

Published by:



Commissioned by:



International Finance Corporation
WORLD BANK GROUP

In cooperation with:



Media partner:



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OUTSOURCING
DESTINATIONS

ETHIOPIA

OUTSOURCING DESTINATION GUIDE

ICT SECTOR INSIGHTS & CONTACTS

INDEPENDENT INFORMATION GUIDE BY
GERMAN OUTSOURCING ASSOCIATION

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YOUNG TECH TALENT IN AFRICA

ETHIOPIA

Outsourcing Destination Guide Ethiopia

Welcome

We present with the Outsourcing Destination Guide Ethiopia the conditions, capabilities and actors of the Ethiopian ICT sector. Furthermore, we showcase unique solutions by Ethiopian and international industry experts in the form of case studies, project reports and have talked to local industry leaders about their operations and perspective.

As a result, we help decision-makers better understand the local conditions and opportunities for both: working with IT- and business process service providers in Ethiopia or investing in their own delivery center operations.

This publication is an independent information guide published by Deutscher Outsourcing Verband e.V. (German Outsourcing Association) as a joint initiative with International Finance Corporation IFC.

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Disclaimer

The information in this guide has been carefully researched by industry experts. The views and opinions of the authors do not necessarily present the association's standpoints but are meant to give an authentic insight into the sectors. The company information (page 68 ff.) has been provided by the individual companies and can be used to evaluate a potential fit for cooperation.



ADDIS ABABA SKYLINE, ETHIOPIA

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https://unsplash.com/photos/gXoxL_CYTuE

ICT SECTOR

ETHIOPIA

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An ICT Sector Analysis

The Ethiopian ICT Sector

By independent German Outsourcing Association

Location, History, and International Relations

The Federal Democratic Republic of Ethiopia, located in the northeastern part of the African Continent, commonly known as the Horn of Africa, is a landlocked nation that holds a strategic position, serving as a transit country for the greater region and sharing borders with several neighboring countries, including Eritrea, Somalia, Djibouti, Kenya, Sudan, and South Sudan.

Ethiopia stands out as the oldest independent African country and one of the cradles of civilization. From ancient origins that stretch back to the empire of le-

gendary King Menelik I, son of the Queen of Sheba and Solomon, to the modern era, Ethiopia is a country with a rich and diverse history worth exploring.

Today's Ethiopia is a federal parliamentary republic with a bicameral legislature and judicial system that has state and federal courts. The current Prime Minister is Abiy Ahmed, and Sahle-Work Zewde serves as the country's first female President.

Ethiopia's state capital and largest city is Addis Ababa, situated in the geographical center of the country, with a population of approximately 5.46 million residents. The city is the seat of the African Union and be-

Picture: Aerial view of Addis Abeba at night. Photo by Gift Habeshaw via Unsplash.com. <https://unsplash.com/photos/NghyYyW5z4>

came a global diplomatic hub due to its hosting of international organizations, historical role as an uncolonized nation, strategic location for the region and a gateway to the Middle East and Europe, and its active role in regional peace and security initiatives.

Furthermore, it is the country's economic center and serves as the greater region's transportation and travel hub, housing the headquarters of Ethiopian Airlines, Africa's leading airline.

The country participates in several international organizations, like the AU, the Non-Aligned Movement, and is a founding member of the United Nations (UN).

(AU 2023, CIA World Factbook 2023, U.S. Department of State 2023, UN 2023, World Data 2023, WTO 2020).

Demographics, Language, and Religion

With a total landmass of 1.1 million square kilometers, Ethiopia ranks as the 27th largest country in the world, and its population of over 123 million makes it the second most populous nation in Africa and the 13th globally (World Bank 2023 / UN 2023).

Despite its vast size, the population density is relatively low compared to many other African countries. However, this density varies significantly across regions, urban and

rural areas. It is a multi-ethnic and multi-religious country (mostly Christian and Muslim, as well as a few smaller groups) (USDOS 2019). Ethiopia is also a multilingual nation, with over a dozen languages all enjoying equal recognition by the constitution. English, the most widely spoken foreign language, is taught in all secondary and tertiary educational institutions, and all federal laws are also published in English.

Economy

Ethiopia is classified as a low-income economy mainly based on agriculture; however, the country has been diversifying its economy in recent years, with an increasing focus on industrialization and services, especially within the ICT sector. From 2010 to 2020, Ethiopia experienced strong gross domestic product (GDP) performance, averaging a rate of 9.4% annually.

Unfortunately, these growth rates were subsequently slowed down by COVID, increased inflation due to the ramifications caused by the war in Ukraine, and regional conflicts in the country's northern areas. Moreover, the Horn of Africa region endured the worst drought on record between October and December 2022, further impeding the post-pandemic recovery. Nevertheless, GDP growth rates and forecasts for 2023 onwards remain stable above 6.1%, gradually rebounding to pre-pandemic levels (NASA 2022, World Bank 2023).

Picture: Ue3lman, CC BY-SA 4.0, via Wikimedia Commons - https://commons.wikimedia.org/wiki/File:Ethiopia_administrative_boundaries.svg

According to the World Bank, Ethiopia's GDP is estimated to reach around \$156.08 billion in 2023, up from \$ 126.2 in 2022, with expectations to rise to \$ 280.98 by 2028. Regarding purchasing power parity (PPP), Ethiopia's GDP stood at approximately \$ 445.82 billion in 2022, making it the fifth-largest economy in Africa.

Ethiopia uses the Birr as its currency, which converts to Euro at a rate of 1 Birr (ETB) = 0,016 EUR (as of may 2024). GDP per capita rose from around \$ 974 in 2021 to \$ 1,480 in 2023, although it remains below the country's target. However, the upward trend remains consistent, aligning with Ethiopia's goal of achieving low middle-income status by 2025 (Statista 2023, World Bank 2022/23, IMF 2021/23).



Picture: Erik Hathaway via Unsplash.com, https://unsplash.com/photos/eRFCo_UohGE

Key Economic Sectors

Ethiopia has recently been making substantial strides in its key economic sectors by implementing the Homegrown Economic Reforms Agenda: A Path to Prosperity (HERA), launched in 2019, which builds on the achievements of the past decade's infrastructure and human capital developments. Its primary objective is the preservation of the economy's overall growth by creating a supporting environment for private investment and structural transformation. The agenda stands on three key pillars:

1. **Macro-Financial Reforms** aim to reduce risks associated with public debt, lower vulnerabilities, alleviate inflation, and promote investment, exports, and growth in general.

1. **Structural Reforms** focus on bottlenecks that stunt private sector growth through easing business constraints, facilitating trade and tariff barriers, and improving the efficiency of public institutions and services, such as logistics and telecommunication.

3. **Sectoral Reforms** target the resolution of market failures as well as the alleviation of regulatory and investment constraints to unlock new growth opportunities across all sectors.

Through the comprehensive HERA, alongside other initiatives, the country is fostering rapid growth, reducing poverty, and advancing human development to attract more investments and promote sustainability. Furthermore, by prioritizing local production and re-

ducing dependence on international markets, the Government seeks to strengthen all sectors, retain capital within the country, and improve long-term sustainability and economic security.

The **Agricultural Sector** is by far Ethiopia's most significant economic sector, accounting for approximately 38% of GDP and employing nearly 80% of the population. Renowned as the largest coffee producer in Africa, Ethiopia is strategically advancing its agricultural exports, including sesame, livestock, oilseeds, pulses, flowers, vegetables, and fruits under the new agenda. Consequently, efforts are being directed towards reducing agricultural imports like wheat, rice, vegetable oils, and fertilizers, with the overarching goal of promoting self-sufficiency, bolstering domestic agriculture, cutting costs, promoting AgriTech / ICT-Agriculture synergies, and generating employment opportunities.

The **Industrial Sector** accounts for around 23% of GDP and is responsible for key industrial exports of the Ethiopian economy, encompassing textiles, garments, processed food, beverages, and various leather products. There is also a nascent manufacturing sector, which has been gaining prominence in recent years, producing cement, steel, and a variety of chemicals.

To support this growth, industrial parks and economic zones have been established, offering attractive incentives for both domestic and foreign investors. Among these endeavors, the Industrial Parks Development Corporation (IPDC), established in

2014, stands out. Its primary objective is to nurture the manufacturing industry, accelerate economic transformation, and attract both foreign and domestic investors (IPDC 2023).

Other notable entities are the Hawassa Industrial Park (HIP), which specializes in garment, apparel, and textile manufacturing, and the Kilinto Industrial Park, which spe-

cializes in Pharmaceuticals. Since the HIP launched in 2016, it has already created around 20,000 jobs, with an estimated potential of reaching 60,000 upon full completion, underscoring the Government's dedication to promote sustainable industrial growth and economic development (DCES 2022).



Picture: Lesly Derksen via Unsplash.com
<https://unsplash.com/photos/moxAIMizMCs>

„The sector's growth has been supported by several factors, including a large, young, and educated population, a relatively low cost of labor, and improving infrastructure.”



Picture: Sammy Wong via Unsplash.com

The **Services Sector** contributes around 37% to the country's GDP and is experiencing remarkable growth in recent years, particularly in areas such as ICT & telecommunications, transport, finance, trade, and tourism. The HERA places significant emphasis on the services sector, seeking to accelerate its expansion and overall economic contribution. Especially, the finance sector, with the banking and micro-finance services it provides, plays a crucial role in delivering financial services to both businesses and individuals, thereby stimulating economic activities throughout the country (Statista 2023b).

Ethiopia maintains a relatively open trade policy, actively promoting export-oriented industries. The trade sector plays a vital role in supporting other sectors facilitating import and export activities. Agricultural and industrial goods are the main exports, while imports primarily include machinery, petroleum products, and vehicles. Under the HERA, efforts are directed to reduce tariff barriers and taxes on imports to stimulate international trade and boost competitiveness. Governance improvements are focused on streamlining trade procedures, simplifying customs processes, and adopting digital platforms to ensure transparency and efficiency.

To further improve logistics, there's a strong emphasis on infrastructure development and leveraging ICT innovations for better coordination and improved supply chain efficiency. All these measures aim to create a conducive and favorable trade environment, attract investments,

and drive sustainable economic development in Ethiopia.

The transport and tourism subsectors are also gaining increased attention, with the Government investing in campaigns like Origins Ethiopia, 13 Months of Sunshine, and Visit Ethiopia 2020 to promote tourism. They all showcase the country's diverse and beautiful natural landscapes, cultural heritage, and historical sites, particularly the nine cultural and two natural UNESCO Heritage sites. The campaigns are also part of the HERA and are heavily supported by infrastructure development, marketing efforts, and improved services to attract more tourists, create employment opportunities, and generate revenue for local communities.

Although frequently overlooked, the informal sector also accounts for a significant portion of the Ethiopian economy and plays a vital role in providing employment and income generation. The industry encompasses small-scale traders, farmers, and craftsmen, making up 83% of non-agricultural employment. It particularly benefits urban areas, providing job opportunities for individuals with limited formal education.

ICT & BPO Sector

The Ethiopian Information and Communications technology (ICT) sector has been growing rapidly in recent years, propelled into its lift-off phase by the government's continuous focus on developing the digital economy. Currently, the industry is primar-

ily focused on expanding its ICT infrastructure. However, software development and IT services follow right behind, particularly web and mobile app development, software testing, and IT consulting.

The sector currently contributes 2% to the country's GDP, which is still below the regional average of 4%, and it even shrank a bit in 2022 in terms of GDP contribution (\$2.9 billion in 2023, down from \$3.1 in 2022). It is estimated to bounce back and grow further from 2023 onwards (ISS-AFI 2023, ITA 2022, World Bank 2021).

Nevertheless, the ICT sector is growing steadily, but also very differently. At the moment, the government has prioritized expanding its **telecommunications** infrastructure as part of its efforts to modernize the country's economy and improve access to information and communication technology services.

In January 2023, there were over 20.86 million internet users in Ethiopia (16.7% of the population), an increase of 520 thousand (2.6%) from 2022. And while this does not seem much in a country of over 120 million, it is a significant number. Taking into account that only about half the population (66.80 million) owns a cellular mobile phone or another internet-enabling device, representing a 17.8% increase compared to the previous year, or an additional 10 million more mobile connections.

