are involved in services that promote tourism in the country. These Companies are:

- ➔ Trans Nation Airways PLC (TNA)
- ➔ Rainbow Exclusive Car Rental and Tour Services PLC (Rainbow)
- ➔ Mugad Travel PLC

In this Special Magazine, we provide details about the Air and Ground transport services that are being given by **TNA** and **Rainbow**.

MIDROC Ethiopia Technology Group

Among the MIDROC Ethiopia Investment companies in Ethiopia, fourteen of them are under the leadership of the Office of the Chief Executive Officer (CEO) and are identified with the name "The MIDROC Ethiopia Technology Group".

The Group includes:

- MIDROC Gold Mine PLC (MGOLD)
- ELFORA Agro-Industries PLC (ELFORA)
- Huda Real Estate PLC (HUDA)
- Kombolcha Steel Products Industry PLC (KOSPI)
- Modern Building Industries PLC (MBI)
- Trust Protection & Personnel Services PLC (TRUST)
- addis Home Depot PLC (aHD)
- Trans Nation Airways PLC (TNA)
- addis Gas & Plastics Factory PLC (aGP)
- Wanza Furnishings Industries PLC (WANZA)
- Daylight Applied Technologies PLC (DAYLIGHT)
- Summit Engineered Plastics PLC (SEPCo)
- Blue Nile P.P. & Craft Paper Bags Manufacturing PLC (BN)
- Rainbow Exclusive Car Rental & Tour Services PLC (RAINBOW)

Among these companies, namely **Trans Nation Airways PLC (TNA)** and **Rainbow Exclusive Car Rental & Tour Services PLC (Rainbow)**, are engaged in transportation activities. Trans Nation Airways PLC is engaged in providing air passenger and cargo transport services whereas Rainbow is engaged in providing car rental and tour services in Ethiopia.

You may also contact Mugad Travel PLC, one of our Sister Companies, for your Air Ticket and Travel Arrangement needs.



Tel. No.: +251-553-8888
Fax No.: +251-553-9595
P. O. Box: 24400 Code 1000
Addis Ababa, Ethiopia
E-mail: mugad1@ethionet.et



MIDROC Ethiopia
Office of the Chief Executive Officers (CEO)
(The MIDROC Technology Group)

Investment
with a mission
to be
SECOND-TO-NONE



- 
- ➔ Provide temporary, occasional or permanent transport services on contractual agreements such as offering transport shuttles to and from the airport or conference venues; Leasing automobiles for wedding ceremonies;
 - ➔ Avail vans for transporting students to and from schools on contractual agreements, i.e., provide school buses for individuals or group of individuals who are interested to have this service for their children;
 - ➔ Render car-hire services both on self-driven as well as chauffeur driven basis;
 - ➔ Provide vehicles for company employees' transportation service;
 - ➔ Provide tour guide, transportation and other services required by tourists;
 - ➔ Facilitate accommodation, hunting and other services that are relevant to enhance touring activities;
 - ➔ Engage in any other related business activities which the company may find it relevant to enhance the above mentioned business purposes.

Company Management

- ➔ Sheik Seid Hussein Ali is the Chairman and one of the Shareholders.
- ➔ Dr. Arega Yirdaw is the Chief Executive Officer.
- ➔ Ato Mulatu Abebe is the General Manager.

Company Services

The company has two operation units:

- A. Car Rental Operation
- B. Tour Operation



SEDAN (A)
OPEL CORSA - DC



SEDAN (B)
Opel ASTRA - OA
NISSAN SUNNY-NS
TOYOTA COROLLA-TC



VOLVO
VOLVO - V



CADILLAC
CADILLAC - CS



4WD
ISUZU TROOPER-IT
NISSAN PATROL-NP



MERCEDES
MERCEDES 200E-E
MERCEDES S-320-S



BUSES
RENAULT BUS-RB
ISUZU BUS-IM
MERCEDES MINI BUS-MB

Wonderful, safe and comfortable vehicles and well-trained professionals are always ready to serve our VIP Customers.

A. Car Rental Services

"RAINBOW" provides unique and exclusive car rental services using a variety of vehicles suitable to customers. Rainbow believes in providing exclusive services with a goal of being "Second-to-None". Its well trained professional employees and modern vehicles are always ready to provide "Satisfaction" for our esteemed customers.

