

## STRATEGIC COLLABORATION

# PM WOOS ETHIOPIAN INVESTORS

**Malaysia can be a bridge between Asia and Africa, says Anwar**

ADDIS ABABA

PRIME Minister Datuk Seri Anwar Ibrahim said it was time for Ethiopian companies, investors and innovators to set up shop in Malaysia.

He said there were opportunities for both sides to explore mutually beneficial partnerships.

"It is not only in Malaysia, but also in our vibrant Asean bloc and across the wider, dynamic Asia-Pacific.

"Let Malaysia be the bridge connecting the potential and dynamism of our respective regions," he said at the Ethiopia-Malaysia High-Level Business Forum here.

Present were Ethiopian President Taye Atske Selassie and Investment, Trade and Industry Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz.

More than 80 business leaders from Malaysia and representa-



**SHARANJIT SINGH**

tives from 54 Ethiopian companies attended the forum at the Addis International Convention Centre.

Anwar said the strong turnout from Ethiopia's business community, regional investors and Malaysian industry heavyweights reflected the potential of a more ambitious partnership between both countries.

"This is my first official visit to Ethiopia and I am here with my trade and investment minister, as well as senior officials and a business delegation.

"Let there be no doubt about Malaysia's commitment to opening new pathways for trade, investments and shared prosperity with Ethiopia and Africa at large."

Anwar said nations could no longer depend solely on traditional partners and new partner-



Prime Minister Datuk Seri Anwar Ibrahim and his Ethiopian counterpart, Dr Abiy Ahmed Ali, visiting the Ethiopian Science Museum and Friendship Park in Addis Ababa on Tuesday, PIC FROM THE PRIME MINISTER'S OFFICE

ships were needed to deal with complex shifts brought about by geopolitical tensions, supply chain disruptions and climate-related challenges.

He said it was time for countries to stand together to uphold stability, encourage open markets and pursue inclusive, sustainable growth.

"This is why today's forum is timely. Ethiopia — and Africa as a whole — is not just a partner for Malaysia or Southeast Asia, but a strategic collaborator in a rapidly changing world.

"Malaysia's economic engagement, with Africa has grown steadily over the years, from telecommunications infrastructure to aviation services, education, agriculture and energy. Ethiopia's reforms, logistics aspirations, as well as young, dynamic workforce provide a strong foundation for deeper cooperation."

Anwar said there was real potential in high-growth sectors, such as digital technology, renewable energy, agro-industry, infrastructure development and Islamic finance.

He said several Malaysian com-

panies had expressed interest in exploring Ethiopia as a hub for East Africa.

Earlier, he inspected a guard of honour at Adwa Square before touring the Adwa Victory Memorial Museum.

Ethiopian Foreign Minister Dr Gedion Timothewos and Addis Ababa Mayor Adanech Abiebie accompanied Anwar on the tour.

The museum is dedicated to the Battle of Adwa between the Ethiopian empire and the Kingdom of Italy in 1896.

The battle, which was won by the Ethiopian empire, marked a major turning point in African history.

Anwar described the museum, which houses historical artefacts and paintings, as "truly remarkable".

"It is not only a landmark of the achievements of the Ethiopian people and army, but also a strong symbol of resistance against imperialism.

"The victory in Adwa served as a clear sign of inspiration, providing confidence and a source of strength to independence movements that spread widely across Africa."