

## ADVERTISEMENT

### INVITATION TO PARTICIPATE IN AN OPPORTUNITY TO EXPORT TO CHINA via E-COMMERCE

Alibaba in partnership with the Government of Ethiopia offers a unique opportunity to suitably qualified Ethiopian businesses and entrepreneurs to participate in e-commerce trading opportunities in China. China is widely acknowledged as a top global e-commerce market with existing e-commerce sales in excess of US\$1.935 Trillion and over 800 Million internet users. The initiative therefore creates an enabling environment for Ethiopian businesses and entrepreneurs to export selected quality Ethiopian products to China for sale directly to Chinese consumers.

### SELECTED PRODUCT RANGE

The opportunity is immediately opened to producers and merchants specialising in leather products (men and women shoes, mobile cases, leather gloves, belts and bags), processed coffee (roasted and grained coffee), Textile & Garment, and Opal.

### SELECTION CRITERIA

The opportunity is open to manufacturing firms with a minimum of 2 years' experience in large scale production and export of any of the listed products. Applicants must also have proven technical and financial capacity to produce the product in the required quality and quantity for the China market.

### ENTRY PROCEDURE & REQUIREMENTS

Companies willing to explore this opportunity are invited to submit a written **expression of interest** to the Ministry of Trade and Industry 6<sup>th</sup> floor # 605, with the following evidence attached:

- I. Company profile with a Curriculum Vita of senior management and key technical staff;
- II. Certificate of incorporation & evidence of registration with the relevant ministries and agencies of Government;
- III. Company financial turnover/ financial statement for the past 2+ years;
- IV. Evidence of cross-border trade/export for the past 2+ years.
- V. Any other supporting information evidencing suitability for participation

Successful applicants will be invited to a seminar at which more detailed information will be provided.

**Deadline for Applications: 10 working days from the date of announcement.**

**Date of Announcement: 14 April 2021**