

BUSINESS MAGAZINE

THE AFRICA GROWTH MAGAZINE

Empowering Progress,
Inspiring Change

ABOUT THE MAGAZINE

The Africa Growth Magazine, is a flagship business magazine powered by the Investment Center of Africa (ICOA) focuses on exploring and showcasing economic development, investment opportunities, and growth initiatives across the African continent.

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3rd

AFRICA TRADE
AND INVESTMENT SUMMIT

21 - 22

JULY, 2025

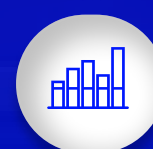
ADDIS ABABA

ETHIOPIA

KEY INSIGHTS



Business Profiles and Interviews
Success stories from impact full entrepreneurs and businesses.



Investment Promotion
Connecting investors with promising projects across various sectors.



Product and Service Showcase
Attracting new deals and clients through highlighted offerings.



Events Calendar
Information on upcoming networking events.

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- Promotion across social media platforms
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WELCOME

Dear Readers,

I am delighted to welcome you to this 2nd edition of the Africa Growth Magazine, a publication dedicated to exploring the vibrant landscape of trade and investment opportunities across the continent. As we navigate the dynamic economic environment, it is essential to highlight the remarkable potential that Africa holds.

In this issue, we delve into various sectors poised for growth, share success stories, and provide insights from industry leaders. Our commitment at the Investment Center of Africa is to foster a deeper understanding of trade and investment trends and to empower entrepreneurs, investors, and policymakers alike.

Highlighting the 3rd Africa Trade and Investment Summit

As we look ahead, we are excited to announce the 3rd Africa Trade and Investment Summit (ATIS). This summit will serve as a pivotal platform for stakeholders to convene, share ideas, and forge partnerships that will shape the future of trade and investment in Africa.

During the summit, we will explore innovative strategies for enhancing trade relations, discuss investment opportunities in key sectors, and feature keynote speakers from various industries. This gathering will not only highlight the challenges we face but also celebrate the successes and resilience of African entrepreneurs.

We encourage all stakeholders, business leaders, government officials, and investors to participate actively in this important dialogue. Together, we can unlock the immense potential of Africa and drive transformative change.

As we continue to build a prosperous future for Africa, I invite you to engage with the content, share your thoughts, and join us on this journey towards sustainable development.

Warm regards,

Abdinasir Turkey
Chairman and CEO
Investment Center of Africa



“

Investment is not just about capital; it's about building a future together.



About us

The Investment Center of Africa Ltd (ICOA) is a premier investors' hub dedicated to promoting economic growth and facilitating investment opportunities across the African continent. Founded in 2020 and officially launched in 2023, ICOA is committed to bridging the gap between businesses, investors, and governments, enhancing collaboration and fostering strategic partnerships for a brighter future.



www.icoa.africa



Why partner with us?

Partnering with ICOA opens the door to a wealth of opportunities within the dynamic and rapidly evolving African market. As one of the most promising regions for growth, Africa boasts diverse economies, a youthful population, and an increasing embrace of digital technologies.



Business Consult

We offer market entry and strategic support across various African countries



Trade Missions

We organize trade missions to connect you with new markets and local partners



Business Events

We host high-profile events to expand your network and connect with investors



Brand Awareness

We offer advertising to boost visibility in Africa Growth Magazine and events.

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Empowering Ethiopia's Growth

I am pleased to share insights into the strides Ethiopia is making in trade and regional integration, especially as the nation hosts the 3rd Africa Trade and Investment Summit at the premises of our Ministry. This pivotal event, themed 'Empowering Africa's Growth through Cross-Border Trade and Investment Synergies,' is a great addition to the 2nd Ethiopian Trade Week, underscoring Ethiopia's unwavering commitment to continental trade integration.

Africa is truly a continent brimming with opportunities. It is witnessing a powerful resurgence, redefining its narrative and charting a course towards sustainable growth. Africa's collective prosperity hinges on homegrown policies and strategies, harmonized with robust global partnerships. It is diligent work today that will ensure the next generation inherits self-reliance and prosperity, not poverty. As Africans, they carry a rich history, culture, and array of products, built upon a long-standing tradition of trade.

