



DELIVERING THE ULTIMATE EXPERIENCE

COMPANY PROFILE

2022

ethel.
EVENTS AND COMMUNICATION



LEONARDO S.P.A



Through innovative execution strategies, we make our clients stand out in their industries and markets.”

MESSAGE FROM THE CEO



When stakeholders meet, ideas will be born and treasured networks are built.

In the dynamically growing world that is becoming closer more than ever, the Meetings, incentives, conferences and Exhibitions (MICE) industry makes up a big part of global business travel since every industry has regular events of some kind.

Events create the opportunity for businesses to expose their products, ideas and services for a vast audience. When people move from place to place and are brought together to connect, the chance for a cultural exchange ignites. People share their cultural values and ideologies which clearly shapes the global socio-economy.

We passionately do what we do because:

We create synergy with the diverse sectors and industries within the vast global Economy. When we do events, we fully immerse ourselves into the objectives of the event and work diligently to add value in an industry level. Our team wholly understands the significance the MICE industry brings to the economy and works enthusiastically to leave our remarkable footprint in everything we execute.

Haimanot Tesfaye

CEO

ABOUT US

“At Ethel, we deliver the ultimate event experience”

With 8+ years' experience in the industry, Ethel events and communication is a full-service event organizing firm. Founded in 2013 GC, we create the ultimate event experience for international and national trade fairs & exhibitions, social festivals, conferences, seminars, networking events, workshops, award ceremonies, inauguration and launching, and gala dinners.

Ethel organizes events with passion and energy, keeping our clients' goals in mind. We work tirelessly with our clients to co-create the concept and strategically analyze the best execution strategies that meet your values. Our extensive industry knowledge is a valuable asset that we will gladly share with you. When we do events, we fully immerse ourselves in the event's objectives and work hard to add value on an industry level. Our long-standing relationships with local and international vendors, as well as government offices, ensure that our execution is smooth and quick.

Through our journey, we have organized successful annual international Trade fairs with up to 400 exhibitors participating across the globe. Our sector-based knowledge can be seen by the many mega projects we have been engaged in.

From sector-related trade fairs in the construction, power, agriculture, food, textile & leather, and real estate industries to large-scale Government and private sector corporate events within Ethiopia, our team of young and vibrant professionals always engage our clients' events wholeheartedly and create their ultimate moments.

We've meticulously planned events for crowds ranging from 50 to 120,000 people, demonstrating that our team can handle any size task.

To top it all off, with a production wing fully equipped with the latest photography and videography tools and a wide ranging experience with media buying, digital marketing, BTL marketing, and event branding, we make sure your events don't go undocumented.

“Always on time and with a vast and deep network of vendors, we make every one of your dreams a reality.”



“We create synergy with the diverse sectors and industries within the vast global Economy.”



Our Mission is to To provide you with innovative execution strategies and make you stand out in your sectors and markets



Creativity



Consistency



Sector Based Research



Team Synergy



Delivery



Time Sensitivity

OUR WAY OF WORK



OUR SERVICES

Ethel Events

- International and National trade fairs & Exhibitions
- Social Festivals
- Conferences
- Seminars
- Networking events
- Workshops
- Award Ceremonies
- Inauguration & launching,
- Gala dinners
- Set-up Design and Branding

Ethel Production

- Photography
- Videography
- Documentary

Ethel Advertising and Communications

- BTL Marketing
 - * Product Launching
 - * Activation
 - * Planning campaign and Launching
 - * Branding
- Media Buying
- Digital Marketing
- Brand ambassadors training and management

CLIENT TESTIMONIALS



I found Ethel staff to have a mix of creativity and nimbleness, an attractive eye for both detail and communication and a skillful conversion of concepts and designs into action. Their constant determination to leave nothing to chance, their aptitude to multitask and their strong commitment to deliver truly helped us.

Dr. Eng. Seleshi Bekele,

FDRE Ministry of Water, Irrigation and Energy



Ethel's engagement starts from concept development, they understand the scope of the work, they plan well and their execution is up to the standard and quality.