Thus, the sector is booming, particularly in telecommunications, which becomes espe-

Picture: Sammy Wong via Unsplash.com

cially apparent in light of the recent liberalization endeavors of the industry. In 2019, the Government of Ethiopia (GoE) put out two new tenders for telecommunications licenses, of which one was awarded to a consortium (including Kenyan Safaricom, Vodafone & Vodacom, CDC Group, and Sumimoto Corporation) in 2021, while the second has been postponed multiple times since then (ATR 2023, DataReportal 2023, DT 2022, Statista 2023).

The **startup** and ICT services sector tells a slightly different story but a successful one. With nearly 600 companies and new startups emerging constantly, including 300 in Addis Ababa alone, Ethiopia's startup scene and digital economy are thriving. Especially the startup scene has been growing over the past few years, as the overall data shows an annual growth rate of 52% in the number of startups between 2018 and 2022.

In terms of **BPO** (Business Process Outsourcing), Ethiopia is becoming a popular destination for call center services, with several international companies turning to Ethiopia for their outsourcing needs. The sector is still relatively small but has produced some very successful companies, some of whom will be introduced later on, and it is growing rapidly. In addition, the **ITO** (Information technology Outsourcing) and the **KPO** (Knowledge Process Outsourcing) sectors in Ethiopia have experienced a significant development in recent years. The country has actively promoted these sectors as part of its HERA, which led to an expansion



and diversification of service offerings across the board.

Several niche services have emerged, showing promising growth in recent years, such as language services, health-care outsourcing (medical transcription and coding), financial analysis and research, and legal process outsourcing.

Furthermore, the GoE's infrastructure developments, particularly telecommunications, have boosted internet penetration rates and mobile phone usage, especially in major urban areas. This growth created opportunities for startups in sectors like **fintech** and **e-commerce**. These cities have also implemented several programs to support the development of technology hubs and coworking spaces,

providing startups with access to essential infrastructure and resources.

Numerous fields are witnessing increased entrepreneurial activity, including Ed-, Health-, Job-, and Agri-Tech, of which the latter holds particular importance as it synergizes best with Ethiopia's most significant economic sector. Various **agri-tech** startups have emerged in recent years, offering a plethora of applications and services to connect farmers with markets, financing, and other critical services across the agricultural value chain, such as: productivity and farm monitoring, agricultural inputs, tractor and machinery access, etc.

Nevertheless, all the startups and SMEs across the subsectors often face common obstacles preventing them from taking off and unleashing their true potential, such as:

- A lack of investment and funding
- A forex crunch that hampers overall growth
- Regulatory hurdles, a lack of conducive policies, a stable regulatory framework, and other business environment challenges.
- Lack of adequate ecosystem builders such as incubators and accelerators
- A dearth of experience, insufficient education, and the skills needed for building a startup company. It is necessary to incorporate entrepreneurship education and versatile skills into the education strategy of higher education to improve this (CEPHEUS 2021, JICA 2023).

Picture: kaleab via
Unsplash.com
<https://unsplash.com/photos/gDb4NECUv8U>

Digital Strategy

To remedy these problems, the GoE's National Development Plan for 2020-2030 and the Homegrown Economic Reform Agenda (HERA) aim to correct the aforementioned macroeconomic imbalances and structural impediments. Additionally, the Ethiopian Ministries of Innovation and Technology (EMIT), the Education (EME), and Communication and Information Technology (EM-CIT) have initiated several programs as well as the Digital Strategy 2025.

All of these initiatives are designed to leverage and harness the potential of the ICT sector, to drive economic growth, job creation, education, and the development of an inclusive, knowledge-based, and prosperous society.

Policies and Regulations

Under the Digital Transformation Strategy 2025, launched in 2020 shortly after the

HERA, the GoE implemented a series of policies and regulations to create an enabling environment for digital entrepreneurship and innovation. The strategy encompasses five priorities: implementing a digital ID, digital payments, e-governance, e-commerce, and cybersecurity. The government has already made progress in several areas, including completing a pilot for digital ID and enhancing the interoperability of digital payment services.

New investment laws have been enacted, expanding the scope of investment opportunities. These laws include measures facilitating private sector and foreign investor access to e-commerce. Additionally, a proclamation on e-transaction has been introduced to address regulatory gaps related to e-commerce, e-government services, and other similar activities (CEPHEUS 2021).

Through this, the government also aims to incentivize businesses to adopt digital payment systems by developing more e-services and integrating payment systems

with Telebirr, the country's digital payment services, which already has 27.1 million users (JICA 2023). In addition, a new law (No.1282/2022) was proclaimed in December 2022, allowing foreign tech and fintech companies to invest and participate in Digital Financial Services (DFS) after obtaining a license from the National Bank of Ethiopia (HoPR 2022).

M-Pesa, launched by Kenyan Safaricom, is currently eyeing entry into the Ethiopian market and hopes to obtain a license to enter mobile money platforms, which could enhance competitiveness in this particular landscape even further (Reuters 2023).

The Ethiopian government also passed a Science Technology and Innovation (STI) policy in 2019 with the goal of accelerating economic growth. It focuses on driving innovation and improving enterprise competitiveness, increasing access to finance, investment, and giving incentives for startups, managing knowledge, and supporting research and development across the Ethiopian economy.

The policy's overarching goal is to position the country as a leader in STI within 15 years and synergizes well with the Ethiopian Startup Act (ESA), which the government drafted in 2019. Its goal is to aid and strengthen the development of a sustainable startup ecosystem by creating a startup fund and a national startup council to reduce the present funding gap (ESA 2023, JICA 2023).

However, according to the European Centre for Development and Policy Management (ECDPM), stronger coordination between public and private stakeholders is necessary to ensure that future digital development extends beyond major urban areas like Addis Ababa. Scaling up the digital economy requires the Ethiopian government to introduce more disruptive technologies in a continuous effort to improve education and infrastructure, such as network coverage and telecom services (ECDPM 2022).

Infrastructure

One of the crucial and key initiatives is the government's plan to expand access to high-speed internet and mobile broadband services, which is particularly important in rural areas where connectivity is still very limited. The World Bank is supporting Ethiopia in achieving this goal through the Ethiopia Digital Foundations Project, which specifically aims at improving the country's digital infrastructure and connectivity (World Bank 2021).

Recent developments in the ICT infrastructure have led to significantly increased access to mobile phone and internet services. Following the liberalization of Ethiopia's telecommunications sector in 2019, two new licenses were issued in 2021 to expand access, promote competition, and roll out new 4G and 5G technologies. As a result,

Picture: mulugeta wolde
via Unsplash.com
<https://unsplash.com/photos/hYj1YsJuyVQ>



ICT park

- Southeastern Addis Ababa
- Total area; 200ha
- 85 ha developed space including road, greenery, and others
- Buildings: 3.0 ha; Floor: 17+Floors;
- Leasable: 113 ha focused on sub-sectors like data centers, BPO, IT manufacturing, and start-up and incubation centers.

Special incentives:

- Attractive corporate income tax exemption
- For exporters, exemption of foreign employees from salary income tax
- Duty- & tax-free import permits for items pertinent to the project
- Simplified customs procedures
- Eased access to banking services and provision
- Repatriation of funds as provided under the relevant laws
- Provision of one-stop service

mobile phone and internet services are now more available than ever, and market growth is gaining traction.

In 2023, there were 20.86 million internet users, which equals a 16.7% internet penetration rate of the total population, with Ethio Telecom alone adding 5.2 million users in just six months. Additionally, the market entry of Safaricom has added substantial investment, which will increase even further when the second license will be awarded (Shega 2023, Statista 2023, DataReportal 2023). Based on these grounds, the GoE has set ambitious goals to position the country as a sort of regional digital hub. By 2025, they aim to increase mobile phone and internet access from 56.2% to nearly 100% (ITA 2022).

Furthermore, Ethiopia has established a growing support ecosystem with over 80 hubs, accelerators, and incubators, offering funding, co-working spaces, and many other business-developing services. To support this development, the Ethiopian Min-

istry of Innovation and Technology (MInT) started an acceleration program for startups in 2023 called Next Innovation (NINJA) in collaboration with the Japan International Cooperation Agency (JICA).

Complementary, the Ministry of Labor and Skills (MoLS) launched the Empower, Digitalize, and Globalize Entrepreneurs for Ethiopia Program (EDGET), which is funded by the United Nations Development Program (UNDP) to support startups and SMEs with strategic communication, direct ecosystem intervention, entrepreneurship fund, access to finance, and through FROG (Freelancing, Outsourcing, Gigs Economy), which was launched by Laurendeau & Associates (L&A) a global consulting firm, specialized and active in ICT support programs and initiatives. Both - the EDGT and The FROG program lead to the founding of the Ethiopian Outsourcing Association (JICA 2023, L&A 2024).

The GoE also invested in a 200 hectare ICT Park southeast of Addis Ababa near the air-

port. It was built to provide a strong impetus for developing the ICT sector by providing a destination for overseas investment with a world-class business environment.

The ICT Park currently hosts around 20 IT companies, including Safaricom, Wingu Africa, Techno Mobile, Raxio, and Red Fox. It offers a variety of incentives, such as: corporate tax exemptions, exemption of foreign employees from salary income tax for exporters, duty- & tax-free import permits for items pertinent to the project, simplified customs procedures, eased access to banking services, provisions, and repatriation of funds in accordance with the relevant laws, and provision of one-stop services.

The park is administered by the MInT, which wants it to be an independent institution center for the technological advancement of the country with a focus on subsectors like BPO, IT startups, and incubation centers, as well as training programs for young professionals and entrepreneurs (EN 2013, JICA 2023, AASTU 2023).

Education

To complement the GoE's overarching strategy, the education system has developed and expanded immensely over the last decade, especially regarding the country's digital transformation. Currently, there are 50 public universities hosting more than half a million students and over 1,600 TVET (Technical and Vocational Education and Training) institutes, which are all gradually taking a strategic shift towards ICT and di-

gital education. The government has recently launched several education initiatives as part of the HERA and their "Digital Strategy Ethiopia 2025" to promote ICT skills and digital literacy even further.

Among these initiatives, a World Bank-supported General Education Quality Improvement Project focuses on integrating ICT into education by training over 100,000 teachers and education officials in digital skills. In addition, the Government and Ethiopian Higher Education Institutes (HEIs) have made significant investments to enhance the ICT infrastructure and launched several education projects and reforms in 2019, aiming to improve the overall quality of education in the country (World Bank 2019).

Another is a German GIZ project, co-funded by the EU, that fosters the digital transformation of TVETs by promoting blended learning, emerging technologies, and the digitalization of core processes, especially for SMEs and women (GIZ 2023b).

In line with these initiatives, the GoE has prioritized the development of ICT skills and initiated several programs to expand access to ICT training in general.

To further support education and training in this field, the government has launched several projects, reforms, and initiatives like the establishment of technology-focused universities, the expansion of ICT training in secondary schools, the e-SHE initiative (e-Learning for Strengthening Higher Education) to deliver online education, and a digital literacy campaign, aimed at increasing

Over 250,000 new university graduates enter the labor force every year, of whom around 65% are in STEM fields and further trainable for ICT-jobs.

digital skills among the general population including young and old alike (GIZ 2021 / AAU 2023).

Through these initiatives and investments in the education sector, Ethiopia has gained a significant advantage. Regarding ICT and digital skills, over 250,000 new university graduates enter the labor force every year, of whom around 65% are in STEM fields and further trainable for ICT-jobs. Furthermore, the GoE plans to revise ICT teaching curriculums and integrate digital literacy in the formal and informal education system (MoFE 2020).

Labour Cost

The most typical yearly salary in Ethiopia for all industries is 395,543 ETB, equivalent to 6,350 EUR. (based

on 288 surveys by www.averagesalarysurvey.com). In the same survey the gender pay gap is about 20%, while the International Labour Organization, in 2020 published a pay gap of 75% (woman earn less than men).

Ethiopia's average ICT sector salary varies depending on the city, the region and the company. Based on different public sources (see graphic below and page 25, end) information from local IT-companies, we estimate the average monthly salary for software developers in Ethiopia to be between 645 EUR and 3,500 EUR.

The salaries for customer care jobs can range from 370 EUR to 650 EUR per month.