To fortify itself against global economic shocks and diversify its export horizons, African nations must prioritize strengthening intra-Africa trade. This collective endeavor will propel the continent toward the prosperity it envisions. By focusing on this, African nations will enhance their productive capacities and cultivate a generation confident in producing and promoting its own goods and services, thereby expanding trade and investment across Africa and driving economic growth.



H.E. Kassahun Gofe Balami (PhD)

**Minister of Trade and Regional Integration,
Federal Democratic Republic of Ethiopia.**

The 3rd Africa Trade and Investment Summit offers an invaluable platform to forge strategic partnerships, foster cross-border trade and investment, and elevate Africa's standing on the global stage. I hope participants will have unparalleled opportunities to expand their business networks and engage in crucial discussions on defining issues. I'm confident enough that representatives from government bodies, the business community, financial institutions, and regional and international organizations will experience fruitful interactions.

I extend my sincere gratitude to the Investment Center of Africa (ICOA) and all partners for their indispensable collaboration in bringing this event to fruition. Readers are invited to explore the highlights of Ethiopia's key trade initiatives, success stories, and latest updates presented here.

Thank you!

Ministry of Trade and Regional Integration: Driving Reforms and Initiatives

The Ministry of Trade and Regional Integration (MoTRI) is spearheading comprehensive reforms to modernize Ethiopia's trade system, aligning with the nation's broader home-grown economic reform agenda across diverse sectors. Its core mandate is to develop a modern, fair, and competitive domestic trade system, ensuring a transparent, equitable, and competitive market that benefits both producers and consumers. Furthermore, it is tasked with ensuring that Ethiopian export products meet global market demands in terms of quantity, quality, and variety, and it is authorized to expand market access and strengthen trade agreements that enhance regional and international integration.

MoTRI's strategic vision is encapsulated in a ten-year trade development plan, meticulously designed to implement a home-grown economic policy that tackles the fundamental economic challenges facing Ethiopian communities. These efforts are prioritized by the government to incrementally improve the living standards of its citizens.

In the 2024/25 fiscal year, MoTRI enacted significant measures to cultivate an inclusive, transparent, and fair-trade system, fostering competitiveness and sustained growth within the trade sector. These strategies are specifically engineered to refine regulatory frameworks, thereby enhancing the overall trade environment. This pivotal initiative seeks to bolster domestic trade and solidify Ethiopia's standing in the global market, ensuring that its products adhere to international standards and contribute significantly to economic growth and development.

MoTRI's commitment to a modern domestic trade system is evident in key initiatives

Digital Transformation and Ease of Doing Business:

- Online Business Registration and Licensing.
- Post-License Inspection System.
- E-commerce.
- Market Access and Consumer-Producer Linkages.

Remarkable Export Performance

Ethiopia has demonstrated significant growth in export earnings over the past seven years, with its export performance from 2019 to 2025 reflecting a consistent upward trend, largely attributed to ongoing economic reforms.

Export earnings have shown a steady increase:

- Fiscal Year 2019: \$2.666 billion
- Fiscal Year 2020: \$3.029 billion
- Fiscal Year 2021: \$3.635 billion
- Fiscal Year 2022: \$4.122 billion
- Fiscal Year 2023: \$3.635 billion
- Fiscal Year 2024: \$3.81 billion

Fiscal Year 2025 marked a record-breaking year for national export revenue. Against a target of \$5.1 billion USD, Ethiopia achieved an impressive \$8.3 billion USD, representing 161% of the target. This performance signifies a substantial increase of \$4.59 billion USD (123%) compared to the \$3.71 billion USD recorded in Fiscal Year 2024.

This remarkable growth was primarily driven by a direct result of the government's macroeconomic reforms. Gold exports alone contributed \$3.451 billion USD to export earnings in Fiscal Year 2025, an astounding 810.38% increase. Coffee exports also saw a notable rise, reaching \$2.654 billion USD in Fiscal Year 2025, an 85.89% increase from the previous year.

Strengthening Bilateral, Regional, and Multilateral Integrations

Ethiopia boasts a rich and longstanding history of diplomatic and trade relationships across the globe. These profound experiences position Ethiopia at the forefront of regional and international cooperation. Accordingly, Ethiopia has diligently worked to maintain its trade and economic integration while actively seeking new destinations to expand its export market.

