

# SUMMARY of CHAMPION PRODUCT SEMINAR and FEEDBACK

## SABURO YUZAWA



**Chaired by  
H.E. Mr. Tadesse Haile**





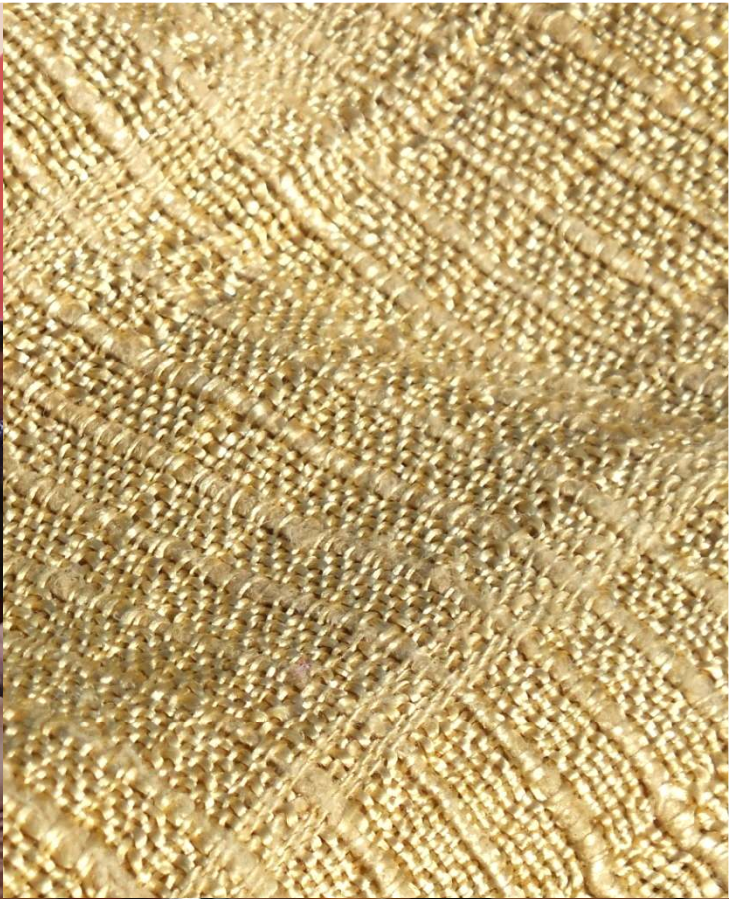
# Champion product approach repeatedly applauded; Seminar was heated up

- The audience became proudly confident in shaping up their products with Ethiopian ethnicity
- The audience could distinctly figure out what had been vaguely perceived on what to produce and how to sell















# What's Ethiopia's Champion Product?

Leather Goods & Goods

Leather -

Leather & Leather products

Local Beverage Local drinks (Kebebe/Tikir)

Traditional Jewelry (Silver)

Leather product (Premium)

ex Honey product (Toj)

Natural dyeing

TIBEB champion

Tibeb scarf

Coffee (andy)

coffee

ETHIOPIAN ENSET

Textile Products Made of Organic Cotton

Natural dyeing champion

Idea of Champion product

- I think that it is important idea for Ethiopia and all the world.
- There is need for quality and quantity.

As champion product for international, they also need innovative way of advertisement, better package, marketing etc.

If other think that their product is not as important as Ethiopia, it can be done by and control by Bank of Ethiopia.

Other: I like natural dyeing and other crafts do well.

coffee - farmed

# What's Ethiopia's Country Image?

Please write Country image of ETHIOPIA

- Hospitality

- Long History

Trustfull MEN

MARATHON RUNNERS

ORGANIC

UNIQUE & RICH CULTURE

Beautiful people

Suspicion

God fearing

Cooperation is hard working people

Shy

Reserve

Doubtful

Not trusting

Be positive



# Presentations on Champion Product Approach by Mr. Yuzawa and Team Ethiopia



Presenter: Saburo Yuzawa

- It is an Approach to enhance ctry image by entering premium market.
- Feature unique, excellent in quality, apt to market demand, rich in background episode.
- Uniqueness derives from Ethiopian culture which has been inherited at home, community and society. Look around at settings of ordinary life exploring only/best one products.

