

**Country
Trading P.L.C.**

Providing Total Solutions



Capability Statement

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EXECUTIVE LETTER

A Key that Unlocks Every Problem

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A Key that Unlocks Every Problem

In business since 1988, Country Trading P.L.C. recently marked its 30th anniversary. This booklet summarizes the efforts we have exerted to provide comprehensive solutions and highlights how our offerings best serve as a master key that fits in well with a wide-range of locks.

Since its inception the company has been actively participating in the nation building efforts. This allowed us to establish a reputation and our business empire to span the entire manufacturing, infrastructure development, retailing, hospitality and electronics industries among others.

Besides massively engaging in export of agricultural produces, Country Trading P.L.C. has been privileged to represent a number of globally reputable brands. The company also laid foundation for the establishment of YTY Construction P.L.C. and Lominat Beverages P.L.C. thereby helps the group to remain active in real-estate development, beverages and personal care industries while our Bole Airport fully-fledged duty-free shop also forms an integral part of the corporate portfolios.

Country Trading P.L.C. is also credited for supplying an array of food stuffs, construction materials and drilling rigs including the nails we are manufacturing locally. Our top priority has been providing total solutions to our ranging customers, principals, employees and other stakeholders. We focus on quality and aim to achieve maximum customer satisfaction, both in the products we offer and in the services that follow.

Being the prime shareholder and Managing Director of the companies, I am very proud to invite you to get to know more about us and the reliable solutions we provide to our customers.

Welcome to Country Trading P.L.C.!



Binyam Berhane Chief Executive Officer (CEO)



1.1. Back to the Present

Country Trading P.L.C. is one of the widely-diversified Ethiopian firms made up of innovative, creative and engaged people who are enthusiastic about our customers, our principals or suppliers, our businesses, our families and our diverse interests.

The company's scope of services embraces manufacturing, export, estate development, distribution of construction materials, consumer and industrial goods among others. Besides continuing to develop a passion for setting new standards in all of our undertakings, we diligently strive to achieve the dreams and hopes of the ranging stakeholders aspiring at becoming one of the leading multi-business conglomerates and achieving continuous growth.

The history of Country Trading P.L.C. goes back to 1988, when Mr. Binyam Berhane, a young entrepreneur bound together his ideas and resources to engage in trading business except that his approach differ from the "business as usual" mentality.

The company's initial activities included importing and distribution of liquor, electronics and construction materials. Despite significant challenges and competition in the operating marketplace, the company underpinned significant growth in its revenue, profits and service segment thereby achieved record performance levels.

Since its humble beginning, the company has been privileged to represent world-class brands through importing and distributing a wide-range of products until it embarks on engaging in manufacturing and estate development. Success allows Country Trading P.L.C. to become a multi-disciplined company that is positioned to cater for the growing and multi-faceted needs of the Ethiopian economy.

Combining the company's in-depth sector expertise and the skills of its global partners, who are at the cutting edge of innovation, we pride ourselves in the freedom to choose and work with those stakeholders which best match our needs and expectations.



1.2. Ownership and Investment

Mr. Binyam Berhane is the founder and prime shareholder of Country Trading P.L.C. who has anchored his name as a self-made Ethiopian tycoon and a philanthropist. With decades of business management expertise, it was before 30 years that he founded Country Trading P.L.C. with the mission of introducing a modern trading management techniques to the local business in particular.

This passion for excellence and a unique business model has helped the company to establish itself as the leader in a ranging portfolios. As founder and major shareholder of YTY Construction P.L.C. and Lominat Beverages P.L.C.,

Mr. Binyam has built an empire of diverse businesses with a solid reputation as he also has a major stake with Geda Glass and Bottle Factory S. Co., which is currently under establishment.

Success allowed the entrepreneur to diversify his venture into estate development, retail electronics, manufacturing and importing of construction materials, operating a cosmetics factory and liquor shop to name a few of the service segments.

Mr. Binyam adopts a management style that attracts committed and talented employees and allows the group of companies to serve multiple projects, which is a tremendous accomplishment that resulted in establishing strategic partnership with collaborators both from locally and internationally.

Also, Mr. Binyam has been recognized with many industry and community awards, primarily for social responsibility within the ranging industries.

