

Ethiopia 2026

Addis Ababa, Ethiopia

31 Aug – 5 Sep 2026 · Sheraton Addis / Hyatt Regency Addis Ababa

WHY ETHIOPIA

One of Africa's fastest-growing economies and a gateway to the continent. Addis Ababa hosts the African Union and a dense cluster of trade and investment institutions.

HOW THE WEEK WORKS

Day 1 — Arrival & welcome Evening arrival, airport meet-and-greet, transfer to the host hotel and a welcome dinner.

Day 2 — B2B Day One Pre-matched 30-minute table meetings, 09:00–17:30, with a networking lunch at the venue.

Day 3 — B2B Day Two A second full day of scheduled meetings and sector roundtables, closing with a gala dinner.

Day 4 — Market & cultural programme A guided programme through the city and its business districts, with a free evening.

Day 5 — Free day, farewell & departure An open day for follow-ups, a farewell dinner and the transfer for the return flight.

PRIORITY SECTORS

Construction & building materials · Textile, apparel & machinery · Agro-processing & agri machinery
· Energy & electrical equipment · Pharma & medical supplies · Furniture, FMCG & packaging

WHAT'S INCLUDED

- Return group flights from Istanbul
- Four nights at a five-star hotel (single, B&B)
- All airport and programme transfers
- Pre-matched B2B schedule + delegate desk
- Networking lunches on both B2B days
- Gala / partnership dinner
- Guided cultural and market programme
- English-speaking mission leader
- Visa facilitation and documentation