



ETHIOPIA CHAMPION PRODUCT APPROACH

Project Overview, and the Brand Development of "Ethiopian Highland Leather"



TODAY'S AGENDA

1. CHAMPION PRODUCT APPROACH

Promoting the uniqueness of Ethiopian products towards the global market

2. BRANDING OF 'MADE IN ETHIOPIA'

Brand Video of Ethiopian Creations

3. BRANDING OF ETHIOPIAN SHEEP LEATHER

Development of a New Leather Brand



CHAMPION PRODUCT APPROACH

Promoting the uniqueness of Ethiopian products towards the global market

ETHIOPIA? ?



ETHIOPIA



ETHIOPIA

'One of those African Countries'.

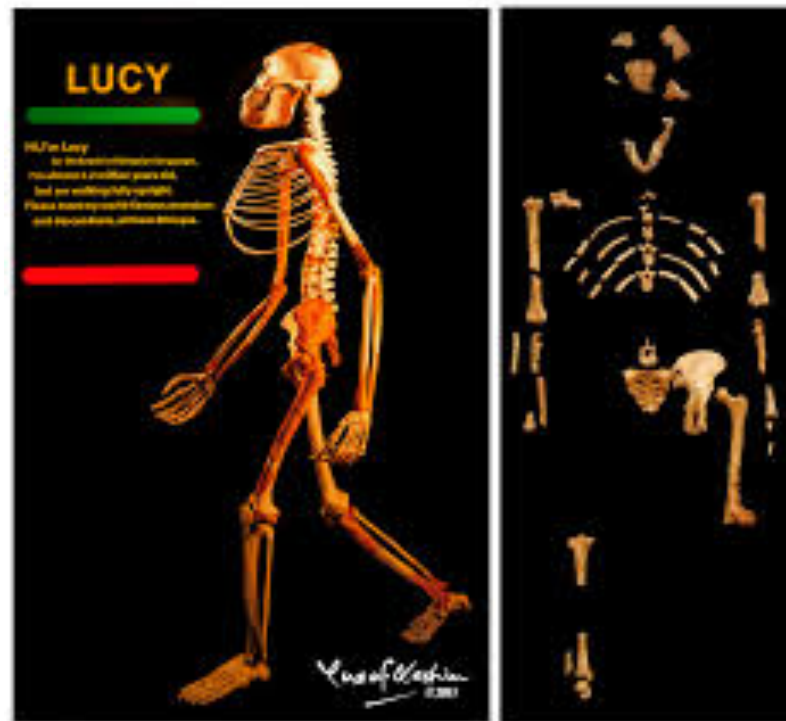
Although consumers abroad love the ethnicity of Africa, most of them are not aware of the differences between Ethiopia and other African nations.



ETHIOPIA

= The Cradle of Mankind.

Ethiopia is known to be the birthplace of mankind.



ETHIOPIA

= The land creates various unique and appealing products.



Leather



Textile



Gem & Jewelry



Agro processing



Coffee



Tourism

CHAMPION PRODUCTS



UNIQUE
TO
ETHIOPIA

Agro processing



HIGH
QUALITY

Coffee



Tourism

CHAMPION PRODUCT APPROACH



By promoting **CHAMPION PRODUCTS**,
the approach aims to
uplift the export business and the
country image of Ethiopia.

CHAMPION PRODUCT APPROACH

2013-14

PHASE1: KICK-OFF

- Selection of **Champion Products** and companies
- **Workshops and Training** towards global business
(business workshops, business training, VMD support etc...)
- **Test marketing** of selected Champion Products
(TICAD, Trade shows, test mkg at department stores etc...)



Promotion Activities in Tokyo

Showcased the champion products in African Fair, a part of TICAD V



Promotion Activities in Tokyo

Test Marketing in Department Store in Tokyo



Promotion Activities in Addis Ababa

17 companies participated from 6 sectors

CHAMPION PRODUCT APPROACH

2014-15

PHASE 2: IMPLEMENTATION

From “Sell what you can make.”
to “Make what you can sell.”

Implement further promotion of Champion Products,
to support **effective marketing** of Ethiopian export business.



BRANDING OF 'MADE IN ETHIOPIA'

Brand Video of Ethiopian Creations

“Make what you can sell.”



Leveraging Marketing Competency.

Driving the competency of Ethiopian products in the excessively competitive global market.



Leveraging Marketing Competency.

Product itself
+
Country Image



Leveraging Marketing Competency.

Product itself

+

Country Image




Driving a **Paradigm Shift.**



Ethiopia has marked the

No.1 Economic Growth Rate

in Africa, during the the last decade.