Obtaining a Bachelor's degree in Ethiopia can increase the salary by

about 24% compared to those with only a certificate or diploma. A Master's degree can add another 29%, while a Ph.D. holder can add an additional 23%.

About 34% of employees in Ethiopia's ICT and customer care sectors receive annual bonuses that average 3-6% of their yearly salary.

Conclusion

Ethiopia's journey to develop its ICT sector, which began a quarter-century ago, is on the verge of a promising new chapter. The concerted efforts of the GoE and various other stakeholders have brought the sector to its current lift-off.

In addition, recent developments, like the Homegrown Economic Reform Agenda (HERA) and Ethiopia's

Digital Strategy 2025, have laid the groundwork for the sectors expansion and growth, encompassing massive improvements in digital infrastructure, ICT education, and a conducive environment for entrepreneurship and innovation. With the support of international organizations and development partners, Ethiopia will not only transform its digital economy but the entire country, further perpetuating growth, development, and prosperity.

Despite the remarkable progress, the sector faces certain challenges. Issues, such as unreliable electricity supply in some regions, limited access to investments and funding, and a significant skill gap, particularly in software development and network engineering, need to be addressed.

The GoE has taken steps to tackle these challenges, but it is important to recognize that such developments take some time to yield results (World Bank 2021). However, the GoE's continuous commitment suggests a promising future for the Ethiopian ICT sector.

Outlook

Ethiopia's ICT sector is driven by a combination of macroeconomic factors, improved politics, and increased private sector involvement, which was expected to have a substantial and positive impact on the economic performance. Furthermore, the GoE has been addressing payment issues, reducing transaction cost, utilizing its un-

tapped labor force, and improving sales opportunities and foreign exchange earnings.

With its vast population, potential market size, rapid urbanization, and an increasing pool of homegrown talent, the country has created a robust foundation for continued development.

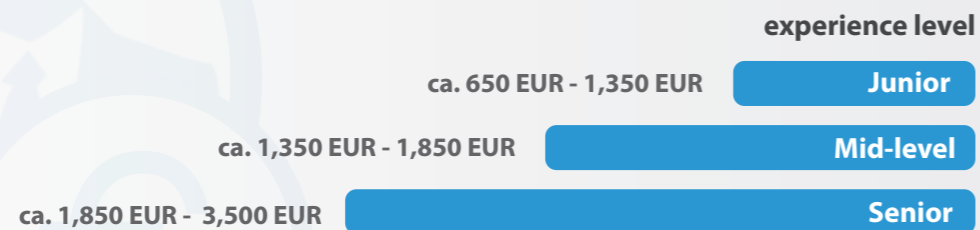
As we demonstrated earlier, Ethiopia's internet usage is still low and concentrated in urban centres, but growing fast, with a massive potential to drive digital payment as well as other services. Just the expansion of digital payment systems has the statistical potential to increase annual GDP output by 3%, as witnessed in other emerging countries, while the digital economy as a whole could multiply that number.

While Ethiopia has made substantial progress with its Digital Transformation Strategy 2025 and in this particular area by adopting a recent proclamation on e-transactions, much remains to be addressed. The reform of startup and investment laws remain a challenge, as well as a comprehensive strategy for e-governance and cybersecurity (ECDPM 2022).

Nevertheless, the GoE is diligently working to enhance the legal and regulatory framework for the sector. Their current efforts entail various areas, such as telecommunication sector liberalization, although continuously postponing the award of their second license, expanding ICT education, technology park development, and improving support for entrepreneurship

Software engineer salaries (monthly average salaries)

Sources: *salariexplorer.com, averagesalarysurvey.com, glassdoor.com, paylab.com, tunga.io, worldsalaries.com, LinkedIn.com, local companies*



Disclaimer: Salaries depend on many factors, such as company size, industry, location etc. Also compensation is often effected by changes in labour markets, why these numbers are meant as indicators. Please check with us or local contacts on the salaries for specific positions for the time of reading.

SECTOR OVERVIEW

and innovation (FurtherAfrica 2019, EMIT 2021, JICA 2023).

Moreover, the GoE is proactively reforming the country's business environment by digitizing government services and gradually opening the financial sector for foreign banks, which started in 2022 and enabled banks to increase their deposits and overall competitiveness. All these initiatives, in combination with Ethiopia's competitive advantages, like a large English-speaking population, favorable labor costs, government support, and a growing soft and hard infrastructure, further enhances its position as an outsourcing destination.

Nonetheless, such rapid growth, along with an annual influx of about two million new entrants to the labor market, has contributed to high youth unemployment. Addressing this challenging situation, the Ethiopian Job Creation Commission (JCC) has been tasked with the ambitious goal of creating 14 million sustainable jobs by 2025. This is a critical issue for the country, not only to maintain the growth momentum but also social stability.

To achieve this goal, the JCC kicked off the FROG (Freelance, Outsourcing and Gigs) initiative to scale partnerships with private investors and tech companies, and make Ethiopia a BPO hub (UNDP 2021).

In Conclusion, Ethiopia's commitment to its ICT sector, along with comprehensive economic, political, and regulatory reforms, not only sets the stage for ongoing improvements but also includes measures aimed at mitigating the persistent forex challenges that have been plaguing the country for many years.

Viewed holistically, Ethiopia's strategic endeavors, such as the various macro-financial, structural, and sectoral reforms, have laid a fresh but solid foundation for a resilient economy with a significant market on which the ICT sector can grow and prosper.

Image Fasiledes, Ethiopia, by Hunde Gemechu via unsplash.com



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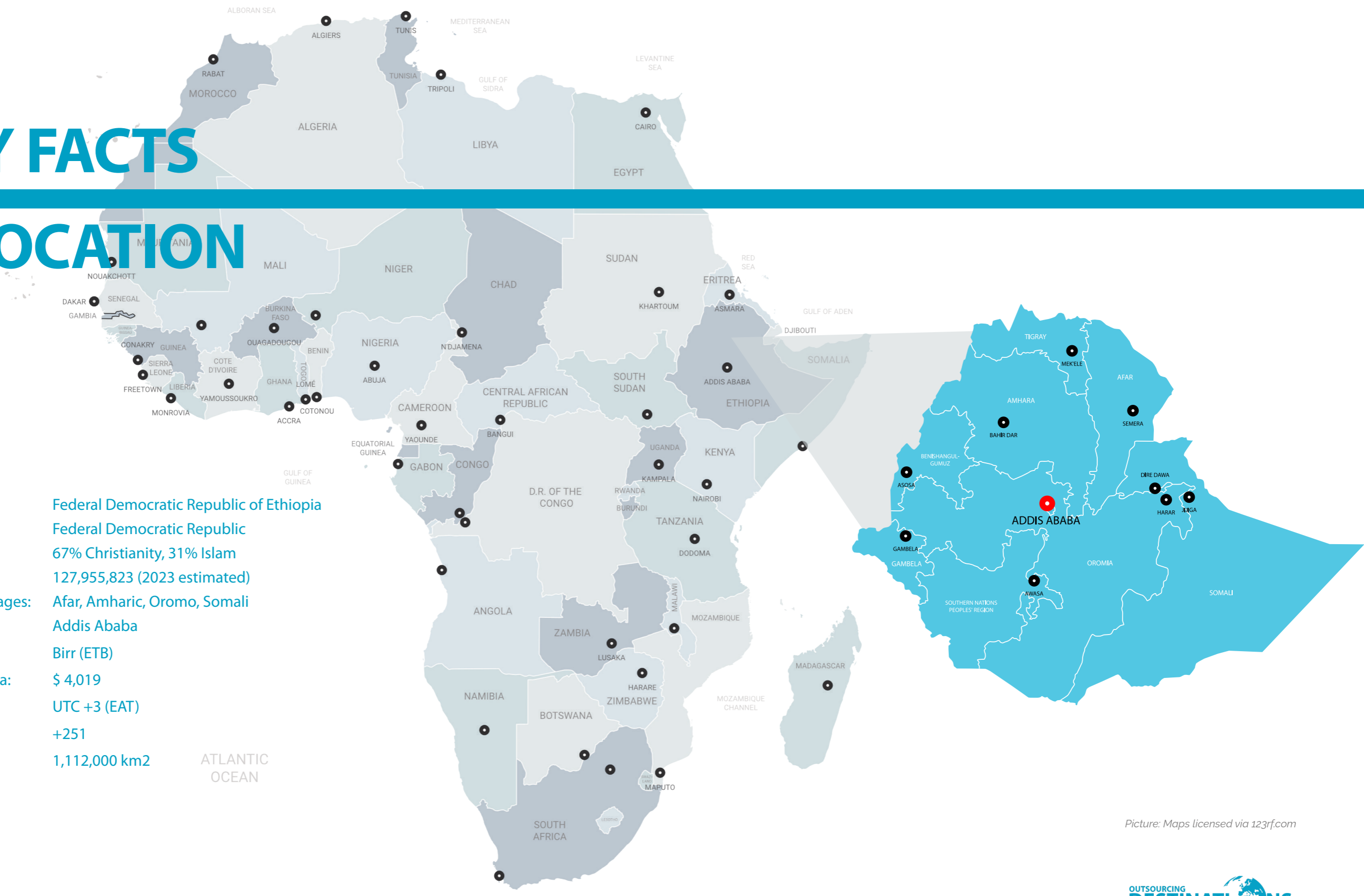
The information in this article has been carefully researched and analysed by the editorial team of Deutscher Outsourcing Verband e.V., Germany (German Outsourcing Association).

KEY FACTS

& LOCATION



Country: Federal Democratic Republic of Ethiopia
 Government: Federal Democratic Republic
 Religion: 67% Christianity, 31% Islam
 Population: 127,955,823 (2023 estimated)
 Official languages: Afar, Amharic, Oromo, Somali
 Capital: Addis Ababa
 Currency: Birr (ETB)
 GDP per capita: \$ 4,019
 Time zone: UTC +3 (EAT)
 Calling code: +251
 Area: 1,112,000 km²



Picture: Maps licensed via 123rf.com

SECTOR INSIGHTS

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Direct investment in Ethiopia: regulation, promotion, and support

Interview with Hanna Arayaselassie, Commissioner of the Ethiopian Investment Commission (EIC)



Can you give us a short introduction to the Ethiopian Investment Commission and its current focus industries?

The Ethiopian Investment Commission (EIC) is the leading agency dedicated to promoting, facilitating, and regulating foreign direct investment in Ethiopia. We serve international investors—investors aiming to enter the Ethiopian market and existing companies looking to expand.

Our strategic focus is on selected sectors, with a particular emphasis on ICT, alongside agriculture, manufacturing, mining, and tourism. Since 2020, we have successfully attracted over \$10 billion in foreign direct investments, a significant portion of which has been funneled into these key sectors.

Prominent investments in Ethiopia's ICT sector include CCI Global and Red Fox Data Center, which invested approximately 130 million USD. Please give us a short insight into other key investments and areas within the ICT sector that are of special interest.

Key investment areas within the ICT sector include software development, business process outsourcing, and data center operations, each aligning with Ethiopia's competitive advantages. In 2022 alone, over 40 new companies in these fields registered with us, highlighting the growing interest. In addition, the soon-to-be-

launched Start-up Act in Ethiopia promises to further bolster a business-friendly environment for ICT investments, potentially drawing even greater interest from global investors.

What are the main points that speak for investing in ICT in Ethiopia?

Ethiopia stands out as an ideal location for ICT investments due to various factors. We have the largest workforce in Africa, over 60 million, and an educational system that produces a competitive, tech-savvy, English-speaking talent pool.

Additionally, our investors benefit from some of the world's lowest electricity costs, at \$0.03/KWH. The dedicated 200-hectare ICT park in Addis Ababa offers state-of-the-art infrastructure and services, providing new ventures with a 'plug-and-play' experience. With the recent liberalization of the telecom sector, including the entry of Safaricom, Ethiopia is rapidly improving its IT infrastructure, making it an increasingly attractive environment for ICT businesses.

What support can investors and prospects expect from the EIC?

At EIC, we are committed to supporting investors throughout their investment journey. Our website offers comprehensive access to investment laws and regulations, facilitating an understanding of the

local investment climate. Prospective investors can count on our assistance for clarifications, arranging meetings with relevant experts, and navigating the Ethiopian business landscape. From securing necessary registrations and operational spaces to accessing required infrastructure, we guide our investors every step of the way.