# Some cases of only/best one product & champion product

Egyptian dates and herbs

Chilean kiwi and salmon

Peruvian naturally dyed alpaca  
wool product

Guatemalan naturally dyed textiles

Salvadoran indigo dyed textiles

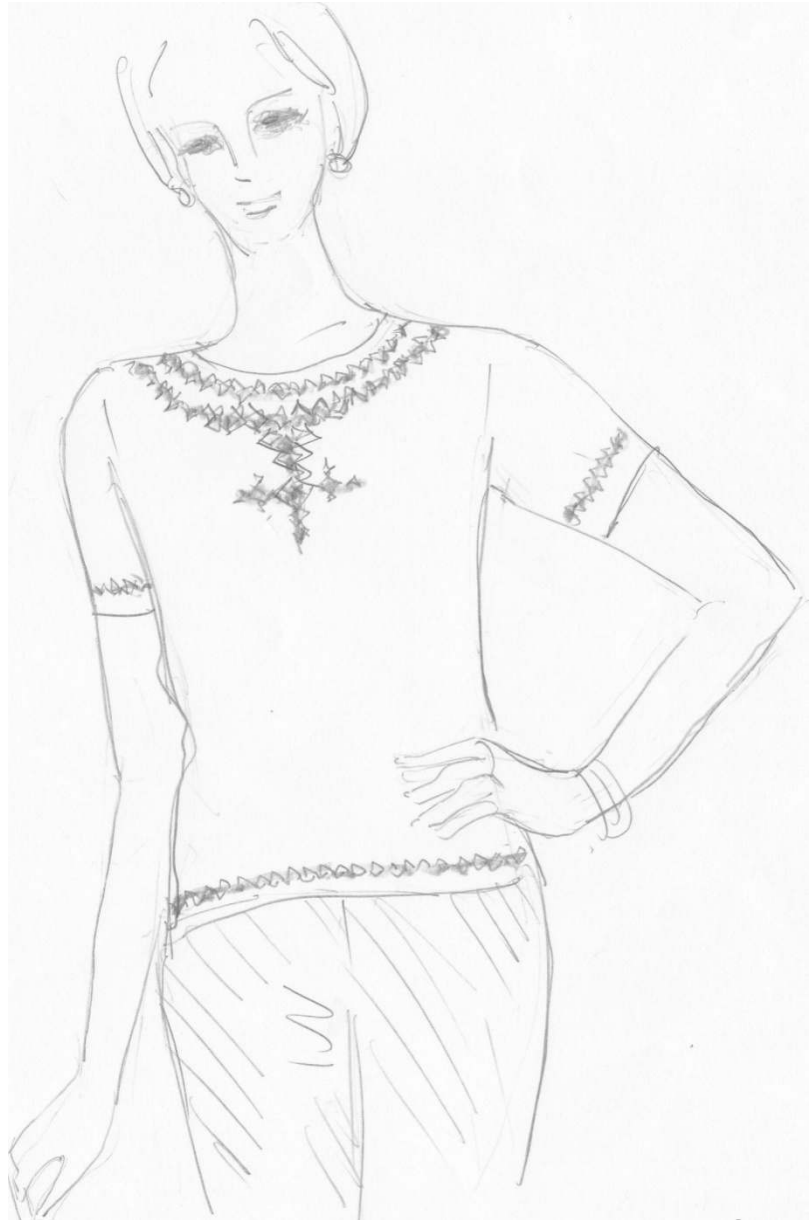
→ **What comes from Ethiopia...?!**

Tilet outshines; needs  
redesigned to contemporary  
fashion fad

e.g. T shirts .











## Potential foodstuff;

- Coffee family items; naturally grown coffee, Coffee leave tea, ground coffee berry drink,
- Honey family items; coffee honey, creamy honey, Propolis, Tedge=honey wine/mead with Gesho's unique function.
- Tef, Ingera, Ensete, Endod, Moringa
- Prices of medicinal plants soaring; worth planning new farming for increased income for farmers.



# How to show up and sell them

Website/portal site building

Dispatch e-mail newsletter

Produce DVD of Ethiopian export industry

Make the most of trade fair participation

Install an antenna shop at the airport

United promotion of tourism & industry

FDI as raising awareness of Ethiopia

Organize business tour inviting foreign journalists



# Lessons learned on Potential “Champion Products”

Ctry image matters for export performance.  
How is Ethiopia’s Image portrayed .....?  
That of drought & starvation to green and  
diligent industrial one.....?

Ethiopian team working with JICA group  
identified potential champion products by  
touring manufacturing spots of textile,  
food stuff & leather sectors.



Presenter:  
Team Ethiopia  
Mr. Fekadu (JICA)  
Mr. Tadesse (LIDI)  
Mr. Daniel (AACCSA)



Lessons learned as company qualifications to produce champion products as follows;

- Produce demand oriented products
- Produce organic products
- Ensure traceability of their products
- Introduce Ethiopian unique way of doing
- Indicate Ethiopia as the source of the resource/product
- Grant sustainability of product supply

Conclusion to adopt champion product as critical role to;

- Enhance Ethiopia's image
- Help products to enter premium market
- Help narrow its trade deficit



# Questions and Comments from the Floor



- Using Gesho needs careful handling, even institutional intervention

- Coffee variety needs corresponding marketing, highlighting specialty coffee



- The share of champion products may be smaller; it doesn't matter?

- Question remains about how to enter the market



- Which industry is supposedly apt to have champion products?
- Developing Champion products may be costly. How to finance it?
- The government intervention is a must to let the program go on
- Company policy differs: some want business in price – leading market while others seek to enter into the premium market



# Comments of panelists

- **Long term finance** needed to keep quality higher
- **Hard to get competent human resources** for international trade
- **Fundamental service** to be provided on trade related database like world dealers directory
- **How to differentiate own products** from rival products is crucial challenge





- **Supplier's effort** to keep quality matters along with responding to market demand .
- **Ethiopian Chamber of Commerce** is ready to perform Champion Product Drive among members expecting JICA's supportive intervention.
- **Most of producers** of Champion products will be SMEs which require special financial aid.
- **Champion Products** call for entrepreneur's innovative engagement inclusive design.

# Challenge left to stride forward

- Who or which entity takes the lead ?
- What kind of Ethiopia's image is to be portrayed ?
- How private-public collaboration is to be forged ?

→ What will be JICA's role?





Thank you!!