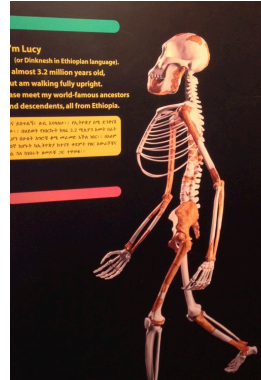


In defining the value of
'Made in Ethiopia',
it is necessary to think about
the current assets in addition
to the historical assets.

HISTORICAL ASSETS

Origin

- Unique landscape
- Origin** of humanity
- History and Culture



Tradition

- **Various roots** of agricultural crops.
i.e.Coffee, honey, ginger...
- **Traditional knowledge and skills**

CULTURAL ASSETS TODAY

Human Resources

- Enthusiasm and Sincerity
- Craftsmanship

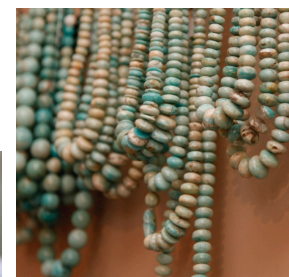
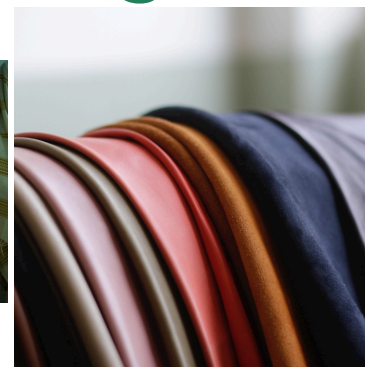


Visions

- Strong Vision supporting the rapid growth.
- Leadership in the African continent.

Rapid Growth in Manufacturing

- Textile
- Leather
- Gems&Jewelry
- Agro-Processing . . .



HISTORICAL CULTURAL ASSETS

Origin

- The unique landscape
- The **origin** of man
- History and Culture

Tradition

- **Various roots** of agricultural crops.
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CULTURAL ASSETS TODAY

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Visions

- **Strong Vision** supporting the rapid growth.
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Rapid Growth in Manufacturing

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- **Agro-Processing** . . .

All of the Historical and Current Assets plays a part to deliver
the **attractiveness of MADE IN ETHIOPIA products.**

CREATIVITY IN MOTION.

CREATIVITY IN MOTION.

The Cradle of Mankind. Ethiopia.
It is the land where mankind first started creation.

In producing new inventions one after another,
the land has always delivered new happiness to people around the world.

And even today, our passion for creativity hasn't changed.

The DNA of creation has been passed on for generations,
as the land brims with enthusiasm to deliver new happiness to the world.

A new challenge of Africa's largest growing nation begins.

Creativity in Motion.
ETHIOPIA

The film will lively depict Ethiopian people and their crafts in various areas of Ethiopia, capturing their passion for creation, with documentary style shots.

The passion of people that always challenge the norm with fresh ideas.
The high quality products that is proudly created through their hands.

The livelines, passion and enthusiasm of modern Ethiopia will be filmed in a high quality tone, shifting the country perception to a brand new image.





Leveraging Marketing Competency.

Product itself

+

Country Image

Leveraging Marketing Competency.

Product itself

Selection and branding
of a flagship sector.

Country Image



BRANDING OF ETHIOPIAN SHEEP LEATHER

Development of a New Leather Brand

Ethiopian Sheep Leather

UNIQUE FACTS

Special Hair Sheep:

The sheep bred in the highlands of Ethiopia have incredibly thin skin, because they have no need to protect their bodies from bitter cold.



High Quality Leather:

Surprisingly thin, light, soft and flexible leather that could be thinned down to 0.35 mm, while maintaining its durability.

Currently, consumers believe that...

Leather is Heavy.

Leather is Hard.

Leather is Wild.

Leather is Cold.

Leather is Restricted.



Ethiopian Sheep Leather

Leather is Light.

Leather is Soft.

Leather is Smooth.

Leather is Comfort.

Leather is Freedom.



The Highest Quality Sheep Leather
from the Highlands of Ethiopia

Partnership Example



We aim to present the product brand in partnership with the logo.
By leveraging the value of HIGHLAND LEATHER,
the collaboration will endorse the value of Ethiopian local brands.

BRAND BOOK

To share the same **story, vision, and facts** about the brand with **every stakeholders** of the Ethiopian sheep leather, so that everyone can **deliver on the brand consistently**.





Brand Deployment

- Brand Book

to share the consistent brand assets among all stakeholders.

Test Marketing

- Brand Leaflet

to deliver the uniqueness and the quality Highland Leather

- Promotion & Events

- Apr. 24th - Preview Event with Leather wholesalers in Japan
- July 22nd -24th - Trade show in Japan (International Fashion Fair)

for more information,



www.ethiopiancreation.com



THANK YOU!

A SPECIAL THANK YOU TO THE GREAT NATURE AND THE PEOPLE OF ETHIOPIA



FASiD

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