



PRESS RELEASE

February 2020

ITME AFRICA 2020 Exhibition – “Prosperity through Technology”

Opens to a great response in Addis Ababa

ITME AFRICA 2020, the first of its kind business and technology Exhibition opened on 14th February 2020 at Addis Ababa, Ethiopia receiving 1791 unique visitors and 2100 + footfalls in 2 days from 35 countries across the globe. Exhibitors from 15 countries showcased modern Textile technology and Engineering sectors from Waste Water Recycling, Dyestuffs And Chemical Products, Pumps and Valves, Logistic Equipment and more. Apart from 85 companies from India under the Umbrella of EEPC and FICCI, Italy had a showed prowess of 22 companies, Swiss pavilion with 12 companies and China with 19 companies.

This unique exhibition was inaugurated by **H. E. Mr. Teka Gebreyesus**, Honorable State Minister, FDRE Ministry of Trade Industry, Ethiopia, **H.E. Ms. Dorothy Tembo**, Executive Director, International Trade Centre, UN, Geneva, **H. E. Mr. Anurag Srivastava**, Ambassador of India to The Federal Democratic Republic of Ethiopia and amongst the other esteemed dignitaries who graced the program with their presence **H.E. Dr. Tizita Mulugeta**, Ambassador of Democratic Republic of Ethiopia to India, **H.E. Mr. Demeke Atnafu Ambulo**, The Consulate General Of The Federal Democratic Republic of Ethiopia in Mumbai, **Mrs. Munteha Jemal Seid**, Director General of Business Diplomacy, Ministry of Foreign Affairs **Ato Silesh Lemma**, Director General ETIDI, **H.E Ambassador Dewano Kedir**, Permanent Secretary of Economic Affairs, FDRE Ministry of Foreign Affairs and official representatives from other countries as well.



Left to right **H.E. Mr. Demeke Atnafu Ambulo**, The Consulate General Of The Federal Democratic Republic of Ethiopia in Mumbai, **Mr. Yesuf Ademnur**, Secretary-General, Ethiopian Chamber of Commerce and Sectors Association, **Mr. S. Hari Shankar**, Chairman, India ITME Society, **H.E Ambassador Dewano Kedir**, Permanent Secretary of Economic Affairs, FDRE Ministry of Foreign Affairs, **H. E. Mr. Anurag Srivastava**, Ambassador of India to The Federal Democratic Republic of Ethiopia, **Ms. Seema Srivastava**, Executive Director, India ITME Society, **H.E. Dr. Tizita Mulugeta**, Ambassador of Democratic Republic of Ethiopia to India, **H. E. Ms. Dorothy Tembo**, Executive Director, International Trade Centre, UN, Geneva, **Mrs. Munteha Jemal Seid**, Director General of Business Diplomacy, Ministry of Foreign Affairs, **H. E. Mr. Teka Gebreyesus**, Honorable State Minister, FDRE Ministry of Trade Industry, Ethiopia, **ATO Sileshi Lemma**, Director General, ETIDI, **Mr. Melaku Ezezew**, President, Ethiopian Chamber of Commerce and Sectoral Associations, **Mr. Rajat Srivastava**, Director & Regional Director, Engineering Export Promotion Council (EEPC INDIA), Ministry of Commerce & Industry, Govt. of India.

The highlights of the day included donation of a “**Laxmi CM-R Shuttleless Flexible Rapier Loom**” from the Laxmi Shuttleless Looms Private Limited, to the Ethiopian Textile and Fashion Technology (EiTEX), Bahir Dar University. EiTEX is Ethiopia’s premier textile educational institution the powerloom will contribute to teaching of EiTEX’s cadre of over 3000 students and expose enterprises in the Bahir Dar area to the newest weaving technologies available. This donation was supported and

facilitated by the International Trade Centre's SITA Project. ITC also launched their Report on Africa. India ITME Society and Kenya Association of Manufacturers signed MOU for further co-operation between India and Kenya in Textile Engineering Sector.



