

AGENDA

Ethiopia–Sweden Business Forum November 12, 2025

13.00 Arrivals and registration

14.00 Welcome remarks

H.E. Magnus Lennartsson, Ambassador of Sweden
Madeleine Fries Martinelle, Trade Commissioner
Joachim Davidsson, President of SWEACC

14.20 Keynote address

H.E. Dag Hartelius, State Secretary for Foreign Affairs of Sweden

14.30 Keynote address

H.E. Hassan Mohamed, State Minister for Industry of Ethiopia

14.40 Keynote address

H.E. Dr. Zeleke Temesgen, Commissioner of Ethiopian Investment Commission

14.50 Presentation of Swedish business delegation

15.00 Presentation by Ethiopian Investment Commission

Mr. Israel Tesfu, Investment Promotion Advisor

15.15 Networking coffee break

15.45 Current opportunities in mining, transport and energy

Tove Adolfo Lilja and Alexander Cochrane, Sweco

16.00 Panel discussion: We mean business – experiences, challenges and opportunities

Moderator: Mekdim Gulilat, Reach for Change

Panellists: Abiye Yeshitila, Ericsson; Amen Hultström, Sozo Consult; Bahru Temesgen, Eurocham; Samiya Abdulkadir, Ethiopian Young Entrepreneurs' Association

17.00 Conclusion of formal proceedings



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Embassy of Sweden
Addis Ababa