Contrary to the practice of most conventional business firms, the shareholders of Country Trading P.L.C. believes that diverse but focused business operations are vital to stay competent in the turbulent competitive market place.

To this end, on top of sustaining the business of Country Trading P.L.C., the leadership has crafted a successful diversification strategy that allowed to develop unique capabilities in real estate development, beverages and hospitality industries in particular.



1.3. Business Domain

Mission Statement

Country Trading P.L.C. operates with the mission of delivery of world-class sourcing, manufacturing, representation and distribution of products and service offering that helps to boost the national economy.

To do so, we shall focus on adopting best-in-class business process, resilient supply-chain systems, global networks, strong financial results and continuous investment in our people and infrastructure that will ultimately guarantee our stakeholders' satisfaction.

Our Vision

The vision of Country Trading P.L.C. is to become a value leader multi-business firm that provides total customer solutions.

Values We Stand for

Core values governing our operation and the company's employees' conduct include:

- Excellence Maintain the highest standards that exceeds customers' expectations
- Concern Care about each other as well as recognize and reward achievements
- Innovation Encourage and implement new ideas that helps to improve operations
- Relationship Focus on stakeholders' needs and discharging social responsibilities
- Performance Driven by clear customer-focused goals and output measurements
- Integrity Committed to ethical standards, professionalism and mutual trust

Business Model

Our unique mix of service offerings attribute to the continuous efforts that the leadership and entire employees exert to meet requirements and the unparalleled level of customer relationship management practice we will consistently maintain. The company's competitive advantage mainly comes from joint differentiation and focus strategies that aims at engaging in service offerings that are perceived as being unique from its competitors.





2.1. Manufacturing

The decision to engage in the manufacturing sector has its roots the government's call for the business community who had focused on wholesale and distribution businesses to fabricate products, which are currently imported.



Hence, the opening of Jaguar Nails Factory back in 2005 made both roofing and wire nails made available for use for building construction works. Intended for fixing wooden structural parts together, our nails are being used for both roofing purpose and normal carpentry works. Since Jaguar nails are galvanized and resin coated, they are preferred where corrosion and staining resistance are important.

Being a lean manufacturer, Jaguar Nails Factory combines the advantages of craft and mass production in the fabrication process, while avoiding the high cost of the former and the rigidity of the latter.

Based on highly creative innovative ideas and technology, our approach to manufacture and packaging optimized transportation and material handling both at distribution channels and construction site.



The company employs teams of multi skilled workers at all levels and use highly flexible, increasingly automated machines to produce volumes of wire nails in enormous variety. The lean manufacturing practice helps not only to take competitive advantage from economies of scale of the company's operation but also eliminate wastage of all type as sophisticated optimization software also put in place.

Besides Jaguar Nails Factory, each of the strategic partners of Country Trading P.L.C. has further made manufacturing their major area of engagement. While YTY Construction P.L.C. produces different personal care and beauty products, Lominat Beverages P.L.C. is also aims at import substitution through producing local liquor and alcohol at an international standard.

2.2. Export Spectrum

Cognizant of the potential and competitiveness of Ethiopia's agricultural sector in the international market with additional advantage in locational proximity to the markets, Country Trading P.L.C. takes part in the national efforts of striking trade balance through promoting the local products to global customers.

The company also determines to become self-reliant in foreign currency at least to meet the hard currency requirements of its import operations. Hence, Country Trading P.L.C. has been marketing and routinely exporting agricultural export products.

To name the major outbound sales items wheat, maize, barely, beans, lentils, soybeans, chick peas and etc. were among the cereals and other food crops made available for export. while edible oil crops including sesame seed, rapeseed, linseed, groundnuts, sunflower, niger seed and cotton seed were also marketed.

Organic coffee is a beverage crop that Country Trading P.L.C. offers for export while locally produced sugar has been intermittently ranked among the products to be sold abroad. The products destined all over the world despite special attention has been given to the Asia, Europe and America based markets.

We have an excellent market presentation globally and are also developing our market hold over the domestic level.

The company besides determining institutional capacity to seamlessly deliver export services, assesses foreign market before selecting product and specific market. Establishing and maintaining contacts with prospective customers is made using reliable information sources.

The opportunity allows Country Trading P.L.C. to enjoy the incentive packages that the government made available to create an enabling environment such as the export credit guarantee scheme, bonded warehouse system, duty-drawback, voucher system and foreign credit scheme for instance.

