

<Seminar on Strategic Export Promotion>

What's Champion Product & Why it Promotes Ethiopia's Export

July 31, 2012

Harrar Grill Hall in Hilton Addis Ababa

What's "Champion Product"?

"ONLY 1"

UNIQUE and only available
in the country

"BEST 1"

SUPERB QUALITY above all
else in the world



"Country Image"

- Tells a STORY based on lifestyle, history and culture of the country
- Projects a strongly POSITIVE IMAGE about the country



**PRACTICAL APPROACH
TO IDENTIFY ETHIOPIAN
EXPORT CHAMPION
PRODUCTS**

SABURO YUZAWA

“Operation champion product” is one of exp. promotion policies to enhance ctry image.

Explore seeds of best/only one products

A downward-pointing arrow with a hollow center, connecting the first box to the second.

Creating potential champion product

A downward-pointing arrow with a hollow center, connecting the second box to the third.

Sales promotion by diverse channels

Why and What about “Champion Products”

Champion product is a ctry's exp. star item
mostly born in ethnic surroundings.

Outstand in the globalized trade arena.

- Enter the premium market .
- Let“ Made in Ethiopia” be different from rivals.
- Ethiopian ethnicity(culture) makes difference.
- Culture is inherited in ordinary people's life.
- Fusion of Ethiopian culture and foreign market demand gives birth to champion products.

Identify seeds of champion products in living stuff.



Cases of Best/Only one & Champion Product

✧ Indigo textiles; El Salvador has revived indigo powder production, developed locally dyed textiles since 2000 by JICA/JETRO cooperation.

Became a government official gift to US President in 2002.



✧ Natural Dyed Textiles of Peru & Guatemala

Peruvian Alpaca wool naturally dyed items are highly esteemed in market.

Guatemalan natural dyed textiles see hectic business. Now its production is promoted by founding a training center.



✧ Chilean challenge for kiwi & salmon

Studying Japanese market, Chile started growing kiwi. Now it ranks 2nd exporter in volume to Japan. Chile supplies 40% of world cultivated salmon. The pioneer project dates back to 1969 when JICA cooperation launched.



✧ Egyptian dates & herbs entered Japanese premium market

Egyptian semi-dried dates, among abundant Middle East rivals, won business for optimum sweetness as well as organic farming in oasis zone and firm's steady export system.

Egyptian herbs have revived blending stuff status into “Made in Egypt” label in premium market by “Operation Export Champion” project of

