



Implemented by



MADE IN ETHIOPIA

በኢትዮጵያ የተመረተ



Company Profile

February 2024

Introduction

Ethiopia's leather industry has experienced remarkable transformation over the last two decades to become an important and strategic sector in the country's social, economic and industrial growth. This tremendous growth of the leather industry has largely been attributed to the rapid development and abundant competitive labor cost. Additionally, the duty-free access to the European Union through the Everything But Arms (EBA) and African Continental Free Trade Area (AfCTA) makes the country a promising haven for foreign investment. In line with Ethiopia's industrialization plan, the growth of light manufacturing to boost exports and job creation remains the core priority.

To support local businesses in accessing the global market, it's essential to establish stronger business connections with international buyers. That is why in collaboration with the Ethiopian Ministry of Industry (MoI) and Ethiopian Leather Industries Association (ELIA), two GIZ-implemented projects, the Special Initiative - Decent work for a Just Transition and Sustainable Industrial Clusters (S.I.C.) project are hosting nine factories at the Mipel125 exhibition. The international fair based in FieraMilano-Rho, Italy will host the nine local and international factories operating in Ethiopia. The diligently selected companies will exhibit their leather products under the theme of "Made In Ethiopia", to network and link up with international investors and establish new business linkages.



Companies



ASTHOPIA ENTOTO HUAJIAN KABANA KANGAROO KER-EZHI KOOTKEET PITTARDS LINU



ASTHOPIA

TRADING PLC

Asthopia is an Ethiopian manufacturer and retailer of luxury leather goods with a focus on high-end handbags for discerning customers. Founded by Aster, the company name combines “Ethiopia” and the first syllables of her name.

Asthopia aims to set the standard for design excellence and sustainability in African leatherwear, empowering local artisans to craft each bag. Its atelier sources only the finest leathers to create sleek yet chic handbags tailored in intricate detail for durability and timeless style.

With a commitment to ethical practices and showcasing Ethiopia’s artisanal talent on the global stage, Asthopia produces distinctive leather goods for the modern woman seeking to marry responsibility and sophistication.



Location
Addis Ababa, Ethiopia



Number of employees
22



Products
Bags



Export destination
Africa, Canada, USA and EU



Minimum order quantity per style
10 / style



Contact information
Tesfaye Beyene
Email: tesfayejamaica@gmail.com
Phone: +251 93 841 4644
Website: www.asthopialeather.com

ENTOTO

BETH ARTISAN

Entoto Beth Artisan is an Ethiopian social enterprise founded in 2012 to empower marginalized women living with HIV/AIDS.

After seeing women shunned by society begging outside Entoto St. Mary's Church, founder and CEO Bethlehem Berhane began training them to produce artisanal jewelry and handicrafts.

What started as a small operation with 109 employees now supports over 200 vulnerable women on livable wages.

Entoto repurposes local materials like coffee beans and has expanded into apparel production and traditional weaving.

As a certified member of the World Fair Trade Organization, the company ensure ethical practices while preserving traditional techniques. Entoto Beth Artisan aims to showcase Ethiopian artisanship on a global scale while restoring dignity and opportunity to ostracized women supporting families. Its Addis Ababa gallery provides a platform for marginalized craftmakers from around Ethiopia to gain sustainable incomes.



Location

Addis Ababa, Ethiopia



Number of employees

200



Products

Handmade Jewelry,
Leather bag, Baskets,
Scarfs



Export destination

USA, Australia, England



Minimum order quantity per style

5 / style



Certification

WFTO



Contact information

Eyerusalem Demssie
Email: entotobethartisans@gmail.com
Phone: +251912407338
Website: entotobethartisans.com

HUAJIAN

GROUP






Huajian Group is a leading Chinese shoe manufacturer with over 30 years of experience producing footwear for global brands. Established in 1984, Huajian has grown to employ 25,000 workers across multiple factories in China producing up to 18 million pairs of shoes annually.