We also collaborate closely with various government institutions to assist investors in finding skilled talent and understanding local regulations. If regulatory improvements are needed, especially in the ICT sector, we actively work alongside investors and other stakeholders to enhance the investment framework.



Hanna Arayaselassie is a distinguished public servant and the current Commissioner of the Ethiopian Investment Commission (EIC). Prior to this role, she served as the CEO of EthioPost, where she transformed the Ethiopian Postal Service Enterprise, tripling its revenues in three years and earning the Universal Postal Union's Postal Excellence Award for the Africa Region in 2023. Her strategic vision and commitment to excellence were evident during her tenure as Deputy Commissioner of the EIC, where she reshaped investment policies. Hanna has also served as a senior expert at the Prime Minister's Office and lectured at Addis Ababa University School of Law.

Hanna is an alumna of the prestigious New York University School of Law and a gold medalist from Addis Ababa University.



ICT Industry Insight

A Project That Boosted the Outsourcing Industry in Ethiopia

The Integrated Urban Land Holding File Management
System Project

Abebe ZELUEL, Solomon KEBEDE, Baheru ZEYENU,
Ethiopia and Tuomo HEINONEN, Finland



In the rapidly evolving world of information and communication technology, AFRICOM Technologies has emerged as a leading outsourcing company in Ethiopia. With a mission to revolutionize digital transformation, the company has played a significant role in the growth and development of the Ethiopian ICT and BPO sectors. Both challenges and opportunities have marked AFRICOM's journey, but through determination and perseverance, the company has emerged as a successful pioneer in the industry. AFRICOM was founded with a clear vision of becoming a competitive outsourcing company based in Ethiopia.

The company's founders recognized the immense potential of the Ethiopian ICT and BPO sector and set out to build a company that would contribute to its growth and development. AFRICOM's mission was not only to revolutionize digital transformation but also to provide quality outsourcing services to clients around the world while creating job opportunities for African talents. Through its commitment to excellence and innovation, the company has become a shining example of what can be achieved through hard work and dedication.

In 2004, AFRICOM was contracted its first outsourcing project from a French company to create a web-based platform for hotel bookings and reservations, similar to booking.com. Despite having a competent team, the company faced challenges such as unreliable internet and an unfavorable environment for BPO services in the country.

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As a result, the company focused on local projects for some time before relocating to the ICT Park in Ethiopia in 2015 to pursue BPO services in a more favorable environment. Despite the challenges, the company persevered and gained a reputation for delivering high-quality services to clients locally and internationally.

As the company grew, it set its sights on becoming a pioneer in the BPO industry and leading the way for others to follow. While still providing BPO and ITO services on a smaller scale, AFRICOM secured a contract with the Ministry of Urban Development and Housing in July 2015, one of the largest outsourcing projects, for the Integrated Urban Land Holding File Management System (IULHFMS) project, which not only boosted their revenue but also showcased their capabilities on a global stage.

The Integrated Urban Land Holding File Management System (IULHFMS) project aimed to organize and integrate land-holding files for three main cities in Ethiopia, making them suitable for regularization, adjudication, and data migration. The project involved developing a data management system that digitized and reorganized the physical land files of three cities, encoded them into a database, and linked them to a digital map.

The project recruited a team of approximately 650 staff members, including youth, women, refugees, and disabled individuals, who were experts, supervisors, archivists, M&E personnel, data collectors, file reorganizers, document

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<https://unsplash.com/photos/rb3eybMRDQ>

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handlers, data encoders, quality assurance personnel, and trainers for system users.

Despite the challenges of managing such a large team, the company secured a facility in the ICT Park and set up the necessary equipment and infrastructure to run the project successfully. The project drew on the expertise of FINNMAP International while also applying local knowledge and expertise in the local context.

Yet, one challenge the project faced was the shortage of space for a business process outsourcing (BPO) assignment that required scaling up to employ 2000 employees. At the time, there was limited space available for the work. Nonetheless, the project overcame this challenge and completed its objectives. Overall, the IUL-HFMS project was a significant undertaking that required a diverse range of skills and expertise, and its success was a testament to the dedication and hard work of the project's team members.

The system allowed various analyses using the metadatabase, resulting in more efficient archive maintenance and customer service for the cities. The project also created job opportunities and improved service delivery to citizens, contributing to the digital transformation goals of the cities.

As a result of this project, AFRICOM recognized the potential of the outsourcing industry in Ethiopia and began actively working with international companies in ITO/BPO services from the US, Europe, and Asia.

„Ethiopia offers several advantages for the outsourcing industry, including affordable English-speaking talent, a favorable time zone for many countries, a liberalized environment, and competitiveness of telecom companies.“

This industry has the potential to create quality employment opportunities for many youths in Ethiopia while also contributing to the growth of the tech industry and foreign currency earnings. Ethiopia offers several advantages for the outsourcing industry, including affordable English-speaking talent, a favorable time zone for many countries, a liberalized environment, and competitiveness of telecom companies that have brought better internet services, low-priced electricity generated from Hydropower, and world-class data centers.

Considering the potential of the industry and the challenges, AFRICOM, with other companies, took the initiative to establish Ethiopian Outsourcing Association with the mission to establish Ethiopia as a globally recognized competitive outsourcing destination. AFRICOM is also partnering with others to develop a tech academy to provide qualified talent to support the industry.

Moreover, the company has signed MoU with several universities, some of which it is a board member, to create industry-academia linkages that will help produce quality talent for the industry. AFRICOM is proud of its achievements and contributions to the growth and development of the Ethiopian ICT and BPO sectors. As the industry continues to grow and gain trust among companies, AFRICOM is now sourcing remote talent for companies interested in building teams based in Addis Ababa to manage projects across Africa.



AFRICOM
— SINCE 2004 — *Technologies*

Baheru Zeyenu has a Master's degree in Computer Science and Business Administration. He has been serving as Chief Executive Officer of AFRICOM Technologies for the last 19 years but has more than 25 years of experience in the IT Industry. In addition, he has an academic background and accumulated practical knowledge and experience in Digital Technology Policy, Regulation & Proclamation, MIS Consulting, BPO service, Software project management, system analysis, system design, system deployment & rollout in Federal and different Regional Administrations of Ethiopia. He was also involved in several national projects as Project/Team lead. He also manages international BPO and ITO services for companies in the US, Europe, Asia, and Africa.

Baheru participates in various associations, including the Addis Ababa Chamber of Commerce and Sectoral Association (AACCSA), serves as a Goodwill Ambassador, at Digital Transformation Ethiopia Association in the position of Vice President, Ethiopian Information Communication Technology Village Resident Association (EIVRCA) in the role of President, Ethiopian Outsourcing Association as General Secretary, Public and Private Universities as Board Member.

Picture: Alina Grubnyak via Unsplash.com
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How An Untapped Talent Pool
Of Highly Skilled Digital Natives
Can Support Your Customer Ser-
vice Needs

Ethiopia – A Future ICT Services Powerhouse

By Martin Roe, CEO at CCI GLOBAL

Picture by CCI GLOBAL

CCI GLOBAL



Photo by CCI Global

While African BPO is primarily fronted by South Africa and Egypt, markets like Ethiopia have enormous potential to support complex customer service requirements. Ethiopia is the second most populous country in Africa, with approximately 70% of the population under the age of 30. It has one of the fastest-growing economies in the world, which results in an expanding middle class with greater purchasing power and diversified capability. Sweeping Education, Economic & Policy reforms have also led to a younger, more capable demographic that is eager to join the workforce for a growing, technology-driven, and diversified economy.

“70% of Ethiopia’s population is under 30; which generates a younger, more digitally savvy workforce.”

With this in mind, CCI expanded its operations into Ethiopia as part of our confidence and continued investment into the African market. As a service provider that primarily services international markets like the US, UK & Australia – building client confidence in our expansion into Ethiopia was imperative. While the state of the current global economy means businesses are looking for more cost-effective outsourcing solutions – specifically, more cost-effective customer service – they also do not want to compromise on quality. Clients want assurance that Ethiopian-based BPOs (Business Process Outsourcers) can provide the same level of quality output as operations in more internationally recognized African BPO markets like South Africa.

BALANCING COST & QUALITY

Our client – A rapidly growing E-commerce delivery platform in the US needed an additional 150 customer agents to support a growing userbase for their services whilst maintaining cost efficiencies. As a strategic partner supporting multiple service lines for our client, we advised on building this capability at our Ethiopian site, helping business continuity best practices to diversify operational sites for largescale service delivery. We developed a timeline to train and transition the 150 customer service agents to go live within

six weeks. While the outsourcing industry is established in the country, efficiently sourcing and training this many agents in a six-week period would prove challenging for any market.

HIGH TRAINING STANDARDS

The massive talent pool of young, English-speaking individuals with excellent digital skills (Ethiopia now has over 29 million internet users, representing a penetration rate of approximately 26%.) combined with experienced recruitment, training & mobilization teams ensures a company’s ability to provide clients with quality customer service agents that meet and exceed target metrics in a short period of time.

“Ethiopia now has approximately 29 million internet users; This increased digital connectivity creates more favourable customer Service Delivery environments.”



Photo by CCI Global

We ensured rigorous implementation of best practices in our Ethiopia operations to guarantee consistent quality standards & on schedule onboarding process; applying key aspects of effective training

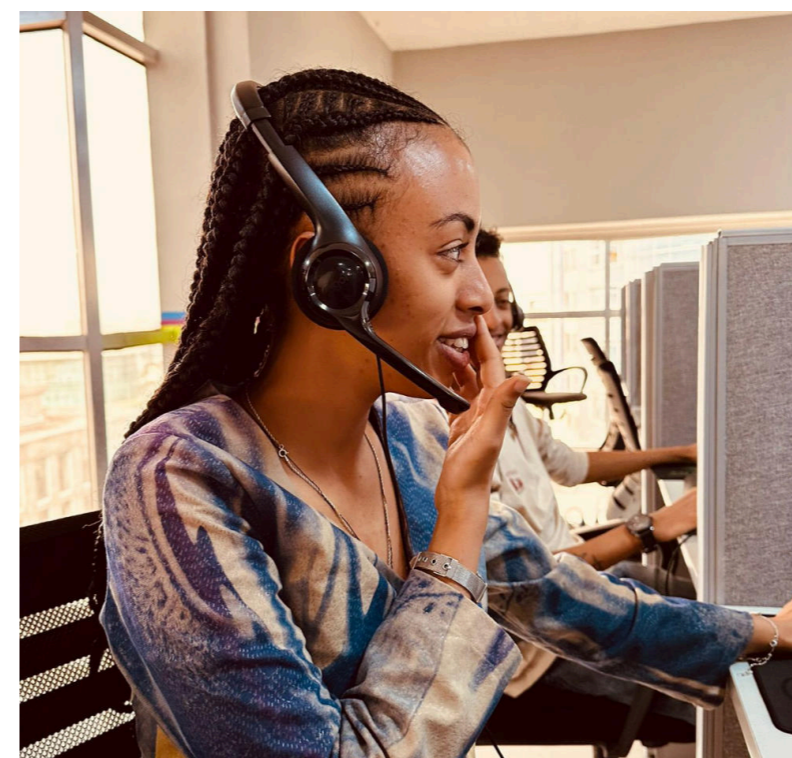




Photo by CCI Global

while using an intuitive approach to continuous improvement. This primarily involved the following:

1. Recruiters and Trainers were reviewed to ensure the correct fit and that they have a good understanding of the account.
2. Agent Profiles were consistently reviewed to ensure candidates met the requirements – strong service with sales ability and objection handling techniques were included

as key skill requirements for all training plans.

3. Analysis was completed on the Top 20% of agents across the entire contract.
4. Recruiters and Trainers identified trends by analyzing the top-performing and low-performing staff to help create agent upskill requirements based on customer metrics and critical concerns.
5. New hires participated in 'on the job' training that involved 50% live calls

- & 50% mock sessions, progressing to 80% live calls and 20% mock sessions.
- 6. Performance is monitored, and agents receive live coaching based on said performance.

QUICK ACHIEVEMENTS

Within five days of all 150 agents going live, they were able to meet or exceed preliminary targets.