Mr. S. Hari Shankar, Chairman, India ITME and Ms. Phyllis Wakiaga, Executive Director Kenya Association of Manufacturers Signing the MOU



Mr. Ketan Sanghvi and Mr. Hemang Sanghvi Directors Laxmi Shuttle Looms and Dr. Abera Kechi, EiTEX, Bahir Dar University and Ms. Hanna Bucher, ITC

The other concurrent programs during the day were the **Investment Seminar** organized by ITC and moderated by Mr. Govind Venuprasad, Coordinator – SITA, ITC saw an excellent response and was well received by the audience. The panelist for the sessions were Ms. Phyllis Wakiaga, Executive Director, Kenya Association of Manufacturers, Mr. Navdeep Sodhi, Partner, Gherzi Textil Organization, Switzerland, Mr. Sudatta Mandal, Chief General Manager, Lines of Credit Group, Exim Bank of India, Ms. Antje Steiner, DEG Invest, Regional Office East Africa, Mr. Sanjeeva Ileperuma, Director/CEO, Strathmore Apparel Manufacturing PLC, Eth., Mr. Pankaj Bedi, Chairman, United Aryan (EPZ) Ltd, Kenya, Dr. Philip Osafo-Kwaako, Chairman, Akosombo Industrial Co Ltd, Ghana and The **B2F Meetings** with Exim Bank of India, Bank of Ethiopia, Awash International Bank and Dashen Bank and **B2G** meeting with Ethiopia, Uganda, Rwanda and Tanzania.

H. E. Mr. Anurag Srivastava, Ambassador of India to The Federal Democratic Republic of Ethiopia said, “India is a front runner for investment in Ethiopia for textile and garment industry. There is a tremendous untapped potential for export of ready made garments from Ethiopia to the West. Therefore the Textile industry, which is the largest Industry of India should explore Investment possibilities in Ethiopia and take advantage of the duty free facilities.”

H. E. Ms. Dorothy Tembo, Executive Director, International Trade Centre, UN, Geneva said, “ITME AFRICA 2020 is a tribute to the African continent and the trade relation between India and

Ethiopia over the past 2 decades have increased more than 8 folds. While African Companies are interested in upgrading their machineries but the major challenges they face are the financial support. Quiet a few of the companies are already looking forward to participate in the next ITME AFRICA event,” she said.

Mr. S. Hari Shankar, Chairman, India ITME Society shared that More than 180 textile and technology companies from 15 countries have to Addis Ababa to showcase their latest technology, machinery relevant to Ethiopian textile and apparel sector. Buyer delegations from Ethiopia, Botswana, Ghana, Uganda, Rwanda and Tanzania showed keen interest in doing business with the Indian participating companies.

“ITME AFRICA 2020 scheduled from 14 - 16 February 2020 is a pioneer event poised to be a catalyst not only for the textile industry but also for the technology and engineering sector across the continent of Africa. ITME AFRICA 2020 is set to be instrumental in establishing Africa’s textile footprints prominent globally and to further develop bilateral trade and connect to new markets in Africa,” as expressed by **Ms. Seema Srivastava**, Executive Director, India ITME Society.

Italian Trade Commissioner said, “It was a great inauguration ceremony, we have arranged for 22 companies in the Italian pavilion 2nd biggest after India pavilion in ITME AFRICA 2020. We have different specialization of textile machinery in the pavilion. The fair is well organized. Day 2 and day 3 shall see more visitors. As Ethiopia is the hub and an important market we expect more participants. Have a great expectation from this fair. The organization was good.”

Mr. Ernesto Maurer, President Swiss Textile Machinery said, “Happy with the first day attendee and presence of many of these companies shows the diversity of the exhibition. Many interested parties were here and from fiber to shirt. Ethiopia can take more steps to bridge the gap but should start soon, it might take time but it will get there.”

Mr. Richard Salvatore, Co-ordinator, TEMSAD, Turkey said, “The response to this maiden event by India ITME Society was exceptional with a good quality of visitors flowing in. We could meet and interact with many people from Industry Associations and officials, whom we could otherwise never meet and connect with in any other exhibition outside Africa.”

Day 2 of the event has many more add value concurrent programs with ETIDI conducting seminar on “**Potential Africa**” which shall be attraction for all business men and the **Technical Seminar** on

Cotton Development and Agro-copter from IIT Madras which has seen unprecedented registration from Technical Community / Academics / Students.

The B2B Meetings with Business Delegates from Ethiopia, Kenya, Ghana, Uganda, Rwanda and Tanzania looking at sourcing from India & Overseas opened up many possible opportunities for Trade & Investment and engaging and turning them into potential customers.



Mr. S. Hari Shankar Chairman, India ITME Society, Mr. Sanjiv Lathia, Past Chairman, India ITME Society with ITC Team, IIT Madras Team and India ITME Society Team.

ITME AFRICA 2020 has opened a new era towards self-reliance, socio-economic advancement, empowerment and co-operation for the continent of Africa.

**Seema Srivastava
Executive Director
India ITME Society**

Dt : 16th February 2020

Addis Ababa, Ethiopia