After the economic feasibility and operational reliability of the export project determined, a dedicated team establish to deal with the international trading payment and documentation process among others.



2.3. Duty Free Shop

Monopolised for over 40 years by the Ethiopian Tourist Trade Enterprise (ETTE), the duty free sector has only seen the entry of Country Trading P.L.C. as an addition as the second private company to conduct duty free business in the country.

Established in 2006, New Millennium Duty Free Shop is strategically located to serve departing travelers

focusing on meeting customers' retail shopping needs. The outlet offers services to diplomats, non-residential foreigners and passengers ranging from tourists, businessmen to transit travellers.

The shop is positioned to consistently offer a luxury of innovation, variety, quality and value at great prices; all wrapped up with delightful and accommodating customer service. Friendly customer service is a great benefit travellers can enjoy while shopping at the Millennium Duty Free shop.

The shop offers a comprehensive and exciting range of products including latest and most prestigious world known fragrances, cosmetics, accessories, confectionary, liquors, cigarettes, tobaccos, sunglasses, jewelry, wristwatches, perfumes, confectioneries, cosmetics and fashion items as well as electronics.



With millions of travelers visiting the airport every year, it is an on-going priority to particularly choose inventory items to explicitly answer to customers' different needs, preferences, and tastes.

Duty-free and travel retail is a unique retailing channel marketing to the international travellers and a significant source of income and marketing opportunities for Country Trading P.L.C. and the country at large.



Since the Duty-Free Shop is expected to operate in an international trading environment, it is designed to meet the needs of travelling consumers that transit through Bole Airport..

The airport retail outlet is entirely different to the domestic market given that it is primarily an export channel for consumers travelling between countries. Since products sold in the duty-free outlet are not for consumption in Ethiopia, access is restricted to travellers with a valid travel document only.

2.4. Retail Electronics

Country Trading P.L.C. markets and oversees the entire distribution of Elegance 5-Star, which is considered one of the reputable brand in the electronics market. The company serves both wholesale distribution and retail sales purposes of the products.

Besides, the company has been representing, AKIR Electronics, which is a Super-Brand Consumer Choice. The company serves both wholesale distribution and retail sales purposes of both Elegance 5-Star and AKIRA electronics.

AKIRA is a global brand registered worldwide under Akihabara Electric Corporation. Since its brand of consumer electronics was launched in 1994, AKIRA has continued to establish a significant presence and has been sold in 60 countries worldwide.

Aggressively marketed since 2000, AKIRA has been expanding its range of audio-visual products to home appliances and others. The company mainly designs and fabricates:

- Visuals such as plasma or LCD and ultra slim TVs, super flat CTVs, projectors, screens, DVD recorders and players as well as VCPs or VCRs;
- Audio systems that include Hi-Fi and DVD home theatre system and multi-media speakers;
- Portable digital electronics and portable LCD DVD players;
- Laundry equipment mainly washing machines, fully auto washers, clothes dryers and fabric irons;
- Refrigeration devices such as chest freezers, display coolers, wine chillier and mini fridges;
- Kitchen appliances - microwave and electric ovens, cookers, steamers, food processors, blenders, hand mixers, pressure cookers, bread toasters, sandwich makers, thermo pots, meat grinders, jug kettles, coffee makers , toasters, juicers and frying pans.

While AKIRA is also widely known for its home appliances and electronics products, the company's latest innovative solutions also include air conditioners, vacume cleaners, massage chairs and other digital solutions. AKIRA is committed to continuously improving the quality of living with its range of consumer electronics and home appliances through continuous innovation and after-sales services.



2.5. Beverages and Food Stuffs

Being an active industry player, Country Trading P.L.C. frequently imports food stuffs either for retail distribution or in response to tenders floated to supply to meet specific requirements. Country Trading P.L.C. is also engaged in bridging the sugar supply gap through procuring the finest oviducts from Brazil and India.

The beverages sales segment of the company is so successful that operates a number of Country Liquor stores to serve wholesale and retail outlet purposes.

In addition to the dedicated stores including the New Millennium Duty Free Shop Country Trading P.L.C. imports and distributes Red Bull energy drink, Stolichnaya and Moskovskaya Vodka, Hedge & Butler whisky; Bardinet, Pernod Ricard; Carlsberg Beer and Corona Beers among others.