- 6% Increase in CSAT
- 37% Reduction in Average Handling Time
- First Call Resolution consistently above 90%

GROWING MARKET CONFIDENCE

Through such tangible results, it becomes clearer to more international businesses that

the Ethiopian market has excellent potential to yield great customer experience; with its English language proficiency and cultural affinity to US & UK markets. Our Ethiopian operations are now looking to increase capacity to support multiple service lines across the E-Commerce, Telecom & Hospitality sectors, keeping customer inquiries, order processing, after-sales support, and more. Our agents have demonstrated that the overall infrastructure and potential exist – with conditions that make for a relatively fluid transition from other traditional BPO markets. Through comprehensive training programs and continuous skill development, Ethiopian customer experience professionals will gain expertise in various CX domains, possessing the inherent communication, problem-solving, and adaptability skills that businesses simply need to hone.



Martin Roe is the CEO of CCI Global. He has had over 20 years of experience in the outsourcing industry, both in senior and commercial roles across the US, UK, India, Egypt & Africa; he has gained a deep understanding of the industry from both a commercial and client perspective. Prior to his time as CEO, Martin served as Managing Director for CCI's recruitment arm, CareerBox; playing an integral role in the organization's establishment as a pre-eminent recruitment and skills development organization focusing on young, underprivileged people across Africa.

Help The ICT Sector In Ethiopia

By Yilkal Abate, Member of the Board at
ICT Ethiopia Association

1. Yilka, we have had the pleasure of talking about the ICT sector in Ethiopia a bit and the work of the ICT Ethiopia Association. Please give us a short introduction to the association and its work.



Photo by ICT ET

ICT-ET is an association of private sector ICT companies; formally established in Nov. 2010 with Charities and Societies Agency and re-established at the Ministry of Trade in Dec. 2013. The association's purpose is to Expose, Engage and Enable the private sector within the tech industry in Ethiopia.

The association provides support services to private-sector tech companies. Some

of the services it offers include the Public/Private Sector Forum, ICT Expo and Conferences, Facilitating innovation competitions, Research, Studies and Policy Proposal, Diaspora Mentorship Program, and Technology Innovation series to connect and expose the Ethiopian tech sector to companies from outside and vice versa. ICTET has more than 80 member companies and more than 3000 companies and professionals on its mailing list.

Among many other cooperative works with multiple stakeholders, it has helped conduct a roundtable on expanding the digital economy and ecosystem to Ethiopia's secondary cities in January 2023, from which a policy recommendation document is produced. It has recently also conducted a webinar series that explores the intersection of digital with different industries such as finance, education, health, agriculture, energy, etc., as well as a cooperation project on digital Skills focusing on four areas: Stakeholder dialogue towards a Digital Skills Framework in cooperation with Ministry of Science and Higher Education (MoSHE), Internship Placement for recent graduates, Basic digital skills intervention, and a digital scouts project to support e-learning at TVETs and Universities during Covid-19. In the past, it has also facilitated



the annual ICT Expo, the largest tech event in the country.

The association has the following objectives

- To help improve the development of human resources, education, and skill capacity of member companies.
- To Invite members and private companies for the development of ICT and tech through private and public participation.
- To represent and facilitate ICT companies' participation in national dialogue as responsible stakeholders, to provide inputs and commonly shared ideas, and forward proposals/policy recommendations to support the sector.

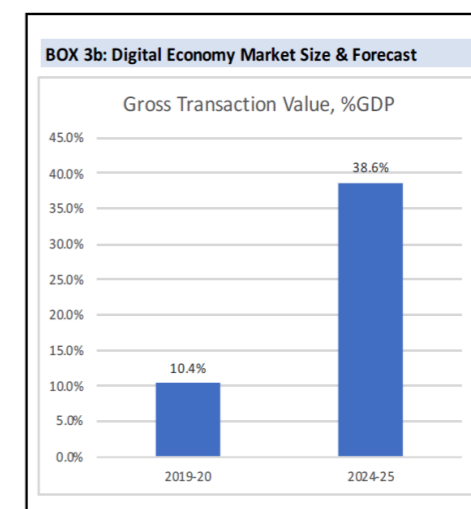
More on the association's work can be found on <https://www.ictet.org>

2. What are the key areas you and the association are currently focusing on?

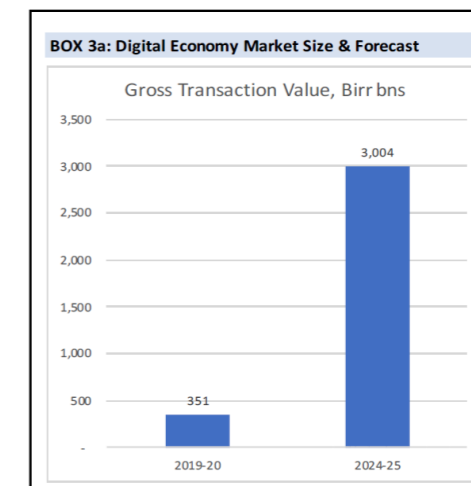
We are working to help expand digitally enabled entrepreneurship and manufacturing to secondary cities across the country as well as on how to support cross-border e-trade and collaboration between companies in Ethiopia and outside in light of the AfCFTA and Digital Trade Protocol that is in the works.

3. What are the main activities of your member companies?

Companies' work varies from software and services to hardware assembly, fintech, ride-hailing and logistics, system integration, telco sector cos, and other



Source: Cepheus Research estimates and projection



Source: Cepheus Research estimates and projection



Source: Cepheus Capital Research; 2020 Estimates.

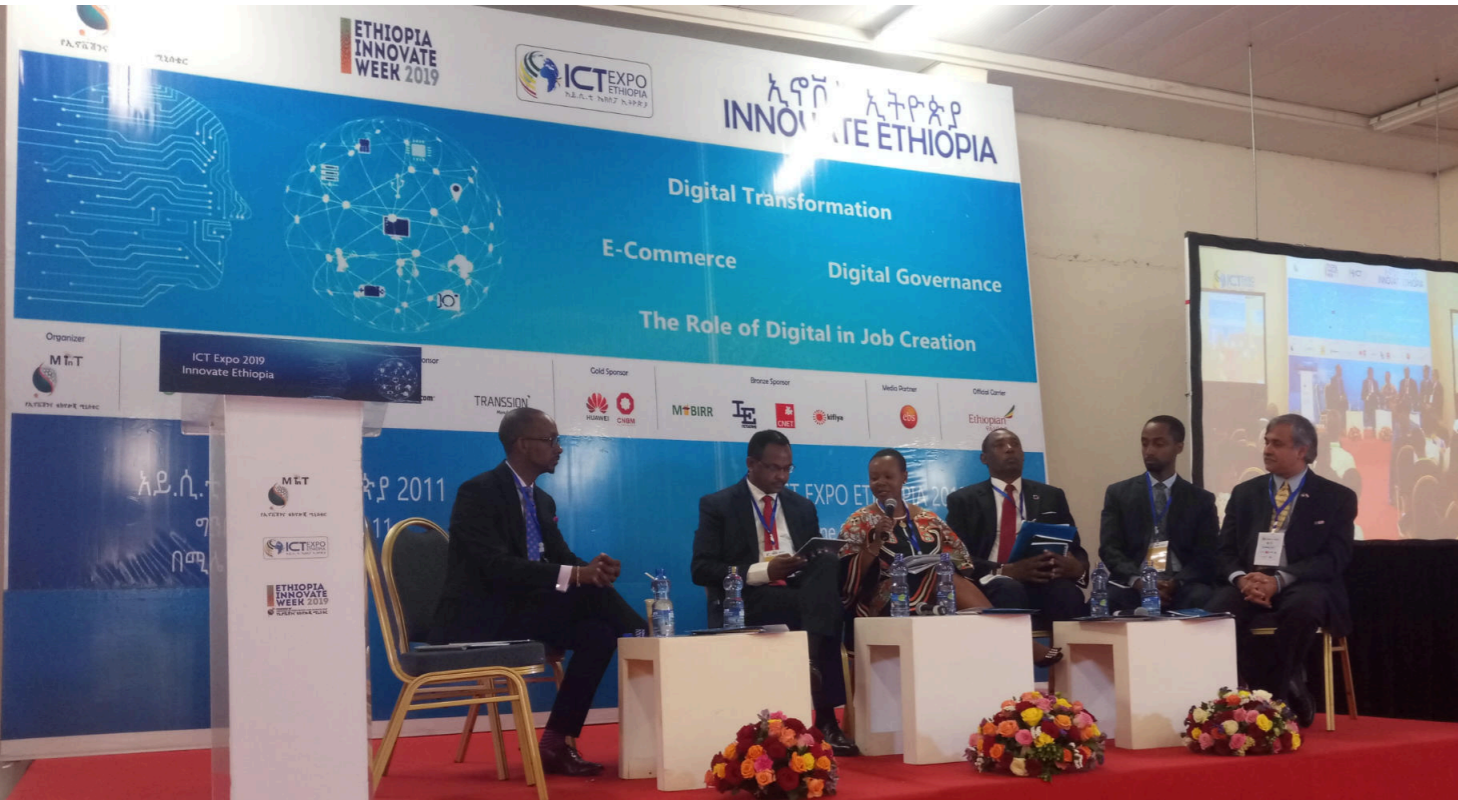


Photo by ICT ET

sector-specific companies. They cover a mix of different ICT/digital sub-sectors.

4. Where do you see Ethiopia among the more well-known destinations, such as South Africa, Egypt, Tunisia, or Morocco?

Ethiopia is a newcomer to the space of outsourcing destinations in Africa. However, it is likely to provide certain advantages due to the available quantity of engineering graduates, availability of affordable electricity/power (from near

100% renewable sources), a sizable and growing domestic market into which products and services can be sold (second most populous country in Africa with a population of ~127 million people, median age of ~19 years, 3rd largest GDP in SSA), proximity to buyer markets and abundant air travel connectivity from Addis Ababa, the capital to the world.

Picture: Alina Grubnyak via Unsplash.com

Yilkal Abate is a technology and business professional and manager with over 20 years of experience in the development of IT solutions, software engineering, telecoms, mobile content, process improvement, ERP, risk management tools, digital skills management, web technologies, and private sector development: in the software, financial, education, manufacturing, service, consulting, and telecoms industries. Contact: <https://www.linkedin.com/in/yilkal/>



President at ICT ET

Photo by ICT ET



IT Park Corporation Addis Ababa

**Technology park for effective tech
sector support and ecosystem**

By Surafel Shimeles, ICT Park Office Manager

The IT Park is to provide the impetus for the development of the ICT sector in the country by offering a world-class business environment along with a conducive policy and regulatory regime, state-of-the-art infrastructure, and a value proposition geared towards positioning Ethiopia as the preferred IT hub of Africa.

Further the management aims to create a destination for overseas investment and ongoing generation of foreign earnings. To create employment and career opportunities for Ethiopian citizens.

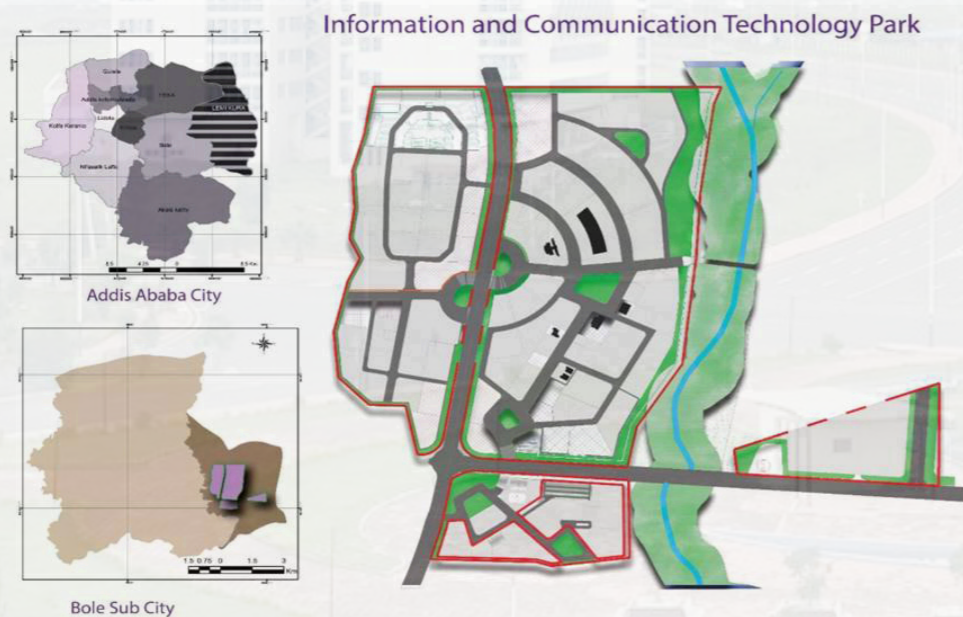
Further the IT park shall:

- boost exports of IT-related products and services.
- stimulate the emergence of local entrepreneurship in the digital economy.