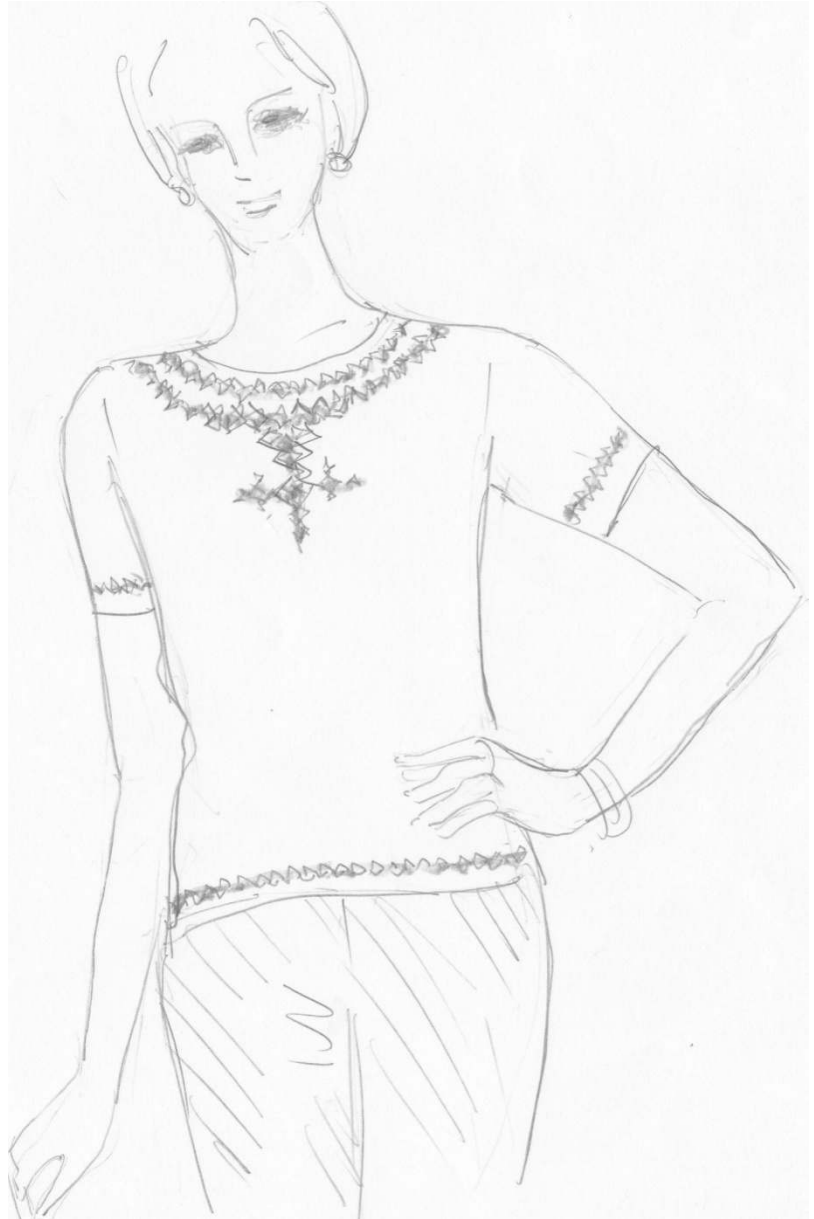


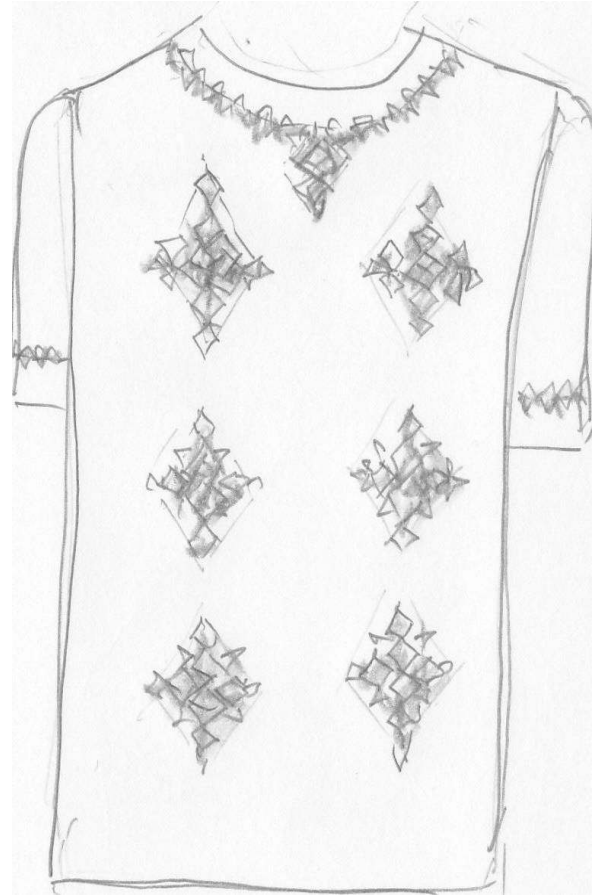
Tilet's shining ; Potential Champion in Ethiopian Textiles

