

News

Ethio telecom takes bold steps to digitalize Adama

BY BILAL DERSO

ADAMA- In line with its vision of digital Ethiopia, the state-owned operator ethio telecom signed a Memorandum of Understanding (MoU) with Adama City Administration to implement the Adama Smart City project and launched a 5G mobile technology.

Speaking at the MoU on Wednesday, ethio telecom CEO Frehiwot Tamru said beyond its connectivity service, the operator is extensively engaged in modernizing and enhancing the day-to-day business activities of customers and being a leading digital solution provider.

The CEO further highlighted that the project will enable Adama City Administration to use ICT technologies and easily settle service payments via telebirr digital payment system thereby bringing efficiency in government services.

The project will also enhance the overall well-being of current and future generations with respect to economic, social and environmental aspects to improve the quality of life in Adama City for residents and businesses and make the city a more attractive venture for investors and tourists, Frehiwot elaborated.

In line with this agreement, ethio telecom



will deploy information and communications technology (ICT) infrastructure such as Metro Dark Fiber, Cloud, Data Centers, and high bandwidth low latency wireless connectivity, digital payment platform and other beyond connectivity digital solutions to realize Adama smart city initiatives.

Furthermore, ethio telecom will develop Integrated Telecom and Information Communication Infrastructure in line with Adama Smart City Program Scope and will provide reliable and high quality wireless connectivity and Transmission Services via 4G, 5G, NB-IOT /Internet of things/ and other connectivity methods. The operator will perform the planning, design, implementation and operation of the Fiber to the Home, Fiber to the Building and fiber

to different required places.

Moreover, ethio telecom will also provide Cloud and Data Center services in the smart city program to make it easier to access city services by expanding them with cloud systems as well as integrate municipal services and other private services with telebirr to realize the digital payment as part of the smart city initiatives.

On November 2, the operator launched the state-of-the art 5G mobile technology at Adama city at six mobile stations on pre-commercial level by considering the existing and enabling conditions to fully expand and market the service in the time ahead.

The 5G Mobile Technology can unlock

blazing fast speeds in more places, real-time responses and massive connectivity. With such high speed, superior reliability and negligible latency, 5G will impact industries such as mission critical services requiring real time decisions, manufacturing plants, remote health care, precision Agriculture, self-driving vehicles and others.

“We believe that launching this 5G mobile technology will play significant roles in optimizing the overall functions of Adama city through deploying smart technologies of the day and is an important milestone in achieving the vision of making Adama a smart city. Specifically, this 5G service will provide our customers with best-in-class solutions, improve their experience and allow our enterprise customers to boost productivity, enhance operational efficiency, and introduce new solutions to customers.”

The 5G mobile service offers a far greater range of capabilities than any previous mobile technology with multi-faceted service provisions. This latest technology not only meets the ever evolving demands of customers, but can also have a transformative impact on the blossoming businesses activities and the ongoing national digital economy transformation agenda as well as will highly boost the level of the society’s technology usage.



Diasporas commemorate Nov.3, support peace agreement

BY ESSEYE MENGISTE

ADDIS ABABA -The Diasporas residing in Washington DC held a rally to commemorate the second anniversary of the massacre of Northern Command members and to support the peace agreement reached in South Africa.

As learnt from Ethiopian News agency, demonstrations that memorizing the Atrocities committed against the Northern Command and supporting the peace agreement signed between the federal government of Ethiopia and TPLF were held in Washington DC.

The mottoes shouldered during the demonstration read: “We will never forget the brutal massacre committed against the Northern Command,” “We support peace agreement,” and “all Ethiopians must live in harmony, love and fraternity respecting one another.”

The rally makers also urged the American government to provide Ethiopia with adequate support and encouragement in due course of implementing the agreement determined to come up with lasting peace in Ethiopia and back the peace agreement to be successful as well as meaningful.

Africa becoming textile business hub: Minister

BY BETELHEM BEDLU

ADDIS ABABA- Africa has become conducive environment for doing business both for domestic and international investors especially the Diasporas who are bringing home skills, knowledge, and technology to the continent in textile and garment sector.

Opening the 8th Africa Sourcing and Fashion Week (ASFW), Trade Industry Minister Melaku Alebel said yesterday that fashion weeks like ASFW are important to foster linkage, cooperation and unity among the partners with the ultimate goal of promoting both local and international investors.

He reminded that a national movement ‘Ethiopia Tamirt movement’ which stands for let Ethiopia Produce has been launched by Prime Minister Abiy Ahmed in 2021 to ensure collaboration in manufacturing sector.

Moreover, the government attaches great importance to the African Sourcing Fashion Week as it brings together fashion designers, manufacturers, buyers, sector specialist and policy makers to promote African textile industry, as to him.

He also stated that the week is important as it strengthen existing market linkages and new investment and market opportunities. With the combined efforts of the private sector and African governments, African manufacturing sector will take advantage of the opportunity of the local market. The African free trade area agreement, in this regard, offers an enormous opportunity that Africans need to take leadership of, as to him.

Ethiopian Textile and Garment Manufacturers Association Secretary General Agazi Hailemariam stated that ASFW has become Africa’s largest textile trade event where manufacturers, international buyers and investors meet together

to raise awareness of Africa as investment and sourcing destination,

Thus, he stressed it is time for Africa to explore potential business opportunities, develop regional textile supply chain and boost the intra-Africa trade through AfCFTA and utilizing the best out of it.

UNIDO’s Representative and Director of the Regional Hub in Ethiopia, Aurelia Patrizia, said the platform serves to attract buyers, investors, wholesalers and retailers from around the world.

She said it is also an important show where Ethiopian and Africans offers best products, and promote business investment opportunities in the manufacturing sector.

“The notion of brining key actor together can boost intra-Africa trade and investment and grow local business, create jobs and enhance industrialization. Trade and investment will boost local production entrepreneurs’ international competitiveness through technology transfer”.

Tourism Minister Nasise Challi on her part mentioned that the manufacturing industry has long been the largest employers and accounts a significant share of the world economy. Ethiopia has a tradition of producing handmade textiles such as *Gabi, Netela, Kuta and traditional Kemis*, which are key traditional clothes that are worn throughout Ethiopia.

These cultural assets have significant implication for tourism and represent the intangible traditions of the nation which needs to be nurtured.

The event serves as one of key outlets to promote and market our cultural wealth. Thus, we need to put light to the indigenous textile production, design skill, supply aspect and promote them as tourism attraction thereby enhance economic growth, she underlined.