- and promote knowledge linkages among IT enterprises with academic and research institutions.

The philosophy underlying the design of the IT Park is to attempt to create a favorable place for national and multinational business and industrial activities. The area would be demarcated into zones facilitating simplified movement patterns and inter-zone movement.

- Zone 1 - Business zone
- Zone 2 - Assembly warehouse zone
- Zone 3 - Commercial zone
- Zone 4 - Administrative zone
- Zone 5 - Knowledge Park zone



Scheme by IT Park Corporation

TARGET POPULATION

It was projected that the ICT Park is expected to accommodate a total population of 137,386 people. Of this 109,694 are workers, and 22,105 are visitors, respectively.

SIZE OF LAND ALLOCATED

The total land size allocated for the ICT Park is 200 hectares.

TARGET INDUSTRIES

The key industry verticals that the park could attract are:

IT Manufacturing - Telecom and IT manufacturing are viable in the Ethiopian context as proximity to the airport, availability of suitably-skilled human resources, and low-cost nature of the environment meet many of the needs for this sector. It could then develop to include more complex manufacturing activities, such as developing class products for telecom service providers.

IT Services Industry - IT services, software products, IT-enabled services, and e-businesses would give opportunities for companies in developing countries such as Ethiopia to enter these sectors. Initial entry into this sector could be through custom software

development, web/multimedia/graphic design, and maintenance projects.

Business Process Outsourcing - From the potential and suitable entry point, IT-enabled services such as data entry, responding to calls, medical transcription, and simple data processing to the levels to undertake the outsourcing of entire business processes such as customer relationship management, call center, data management, engineering, finance, creative assistance, web analytics, healthcare, digital image editing, software services, research and analysis, and a host of additional services.



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The Foundational Element for Success – Building Remote Teams

By Tadios Tefera, CTO at MMCY Tech



Photo by MMCY TECH

MMCY began its business operations in Ethiopia in 2008, becoming one of its first BPO companies. We chose Ethiopia because of its immense potential to be an ideal outsourcing destination, and the main factor in our decision was mainly its young and large talent pool.

With a population of 115 million people, over 70 percent of Ethiopia's population is under the age of 30. Not only is there a vast supply of highly skilled labor, but the lower wage rates make it affordable compared to most parts of the world.

Along with a youthful population, Ethiopia has a high rate of urbanization, and the country is becoming more industrialized and service-based. And while more Ethiopian youth are enrolling in universities, many graduates struggle to find jobs, let alone jobs related to their field of expertise.

One of MMCY's goals is to bridge that gap by creating more jobs, and so far, we have been successful. Since 2008, we have grown from a small company of a dozen to a talent outsourcing company that provides specialized remote resources that serve as an extension of our client's team.

We now have over 600 employees and offer a wide range of services in various business sectors. Our team members are our greatest asset and the foundational element for our success. But to sustain our proven track record of success recruiting elite local talent and our ability to scale up our operations, we've had to collaborate with the top universities in Ethiopia.

We are partners with academic institutes across Ethiopia to recruit strong candidates with relevant technical knowledge and marketable soft skills into our talent pool. Once candidates become employ-

ees, our Learning and Development department offers diverse training programs and curriculums to nurture our young professionals and unleash their true potential.

MMCY has been able to experience immense growth in the last few years because the Ethiopian government has shifted its economic outlook towards building a BPO industry supported by government policy. For example, the government has mandated that the Ministry of Technology create over 2 million tech jobs by 2030, giving as many incentives as possible to ensure that happens.

But along with unemployment, one of the biggest obstacles for the out-

sourcing industry in Ethiopia was internet redundancy. Frequent internet blackouts were costly in terms of both time and money. However, with other private internet services, such as Kenya's Safaricom entering the market, frequent outages have become a thing of the past.

The government also played a massive role in forming the Ethiopian Outsourcing Association. MMCY is one of the founding members of the EOA. With other local outsourcing companies that connect international clients with qualified professionals, we are playing our part in contributing to economic growth and private sector expansion.

MMCY has cultivated a diverse, transparent, reliable workplace that delivers exceptional results. As Ethiopia sets its sights on becoming one of Africa's leading tech hubs, the growing IT infrastructure and increasing skill level of workers are luring multinationals in.

Businesses can enact meaningful change by investing in the people, training and educating the local workforce, and creating jobs. The future looks promising, and MMCY will continue to strive to develop long-term partnerships with clients by consistently providing quality services and world-class talent that continuously deliver value at an affordable price.



Tadios Tefera is a highly experienced IT security specialist. He attended high school in Queens, New York, then the City University of New York. After earning his undergraduate degree in Electrical Engineering, he worked in the private sector and with US government institutions.

His career began by supporting 'Test and Measurement' equipment at Hewlett Packard. Then he transitioned into information technology at ALTOUR as the sector gained momentum in the early 2000s.

Following that, he worked for US government agencies and financial institutions such as the National Institute of Health, Securities and Exchange Commission, Department of Justice, Freddie Mac, and Fannie Mae.

In 2009, he earned his master's degree from Johns Hopkins University in 'Information and Telecommunication Systems. Originally from Ethiopia, he returned in 2015 and has been working as the CTO for MMCY.

Enhancing Decision-Making in the World of Sports

By Wondwesen Zewdie, Co-founder and
Chief Operating Officer

Photo by R&D Group

In today's data-driven world, the importance of data in decision-making cannot be overstated. Data is used to make decisions in every aspect of our lives, from what we eat to what we watch. Data analysis and management have revolutionized various industries, shaping the way organizations operate and make informed decisions. In the world of sports, data is no different. Teams, sports governing bodies, sports media, and even sports fans use data to make informed decisions.

In today's competitive landscape, data-driven decision-making has become a strategic imperative, enabling organizations to gain a competitive edge and stay ahead. As the amount of data we generate continues to grow, the need for skilled data analysts and managers will only increase. Data analysis and management have enabled organizations to optimize processes, enhance efficiency, and drive innovation.



Photo by R&D Group

The advent of advanced technologies and the smart use of data have facilitated the rise of data analysis and management, transforming industries worldwide. A shift in paradigm to use credible data in decision-making has led to astonishing developments and innovations in all sectors. It is safe to say that at this point, smart decisions in all sectors are made by utilizing careful data analysis.

The sport industry is no exception to this. Performance evaluations, player scouting, sports betting, fan engagements, and media presentation have incorporated data analysis and management as competency drivers.

The Use of Data in Sports:

Data analysis has revolutionized the way sports teams, coaches, and organizations make decisions. Sports data encompasses a wide range of information, including player statistics, game performance, injury records, scouting reports, and fan engagement metrics. By analyzing this data, teams can gain a competitive advantage by identifying player strengths and weaknesses, developing effective strategies, and making informed decisions during games. Moreover, sports data analysis enables teams to optimize training programs, minimize injuries, and enhance overall performance.

Sport analysis firms have developed algorithms and data management systems to

Picture: Francesco Ungaro via Pexels.com
<https://www.pexels.com/@francesco-ungaro/>

analyze sports data collected through manual, semi-automated, and artificial intelligence methods. These systems provide analysis and interpretations that one can use to improve team performances, analyze Individual player performances, Inputs for scouting new athletes, and develop the best possible Game day strategy

fast. On-site data collected at live games in stadiums is used to deliver match information within seconds, including goals, cards, substitutions, and other important events. Real-time decisions, odd generations, and predictive analysis are made ready while games are being played. Coaches, fans, leagues, and others rely on these data.

Data Collection and Analysis Methods:

Sports data collection involves a blend of human data entry and analysis coupled with AI integration. Organizations collect data from various sources, including game

footage, wearable sensors, and fan interactions. This data is then processed and analyzed using advanced algorithms and machine-learning techniques. Automated data collection systems, combined with manual data entry and validation, ensure accuracy and reliability. In addition, the integration of AI technologies allows for real-time analysis, predictive modeling, and the identification of complex patterns that may not be apparent to human analysts alone.]

Outsourced Data Analysis Services:

Outsourced data analysis services have gained traction in the sports industry, enabling organizations to leverage specialized expertise and resources. Sports data analysis companies have the expertise and resources to collect and analyze large amounts of data quickly and efficiently. One notable example is the R&D group from Ethiopia, which analyzes over 15,000 football and hockey matches annually. By

Photo by R&D Group



partnering with global sports analysis organizations, they utilize comprehensive data sources to provide valuable insights into game performance, player statistics, and strategic recommendations. These outsourced services enable sports organizations to focus on their core competencies while leveraging expert data analysis for improved decision-making.

Data is a powerful tool that can be used to improve player performance, make better strategic decisions, and increase fan engagement in sports. As the amount of data collected from sporting events continues to grow, the potential benefits of data analysis will only continue to increase.

R&D is developing an AI data annotation platform called Ethical AI, set to launch by the first quarter of 2025. Ethical AI leverages 14 years of R&D group's experience in sports data analysis, including football, volleyball, and field hockey, and predominantly features development by Ethiopian talent. The platform's expansion will encompass sectors beyond sports, such as transport, logistics, healthcare, and machine learning applications like automatic parking systems, healthcare, and traffic data. Ethical AI is an image and video data labeling and annotation platform designed to empower AI innovations and machine learning, utilizing a large number of Ethiopian remote workers.



About the Author: Wondwesen Zewdie is a seasoned project management specialist with hands-on experience managing large-scale projects and working with stakeholders, including private sectors, development organizations, and (non)governmental organizations. Wondwesen is a data analyst and data scientist who has helped businesses make the right data-driven decisions. He is an operations director, a data analysis department lead at the R&D Group, and the President of The Ethiopian outsourcing association.

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COMPANY INFORMATION



360Ground
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360Ground, based in Addis Ababa, Ethiopia, offers state-of-the-art tech solutions tailored to outsourcing needs. With over 13 years of experience, we provide high-quality services to private companies, government agencies, financial institutions, and enterprises globally. Our expertise offers Full Stack Software Development and Support, including mobile app development, custom software development, MIS, software

customization, integration, e-learning, data lakes, web design and development, ERP systems, e-commerce, DevOps, cybersecurity, and UI/UX design.

We leverage cutting-edge technologies and frameworks to deliver scalable, robust, and innovative solutions. Our skills span both front-end and back-end development, including popular technology stacks like

MERN and MEAN, frameworks like Django, Flask, Spring Boot, ASP.NET, and cloud platforms such as AWS and Google Cloud. We develop and manage technologies that handle millions of users and facilitate transactions worth millions of dollars.

360Ground is available to engage with outsourcing partners on a project basis or through team augmentation.

COMPANY INFORMATION



AFRICOM Technologies Plc.
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AFRICOM is an IT services company providing cutting-edge solutions since 2004, founded by young entrepreneurs with industry certifications and years of experience in IT. The firm is one of the first ISO-certified IT services companies in the Horn of Africa. The company's mission is to revolutionize digital transformation.

The company offers a comprehensive suite of services to meet the diverse needs of businesses, including MIS

consultancy, Software Development, Business Process Outsourcing (BPO), Single Window Projects, IT auditing, Telecom, Banking, Fintech, and E-commerce solutions. AFRICOM also offers various value-added services to help businesses maximize their investment in technology. These services include Talent sourcing, Staff Augmentation, Managed IT Services, training and support, project management, and ongoing maintenance and support.

AFRICOM has built a strong reputation for delivering high-quality services, building long-term relationships with clients, and providing the highest level of service. We are also strongly devoted to social responsibility and have implemented several initiatives related to education, startups, women empowerment, disabled & Refugees, Media & journalism, and environmental sustainability.



