



CONNECTING BUSINESSES EASILY

Local ■ Regional ■ International

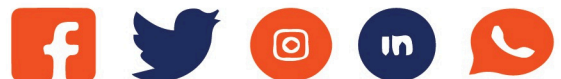
OUR SERVICES

- Online B2B Trade Marketplace
- Online Business Directory
- Business Consultation
- Business Training
- Business Tv
- Business Magazine
- Business Matchmaking
- International Expo
- Export and Import Business Support

Company profile



Tradethiopia



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About us

Trade Ethiopia is a premier Business-to-Business (B2B) platform, dedicated to facilitating international trade and fostering strong business connections between Ethiopia, Africa, and global markets. Our platform is a key hub for businesses to network and engage in import/export activities, with a focus on sectors such as agriculture, mining, infrastructure, and tourism.

VALUES

- Reliability in delivering high-quality B2B services.
- Supporting clients in building sustainable business operations.



MISSION

Connecting businesses effectively to maximize opportunities.



VISION

To become the leading B2B company in Africa by 2030 in providing excellent and lasting services that help promote growth and facilitate the progress of a business through modern technology.



Industry Focus

- Agriculture | Mining | Infrastructure
- Industrial products, electronics, electrical goods, hardware, household items, textiles, clothing, food products, health products, office supplies, and more.





Impact

Trade Ethiopia has significantly improved market access for smallholder farmers and cooperatives, connecting them with international buyers and helping to boost incomes and living standards. We also provide international businesses with direct access to Ethiopian and African markets, facilitating sustainable trade relationships.

Partnerships and Collaborations

Trade Ethiopia actively seeks partnerships with embassies, trade organizations, and businesses to expand its reach and services. Recent collaborations include initiatives with international exporters, importers, and joint ventures in the agricultural and infrastructure sectors.

What We Do

Trade Ethiopia assists buyers and sellers to connect with each other through our online portal. we deliver comprehensive business solutions to domestics and global business Communities through a side array of online services, as well as facilitate trade promotional events, all of which support manufacturers, suppliers, wholesalers, exporters, and others to grow their businesses. Moreover, our participation in intra-African Trade through the African Continental Free Trade Area (AfCFTA) has boosted trade and broadened economic integration for businesses. Essentially, businesses receive exposure to current markets and create a local, regional and international business network through our sage and sercure online environment



Our Online Portal

Trade Ethiopia B2B online portal provides a single platform to all businesses for the online promotion of its products and services. Our secured portal is an ideal forum for buyers and sellers across the globe to interact with each other and conduct business smoothly, transparently, and effectively. Trade Ethiopia has witnessed rapid growth in terms of site traffic, including page views, visitors, searches, and registration. Our portal provides the opportunity for parties to meet and work together towards accomplishing mutual goals, maximizing trade and business value, while cultivating a strong brand image for businesses.



Our Business Training



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Trade Ethiopia School of Business and Innovation - TESBINN - is one of the unique business training institutes that are aiming to deliver short business-related courses to the business community. Our online and in person courses are tailored to bridging the gap in the latest skills that are demanded in the current international trade activities.

Our Trainings are focused on the areas of:

- International Trade & Import Export For Beginners.
- International Trade & Import Export Advanced.
- Business Development for International Trade
- Digital Marketing for Import Export Business.
- Import Export Documentation.

While delivering the right skills, we build an educated business community!

TESTNINN-innovate today!

www.tesbinn.com

Our annual expo



Ethio-International Expo - EIE - is the brand name of our expo that is happening three times a year in Ethiopia and other selected market destinations. The hybrid expo - in person and virtual - aim to interlink businesses throughout the world through affordable and effective trade fair model supported by artificial intelligence marketing tools.

ETHIO - INTERANTIONAL EXPO - the new spirit of international trade!

www.ethiointernationalexpo.com





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Our business television and radio

Trade Ethiopia Business Tv and Radio - TETV - is the only full-time business media in Ethiopia aiming to inform local, regional, and international businesses with the latest business updates and other important market opportunities. TETV programmes are targeting all parts of the society in terms of livelihood improvement and job creation by providing quality business awareness.

TETV - talking business!

www.tradeethiopiabusinessstv.com

We Are Borderless

Trade Ethiopia is a digital marketing platform that can be easily accessed anywhere in the world at any time and by anyone using just a smart phone. So your services and products are visible 24/7 regardless of location.



Member of US - Africa Business Hub, US Chamber of Commerce (ongoing), Pan African Chamber of Commerce, Addis Ababa Chamber Of Commerce & International Trade Center



Why Choose Us?

Trade Ethiopia is the only company providing a complete B2B service in Ethiopia on a large scale. We connect local businesses with regional and international legitimate businesses that target Ethiopia, particularly for trade, being a trade gate between Ethiopia and Africa through AfCFTA, as well as other continents. In fact, we are the most efficient and effective medium to market your company's products and services at a high standard to targeted audience of buyers and sellers. We also assist buyers globally to locate Ethiopian suppliers, manufacturers, and exporters via our online portal to help businesses grow B2B sales and reach new prospect partners. Trade Ethiopia facilitates long-lasting associations between stakeholders and keeps up-to-date with long-lasting associations between stakeholders and keeps up-to-date with new opportunities in trade and commerce throughout markets globally.

Key Services

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■ B2B Matchmaking (TradeEthiopia.com)

- **Online Platform:** Facilitating connections between global businesses, enabling seamless partnerships, sales, and procurement.
- **Curated Matchmaking:** Organizing results-oriented, pre-arranged B2B meetings for selected partners.

■ Import/Export Facilitation

- **Export Services:** Specializing in the export of coffee, sesame seeds, spices, avocado, soybeans, livestock, and more.
- **Global Sourcing:** Helping businesses procure quality products from reliable international suppliers.



Key Services ...



■ Training & Consultation (TESBINN.com)

- **Training Programs:** Offering expert-led training for business development and capacity building.
- **Consultation Services:** Providing market entry strategies, export documentation guidance, and regulatory compliance advice.

■ Trade Fairs & Expos (EthioInternationalExpo.com)

- **Event Management:** Organizing trade fairs and expos to increase visibility for businesses in the global marketplace.
- **Marketing Support:** Assisting clients with strategic marketing and promotional campaigns.

■ Market Access Support

- **Cooperative Engagement:** Collaborating with agricultural cooperatives and farmers to secure market access locally and globally.
- **Buyer-Supplier Matching:** Using our platform to connect suppliers with international buyers.

■ Business Media (TradeEthiopiaBusinessTV.com)

- **Business-Focused Media:** Providing a dedicated web-based platform for businesses to stay informed about market trends, sustainability, and development.



How Much ?

How Much ?

- Buyers are entitled to access of suppliers for free.
- Sellers and other businesses should be paying yearly subscription as fees per their selected package .

Unlocking Opportunities

we are making big changes in the live of our customers and committed to a sustainable future for our farmers and cooperative Unions, exporters, importers, manufactures, wholesalers, SMEs, organizations, and other businesses by helping them export Ethiopian products to reginal and global market. Come and unlock your opportunities by working with us. Get connected to millions of buyers and sellers around the world. We exist to enable economic opportunities for individuals, entrepreneurs, businesses, and organizations of all sizes



How Does It Work?

Our User Manual will be provided.

How to Pay

For local transactions, payments are deposited through our bank accounts. International companies can pay online.



Find - Connect - Trade

CONTACT US

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