The Car Rental Services Unit of "Rainbow" provides the following activities to fulfill its established goal and purpose:

- ➔ Rent/lease special vehicles for the high profile applications such as Government Dignitaries, Embassies, UN and Affiliated Organizations, Universities, Schools, Hotels, etc.
- ➔ Provide temporary, occasional or permanent transport services on contractual agreements such as offering transport shuttles to and from the airport or conference venues;
- ➔ Render car-hire services both on self-driven as well as chauffeur driven basis;
- ➔ Perform car-hire trade activity Becoming a general sales agent for related business;
- ➔ Leasing automobiles for wedding ceremonies;
- ➔ Avail vans for transporting students to and from schools on contractual agreements with schools;
- ➔ Provide school buses for individuals or group of individuals who are interested to have this services for their children;
- ➔ Provide vehicles for company employees' transportation service.

Types of Services

Services can be arranged to suit customers' needs:

- ➔ Short-term (Daily, Weekly). Long-term (Monthly, Yearly), with or without vehicle operators (Drivers/Chauffeurs).
- ➔ Insurance, Payment Arrangement, Fuel, etc. - as per the contract agreement.



B. Tour Units Operation

"RAINBOW" provides tour services to different historical sites, towns, national parks, and other places of interest all over the beautiful country - Ethiopia - using a variety of buses and 4WD vehicles suitable to customers. Its well trained and pleasant professional tour guides are always ready to provide delightful moments of its esteemed customers.

The Tour Operation Services Unit of "Rainbow" provides the following activities to fulfill its established goal and purpose:

- ➔ Tour services with or without escort guide for excursions in Ethiopia.
- ➔ Tour guide services with its well trained staff.
- ➔ Extending Hotel and Transport Reservation Services.
- ➔ Tour operation, travel agency and safari Trans-Regional tourist service trade activities.

Resources

Employees:

The Company has qualified employees who are well trained in their respective areas of engagement.

Cars:

Rainbow Exclusive Car Rental And Tour Services PLC provides different types of vehicles:

- ➔ Sedan A (Opel Corsa)
- ➔ Sedan B (Opel Astra, Nissan Sunny, Toyota Corolla),
- ➔ Volvo,
- ➔ Cadillac,
- ➔ 4WD (Isuzu Trooper, Nissan Patrol),
- ➔ Mercedes (S320, E320, 200E),
- ➔ Buses (Renault, Isuzu, Mercedes)

Services Provided for:

- ➔ National, International and Government Organizations/Institutions,
- ➔ Embassies, Private Institutions, Conference Organizers,
- ➔ Individual / Group Tourists.



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TRANS NATION AIRWAYS P.L.C

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in all Air Transport
Services***



Locations and Addresses

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Fax No.: 251-11-372-9108
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Ethiopia
E-mail: midrocav@ethionet.et

MARKETING

Tel. No.: 251-11-320-6498/5658
E-mail: tna_mktg@ethionet.et
Website: www.midroc-ethiotechgroup.com

Trans Nation Airways PLC (TNA)

Trans Nation Airways PLC (TNA), a member of the MIDROC Ethiopia Technology-Group, is organized under the Office of the Chief Executive Officer of MIDROC Ethiopia and is led by a General Manager, directly reporting to the CEO.

TNA was established on May 6, 2003, and started operation in April 2004, after receiving Air Operator Certificate (AOC) from the Ethiopian Civil Aviation Authority and Business Operating Certificate from the Ministry of Trade.

Activities/Business Purposes

TNA was established to undertake the following objectives.

- ✘ Provide domestic and international passengers air transport services.
- ✘ Provide domestic and international cargo air transport services.
- ✘ Provide a combined passengers and cargo air transport services whenever it is necessary.
- ✘ Rent and buy service airplanes or form a partnership with other airlines.
- ✘ Provide specialized general aviation services for mining activities, geological survey, search for rescue, electric line surveillance/control, aerial spraying for agro industries with aero planes and helicopters.
- ✘ Provide maintenance services for the Company's aircraft.
- ✘ Engage in activities of leasing, renting and purchasing of airplanes and forming partnership with other airlines.
- ✘ Participate in promoting air transport services for domestic products export, tourism and recreational services related to commercial aviation.
- ✘ Engage in any other related activities necessary for the attainment of its objectives.
- ✘ Lease/Purchase cargo aircraft and enter into the growing cargo market.