Ablaze Labs
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Ablaze Labs is a leading business process outsourcing (BPO) company providing top-notch services to clients from various industries. With our headquarters located in the capital of Africa, Addis Ababa, Ethiopia, we are a reliable outsourcing partner that delivers exceptional value to businesses of all sizes.

Our team of seasoned professionals is dedicated to helping our clients

achieve their business objectives and succeed in their respective industries.

We prioritize quality and excellence and utilize the latest technologies and strict quality control measures to ensure our services meet the highest standards. We understand that no two businesses are alike, so we take a personalized approach to every project we work on. We aim to help our clients achieve their business objectives

and succeed in their respective industries.

Our flexible and scalable solutions include Application Development Services, Talent Staffing Services, Research, Call Centers, Data Entry, Back-Office Support, and more. Partnering with Ablaze Labs means you have a reliable and trusted partner committed to your success.



Afriwork
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Afriwork, originally Freelance Ethiopia, was established in 2018 as a tech company specializing in job postings. We stand out from competitors by being data-driven. Our platform facilitates seamless communication between employers and job seekers, offering an accessible and cost-effective solution for both. Utilizing Telegram as our primary platform, we have over 225K subscribers. Our Telegram channel provides job list-

ings, while our Telegram bot allows users to apply for jobs, post jobs, and connect employers with potential employees.

We are currently developing a website and mobile application featuring innovative elements tailored to the needs and preferences of our target audience. Additionally, we have a freelancing marketplace platform designed to seamlessly connect freelan-

cers with employers seeking to outsource tasks. Initially, we are focusing on Ethiopian freelancers, but we plan to expand our services to Tanzania, Uganda, and Kenya soon.

We aim to become Africa's leading job-matching platform, provide an optimal product for our users, and foster growth in the freelance marketplace.

COMPANY INFORMATION



CCI Global
Web: www.cciglobal.com

CCI Global is an international, Africa-focused business process outsourcing organization whose emphasis on growth, quality service delivery, and commitment to establishing long-term partnerships has enabled it to become a top-tier BPO operator in Africa. With an international global HQ based in Dubai, CCI Global is transforming how we do business while retaining the essence of what makes us competitive, flex-

ible, and adaptable in a dynamic global business environment.

Established in 2006, we are a diverse organization with over 12,000 employees operating across South Africa, Kenya, Ethiopia, Rwanda, and Ghana, and we plan to launch in Egypt soon. Our focus on people combined with our client-centric operating model has created a business-enhancing, multi-channel, multilingual delivery

center capability servicing a global customer base 24x7x365.

Our mission is to continue being pioneers in new markets across Africa by investing in people and uplifting the communities we operate in. We empower through training, focusing on developing young professionals for careers in the BPO industry.

COMPANY INFORMATION



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Ethiopia and Scandinavia meet in Ethioden ICT Consultancy, founded in 2021 as a joint venture between Ethiopian and Icelandic investors.

While still a small company, we have grown fast, not least because of our clients' positive experiences working with us. Our teams are composed of highly motivated individuals with good education who are eager to learn and have shown themselves

fully capable of thinking independently, making collaboration easier.

Successful outsourcing depends on total commitment on both sides. Good communication is vital, and long-term collaboration rather than short-term project work is the key to success for both sides.

We emphasize providing a good working environment for our staff

and ensuring long-term commitment by paying good salaries and providing benefits above and beyond what is common in Ethiopia. Gender equality is of great importance to us, and we believe strongly in female empowerment and providing meaningful work for our young and well-educated workforce. We aim to create maximum value for our clients, staff, and Ethiopia.



Gebeya Inc.
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Gebeya Inc. is a SaaS-enabled talent marketplace headquartered in Addis Ababa, Ethiopia. With 5+ years of experience, we help our clients create solutions and reach their business targets through providing the best, pre-vetted African talents. We have techies who can create and manage apps, analysts who can perform strategic data evaluation, creatives who bring new light to ideas, and digital

marketers who can lead the way and help achieve targets.

Gebeya's network is full of highly skilled, certified, and multilingual African talent on a digital platform that services clients across the globe. We have been the outsourcing hub for small and large businesses, with our talents working remotely or on-site for these companies.

Gebeya offers services that range from hiring a freelancer to hiring a permanent employee to build clients' products and solutions. With our talent pool expanding over 30 countries, Gebeya is the go-to outsourcing company for hiring the best developers, digital marketers, content creators, analysts, and more.



Etech S.C.
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In 2020, Etech was created to enable businesses to focus on their core competencies while we manage their IT needs with precision and excellence. We pride ourselves on our commitment to integrity, customer satisfaction, and continuous improvement. By leveraging cutting-edge technologies and best practices, we ensure that our clients re-

ceive the highest level of service and support.

The company's ITO department creates connections with different countries. Currently, the firm mainly targets American and European countries by accepting various projects such as website development, Mobile App development, Quality Assurance, DevOps, and Cyber Security

services where the company works and provides solutions with native experts.

This department was conceptualized a year ago. By participating in the startup competition organized by MinT, it was able to introduce itself at GITEX in Morocco as one of the winners.

COMPANY INFORMATION



Excellerent
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Excellerent is a global IT services company headquartered in Pittsburgh, with delivery centers in Pittsburgh, Ethiopia, and India. Founded in 2012, Excellerent has grown organically every year since its inception and now has over 350+ employees and 30+ software product company clients. We work with our clients across the entire product lifecycle, including new product development, managed

services, migration of legacy systems, re-engineering, reverse engineering, QA automation, DevOps, Big Data, and AI/Machine learning.

Our Delivery Center in Addis Ababa, Ethiopia, helps build local capacity, creates well-paying technology jobs, improves the quality of life for many, and encourages higher education in technology fields across the region

while providing more cost-effective solutions to our global clients at an uncompromised quality.

We work relentlessly to make a difference for our clients. Our enthusiasm for innovation and advanced technologies fuels our passion. As a result, we invest resources in developing deep and relevant knowledge and expertise in our clients' industries.

COMPANY INFORMATION



IE Network Solutions
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IE Network Solutions, an Ethiopian-owned IT service provider with over 16 years of experience, is dedicated to transforming businesses with innovation. With 200+ certified professionals and 200+ successful project executions, we excel in Enterprise Network Solutions, Business Automation and Intelligence, Data Center Facilities, SaaS, Cybersecurity, System and Cloud, Smart Infrastructure, and IT Outsourcing (ITO). Our experience

in the IT sector has empowered us to deliver superior market solutions, providing reliable and cost-effective services that cater to the diverse needs of our clients.

Our Tech Talent Academy nurtures the next generation of IT leaders and feeds trained, disciplined resources to our ITO business. Guided by a vision to revolutionize business operations in Africa and a mission to enhance

lives through disciplined work culture and systems thinking, we pride ourselves on a strong work ethic, extreme ownership, and continuous improvement. Through our IT Outsourcing services, we offer infrastructure management, application development, cybersecurity, and cloud services. Our commitment to excellence and customer satisfaction has established us as a trusted partner in the IT outsourcing market.



iCog Labs
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iCog Labs Software Consultancy is a private research and development-company founded in 2013 as an international and outsourcing software-consultancy with a team of visionary software professionals dedicated to advancing the frontier of AI research and applications and delivering quality products to customers.

iCog Labs has been working on several local projects in collaboration with stakeholders such as interna-

tional organizations, governmental bodies, educational institutions, and technology-focused companies with clients and partners in the USA, Hong Kong, Japan, Canada, Sweden, and Germany. Headquartered in Addis Ababa, Cog Labs has a team of visionary software professionals dedicated to advancing the frontier of AI research and delivering quality products to customers all around the globe.

iCog Labs also runs several other local and international projects that focus on using AI and technology to tackle different issues within the country and provide short-term and long-term solutions in sectors such as health, education, unemployment, and agriculture. iCog carries out its work in partnership with several international organizations.



Kazana Group
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Kazana Group is a holding company building Africa's future with an extensive portfolio of over 16 companies operating in a diverse array of industries and sectors, notably in marketing, communications, advertisement, fintech, telecom, manufacturing, logistics, technologies, investment management & advisory, leadership training, and many more. At Kazana Group, our mission is to promote economic prosperity by

supporting companies in Africa that make impactful changes, solve critical problems in the lives of communities around them, and bridge the gap between innovative ideas and financial support through strategic partnerships.

We strongly believe in empowering African entrepreneurs as they are principal stakeholders in the impetus towards inclusive growth and devel-

opment. Accordingly, we highly value collective achievements yielded by synergistic business partnerships as we commit our capital resources to fuel youth entrepreneurship, promote pioneering innovation, bridge the gap between innovative ideas and financial support, and ensure our investees are not only endowed with financial input, but also with strategic partnerships deemed critical to improving chances of success.

COMPANY INFORMATION



Kuraz Technologies PLC
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Kuraz Technologies PLC is a privately held company based in Addis Ababa, Ethiopia. The firm offers software solutions and technology services. It was founded by people based in Ethiopia and the USA. The company's founders have extensive experience working for corporations like T-Mobile and IBM.

Kuraz Technologies has recently launched Kuraztech, an online learn-

ing and e-book platform (Edtech). The platform allows learners to access online courses in their native language in a seamless and intuitive manner. The goal of Kuraztech is to address the country's need for locally generated content, as most online courses are taught in other languages. Aside from Kuraztech, the company offers a wide range of software development solutions to clients all over the world. The company

also provides cloud management, digital marketing, content development, graphics, branding services, and software development solutions. In addition, Kuraz Technologies' solid communication, organization, and problem-solving skills allow excelling in driving teams through all phases of project life cycles.

COMPANY INFORMATION



Minab IT Solutions
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Minab IT Solutions is a reputable technology solutions provider that was established in Addis Ababa in 2014. We are a leading technology consulting and cloud platforms development firm in Ethiopia. Our portfolio boasts successful collaborations with government and international development organizations in Ethiopia, Nigeria, Mali, Morocco, Ghana, and other countries. Minab takes excellent pride in its unwavering commitment to resolving tech-

nical issues, regardless of the effort or time required. Our proven track record demonstrates our ability to take ownership of issue analysis and resolution efforts, ensuring a seamless experience for our clients.

Our team is comprised of highly skilled professionals, including full-stack web and mobile developers, system solution designers, and business experts. We apply cutting-edge software development methodolo-

gies and technologies with international proficiency in using the latest cloud computing frameworks, hosted storage, etc., and we uphold quality assurance values. Automated functional, load, performance, unit, and security testing are as crucial as the development process itself. Both the management and the core team can demonstrate an outstanding understanding of information technology and processes.



Mereb Dev (DBR Technology PLC)
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Mereb Dev is a prominent IT outsourcing company based in Ethiopia dedicated to providing developer outsourcing services globally. Our name, "Mereb," is derived from the Amharic term for "web," symbolizing our commitment to utilizing local expertise to serve the global market. Our mission is to deliver top-quality talents while providing comprehensive training to young Ethiopian developers.

With a management team that has extensive international experience and decades in the IT industry, we are committed to maintain the highest standards for the benefits of our clients. At Mereb, we are dedicated to delivering world-class developers at competitive rates to our clients. We recognize the significance of securing the right talent for your project, and our goal is to streamline the process while making it more cost-effective.

Our developers have undergone a comprehensive screening program that classifies them based on their expertise, ensuring that we only provide you with highly skilled professionals. Our devs are in the field of AI, web3, devops, 3D design, frontend/backend developers & mobile apps.



MMCY Tech
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MMCY Tech is an experienced talent company that provides dedicated resources to help businesses grow and augment their team. With over 15 years of experience, our growing team of 500+ professionals work with world-renowned companies such as CCI, McDonald's, INTERNOVA, and more.

Our mission is to provide excellent service and cost-effective resources

that take your business to the next level—fostering change, inspiring efficiencies, and resolving issues that may have been holding you back. We provide Call center agents, Level 1 IT Technicians, and Software Developers. As a trusted certified Cvent partner, we also offer Cvent support, including Flex, Cvent Attendee Hub, CrowdCompass, and Live Event Support for virtual events.

Our clients trust us for our expertise, cost efficiency, and rapid delivery. But above all, we connect them with talented people that meet their business targets and grow their revenue.

When you do business with us, we are more than your partners. We are an extension of your team. So let us take your business to new heights!