In 2011, Huajian expanded operations by building a production facility in Ethiopia to manufacture shoes for export to American and European markets. This facility features advanced shoe production infrastructure to enable efficient, large-scale manufacturing. Beyond capacity of over 300,000 pairs per month across various shoe types, Huajian has made substantial investments in Ethiopia including a new 138-hectare industrial park complex in Addis Ababa with space for 50,000 workers.

With a focus on quality, innovation in shoe design, and supply chain vertical integration, Huajian Group brings renowned Chinese manufacturing expertise to Ethiopia to drive growth in light industry and exports.



-  **Location**
Addis Ababa, Ethiopia
-  **Number of employees**
2300
-  **Products**
Foot wear
-  **Export destination**
Europe (German, Italy, France, Spain) and Africa
-  **Minimum order quantity per style**
3000-3500 / pair
-  **Contact information**
Wei Zhang
Email: binetec@outlook.com
Phone: +251 929080808
Website: www.huajian.com

KABANA DESIGN PLC

Kabana is an Ethiopian leather goods brand cultivating luxurious design and ethical production.

Founded in 2017 by architect Semhal Gush, Kabana creates contemporary leather bags and accessories influenced by Ethiopia's rich cultural heritage. Its atelier employs and empowers marginalized women, paying above-average wages to support families, and sources sustainable materials from local partners.

Kabana aims to grow into an internationally iconic fashion house that provides economic opportunities for African artisans through mindful and eco-friendly practices.

From the entrepreneurial vision of its female founder to the expert craftsmanship of its predominately female artisans, Kabana blends world-class style with social responsibility.



Location
Addis Ababa, Ethiopia



Minimum order quantity per style
100-200 / style



Number of employees
130



Contact information
Semhal Gush / Betel Teka
Email: kabanaleather@gmail.com
Phone: +251910017038
+251966214479
Website: www.kabanadesign.com



Products
Leather, bags, accessories



Export destination
USA, Germany, Switzerland,
Rwanda, South Africa

KANGAROO

||||||| SHOE FACTORY PLC.

Established in Ethiopia in 1982, Kangaroo Shoe Factory is a leading manufacturer of quality, comfortable, and durable footwear for all ages.

What began as a small operation with 65 workers now employs over 400 people and produces up to 1,600 pairs of shoes per day. Kangaroo has diversified its product line to include athletic shoes, work boots, women's shoes and more while implementing advanced manufacturing techniques.

Its growth has facilitated the founding of its own affiliated tannery and foam production facilities to enable end-to-end shoe construction. After gaining popularity in domestic markets, Kangaroo now strives to expand distribution globally as a producer of accessible, fashionable shoes rooted in Ethiopian craftsmanship.

With continually increasing capacity and classic styling, Kangaroo aims to stand out worldwide as a standard-bearer for African manufacturing meeting universal comfort and style needs.



Location

Addis Ababa, Ethiopia



Number of employees

420



Products

Foot wear



Certification

ISO 9001;2015,EQA, KAYZAN



Export destination

USA, Canada, Italy, Africa



Minimum order quantity per style

500 / style



Contact information

Eyob Yosef

Email: kangaro.shoe@gmail.com

Phone: +251938737373

KER EZHI

ETHIOPIA



Ker Ezhi Ethiopia is an Ethiopian manufacturer creating premium leather goods and furnishings rooted in culture and craftsmanship. Its name meaning “peace, unity and solidarity” in the Gurage language reflects values of social responsibility.

Established in 2017 after over a decade in tourism, Ker Ezhi employs artisanal techniques to produce quality leather bags, accessories and future home goods for export markets. Currently operating two production facilities with a third under development, the company integrates traditional Ethiopian design with contemporary manufacturing.

Ker Ezhi’s expansion into upholstery and furniture aims to transform more spaces with the beauty of locally-sourced leather. By translating cultural philosophy into world-class leatherware, Ker Ezhi shares Ethiopian inspiration with conscious consumers worldwide.