Domestic and International Passenger
Air Transport Services



Domestic and International Cargo Air
Transport Services



Aerial Spray Services

Rescue and Search Transportation
Services

Medical Emergency and Evaluation
Transportation Services

- ✘ Formulate plans and action items necessary for the provision of scheduled air transport services in anticipation of the possible lifting of the seat limitations.
- ✘ Work towards the establishment of an aircraft maintenance workshop to serve as a modest beginning and a stepping stone for the establishment of future maintenance facility.
- ✘ Enter into joint venture operation with other airlines or organizations in airline and travel related activities.
- ✘ Acquire helicopter for the Airline's general aviation activities.
- ✘ Lease or lease/purchase 19 to 30 seater aircraft to cater for domestic charter and when possible also for scheduled operation.

Investment

TNA was established initially under an operating agreement and later under a lease agreement of two Dash-8-200s and two Ayres Turbo Thrush between TNA and the owners of the aircraft, MIDROC Leasing Company Inc.

Present Undertakings

- ✘ Currently, TNA is undertaking lease and charter operations, locally and internationally.
- ✘ The two Dash-8s are wet leased to Trans Attico in Sudan and Rwanda Air Express in Rwanda. From time to time, they are also deployed for charter operation within domestic and to/from foreign locations. The two Turbo Thrush aircraft are normally dry leased for locust control and agro-spray services. So far, they have operated in West Africa and the Sudan.
- ✘ The Turbo-Thrush aircraft are available to provide spray service in the country and outside.

Management

- ✘ Sheik Hassen Hussein Ali Al-Amoudi is the Chairman.
- ✘ Dr. Arega Yirdaw is the Chief Executive Officer.
- ✘ Ato Taddesse HabteSelassie is the General Manager.

Manpower

- ✧ The airline is run by a highly qualified management group possessing extensive academic and technical training and experience ranging upto 30 years in the field of commercial aviation.
- ✧ The Airline has highly qualified pilots, technicians, and cabin crew personnel who are trained locally & internationally.
- ✧ The pilots have individually over 10,000 hours of Airline flight experience and are of B-767-300, B-727 and Dash-8-200 type ratings.
- ✧ The Aircraft Technicians have many years of airline Maintenance experience and, like that of the pilots, they possess B-767/757, B-727, B-737 and Dash-8-200 type ratings. They are capable of accomplishing any tasks required by Ethiopian Civil Aviation Authority Maintenance Program and perform 100% line maintenance in the Dash-8-200 Aircraft.
- ✧ The Cabin Crew are trained on the Dash-8-200 aircraft emergency procedure and general cabin service requirement. Invariably, all of them have work experience ranging between 5-8 years. The highly experienced cabin crew has been engaged in the training of cabin crews of other airlines in Africa in addition to her duties as flight hostess.





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with our Exclusive
Vehicle & Flight Tour Services.**

CEO-TNA & RES-3018-01-2007
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AUGUST 2007



Members of the MIDROC Ethiopia Technology Group

America's 4th Largest City, Houston Texas Spotlights Ethiopia - the Lucy Legacy during its International Festival in April 2008

Ethiopian New Millennium Tourism, Culture and Trade Image Building Festival

Ethio-American Trade & Investment Council with the support of Ethiopian Minister of Culture and Tourism, of the Federal Democratic Republic of Ethiopia, the Embassy of Ethiopia in Washington, D.C., Ethiopian Airlines, Addis Ababa Chamber of Commerce and the Houston International Festival, is organizing "Ethiopian New Millennium Tourism, Culture and Trade Image Building festival" in Houston Texas, schedule to take place on April 19th and the 20th and April 26th and 27th, 2008.

This annual Houston International Festival is a massive outdoor events celebration, stretching across 16 acres of Houston downtown parks and streets. Projected attendance is estimated to be around 425,000 visits annually and over \$ 7.9 million USD is generated in trade advertising and publicity. The Festival's demographics include high-ranking government dignitaries, business leaders and general public from Texas and surrounding States. This year's Ifest 2008 "out of Africa Spotlighting Ethiopia" will showcase dazzling variety of Ethiopian's arts and crafts, traditional textile and garment, Ethiopian fresh cupflower, Ethiopia as the birth place of Coffee and Ethiopian designers fashion shows. It will include also a creation of a living Museum featuring cultural dance performance venues of Ethiopian National Theater throughout the festival site. The festival is also properly structured and designs to create opportunity to Ethiopian participants to introduce their products and closely understand to be competitive in the US market.