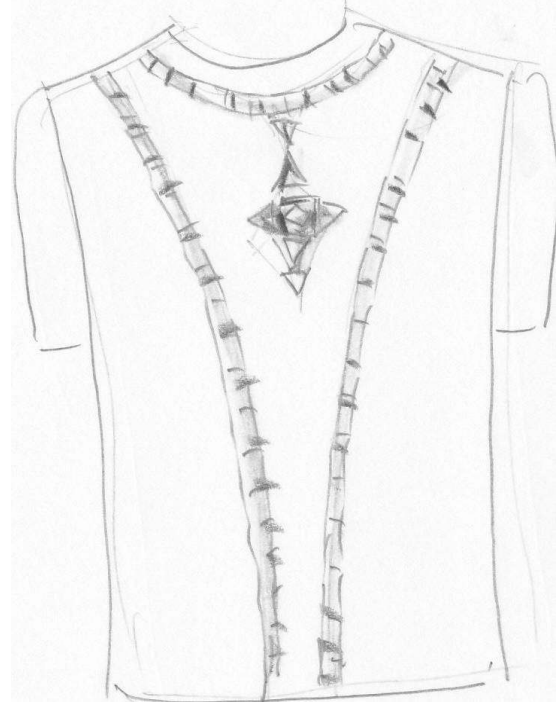
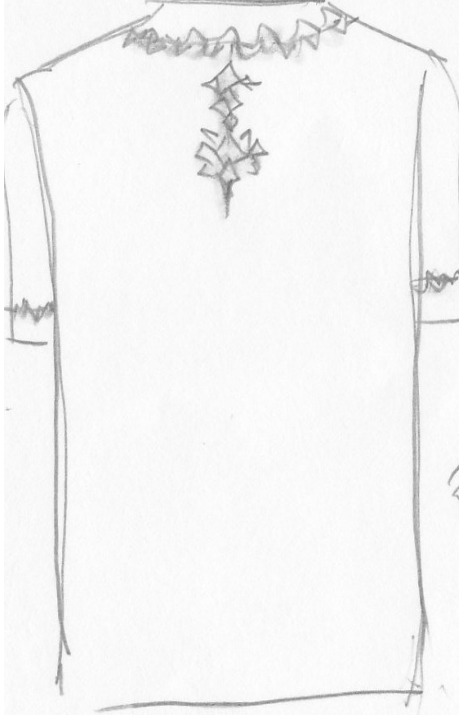
- Ethiopia's **only one & best one**.
- **Culture-ingrained** item.
- Seek “ **traditional modern**” niche.
- **Value added** effect with tilet.
- Revive **natural dyeing** on a country wide scale.

