

Bishan, Chinese Leather Shoes & Footwear Industry Association to Visit Ethiopia

Ethiopian Embassy, Beijing, 06 March 2014- The Ethiopian Consulate General in Chongqing Municipality organized a targeted business promotion and a one-on-one discussion for entrepreneurs mainly engaged in the footwear industry in Bishan County. On the occasion, 135 companies from the Bishan Leather Shoes & Footwear Industry Association took part.

Bishan, a county located to the southwest of Chongqing Municipality, is home to 1300 footwear-related companies and is branded as the “Shoes Center of West China”.

On the Forum, Mr. Girma Temesgen, Consul General of Ethiopia to Chongqing, expounded on Ethiopia’s comparative advantage in the footwear sector particularly on livestock resources, raw materials, competitive labor, utility cost and readily available domestic and preferential access to international market.



Mr. Girma briefed the participants on the favorable social, economic and political environment and packages of Government incentives for investors in the footwear sector.

The Consul General’s invitation and expression of strong interest to help organize a preliminary investment investigation visit to Ethiopia was warmly welcomed by the participants of the forum and was highlighted on the one-on-one discussion that followed.

The Forum was jointly organized by Chongqing Foreign Office, Bishan County Administration and Association of Bishan Leather Shoes & Footwear Industry.

The Consulate General commented and appraised the joint meticulous planning as an important input for the large turnout of participants and forwarded gratitude to the co-organizers.



(Photo taken at the preliminary meeting of the co-organizers of the event, December 13, 2013)

The Consulate General is one of three Ethiopian Consulates General in China and was officially inaugurated in December 2011. It covers the western provinces of Sichuan, Guizhou and Chongqing Municipality.

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