

**ETHIOPIA – MEET THE GOVERNMENT**  
**HEALTHCARE. AGRICULTURE. INNOVATION. IMPACT**

**AGENDA**

JULY 23, 2019

09:00 - 13:30

THE PERES CENTER  
 FOR PEACE AND  
 INNOVATION  
 TEL AVIV-YAFO



**09:00 – 09:30 Registration & Networking**

**09:30 – 10:00 Greetings**

- H.E Mr. Reta Alemu Nega, Ambassador of the Federal Democratic Republic of Ethiopia to Israel
- Adv. Janet Pahima, Partner, Herzog, Fox & Neeman
- Alon Beer, Director General, SID Israel
- Mr. Avi Yalou, Co-Founder, JerWay Group

**10:00 – 10:05 Take a glance – Ethiopia's Economic development**

**10:05 – 11:05 Ethiopia Engagement in Israel: Meet the Ministers of the Federal Democratic Republic of Ethiopia**

- H.E. Mr. Gedu Andargachew, Foreign Minister, Head of Delegation
- H.E. Dr. Amir Aman, Minister of Health
- H.E. Mr. Umer Husen, Minister of Agriculture and Natural Resources
- H.E Engineer Getahun Mekuria (PhD), Minister of Innovation and Technology

**11:05 – 11:15 Musical Performance**

- Abate Berihun

**11:15 – 12:15 Doing Business in Ethiopia – Opportunities & Challenges**

Keynote Speaker: Boots on the Ground in Ethiopia

- Mr. Abebe Abebayehu Chekol, Commissioner, Ethiopian Investment Commission (EIC).

Fireside Chat:

- Mr. Abebe Abebayehu Chekol, Mr. Henok Assefa, Founder and Managing Partner, Precise Consult International with Tesema T. Samuel, Co-Founder, JerWay Group

**12:15 – 12:30 Access Code: Ethiopian – Israeli alliance**

- H.E Belaynesh Zevadia, (former) Israel Ambassador to Ethiopia
- MK Gadi Yevarken, Member of Knesset

**12:30 – 13:05 Doing Business in Ethiopia & Israeli Impact Perspective**

Panel including:

- Alon Beer, Director General, SID Israel
- Michal Bruck, CEO, NALA Foundation
- Yoel Cheshin, Founder and Chairman of the Board, 2B Community
- Zafirir Asaf, Director, Emerging Markets and Financial Institutions Department Foreign Trade Administration - Ministry of Economy

**13:05 – 13:10 Closing Remarks: Bringing Business Values to Reality**

**13:10 – 13:30 Coffee & Networking**