Consumer preferences are continually changing and there is also a spectrum of needs among different demographic groups. Our advantage is our ability to meet the needs of consumers around the country by ensuring the availability of full line-up of products with different content, pack types and sizes simultaneously providing easy access to high-quality liquors that are reliable whenever and wherever consumers have the desire to enjoy.

Country Trading P.L.C. excels in innovation through offering original, unique and premium as well as our experience and ability to provide totally new and exciting drinking experiences that are more natural, healthy and convenient.

We will continue to take up the challenge of competing with counterfeit liquors through directly sourcing the beverages from the manufacturers and suppliers simultaneously raising awareness level of our prospectuses on the detrimental effect of consuming such phoney commodities.

In doing so, we use our reputation as distributor of alcohol and spirits over three decades as well as the strategic partnership Country Trading P.L.C. established with a dozen of multinational liquore producers.all over the planet

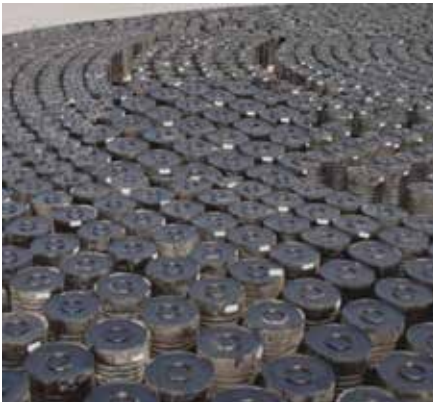


2.6. General Merchandise

Country Trading P.L.C. offers a wide variety of products that are essential for today's business environment from construction materials and office supplies to daily necessities and other items. The general merchandise supply goal is to provide quality products that anticipate the user requirements of tomorrow.

We are a leading wholesale distributor and supplier of trusted, high-quality construction products and building materials too. Our bulk supply services focuses on surface infrastructure, power generations, road and bridges, dams, industrial facilities and building projects.

Through our supplier relationship with direct manufacturers mainly in Asia and Europe and strategic partnership with global manufacturers, we supply a diverse Stock Keeping Units (SKUs) to a growing number of industries.



With a proven track record of establishing wholesale and retail outlets nationwide to accommodate supply and distribution of an array of consumer goods, Country Trading P.L.C. has been offering an integrated end-to-end supply chain solution to the ranging customer groups.

The company's consumable goods operations aims at bridging the complex partition between the delivery of products from source to consumption that requires specialist knowledge capable of meeting logistics and all commercial and statutory documentation satisfy international trade requirements.

Country Trading P.L.C. and its strategic partner, YTY Construction P.L.C. also earned reputation for importing and distribution of different construction materials. For instance the companies supply various grade bitumen or asphalt to the surface infrastructure industry players mainly local and multinational contractors.

We have also been successfully assigned with the tasks of sourcing civil explosives and dynamites along with their complementary inputs or accessories to help with earthwork and tunnelling projects. Our additional offerings consists of provision of reinforcing bars, circular and rectangular hollow steels, sheet metals, etc. to serve the local building construction industry in particular.

Our companies have been frequently contracted to supply geo-membrane, sanitary fixtures, wooden products and other inputs required for building projects. As to the consumer goods, Country Trading P.L.C. imports and specializes in distributing stationary materials that serve both enhancing the educational sector and office purposes. The scope of the stationary items cover range of products such as paper products, exercise books and other supplies,



2.7. Dealership and Agency

The company deals with dozens of products whose specific brands have their own character and operate as an independent entity on the market. The product spectrum ranges from machineries, electronics, beverages and consumables to food stuffs, tyres and industrial goods.

The brands we represent are more than just names and logos. They are the essence of who we are. Every day they guide us in how we conduct ourselves and how we deliver service to our customers. Leveraging excellent customer service and existing business relationships allows Country Trading P.L.C. to represent globally reputed products.

The company works with prominent manufacturers and simultaneously provides the required product support as appropriate. Among others, Country Trading is the exclusive agent and distributor in Ethiopian of Stolichnaya premium Russian Vodka and Red Bull energy drink.

Drilling Rig

Country Trading P.L.C. provides dealership services to Super Rock Drills cc, which is a South Africa based company that designs, manufactures and supplies earth boring equipment to serve water well, mining, exploration, piling and post hole industries as well as specialized machines for other projects.