It is with great pleasure that Ethio-American Trade and Investment council invite Ethiopian merchants and private and public business sectors to participate in this unique International festival. The Ethio-American Trade & Investment Council is a non-profit, non-partisan, tax-exempt membership organization dedicated to strengthening

and facilitating trade & investment between Ethiopia and United States of America. For the past fifteen years, EATIC has played an active role in getting the word out to many American business communities to view the Ethiopian investment and tourism opportunity first hand.

Ethiopian Airlines

Ethiopian Airlines was founded on 30th December 1945, initially with the contractual assistance of TWA. The first planes used by the Airline were five DC-3's. The first international scheduled service was inaugurated between Addis Ababa and Cairo on April 8, 1946. Ethiopian is a business enterprise committed to the basic objective of providing safe, reliable and profitable air transport services for the passenger and cargo as well as other aviation related services. The airline renews its pledge to further develop its total network with continued emphasis on interconnecting Africa and linking it with the rest of the world.

A Coffee Museum for the Millennium

President Girma Woldegiorgis said the new coffee museum due to be constructed in Kaffa zone, where the coffee tree is said originated, has great contribution in building Ethiopia's positive image across the world. After laying a corner stone to the museum over the weekend, President Girma said that the decision to construct the coffee museum amidst the preparations to receive Ethiopia's third millennium would make the celebration unique.



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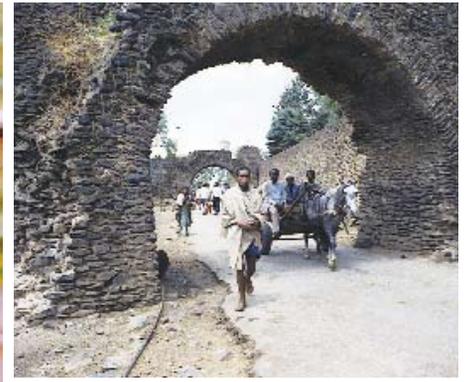
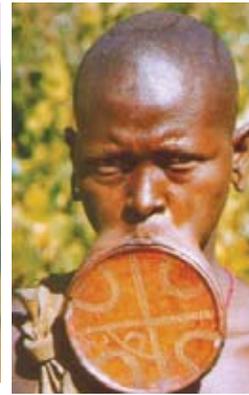
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He said the word 'Kaffa' as may well be the root word for coffee in many other languages across the world. Ethiopia's hope to come out of poverty is clearly seen at the eve of the new millennium as the event coincides with Ethiopia's successive economic growth over the past few years, he said.

The millennium should be a time when Ethiopians join their hands to build peace, democracy and good governance through popular participation and harmonization towards building prosperous Ethiopia, he said. Over seven million Birr, of which five million has already been pledged, is needed to construct the museum, it was learnt.



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Photo by Ministry of Tourism, Ethiopia and Robert Eilets