Aisha Mohammed Mussa (Eng.),

FDRE Ministry of Urban Development and Construction



We enjoyed our professional relationship and event management consultancy partnership which we come to know is a highly valuable asset.

Hirut Kassaw Wondim (PhD),

FDRE Ministry of Culture and Tourism



U.S. Doctors for Africa (USDFA) is pleased to recognize Ethel for their outstanding service and professional conduct on producing and executing the historic award gala-event, USDFA ETHIOPIAN AMERICAN AWARD FOR EXCELLENCE.

Ted M. Alemayehu, Executive chairman,

U.S. Doctors for Africa (USDFA)



We have found Ethel to be trustworthy, hardworking, honest and conscientious in terms of satisfying our needs.

Wendwosen Demrew, President,
Association of Ethiopian Architects (AEA)



Our company was very satisfied with the services Ethel Provided, the professional manner with which they performed to deliver a great service.

Mathias Krug, Business Director,
Subsahara Africa, Bosch Packaging Technology

I found Ethel staff to have a mix of creativity and nimbleness, an attractive eye for both detail and communication and a skillful conversion of concepts and designs into action.



Our company would like to extend its gratitude and highly recommend Ethel advertising and communication for any and all trade fair and conference organization

Mert Gul, Project manager,
EXPOTIM



Ethel advertising and communication has shown a remarkable work by starting from the ground work. Our company, our customers and partners has been extremely satisfied with the organizing of this amazing event.

Kerem Güzel, General Manager,
LADIN

ETHIOPIAN WEEK

Ethiopian week Exhibition and festival was one of the biggest social events that were initiated by the Ethiopian Prime minister H.E Abiy Ahmed (PhD). The event took place for seven continuous days in May 2021 at friendship park, Addis Ababa. The former Ministry of culture and tourism, Ministry of construction and urban development, and Ministry of women, children, and youth are the 3 Ministry offices that worked together in bringing this event to reality. Ethel advertising and communications handled the entire event journey from concept development to execution.

- **Concept Development from scratch.**
- **3D design of the entire setup**
- **Fabricated Statue for branding regional cultures**
- **Training and management of 720 brand ambassadors..**

The overall objective of this social event was to promote all Ethiopian regions in one place and attract tourism as well as investment to those regions.

We confidently say that we have not only achieved the objective but also gave the visitors as well as our clients a delicious and unforgettable memory. We have achieved 200% of the targeted number of visitors and have successfully managed 23,000 visitors. The absence of any gap between the design and the implementation is the second outstanding fact about our work done. The client, as well as the visitors, have expressed their deepest satisfaction at the completion of the event.





“Delivering the ultimate experience”



ADDIS BUILD

Addis Build construction and infrastructure exhibition is an international construction exhibition that has been happening for the last 10 successive years in Addis Ababa, Ethiopia. Ethel advertising and communications have partnered up with Ladin Fair and congress org. services inc on organizing this exhibition since 2013 GC. We have been conducting event management services, marketing activities, sales, BTL advertising, custom clearance, logistics, and, accommodation management.

Our company has been managing all local sales activities, the entire marketing plan and execution such as street advertisements, social media campaigns, mass text message campaigns, Printed media and mainstream media advertisements, door to door promotion, and billboard advertisements along with executing design and printing of all promotional materials and set up implementation.

These marketing activities contributed enormous value in promoting the exhibition, attracting visitors, and meeting exhibitors' expectations while setting a high standard for the brand of the exhibition which led to attracting the world's biggest exhibition organizer DMG, and created an interest in buying the exhibition.