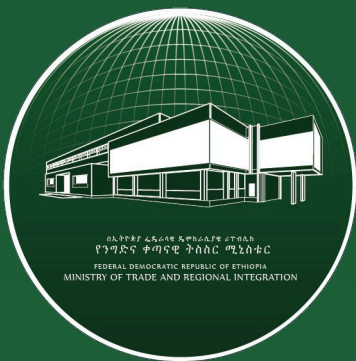
Bilateral Agreements

The Ministry of Trade and Regional Integration (MoTRI) has proactively signed 20 bilateral trade cooperation agreements, strategically expanding Ethiopia's international trade network.

- African Continental Free Trade Area (AfCFTA).
- Common Market for Eastern and Southern Africa (COMESA) and the Intergovernmental Authority on Development (IGAD)

Multilateral Integrations

World Trade Organization (WTO) Accession: Ethiopia is actively engaged in the process of acceding to the World Trade Organization (WTO), a move that will further integrate it into the global trading system and potentially open up new bilateral trade avenues. Ethiopia's journey to join the WTO is nearing a critical juncture, with a strong commitment to conclude the accession process by March 2026 at the 14th Ministerial Conference (MC14) in Yaoundé, Cameroon.



MINISTRY OF TRADE AND REGIONAL INTEGRATION OF ETHIOPIA

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Milkavia is a pioneering food and beverage company committed to excellence in the coffee industry. Specializing in premium coffee products and an array of delectable snacks, we are proud to be powered by the Investment Center of Africa. (ICOA) Our focus is on fostering economic development and job creation across the continent.

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Franchise Requirements

- **Investment:** Initial franchise fee and setup costs, covering kiosk design, equipment, and inventory.
- **Location:** Secure a high-traffic site such as airports, railways, and malls for maximum visibility and customer engagement.
- **Commitment:** A passion for exceptional customer service and a dedication to maintaining Milkavia's quality standards.

Next Step

- **Franchise Contract:** Sign the franchise contract to initiate the process.
- **Discovery Day:** Attend a session to learn about the Milkavia brand and meet our team.
- **Launch Your Kiosk:** Upon approval, we'll assist you in launching your Milkavia kiosk.

Franchise Benefits

- **Leverage Brand Recognition:** Trusted for quality & loyalty
- **Strong Cross-Border Network:** powered by ICOA.
- **Marketing Support:** Access materials & Ads for visibility
- **Operate in High-Traffic Locations:** Malls, airports & railways
- **Potential for Significant Profits:** Increase your earnings
- **Loyalty Program:** Boost repeat business with our rewards
- **Ongoing Training:** Enjoy continuous support and training.