Super Rock Drilling Rigs are designed in strict accordance with globally accepted fabrication and safety standards. It meets the requirements of dynamic and static stability. The drilling rig was developed with a special control system for rotary drilling rigs, monitoring the depth and dip angle. Modified according to the excavator hydraulic system, it is easy to operate and maintain.

Super Rock Drilling Rig has the capability and precise control to drill vertical, directional or horizontal holes with air or mud in unconventional formations. The rig design is based on a wide range of suggestions from large and small drilling contractors and producers about what they wanted in a new drilling system.

Others

Country Trading P.L.C. is also offers additional representatin services for heavy duty and industrial Laundry Equipment that it imports from Italy. Additional service offering includ the Swedish based Mobile Saw Mill that the company supplies and provides product support services.

Equally important is the workshop tools that we engage in dealership services representing a German manufacturer and supplier.





3.1. Sourcing and Distribution

The synergy that the company accumulates since its establishment allows itself to gradually win numerous supply and distribution contracts whose landmark performances herald institutional capability to deliver differentiated services in a seamless manner transcending national boundaries.

From Country Trading P.L.C. perspective, distribution is the means or mechanism through which our products eventually reach the customer. Our physical distribution deals with the actual transportation of the products from either our production factory or warehouse depending on specific sales mechanism, either via the intermediaries such as distributors, agents and wholesalers or our sales outlet to the final or end users.

Our industrial or Business-to-Business (B2B) marketing system differs from how we distribute products to customers or through Business-to-Consumer (B2C) approach. Some of our products are distributed intensively using a lot of intermediaries while others are exclusively or directly destined to the consumer.

The most important factors that affect Country Trading P.L.C.'s choice of distribution channel are consumer habits, product characteristics, the market and company factors. Whenever the need to switch to alternative distribution channel arises, the steps we follow involve evaluate how our end-users need to buy, match their needs to our distribution strategy, identify natural partners, build our distribution channel, minimize pricing conflicts and drive revenue through the channel.