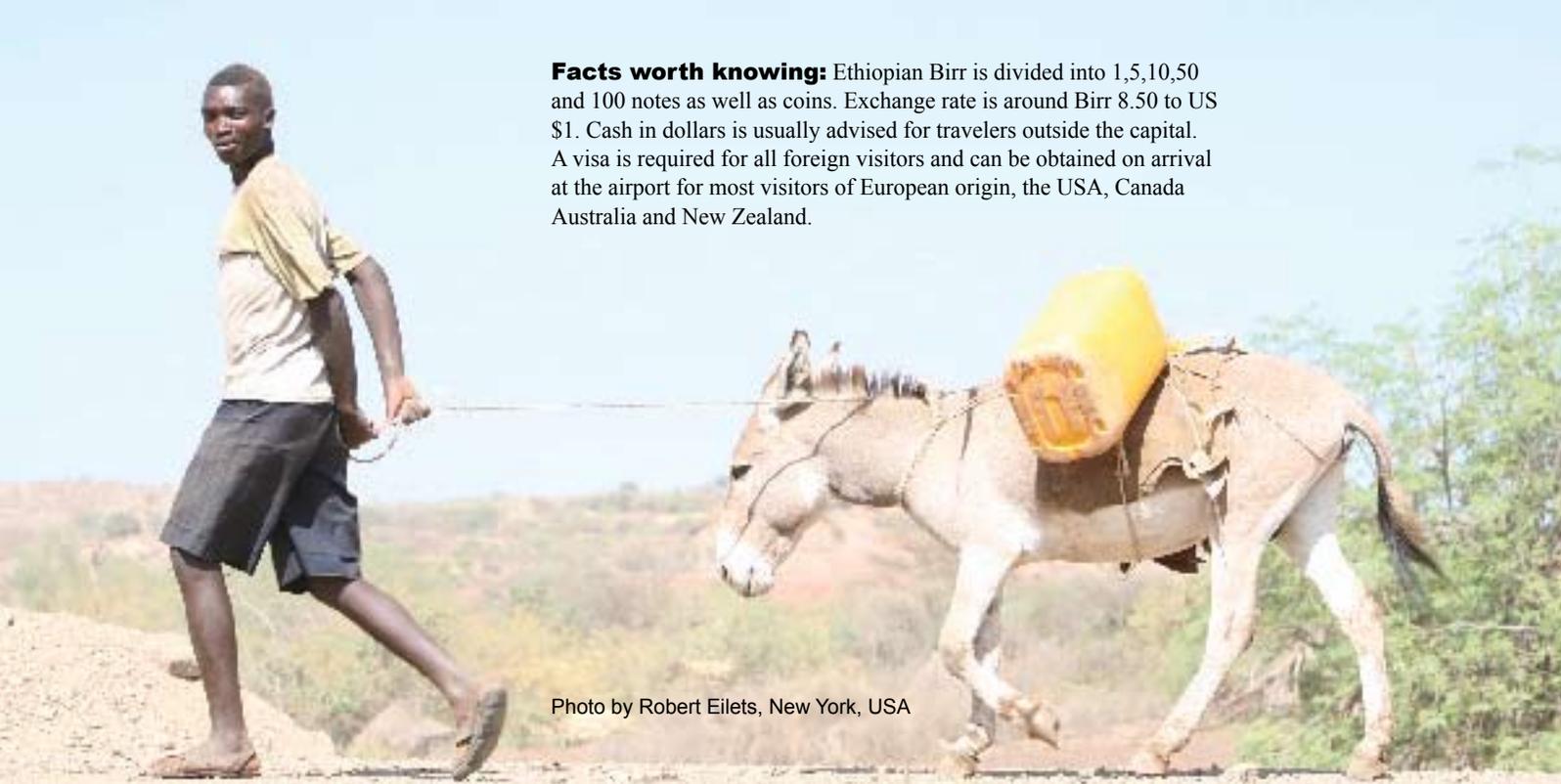


Photo by Robert Eilets, New York, USA

Facts worth knowing: Ethiopian Birr is divided into 1,5,10,50 and 100 notes as well as coins. Exchange rate is around Birr 8.50 to US \$1. Cash in dollars is usually advised for travelers outside the capital. A visa is required for all foreign visitors and can be obtained on arrival at the airport for most visitors of European origin, the USA, Canada Australia and New Zealand.

Outside the Box

According to H. E. President Kikwete of Tanzania, *“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.”*

Africa Travel Magazine is a powerful, positive, influential media voice in print, online and on air. We’re foremost in delivering the good news about Africa - a success record verified by #1 rankings on Google, Yahoo and MSN for many Africa topics. Such consistent results prove that our 12 years as publishers are making their mark. These ratings reflect our website’s appeal to upscale, educated adult readers, who

are sincerely interested in our positive, forward looking message about Africa travel, trade and tourism. We’re official voice of the Africa Travel Association, whose members know the territory extremely well, having staged world class events in 33 African cities since 1976. In addition, our ATA President and key board members are African Tourism Ministers - others represent airlines, hotels, tour companies and educators.

