



THE ETHIOPIAN CHAMBER OF COMMERCE AND SECTORAL ASSOCIATIONS

THE 2nd ETHIOPIAN BUSINESS RUN

Name of the Event	The 2nd Ethiopian Business Run-2018
Event Date	Sunday, April 29, 2018
Event Location for the Ethiopian Business Run	Start at: Meskel Square
	End at: Meskel Square
Venue for the Workshop	One of the Conference Center or Hotels in Addis Ababa
Main Objective	<ul style="list-style-type: none"> • To raise the public awareness on the country's course of industrialization and promote the role and engagement of the business community in the industry sector.
Motto	<ul style="list-style-type: none"> • Let Us Run for Industrialization!
Organizer	Ethiopian chamber of Commerce and Sectoral Associations
Endorsed by	FDRE Ministry of Industry
Scope of the Event	<ul style="list-style-type: none"> ☞ Road Race in three categories <ul style="list-style-type: none"> ➤ Companies' Race ➤ Women's Race ➤ Men's Race ☞ Mini-Exhibition on "Industrial Opportunities in Ethiopia"
Expected Participants	<ul style="list-style-type: none"> ☞ Company owners' and Investors' ☞ Employees representing their companies ☞ Representatives of Government organizations ☞ Representatives of the media, diplomacy communities, higher learning institutions, etc...
Media Coverage	<ul style="list-style-type: none"> ☞ Special Launching Ceremony ☞ 2sessions of Press Release ☞ Different Publicities

	☞ Advertisement on different media/outlets
Source of Budget	☞ Partnership ☞ Sponsor ship ☞ Participation fee