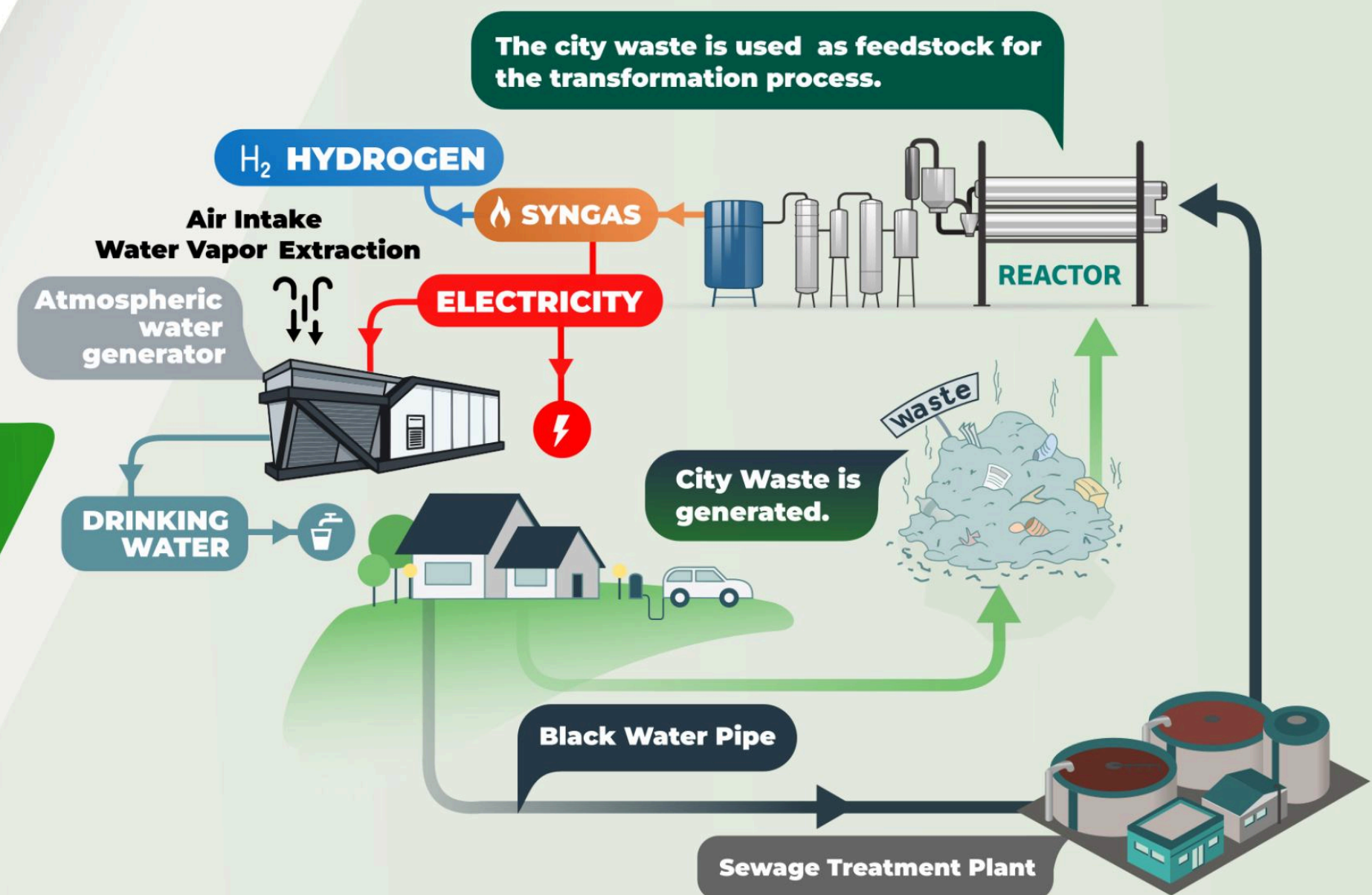




TRANSFORMING WASTE INTO OPPORTUNITY

Waste Powertech in Africa

At Waste Powertech, we believe that true innovation begins where challenges meet commitment. Our presence in Africa, through our local company SOMRO.CO, marks more than just expansion – it is a partnership built on trust, relevance, and shared goals.



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What Africa can do with Waste Powertech solution?



1. ACCESS TO CLEAN, RELIABLE LOCAL ENERGY



In rural and urban communities alike, energy poverty remains a challenge. Our technology produces electricity and heat from local waste, without dependence on unstable grids or fossil fuels. This is energy made in Africa, for Africa. And where there is electricity, there can also be clean water – through modern water purification and desalination systems, powered by our technology.

2. A SMART ANSWER TO THE WASTE CRISIS



Overflowing landfills and poor waste management are environmental and health hazards. Waste Powertech eliminates the need for dumping by converting municipal and industrial waste into valuable energy and reusable materials – safely, cleanly, and locally.

3. JOBS AND GREEN GROWTH FOR AFRICAN COMMUNITIES



Our installations are built and run by local teams. Every project creates skilled green jobs, supports knowledge transfer, and grows local supply chains. This isn't just sustainability – it's empowerment.

Our Commitment to Africa's Future

We are not foreign investors – we are long-term partners. With local operations already established, including our African representative:

Khalid Ahmed Sharif | General Manager of Somro.Co
Somalia / Mogadishu

✉ sharif@wpowertech.ro

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**We are ready to co-create a legacy
of clean energy, resilient economies,
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**Where waste ends,
transformation begins.**



www.wpowertech.ro





Bridging Vision To Reality!

Overview

Bridge Investment Consultancy Is A Premier Investment Advisory Firm Dedicated To Guiding Clients Through The Intricate Landscape Of Investment And Financial Management. Established With The Purpose Of Providing Tailored Financial Strategies, We Leverage In-Depth Market Insights And Analytical Expertise To Help Our Clients Realize Their Financial Ambitions. With A Steadfast Commitment To Excellence, We Strive To Build Enduring Relationships Based On Trust, Transparency, And Performance.