Since many of today’s tuned in, turned on professionals get their news, views and background

information via the Internet, our website employs certain facets of North America’s top print media; the eye appeal of Conde Nast; the life span of National Geographic and the variety of Readers Digest. To aid navigation, our new color coded top bars, and ‘mini menus’ on side bars keep them going in the right direction. The visitor’s attention is further riveted by a wealth of cultural, wildlife and nature photography, plus scenes of Africans in action at events worldwide. We offer hundreds of great images - and each gallery page is linked to a specific country or region. Visit www.africa-ata.org/bulletins.htm

Countdown from 2000 to Ethiopia’s Millennium

What has happened in Ethiopia and at the Africa Travel Association since our last official event in 2000? For starters, ATA has a new Executive Director, Mr. Edward Bergman who has placed a strong focus on the African Diaspora, plus an outreach beyond North America to Europe and Asia. The African Airline Association (AFRAA) and the Pacific Asia Travel Association (PATA) are now solid partners, setting the stage for future growth and support.

Memory Lane: Scanning our photo album from ATA’s first Millennium World Congress in Ethiopia (2000) was a real turn-on. It seems

like only yesterday when our team of 11 North American journalists from the USA and Canada gathered at Ethiopian Airlines counter in Newark, enroute for Addis Ababa. Karen Hoffman, Robert Eilets, Muguette Goufrani and I were there on behalf of Africa Travel Magazine; others were from media such as the Los Angeles Times, Christian Science Monitor, World & I and Marco Polo. All would be awe struck by the surprises that lay ahead in Lalibela, Gondar, Bahar Dar, Harar and Dire Dawa. For every member it was a first time visit to this ancient, mysterious land. What a spiritual awakening it proved to be.

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Muguette Goufrani Portrait of a Globetrotter



Quick Now? Why is Africa Magazine at the top of the list when readers do a search for Africa topics on Google and top search engines? Part of the reason is Associate Editor, Muguette Goufrani,

Her background as an airline agent, tour guide and travel agent has been the key to her media success. She won the ATA Travel Industry Founders Award in 2001 at Cape Town, SA. As a "career globetrotter," Muguette's articles have an authentic, multicultural flavor, thanks to painstaking research and the confidence of having lived the experience (walked the walk). Her employers have included Royal Air Maroc, Cica Citroen Automobiles, UTA Airlines, Air Afrique, Matson Lines, Palm Springs Resorts, Club Med, Tahiti Tours, and Noumea Tours. Upon graduating from College du Paris, she launched her career in Casablanca, Morocco, where the Goufrani family has operated a tour company for generations.

A dual citizen (France - Canada) and member of Vancouver, Francophone Community, Muguette prompted the decision to make our travel magazines bilingual, extending their worldwide reach and influence. Aside from our own publications and web sites, Muguette has been featured extensively on African television, radio and print media, both English and French. Her first magazine assignment was the 1996 ATA Ecotourism Symposium in Marrakech, Morocco. This was followed by a National Geographic - American Airlines sponsored project in Haiti. She has participated in ATA events in Benin, Tanzania, Ghana, Ethiopia, Zanzibar, Guinea, Zambia, Morocco, South Africa, Cameroon, Kenya, Angola and Djibouti. Travel Agents wishing to join her are invited to e-mail Africa@dowco.com

The World Scene

Muguette's travels have included Europe, the Americas, Vietnam, Laos, Cambodia, China, Japan, Russia, Australia, the Caribbean, and Europe. Active with the Africa Travel Association and PATA, she focuses her efforts on the world's Francophone community. Muguette has lived and worked in seven African countries - Morocco, Algeria, Gabon, Cote d'Ivoire, Senegal,

Madagascar and Seychelles. She has also worked in Guadeloupe, Tahiti, New Caledonia, Cambodia, India, France, Canada, Alaska, California, New York and Nevada. Other travels have included Western Europe, South America, Vietnam, Laos, Cambodia, Japan, Russia, Greece and Australia. Associations: Active with (ATA) Africa Travel Association and (PATA) Pacific Asia Tourist Association, Muguette provides translations for all media. E-mail airhwy@dowco.com

MAMA ETHIOPIA ORPHANAGE

Why was our organization created? It was created thanks to the unshakeable will and determination of a woman: Emebet GEBRE-AB, a high-level marathon runner, Ethiopian by birth, whose distressing life led to France (and more precisely in Le Puy en Velay, in Haute-Loire), a country where she now lives since 20 years. She became aware that the growing number of orphans (whose parents died of illness or because of the war) in her country needed help as she, recently, had to come back to Ethiopia after the death of her sister who left 7 orphan children. She had the idea to create the organization « Mama Ethiopia », which is official since June 2002.



