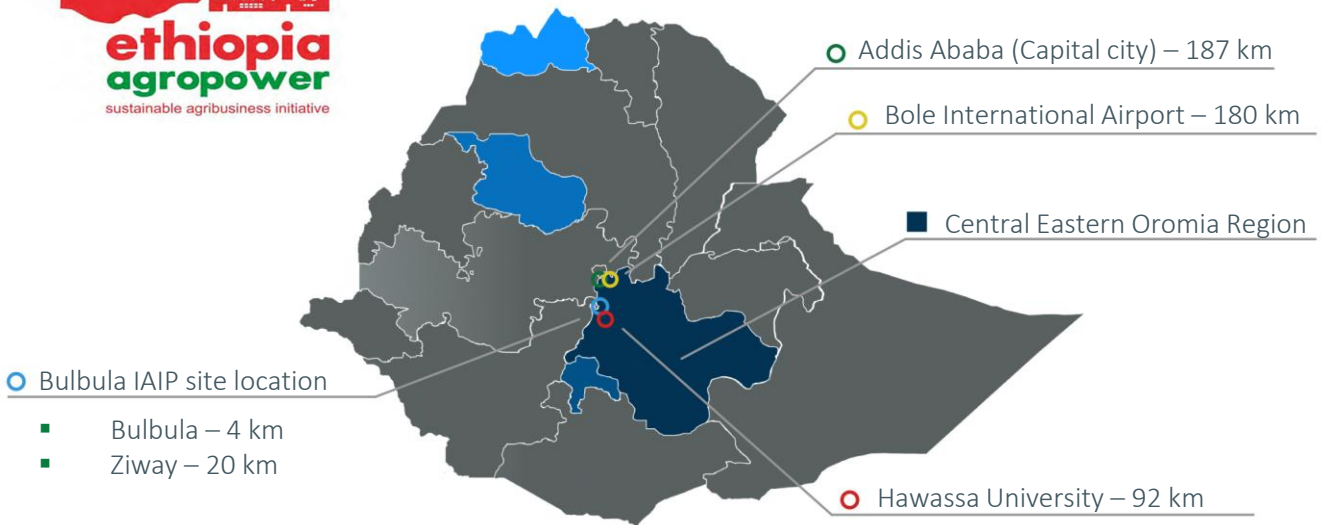


# THE BULBULA INTEGRATED AGRO-INDUSTRIAL PARK (IAIP) - THE LOCATION FOR YOUR NEXT TOMATO PROCESSING PROJECT



1

## A growing domestic consumer market for processed food including tomato-based meals

- The African continent is currently a major importer of tomato paste – mostly from China. There is a potential to sell to a local consumer base.
- The growth in the processed tomato market is driven by further adoption of Western eating habits.
- Italy, Europe's #1 importer of tomato concentrate, imports the majority from the USA, Spain, and China. Ethiopia has an advantage over the USA and China due to its geographic proximity, availability of land, and low labor costs.

2

## Established source of local tomato feedstock and potential to expand it

- With **over 430,000 tonnes of tomatoes available** per year within Central Eastern Oromia region, which is the top tomato growing area in Ethiopia.
- The Food and Agriculture Organization (FAO), the Italian Development Cooperation (IDC), the United Nations Development Program (UNDP), and the Agriculture Organization Agency (ATA) in Ethiopia are **committed to support the development of the tomato growing industry** in the region through agricultural extension and the introduction of new seed varieties.
- There is also the **possibility to engage in contract farming or to set up your own tomato farm.**

# THE BULBULA IAIP - THE LOCATION FOR YOUR NEXT TOMATO PROCESSING PROJECT

## 3 The industrial park sites with **completed infrastructure and reliable utilities** in place

- All the necessary **infrastructure** (i.e., power, water, communications, drainage, sewage treatment plant, and effluent treatment plant) is in place.
  - Power: consumer supply voltage of 33 kV/15kV / 415/240 Volt.
  - Water: deep tube bore wells generate 5.3 million liters per day for the IAIP.
- Access to **technical advisory services** for food safety, quality and certification services in this system.

## 4 **Good road network to transfer the final products** to Addis Ababa and to the port of Djibouti for exporting to international markets

- The Bulbula IAIP is connected to Djibouti Port through a network of federal and regional highways.
- The 750km electric-powered railway line between Addis Ababa and Djibouti provides an alternative access to the port of Djibouti for imports and exports.

## 5 **Free of charge, confidential, and extensive support** on all your project needs

- **Information:** Providing comprehensive information about all aspects of the Bulbula IAIP as a business location.
- **Labor and legal:** Assisting on labor, tax, and legal issues.
- **Partnerships:** Identifying potential partners and supplier linkages
- **Incentives:** Advising on incentives and finance opportunities.
- A **one-stop-shop (OSS)** in the IAIP that provides all necessary administrative services on-site.

## 6 A **large workforce** and dedicated **vocation training** courses available

- The population in the West Arsi Zone is about 2 million people.
- Growing workforce base as population is shifting to the industry sector.
- Competitive labor cost compared to other countries worldwide.
- Short and long-term vocational training courses offered – short-term courses fully subsidized for investors

For additional information, please contact:

Name, Position

Phone: \*\*\*

E-mail: \*\*\*