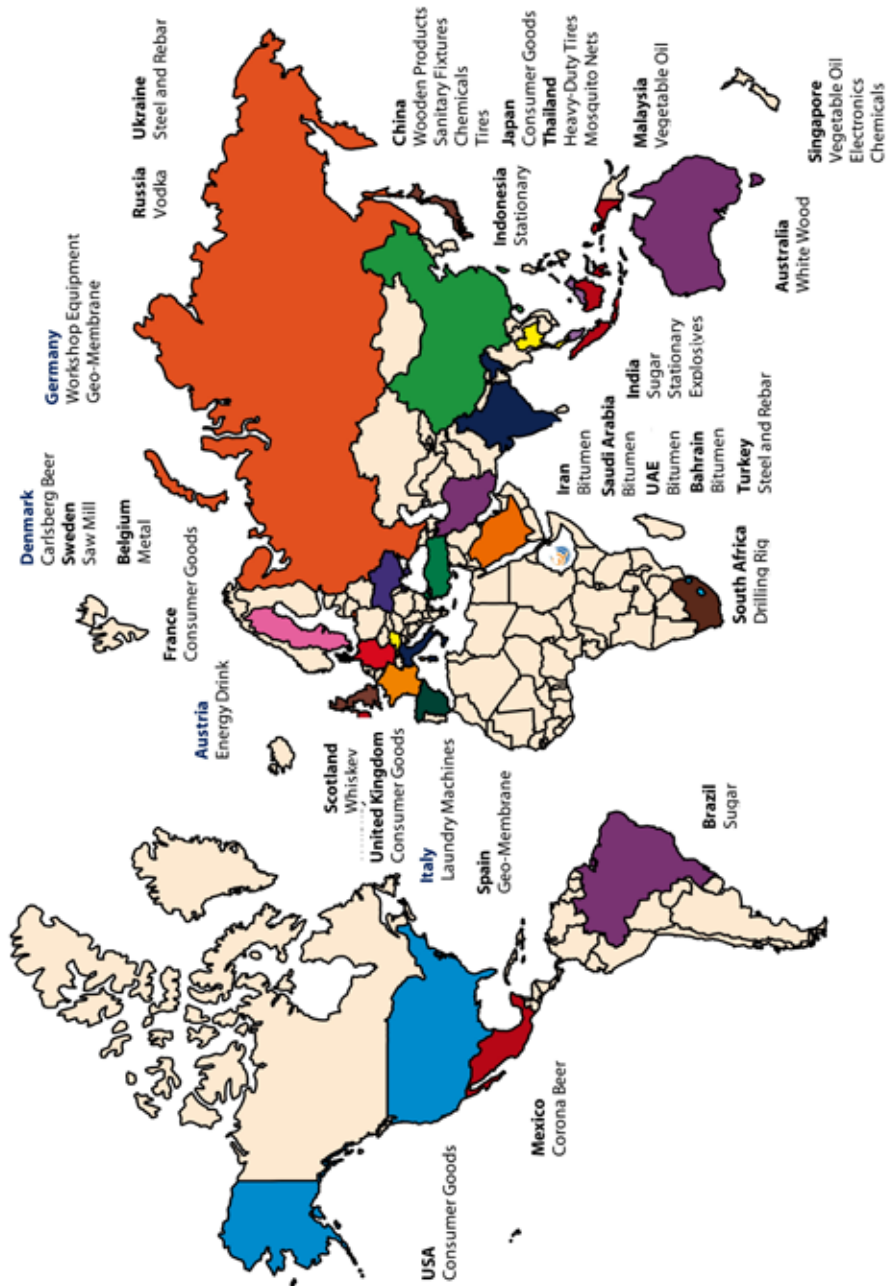


Regardless of the above, our Kality Industrial Zone based main warehouse, which is equipped with state-of-the art storage facilities is stretched in more than twelve hundred square meters plot of land. Besides, we run a number of fully-fledged showrooms in Addis Ababa and major regional States Capitals mainly in Hawasa, Bahir Dar, Dire Dawa and Mekele towns, which allow our customers to access most of our products.

Such arrangement helps to deliver more innovative products and services at a lower cost, respond to rapidly changing market conditions, secure access to scarce resources as well as remain resilient in the face of an increasingly unpredictable external environment.



3.2. Global Networks



3.3. Comprehensive Capabilities

Country Trading P.L.C. adopts a state-of-the art design, fabrication and distribution system that has ensured that the products and services offered surpass the expectations of our customers. For instance, the capabilities of the company is expressed in terms of:

- **Product Quality:** The entire sourcing and manufacturing process are designed to ensure the products supplied meet the various standards and clients' requirements.
- **Experts at Your Service:** The management and professional team comprises of highly experienced professionals and leaders drawn from different disciplines.
- **Technical Support:** The prime objective of our technical support is to help customers specify the correct product or service that needs to be met.
- **Facilities:** A significant investment has been made in processing and fabrication facilities as well as warehouses and distribution outlets that allow us to supply material closer to a final form creating a real opportunity for a one-stop-shop service.

Besides, it is the strategic combination of technology, intellectual capital, creative energy, experience and entrepreneurial spirit that makes Country Trading P.L.C. customers and suppliers choice for ranging businesses with a passion for enterprise.

Country Trading P.L.C.'s capacity to securing a preferred and reliable business partner position is also partly due to its healthy financial position, unparalleled growth in revenue and efficient management of its monetary resources.

Besides the remarkable growth in the company's net worth, provision of best services and products allowed the company to stay financially stable and grow exponentially. Ensuring to maintaining positive cash flow through prudent working capital management is what Country Trading P.L.C. continually strives for whose requirements is primarily fulfilled from revenues generated from the company's operations and external financing as dimmed appropriate.