-  **Location**
Addis Ababa, Ethiopia
-  **Number of employees**
118
-  **Products**
Bag, belt, card holder, jacket
-  **Export destination**
USA
-  **Contact information**
Zelalem Merawi / Tamrat Admasu / Soliyana Yisihake
Email: info@zelalemtourethio.com
tamerat@kerezhiethiopia.com
soliyana@kerezhiethiopia.com
Phone: +251911209106 / +251911486688
/+251960846934
Website: www.kerezhiethiopia.com

KOOTKEET PLC

Kootkeet P.L.C is a leading Ethiopian producer of high-quality leather goods including bags and shoes. With a commitment to exceptional craftsmanship and customer service, Kootkeet creates stylish, functional products from sustainably sourced genuine leathers.

Kootkeet's experienced design team incorporates the latest trends with a focus on quality control, while their factory upholds meticulous production standards for durability and longevity. Guided by ethical business practices and principles of social and environmental responsibility, Kootkeet has earned a trusted reputation for premium leather goods tailored to surpass customer expectations.

From materials sourcing to product support, they aim to consistently overdeliver on value across their expanding catalog of modern leather fashions for discerning clientele.



Location

Addis Ababa, Ethiopia



Products

Shoes, bags and accessories



Export destination

USA and Germany



Contact information

Email: info@kootkeetleather.com

support@kootkeetleather.com

Phone: +251 911383490

Website: www.kootkeetleather.com

PITTARDS

ETHIOPIA

Pittards is an iconic British leather goods company with a nearly 200-year legacy of quality and innovation. Since 1826, Pittards have produced premium finished leathers for applications ranging from high-performance gloves to luxury footwear and accessories.

Pittards combines generations of traditional techniques with cutting-edge technology to drive sustainability and the highest standards in materials and craftsmanship.

Beyond its renowned leathers, Pittards maintains a strong commitment to corporate social responsibility and community development programs worldwide. From its English heritage to their international presence, Pittards represents a dedication to responsible manufacturing and the transformational potential of responsible commerce.

Its rich history and progressive vision position Pittards as a leading global purveyor of luxury, eco-friendly leather goods.



Location
Addis Ababa, Ethiopia



Number of employees
900



Products
Leather goods, footwear and gloves



Certification
ISO 14001-2015



Export destination
UK, EU, Asia, Canada and South Africa



Minimum order quantity per style
20 / style



Contact information
Tsedenia Mekbib
Email: tmekbib@gmail.com
Phone: +251911515701
Website: www.pittards.com

LiNU

MANUFACTURING PLC

LiNU manufacturing is an Ethiopian leather goods producer focused on ethical manufacturing and female empowerment. Since 2013, LiNU has designed and exported quality leather products like bags, belts, and gloves to international brands.

Its factory workforce comprises 84% women from vulnerable groups like migrants and returnees, providing them with skills training and livable employment. LiNU sources sustainable local materials to craft affordable leathergoods ranging from fashion accessories to industrial workwear.

With the dual mission of meeting global market demand while advancing underprivileged women, LiNU aims to establish its own quality leather fashion brand rooted in African craftsmanship and social responsibility. Its vision is to become a preferred leather goods manufacturer for conscious consumers worldwide.



Location
Addis Ababa, Ethiopia



Number of employees
48



Products
Bags, belts, gloves



Export destination
USA



Minimum order quantity per style
Bags - 600
Wallets - 1000
Gloves - 4000



Contact information
Lidia Million
Email: linuleather@gmail.com
Phone: +251911239704
Website: www.linuleather.com

Partners



Ministry of Industry (MoI)

The Ministry of Industry (MoI) has a mission to promote and expand the development of the industry sector by creating a conducive and enabling environment for investment and technological capacity development. The MoI is responsible for formulating policies, strategies, programs, and legal frameworks that ensure the sustainable development of the manufacturing industry. Its mandate includes designing detailed programs that are in line with the national development plan and implementing them to create a system that enhances the participation and role of both domestic and foreign investors in the manufacturing industry sector.