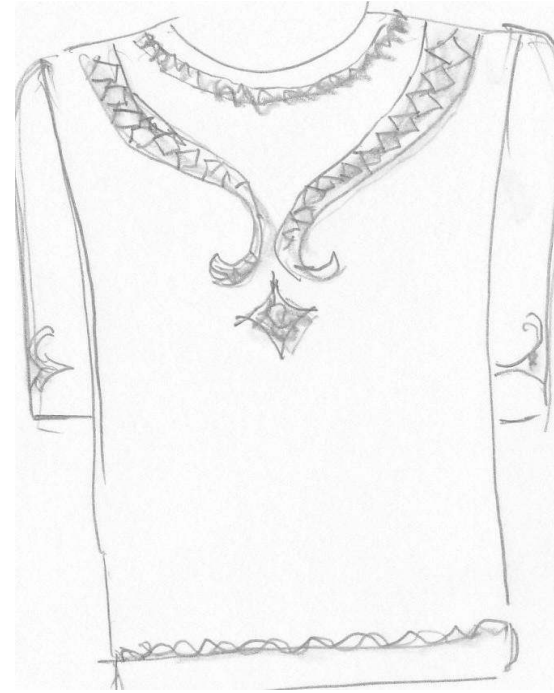
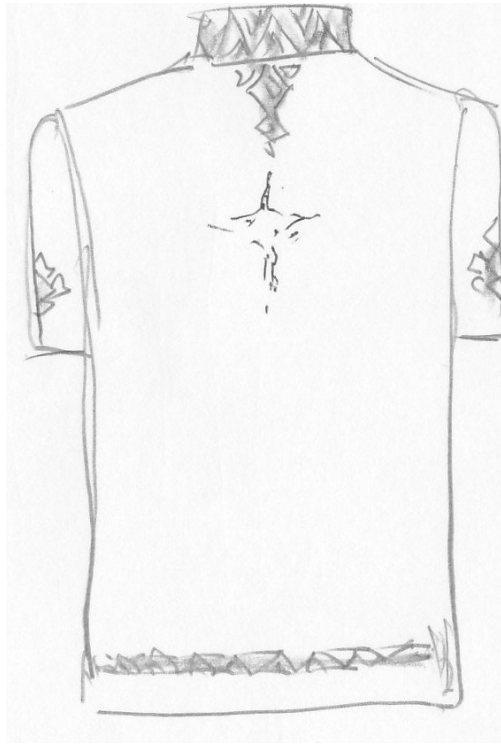
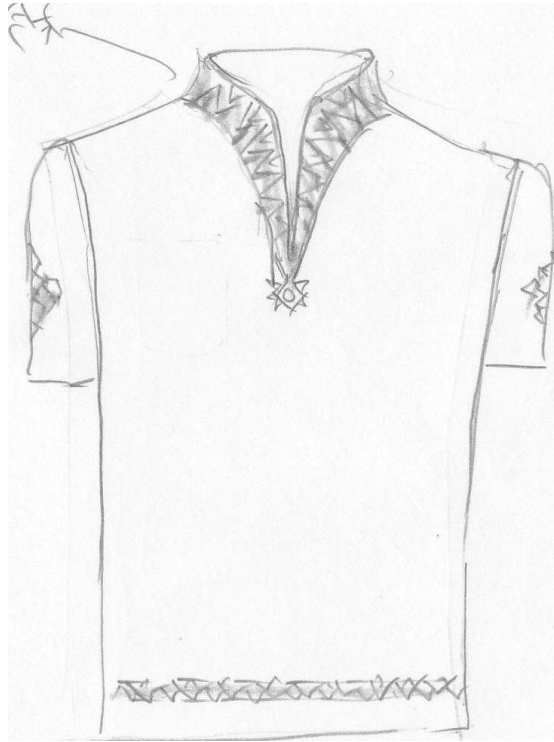


Aim at premium hand made casual, with fine cotton, linen, silk and wool .











Rich ingredients for potential champion items of food sector

Honey & related items :

Coffee honey, white creamy honey, propolis

Tedj implies development of new liqueur.

Gesho may open unexplored market.

Tef & Ingera : Contains rich iron and calcium with gluten free, likely to be processed into cereal , pasta etc.

Tella : Explore to make up market product.

Coffee & related items; **Natural grown coffee**,
leaf-tea, **ground berry coffee**, coffee-candy
Tenadam likely to feature new herb.

Sesame; Organic sesame, sesame sweets & drink,
Ensete; Likely to be new carbohydrate for food
industry if local production permits.

Moringa; Highly nutrient to be processed into
wide range of foodstuff as pasta, retort food etc.

Some **medicinal and spice plants** will see **booming**
market due to tight s/d balance.

Worth establishing **“natural “ image** of Ethiopia by
fully extended **organic farming and stockbreeding**.

How to show up and sell them

Make up Experimental model products

Dispatch the info in/out of Ethiopia through;

- ✧ Website/portal of prv. & public sector
- ✧ Edit and dispatch e-mail newsletters
- ✧ Produce DVD of Ethiopian export industries
- ✧ Trade fairs-- which fairs ? How to exhibit and study market taste.
- ✧ Newly installed airport antenna shop—With nation-wide excellent items

- ✧ **Associated campaign**—tourism and industrial exposure abroad be effectively united under eye-catching naming.
e.g. “Cool Japan” campaign underway for trade promotion of fashion, contents, food etc.
- ✧ **Identify targeted companies for FDI** recruit.
- ✧ **Organize business tour** for further coverage by inviting foreign journalists.





Thank you!!