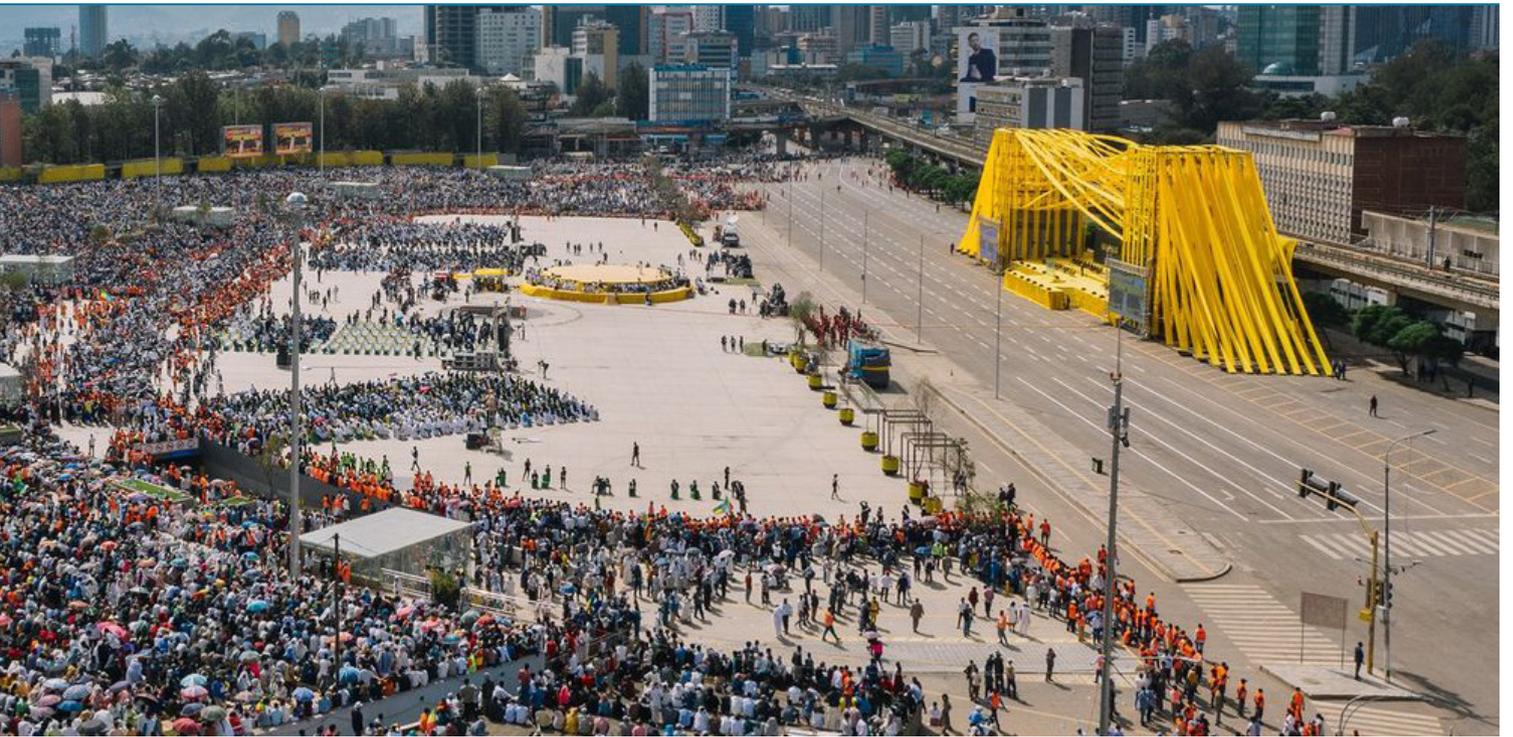


ETHIOPIAN GOVERNMENT INAUGURATION (FORMATION)

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OUR CLIENTS



OUR TEAM



Haimanot Tesfaye
Ceo



Eman Ahmed
Event Manager



Daniel Tesfaye
Creative Director



Surafel Mekonnen
Operations Manager



Kalkidan Mulu
Business Development Manager



Tesfaye Mekonnen
Head Of Finance & Hr

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EVENTS AND COMMUNICATION

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