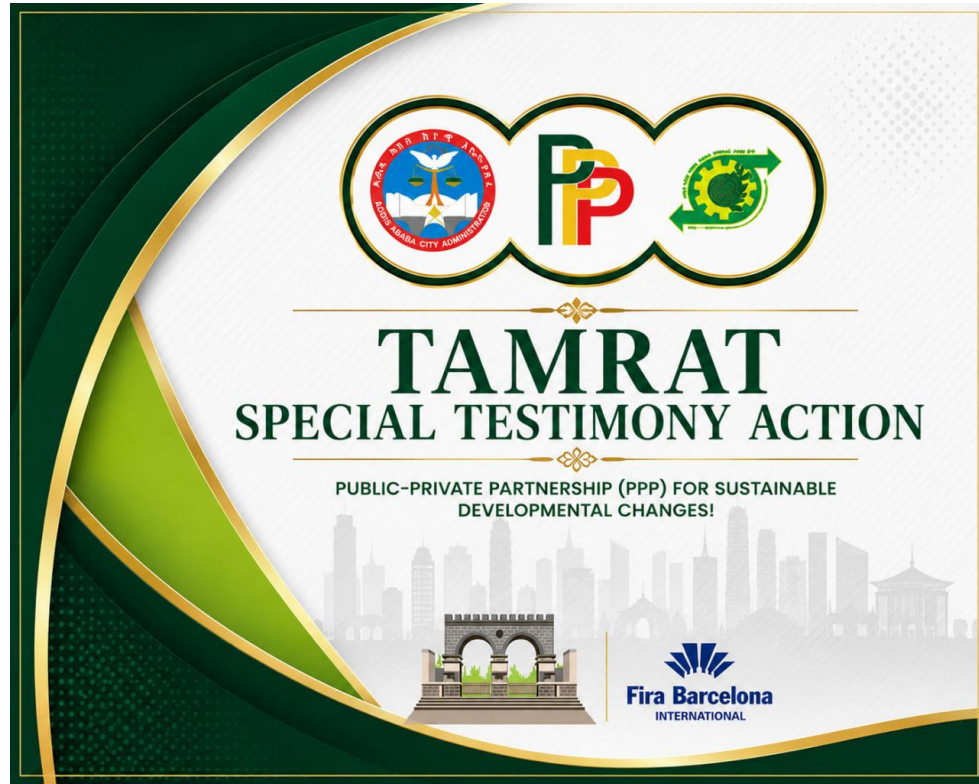




Impact/Legacy/Honours/Milestone

Landmark Leadership Achievements

One of the defining milestones in **Tamrat Admassu's** executive career was his leadership of the **Addis Ababa Exhibition Centre and Market Development Enterprise (AAECMDE)**. Established over **35 years ago** as a public enterprise under **Addis Ababa City Government Regulation No. 14/1999**, the Enterprise was mandated to promote trade, investment, exhibitions, and market development in Ethiopia.

In **1998 E.C.**, the management of the Enterprise was transferred from the **Addis Ababa City Administration** to the **Addis Ababa Chamber of Commerce and Sectoral Associations (AACCSA)** through a pioneering **Public–Private Partnership (PPP) Management Contract**. Following this landmark institutional reform, **Tamrat Admassu** was appointed as the **General**

Manager, becoming the fourth General Manager in the Enterprise's history. He successfully led the organization for **nearly fifteen years**, providing strategic leadership during one of its most transformative periods.

Among his most notable achievements was initiating and leading the comprehensive feasibility study and master planning of a **modern Addis Ababa International Exhibition and Convention Centre**. The study was undertaken by the internationally renowned **Fira Barcelona Consultants** of Spain and laid the strategic foundation for developing world-class exhibition and convention infrastructure in Addis Ababa. The project represented a major step toward positioning the city as a competitive destination for international exhibitions, conferences, trade fairs, and MICE tourism.

This transformational experience strengthened Tamrat Admassu's expertise in **strategic planning, institutional development, public-private partnerships, business development, event management, MICE, and large-scale project leadership**—capabilities that continue to shape the consulting and executive learning services provided by **Value Consulting**.



Barcelona, 28th January 2020

To whom it may concern,

We at Fira Barcelona International (Spain) sincerely witness and recognize the valuable contributions of Mr. Tamrat Admassu who closely worked with us while studying the ADDIS ABABA EXHIBITION AND CONVENTION CENTER GRAND PROJECT which was concluded in May 2018 after some three years hard work.

Mr. Tamrat, as a Focal Person of the Project, was responsible for:

- a) Coordinating the whole Project Work
- b) Presenting researched inputs to the study focusing on Ethiopia's as well as International Experiences
- c) Gathering and analysing data
- d) Advising us
- e) Organising the Ethiopian Higher-Level Delegation to Barcelona several times and
- f) Facilitating Our Programmes in Addis Ababa.

We witnessed and recognized that he is a hard-working professional who can provide International Consultancy Services mainly in the Business Sector.

Ensuring that our partnership with him will be strengthened, we wish him all the best in his future undertakings.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ricard Zapatero", with a blue ink stamp of the Fira Barcelona International logo to its right.

Ricard Zapatero
Ceo
Fira Barcelona International

