PROMA PARTNERS

COMPANY OVERVIEW

Proma Partners PLC is a trade facilitation and investment advisory firm connecting global manufacturers and investors with Ethiopia's growing market through strategic partnerships and trusted financial advisory.

COMPANY DATA

Headquarters:
Addis Ababa, Ethiopia

Registration:
PLC (Ethiopia)

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KEY CODES & SECTORS

- Trade Finance
- Market Intelligence
- Business Valuation
- Industrial Commodities
- Financial Structuring

CAPABILITY STATEMENT

PROVIDING THE INTELLIGENCE & INFRASTRUCTURE FOR ETHIOPIAN TRADE

CORE COMPETENCIES

International Trade Facilitation

Establishing structured, compliant, and transparent trade routes for essential commodities and industrial assets between global suppliers and Ethiopian buyers.

Business Valuation Services

Independent analysis of fair market value using international methods (Income, Market, and Asset approaches) tailored to the local economic data.

Trade Finance & Structuring

Designing secure financial instruments and structures to mitigate risk in international transactions and cross-border currency operations.

Strategic Market Entry

Guidance for global investors on the Ethiopian regulatory landscape, tax structures, and sector-specific investment opportunities.

PAST PERFORMANCE & EXPERTISE

Proma Partners has established itself as a trusted advisor for global financial leaders and strategic trade enterprises. We have successfully:

- Facilitated trade relationships for key industrial commodities.
- Provided comprehensive valuation reports for local firms eyeing expansion.
- Advised international investors on Ethiopia's evolving regulatory framework and upcoming capital market.

KEY DIFFERENTIATORS

- **Deep Local Insight:** Unrivaled understanding of Ethiopia's banking and regulatory environment from the ground level.
- **Global Integrity:** Advisory services that combine local expertise with international standards of transparency.
- **Results-Driven:** Focus on successful execution from market entry to transaction settlement.
- **Risk Management:** Specialized focus on structured finance to protect capital in emerging markets.