The purpose of this organization « Mama Ethiopia » is thus to come to the assistance of Addis Abeba's orphans, the completion of its project being, to build an orphanage and to develop the sponsorship of the children who will be accommodated there.

For her project, Emebet, who is a high-level sportswoman, received the support of two famous Ethiopian runners: Derartu TULU and Hailé GE-

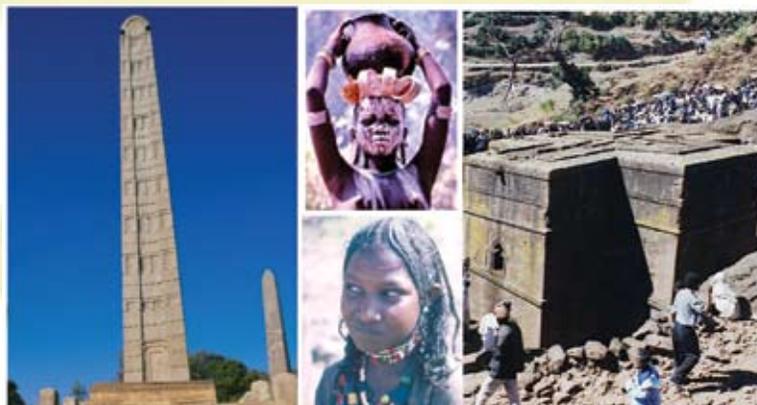
BRE-SELASSIE.

2. The materialization of our project: We have drawn the plans of the future orphanage: The facilities would be made of buildings including: Classrooms. Rooms for different activities. A kitchen. A refectory.

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Dormitories. Sanitary installations. A free health centre. The creation of a stadium is also planned. Training period, sports activities for professional or amateur sportsmen will be organized there and will be with charge for admission. This stadium will be a fundamental source of income for the running of the orphanage. Finally, bungalows will be necessary to accommodate the sportsmen. This orphanage's capacity of reception will be of 300 children.

E-Mail: mamaethiopia@orange.fr

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Destination Guide: Ethiopia is truly a land of contrasts and extremes; a land of remote and wild places. Some of the highest and most stunning places on the African continent are found here, such as the jaggedly carved Simien Mountains, one of UNESCO's World Heritage Sites - and some of the lowest, such as the hot but fascinating Danakil Depression, with its sulphur fumaroles and lunar-like landscape. Ethiopia is old; old beyond all imaginations. As Abyssinia, its culture and traditions date back over 3,000 years. And far earlier than that lived "Lucy" or Dinkenes, meaning 'thou art wonderful', as she is known to the Ethiopians, whose remains were found in a corner of this country of mystery and contrasts.

Many people visit Ethiopia - or hope to do so one day - because of the remarkable manner in which ancient historical traditions have been preserved

Eighth Wonder of the World

King Lalibela is credited with the foundation of the 11 rock-hewn churches in the 12th century. One of the world's most incredible man-made creations, they are a lasting monument to man's faith in God. Most travel writers describe these churches as the "eighth wonder of the world". These remarkable edifices were carved out of a solid rock, in a region where the ragged

landscape still protects the churches from mass tourism. The 11 man-made churches are found in and around the town of Lalibela. Other churches are reached by a 45-minute drive by 4x4 vehicle, or a three hour ride on mule-back. The venue for some of the most famous church festivals in Ethiopia, a visit during the great celebrations of Genna (X-mas) and Timket (Epiphany) is particularly rewarding

The Camelot of Africa

Gondar was the 17th century capital of Ethiopia, and is notable for its Medieval Castles and churches. The city's unique Imperial compound contains a number of Castles built between 1632 and 1855 by various Emperors who reigned during this period. These dramatic Castles, unlike any other in Africa, display richness in architecture that reveals the Axumite traditions as well as the influence of Arabia.

The Mysterious Monoliths

Axum, Ethiopia's most ancient city, and capital of one of the most glorious empires of the past, is one of the most illustrious links in the Historic Route. The Axumite Empire flourished 3000 years ago. Its riches can still be pictured on the magnificent stelae or obelisks, the graves of Kings Kaleb and Gebre Meskel, and the Legendary Bath of the Queen of Sheba.



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