COMPANY INFORMATION



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NECI is Nedamco Ethiopia Cloud Initiative, which aims to establish a holistic training ecosystem for learners, offering skill development opportunities in cloud engineering. Trains individuals with purpose in high-demand skills for careers in the cloud and connects them to potential clients of Nedamco. We provide learners with the technical and soft skills required for cloud roles.

Nedamco's mission is to foster sustainable economic growth in Africa by providing impactful training and skill development programs, preparing young individuals for careers in technology and beyond. Understanding the essential role of education in Africa's sustainable development, we offer comprehensive learning paths. We aim to train and certify IT cloud professionals, creating a workforce sought after by major tech companies such as Amazon, Google, and Microsoft.

Industry-driven skills – our 12-month, locally delivered, and fully employed skilling program imparts industry-specific knowledge and skills for deploying Nedamco Africa's CTaaS solutions. The program includes official certification, confirming our students' abilities. We are devoted to guiding our students toward success and realizing their full potential.

COMPANY INFORMATION



Okta Technology
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Okta Technology PLC is an IT solution-providing company established in 2011 in Ethiopia. The company has branch offices in Dubai and China with well-experienced and qualified professionals who have both technical and business expertise. Our company believes in the customer-first approach, delivering high-quality technology products and services. We are doing so by elevating the country's information technology infrastructure to the next

level as well as promoting the development and effective use of IT technologies in Ethiopia.

Since our establishment, we have been genuinely engaged in providing our valuable services to customers in governmental and non-governmental organizations, the financial industry and other business sectors. We are continuously partnering with reputable part-

ners and vendors to help our customers realize the full potential of their technology infrastructure. To support our clients, we offer insightful consulting, hardware, software and sophisticated solutions like network security, enterprise networking, data center solutions and facilities, data analytics, computing solutions, cloud and hybrid cloud with our fully capable and experienced staff members.



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Net & Com PLC Information Technology Center, a private limited company, is part of Group Company Bekdes Group and was established in 1997. Net & Com is widely involved in Information Technology solutions, specifically Intelligent Infrastructure, Software Solutions, Security Solutions, Learning Management Systems, Consultancy as well as Professional Services, through direct communication or reliable partners to deploy

solutions to different verticals such as Government, Non-Government, Financial Services (banks and Insurance), telecommunication, education and healthcare.

Net & Com specializes in providing technical support for hardware and software and has a fully equipped workshop with qualified personnel. To enhance customer service, Net & Com

sends engineers for training abroad and invites international partners to train and support them in the maintenance and setup of various equipment. This enables us to provide technical support for all types of information technology products. We are a partner with Imperva, Checkpoint, Microfocus(now it is OpenText), Microsoft, Fortinet, and more vendors.



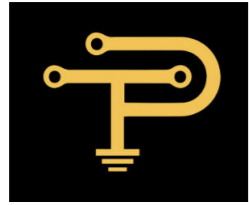
R&D Group
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R&D Group is a private limited company committed to empowering businesses to enhance efficiency and overall performance through a comprehensive range of outsourcing services, management training, business development, and consulting solutions. With a global vision, R&D has emerged as a pioneering organization in Ethiopia, capable of collecting, analyzing, and developing data and ICT systems/software to serve clients worldwide.

R&D has built a strong reputation by recruiting, training, and employing over 1000 young graduates skilled in data analysis and software development. Additionally, R&D has established itself as a leading HR outsourcing firm in Ethiopia, serving as the employer of record for more than 100 executives and senior management professionals of global firms operating within Ethiopia.

Through its expertise in data analysis, software development, HR outsourcing, and other critical domains, R&D Group remains at the forefront of the industry, poised to meet the evolving needs of businesses. With an unwavering dedication to providing exceptional services, R&D Group is a trusted partner for organizations seeking to optimize their operations, leverage data insights, and achieve their strategic objectives.

COMPANY INFORMATION



ThePlus Technologies
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ThePlus-Technologies is a startup company located in Ethiopia, and it has founded by Yibeltal Liulekal in 2020 GC. We specialize in Software, Electrical and Electronics to develop state-of-the-art Technologies at an affordable price that increase productivity & generate a more excellent opportunity to improve the outputs of the community. The company's vision is to be a place where anyone can

get innovative featured products to accelerate their day-to-day activities.

Our relevant experience in hardware and software technology allows ThePlus-Tech to give various services such as product design, app development, consulting engineering projects, and 3D printing Service. We are focusing on building products and solutions needed for the 21st cen-

ture's challenges to satisfy customer needs by allowing them to experience personalized products with unique features for the right price.

In September 2022, ThePlus-Tech won a nationwide innovation competition held by the Ethiopian minister of labour and job creation commission.



RCNDC
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RCNDC Consultancy has been a global IT consulting, Computer Networking & Software Solutions provider since 2017. The company brings you the best Network Design and System Development services with an amazing team of designers, developers, and quality assurance that would present you with unique solutions and digital aspects such as digital marketing, including SEO and ASO.

We appeared as a self-motivated IT Consultancy Company which offers offshore (5+ years international experience) and onshore world-class IT solutions to business enterprises worldwide. We have the competence to grasp the business requirement of a customer and deliver the appropriate solution for multiple platforms across various industry verticals. We have helped brands become market leaders and challengers in their in-

dustries. We have set up a dynamic team that loves challenges and helps our clients succeed by providing innovative solutions with each project.

We have extensive expertise in Networking, Hardware and Software Development and mainly partner with international technology companies like Cisco, Huawei, Google, IIDE, and Microsoft.

ICT ASSOCIATIONS



The Ethiopian Outsourcing Association
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The Ethiopian Outsourcing Association (EOA) is a non-profit organization established in 2010 to promote the outsourcing industry in Ethiopia. The EOA has a vision of making Ethiopia a globally recognized and competitive outsourcing destination with these strategic objectives:

- Influencing the government to build a conducive business environment for outsourcing
- Delivering effective specialist business support to members
- Growing the competence and capacity of the outsourcing sector as a whole through effective networks
- Promoting Ethiopia globally as an attractive outsourcing destination

One of the primary objectives of the EOA is to enhance Ethiopia's competitiveness as a global services hub. Through strategic initiatives and part-

nerships, the Association works towards creating a favorable business environment, attracting foreign direct investment, and fostering the growth of local service providers. The Association also focuses on talent development, aiming to strengthen the Ethiopian workforce's skills and capabilities to meet the industry's evolving demands. By nurturing a vibrant ecosystem of global services, the Association contributes

significantly to the country's economic diversification, job creation, and overall socio-economic development.

The EOA takes a proactive approach to ensure the sustainability and continuous improvement of the outsourcing sector in Ethiopia. The Association actively engages in research and analysis to identify emerging trends, market opportunities, and potential challenges. By staying abreast

of industry developments, the EOA can provide valuable insights and guidance to its members, enabling them to make informed business decisions and adapt to evolving market dynamics.

Additionally, the EOA aims to work closely with educational institutions and training providers to develop relevant programs and curricula that equip individuals with the necessary skills to excel in the global services industry.

Ethiopia is a compelling outsourcing destination with a strong value proposition for businesses seeking cost-effective, high-quality services.

The country's value proposition is built on the following key factors that make it an attractive choice for outsourcing: availability of a massive number of graduates, affordable talent, fast-growing telecom sector, better overlapping hours with Major outsourcers, very short time to rump up employment, very low attrition rate, multilingual, and support from the government.





The German Outsourcing Association is a completely independent market support organization, acting as a platform for professionals and organizations (national and international) involved or interested in sourcing or providing IT or business process services in/for the D-A-CH markets.

With a wide member base and an information campaign output of more than 5 million contacts the association represents one of the largest international platforms for industry experts,

companies, associations and government organizations.

The association actively supports the market for co-operations with external service providers in IT, finance, HR, procurement, manufacturing and management. The management works together with industry experts and organizations on improving the transparency in the sector in Germany, Europe and worldwide, on providing independent information services.

Deutscher Outsourcing Verband e.V.
Stephan Fricke, CEO
Email: office@outsourcing-verband.org
Web: www.outsourcing-verband.org

Among the activities of the association are: market observation, research and analysis, publishing information, maintaining information platforms, providing advisory for companies looking to implement multi-location IT services production and delivery, in aspects around the markets for ICT services, organizing events, international relations, public relations and more.

Further information and membership option at: www.outsourcing-verband.org



ICT-ET has been in operation since 2010 and is registered at the Ministry of Trade as a non-profit sectoral association. The association's purpose is to Expose, Engage and Enable the private sector within the tech industry in Ethiopia.

The association provides support services to private sector tech companies. Some of the services it offers include the Public/Private Sector Forum, ICT

Expo and Conferences, facilitating innovation competitions, Research, Studies and Policy Proposal, Diaspora Mentorship Program, and Technology Innovation series to connect and expose the Ethiopian tech sector to companies from outside and vice versa. ICT-ET has more than 80 member companies.

The association aims to help improve the development of human resources,

education, and skill capacity of member companies. They would like to invite members and private companies for the development of ICT and tech. ICT-ET represents and facilitates ICT companies' participation in national dialogue as responsible stakeholders to provide inputs, and commonly shared ideas and forward proposals/policy recommendations to support the sector.

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The Ethiopian Association for Startup Ecosystem (EASE) is pivotal in Ethiopia's burgeoning startup scene. Our focus is to enable, support, and promote the growth and success of startups across a broad range of industries. By acting as a conduit for ideas, innovation, and investment, we are helping to usher in a new era of economic development and job creation.

As an association, EASE provides a platform for startups to connect, collaborate, and innovate. Our work involves liaising with investors, accelerators, government agencies, and other stakeholders to create an environment conducive to startup growth. We facilitate the sharing of resources, provide mentorship, and organize networking events, all while advocating for policies that encourage innovation and entrepreneurship.

The Ethiopian Association for Startup Ecosystem
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In our commitment to fostering a robust startup ecosystem, we also recognize the importance of international collaboration. As Ethiopia emerges as a promising destination for outsourcing, EASE is ready to bridge the gap between local startups and international investors, buyers, and influencers.

LAURENDEAU & ASSOCIATES

Laurendeau & Associates is a Management Consultancy whose purpose is to advance the power of digital to create lasting socio-economic impact in low- and middle-income countries.

L&A provides strategic advisory to decision makers in the private sector, governmental and international development institutions.

Agile Institution Building - Technology is moving at a breakneck speed. Building resilient and sustainable institutions with impact requires an Agile approach.

Policy Setting - Unleashing the creativity and innovation of entrepreneurs, investors and ecosystem builders requires a clear route for speedy implementation.

Strategy Formulation & Roadmapping Post Merger Integration - Countless reports, analyses, studies are generated. In order to reach their intended goals, they need to be dusted off, formulated into strategies and set up for implementation via roadmapping.

Digital Program Execution Excellence Business Development - Culture clash

is not a good ingredient for successful deal making. Intercultural Management techniques compounded with a consultative approach for business development is the right recipe for deals to go through.

Public Private Partnership - Forming partnerships between the private and public sector can be like navigating through tailwinds and headwinds. It requires strategic connections, empathy, foresight and trailblazing tactics to tie the knot between partners.

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EDITOR'S MESSAGE

PUBLISHER & PARTNERS

This guide provides information for professionals and organizations interested and/or involved in buying, providing, or advising in ICT, business processes, and shared services. The report helps to understand better the local conditions and opportunities in the ICT sector in Ethiopia and to get to know the relevant local companies, persons, and sector support organizations.

The Outsourcing Destination Guide Ethiopia is produced in cooperation with International Finance Corporation, and leading local ICT and service delivery organizations.

The information we present is based on over 35 different documents, articles, research papers, statistics, and other resources (see page 25) from local organizations and media, government organizations, regional and international sector experts, to international organizations such as the International Monetary Fund or the Worldbank Group.

The articles are written by local sector experts to provide first-hand insights into working methods, business cases, business mentality, and achievements.

We would like to thank all of our partners, including the team at IFC Ethiopia, and the Ethiopian In-

vestment Commission, as well as the authors for their contributions to the Outsourcing Destination Guide Ethiopia.

This publication is distributed among more than 3.5 million contacts and is available as free download and as print copy on selected industry events around Europe.

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Published by:



Commissioned by:



In cooperation with:



Produced by:



Media partner:



Publisher

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Production

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