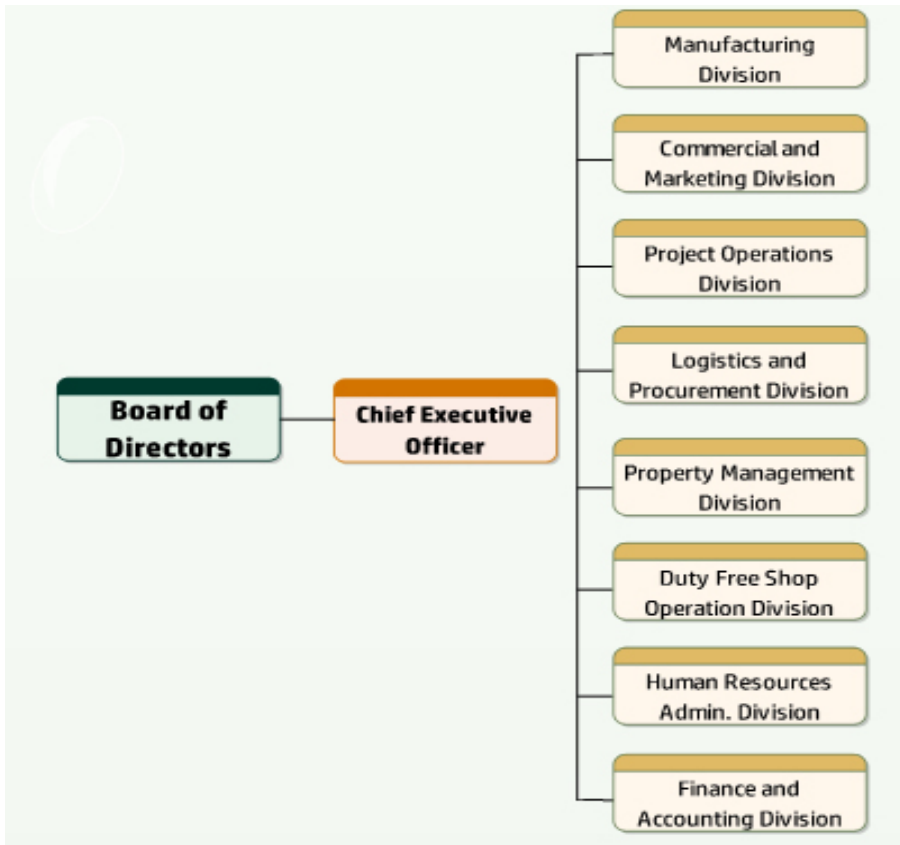
3.4. Organizational Structure

As part of an on-going restructuring and institutional design efforts, Country Trading P.L.C. is flexibly organized in a decentralized fashion to meet its objective of coordinated delivering quality, cost-efficient and timely services to its customers. The structure depends on an organized division of responsibilities in order to run an efficient and diversified multi-business firm.

The governing entities of Country Trading P.L.C. include a Managing Director, three Deputy Managing Directors and dozens of Divisions Managers that are charged with specific business operations. The management team members hold responsible for the systematic and organized functioning of the Divisions and the day-to-day operations of the company in general.

In order for the company to be successful, the business must fully leverage the experience and insight of a top management team, whose executives are carefully appointed and have had practical experience in the high art of exceptional leadership, customer service and modern business management.

The senior executives provide the necessary back up to the respective Divisions in areas of operations management; project planning, implementation and monitoring; financial management; human resources development; supply chain, marketing and business development; research and innovation as well as ways of efficient resource deployment and delivery of seamless services.



3.5. World Class Brands

At the heart of Country Trading P.L.C.'s marketing efforts is the focus on the conversion of each first-time shopper into a long-term customer. With this in mind, our business activities will concentrate on keeping existing customers happy and always meet or exceed their expectations.

Consistent, customer-centric service is the absolute requirement in the diverse industries we operate, and so it is for all our employees. Every member of our team will be empowered to deal with our customers' requests in such a way that no customer should leave dissatisfied.

Problem solving will be encouraged throughout the company, and it would also be fair to say that each employee is part of the customer service team, not only the first line servers. The leadership of Country Trading P.L.C. is very keen on serving stakeholders with utmost proficiency, therefore expert knowledge, unparalleled customer service and comprehensive product ranges to be offered.

Employees shall be trained on the high-art of customer relationship management while customer feedback will be sought accomplished by periodic satisfaction surveys whose proceedings shall be consistently used to improve and streamline our operations.

Quality remains the bedrock of our operation, which being customer-oriented, is committed to excellence and cost effectiveness. Our quality approach lies in continuous improvement and in redesigning systems, processes and practices to satisfy customers' needs and expectations including meeting international standards.



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CHINA TOBACCO



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4.1. Future in Mind

The key success factors for our growth include focusing intensely on exceeding customers' expectations; institutionalized operations, decentralized decision making systems; continuous efforts to identify, recruit, develop and retain the best talent and skill set; investing heavily on technology and innovative solutions as well as committed leadership, strategic management and continuous improvement exercises to name a few of its unique and unparalleled features.

