



EUROPEAN UNION  
Delegation to Ethiopia

The Head of Delegation

Addis Ababa, 07 FEB 2013  
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**Subject: Invitation to the EU Export Helpdesk training on exporting Footwear to the EU-  
February 26, 2013**

With a share of around 20% of global imports the European Union (EU) is the world's largest single market. Europe remains by far the most important trade partner for Ethiopia. European consumers are interested in Ethiopian products and Ethiopian businesses enjoy preferential conditions to export to the EU. Indeed, **in 2011 43% of Ethiopia's exports had the EU as its final destination**

**Despite these advantageous trade opportunities, there is much room for Ethiopian producers to further increase their exports to Europe. The EU wants to help by providing practical information to Ethiopian companies on how to access the EU market.**

The EU Export Helpdesk ([www.exorthelp.europa.eu](http://www.exorthelp.europa.eu)) has thus been established as a free online service providing all relevant information about exporting to Europe. Just in a few clicks exporters, importers, trade associations and governments can find:

<b>How?</b>	It provides you with the full list of requirements your product needs to fulfil to enter the EU market
<b>How much?</b>	It calculates the import tariff applying to your product and informs if a preferential tariff applies in your specific case
<b>How to?</b>	It explains the preferential trade agreements applying to your case and how to prove the origin of your product
<b>With whom?</b>	It provides you with a list of EU trade contacts
<b>Who is importing /exporting?</b>	It assists your market research by providing detailed statistics on EU trade flows product-by-product

In order to promote awareness of the website and to help you make most use of it, the EU is organizing free practical product specific trainings to interested Ethiopian companies and other stakeholders

**On February 26, 2013 from 09:00 to 11:00 a dedicated training to exporting Footwear to the EU will be organized.** This 2-hour training session will be indicating step by step all you need to know about exporting organic coffee to the EU such as:

- the product code in the EU classification of goods,
- EU requirements (labels, health controls, and VAT rates),
- the applicable duty,
- rules of origin and proofs of origin, and
- Finding EU partners.

Through this letter you are cordially invited to attend this free training session. The training will be held at the office of the European Commission Humanitarian Office (ECHO) located in the Turkish compound. A map to the ECHO office is herewith attached.

Enclosed please find attached the brief brochure on EU Export Helpdesk. Please confirm your participation to the training session to Ms. Sara Ambachew ([sara.ambachew@eeas.europa.eu](mailto:sara.ambachew@eeas.europa.eu)).

Sincerely Yours,



Xavier Marchal  
Ambassador

Encl:

Map

Export helpdesk brochure