

### Promoting Ethiopians a Viable Tourist Destination

Many Ethiopians in the Diaspora have come to their country and engaged in various investment sectors. This encouraging move is attributed to the conducive investment policies the government adopted and the will of Ethiopians in the Diaspora to come to their country and engage in those activities. By doing so, these Ethiopians in the Diaspora are helping themselves and their country, significantly.

Tadewos Getachew is among the Ethiopian Diaspora who have come to their country to engage in investment activities. In this edition of the Newsletter, we have carried an excerpt from an interview we had with him.



**Mr. Tadewos Getachew**

**Newsletter:** - Where have you been before coming back home?

**Tadewos:** - I was in Boston, United States. I came to Ethiopia four years ago to engage in investment activities.

**Newsletter:** - In which sector of investment are you involved now?

**Tadewos:** - Right now, I am involved in the tourism industry like resort and spa business including various development activities such as real estate.

**Newsletter:** - When did you launch the projects?

**Tadewos:-** I moved back home from the United States four and half year ago and started my investment by building Boston Partners' building which is located at Bole road. On the ground floor of the building, we opened Boston day spa, which is a big business giving all kinds of beauty services. After a twenty-month construction scheme, for the first undertaking the lake Kuruftu project was launched. Lake Kuruftu is a resort, which is the first of its kind in our country and very luxurious at that. It does have a one hundred percent touch of Ethiopia. We want to attract tourists at that, we want them to come and stay here; our tourist sites should not be transit spots but destinations.. This is because ours is one of the most beautiful countries. The climate is favourable, its people are very hospitable in

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addition to a very low crime rate. So, we want to portray Ethiopia as such. We want the international community to change its mind about Ethiopia because things are changing for the better. Therefore, what I am trying to do is to be part of the re-branding of Ethiopia.

**Newsletter:** - What are the opportunities for potential investors in the tourism sector?

**Tadewos:** - The tourism industry in Ethiopia has an immense potential. Tourism is an untapped resource. We have different historical routes. To cite but just a few, the Lalibella, Axum, Gondar, Bahir Dar and so many others. For any one who is interested to come to the tourism industry, I think there is a great potential.

**Newsletter:** - Is there any incentive for investors on the part of the government?

**Tadewos:** - An encouragement is there. This tourism industry is a new one. Taking into account what we have accomplished so far, I would say there is no lack of support.

**Newsletter:** - What would you advise compatriots in the Diaspora?

**Tadewos:** - I think every body, especially Ethiopians in the Diaspora, should come and invest in their country to improve the economic status of the country and to project a positive image of the country. We are very much satisfied working in our country; I hope Ethiopians residing abroad after their return and engagement in various activities in their homeland, would have the same experience and sense of accomplishment.

**Newsletter:** - What is the feedback of your customers?

**Tadewos:** - A number of our customers are very much satisfied. We cater mainly for the international community, the expatriates. A lot of people who come to Kuruftu, really appreciate what we have done and give us so much encouragement. I think, it is a morale boost for us.

**Newsletter:** - How many people do you employ?

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**Tadewos:** - At present, Kuruftu and Spa have about 114 employees. At Boston Spa we have about 89 and at Boston Partners we have over 25 employees. In addition, at the Lake Tana resort and Spa currently we have more than 50 employees but eventually we will reach up to 100.

**Newsletter:** - What is your future plan?

**Tadewos:** - Now we started the most beautiful resort and Spa on Lake Tana and we are hoping to go operational between 8 - 10 months from now. Generally, we will keep on expanding our engagement in the tourism industry in our country.