Country Trading P.L.C.'s extensive experience, the innovative solutions we provide and the results we deliver for customers are the foundations of our existence. Our services are guided by six core values; excellence, concern, innovation, relationship, performance and integrity.

On every engagement, we bring these values to life through our agility and responsiveness, our collaborative approach and our drive to provide honest, valuable advice and support to our customers and suppliers.

With a heritage in a wide array of portfolio, Country Trading P.L.C. has been a trusted partner to public, private and humanitarian sector based customers for more than three decades.

We synergize our team and resources to exceed customer expectations which lead to our success and further growth. Our stakeholders' satisfaction is a constant measure of achievement for our team.

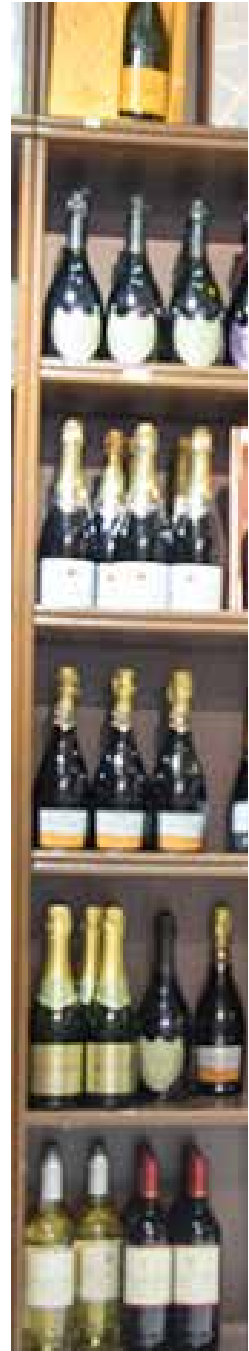
While there is no doubt that this satisfaction is due to our commitment to them, it is also directly related to the values through which the company manages its operation.

The strategy of Country Trading P.L.C. aims at gaining competitive advantage and demonstrating institutional effectiveness through achieving financial, customer and market, internal process as well as learning and growth goals.

Further looking to the future, we are focused on becoming a truly diversified multinational corporation that embraces regional markets and technological advancements.

We believe that realizing our strategic goals and enhancing our comprehensive capabilities shall provide our customers and partners with a reliable source of expertise necessary to keep them at the forefront of the respective industries.

To this end, Country Trading P.L.C. also endeavors for continual improvement to provide even better solutions and improved service offerings.



4.2. Strategic Partnership

Due to intense business competition in the global arena, the leadership of the company realizes that Country Trading P.L.C. needs to increase its strategic market position. Hence, on top of the continuous efforts exerted to sustain relationships with existing and potential stakeholders mainly customers, suppliers or principals and distribution channel participants; establishing strategic alliance remains the top agenda items of the leadership.

With the view of taking advantage of future e-business opportunities, Country Trading P.L.C. is seeking mutually benefitting ventures through hierarchical relations, agency or representation arrangements, equity investments, franchising, sole dealership, licensing, action sets or market relations with leading multinational or transnational companies that have a core competency in specific areas.

Besides, the company has been recognized both domestically and internationally for its commitment to quality, leadership, technology and innovation.

Leadership's unusual attention to care for our people, continue to instil creative management, establish a culture that rewards talent and pursue win-win partnerships that benefit all is not only the right thing to engage in - it is the best thing to do to secure the future success of our stakeholders and ourselves.

Our aim is to develop and maintain mutually beneficial relationships with both our customers and suppliers, to maintain service excellence and the continued improvement thereof. The company is run by dynamic, mature and forward-thinking leadership supported by highly skilled and trained sales and marketing teams with many years of specialized and complementary talents and abilities.



Our marketing team fully understand sthe market and consumer needs after many years of experience, and in understanding these needs, is adept at working with partners and clients. Proven performance and reliability – that's what our stakeholders look for in the wide range of business segments Country Trading P.L.C. actively participates; and we have both!



OUR CONTACT

We are constantly improving and evolving as markets, products and technologies evolve. We pride ourselves in bringing innovative solutions and products to markets. Contact us today to find out how Country Trading P.L.C. can help you achieve your goals throughout Ethiopia.



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