Our Mission

To Empower Clients To Achieve Financial Success Through Informed Decision-Making And Tailored Investment Strategies That Align With Their Unique Goals And Risk Profiles.

Our Vision

To Be A Leading Authority In Investment Consultancy, Recognized For Our Innovative Approaches And Unwavering Dedication To Our Clients' Financial Wellbeing.

Contact



Century Executive Tower 13th Floor,
Addis Ababa, Ethiopia



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Services Offered

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Portfolio Management

Risk Assessment And Management

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Clientele



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We guide you through every step of establishing your business in Ethiopia, from initial market research to securing necessary permits and licenses.



High-Net-Worth Individuals

Clients seeking to enhance their wealth-through strategic investment methodologies.



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Institutional Investors

Organizations that require sophisticated

iKAPAMedia EA LTD

FOR TRADE FAIRS CONFERENCING, EXECUTIVE BUSINESS TOURISM AND DIASPORA SERVICES

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We provide International Trade Fair and Conference Marketing & facilitation services to International Companies, Trade Missions and Delegations, Business Tours & Travels, Corporate Events liaising with relevant stakeholders in the East Africa Public Sector Institutions e.g. Investment Promotion & Marketing Agencies, Export & Trade promotion institutions, Tourism Agencies, Private Sector Associations e.g. Chamber of Commerce as well as leading Business associations in the region.

Our Services

- International Trade Fair, Exhibition & Conference Organizing
- Facilitation Services for local and International Trade Fair, Exhibition and Conference activities - Stakeholder acquisition, B2B, G2G, G2B round table meetings and forums
- PR, advertisements and Media management tailor made services
- Business tourism service
- Travel Visa facilitation
- Facilitation B2B meetings
- International Business Forum Coordination
- Identification & Booking of Hotel Accommodation & Event venues for special events.
- Facilitation of Business Start up
- Support Market Activation to New products in the market, digital placement of products and e-commerce



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WOMEN'S INDIAN CHAMBER OF COMMERCE & INDUSTRY KENYA CHAPTER

About Us

WICCI Kenya Council strives to empower all women through the main pillars of Economic, Social, and Political Empowerment.

Our Vision

'To empower women and girls in Social, Economic and Leadership spheres because women count.'

Our Mission

'To provide necessary tools, opportunities, encouragement, support, connection, and enablement for the empowerment of women and girls to embed them in Economic, Social and Leadership spheres in all relevant sectors of the society; for the enhancement of Sustainable Development Goals.'

Our Membership Categories

- Patron Membership
- Corporate Membership
- Group Membership
- Professional Membership
- Individual Silver Membership
- Individual Bronze Membership

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Celebration of Success

On June 6, 2023, Addis Ababa, Ethiopia, hosted the inaugural Africa Trade and Investment Summit. This event served as a dynamic platform for networking and collaboration, where leaders and innovators exchanged ideas and best practices.



**AFRICA TRADE
AND INVESTMENT SUMMIT**

JUNE 6, 2023 - ADDIS ABABA, ETHIOPIA

Celebration of Success

On December 04, 2023, Addis Ababa welcomed the 2nd Africa Trade and Investment Summit, a landmark event that showcased the achievements of entrepreneurs and investors making a meaningful impact across the continent.



AFRICA TRADE
AND INVESTMENT SUMMIT

DECEMBER 04, 2023 - ADDIS ABABA, ETHIOPIA

Celebration of Success

On September 21, 2024, The Business Alliance Forum, hosted by the Investment Center of Africa at Best Western Plus, Westlands, Nairobi, Kenya successfully brought together business leaders, investors, and innovators.

Stay tuned for the next event and opportunities to engage with the African business community!



SEPTEMBER 21, 2024 - NAIROBI, KENYA

Partnership Announcement

We are excited to announce the signing of a Memorandum of Understanding (MOU) between the Investment Center of Africa (icoa) and the AL SAHAM INTERNATIONAL GROUP LLC in Sultanate of Oman. The objective is to promote trade deals and investment-related projects between Africa and Oman.



Abdinasir Turkey
Chairman and CEO



Nasser Al Mamari
Chief Executive Officer (CEO)

**Stay tuned for thrilling updates on our
upcoming initiatives!**



Investment Center of Africa



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THE AFRICA GROWTH MAGAZINE

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