One notable initiative led by the MoI is the 'Ethiopia Tamirt' movement. It aims to promote locally made products and encourage consumers to buy Ethiopian-made goods over imported ones. The movement seeks to create a sense of reliance in locally made products and support small and medium-sized enterprises. It is intended to increase the competitiveness of Ethiopian-made goods in both domestic and international markets, which will have significant benefits for the country's economy.

Ethiopian Leather Industries Association (ELIA)

Established in 1994, ELIA promotes the export and continued development of Ethiopian leather, footwear, garments and accessories. As the industry's leading trade association, ELIA strives to improve the business climate and global competitiveness of members across leather product value chains.

With a vision to establish Ethiopian leather as a preferred global supplier, ELIA provides a unified voice and essential support network for continued stakeholder success. They assist members in navigating opportunities and challenges to growth through policy guidance, production expertise, investor links, market access, and sustainability best practices.

By supporting aspiring local companies, ELIA furthers its mission to empower Ethiopian leather enterprises to enter international markets with quality, efficiency and responsibility. ELIA's backing of emerging businesses reinforces industry-wide commitments to excellence in Ethiopian leathercraft for global consumers.





Sustainable Industrial Clusters (S.I.C.) Project

In line with the Ethiopian Home-Grown Economic Reform, the British and German governments are supporting the country's pathway towards industrialization through the implementation of a joint project named Sustainable Industrial Clusters (S.I.C.). The project is implemented by the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH* under a co-financing agreement between the Foreign, Commonwealth & Development Office (FCDO) of the United Kingdom and the German Federal Ministry for Economic Cooperation and Development (BMZ).

S.I.C. has the objective of fostering job-effective growth while improving social and environmental sustainability in Ethiopia's manufacturing sector.

Through its implementation, the S.I.C. project is supporting the participation of promising companies to show case their products at fairs as well as organise buyer-seller targeted meetings and trade missions. In addition, one-to-one matchmaking of companies is initiated based on concrete product requests from buyers and investors.

Scan here to read more
about the S.I.C. project



Special Initiative - Decent Work for a Just Transition (SI Jobs)

With a population of 112 million, Ethiopia is Africa's second most populous country with a considerable domestic market. Despite making impressive socio-economic progress, the country must create over 2 million jobs annually. To address these challenges, the German Federal Ministry for Economic Cooperation and Development (BMZ) has launched the Special Initiative "Decent Work for Just Transition" (SI Jobs) to encourage long-term private investments that will create more and better-quality jobs, particularly for young people and women, in environmentally relevant sectors.

The initiative aims to improve conditions for investors, promote small and medium enterprises, and develop business ecosystems in selected economic clusters to attract sustainable investments that will ultimately contribute to more local jobs.

Published by

Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH
Registered offices Bonn and Eschborn, Germany

Sustainable Industrial Clusters (S.I.C.) Project

Beles Tower, ECA Road
Kirkos Subcity, Woreda 08
House number 3331
Addis Ababa, Ethiopia
www.giz.de

As at

February 2024

Text

Sustainable Industrial Clusters (S.I.C.) project

Photo credits

©GIZ
©Astopia
©Entoto
©Kabana
©Kangaroo
©Ker-Ezhi
©Kootkeet
©Linu
©Pittards
©Hujian

On behalf of

German Federal Ministry for Economic Cooperation
and Development (BMZ) and the United Kingdom
Foreign, Commonwealth and Development Office
(FCDO)

In cooperation with

Ministry of Industry, Ethiopian Leather Industries
Association and Invest for Jobs Africa

For further information please contact

Anna Waldmann
Project Head
anna.waldmann@giz.de

MADE IN
ETHIOPIA

በኢትዮጵያ የተመረተ

COMPANY PROFILE

