PROMA PARTNERS PLC
The Gateway to Ethiopian Trade

CASE STUDY: MARCH 2026

Success in Business Valuation & Trade

Empowering a Multi-Sector Enterprise for Ethiopia's Evolving Economy.

The Challenge

A leading local enterprise sought to restructure its operations and determine its fair market value in preparation for the upcoming **Ethiopian Capital Market** launch. The client faced complexities regarding asset valuation in a high-inflation environment and needed structured trade finance to modernize their industrial machinery imports.

Our Strategic Approach

- **Multi-Method Valuation:** Applied Income, Market, and Asset-based approaches to provide a robust "fair market value" recognized by potential international partners.
- **Trade Facilitation:** Connected the client with audited global manufacturers and facilitated a secure, compliant import cycle for essential commodities.
- **Finance Structuring:** Designed a risk-aware financial structure that optimized liquidity and ensured strict compliance with National Bank regulations.

100%
REGULATORY COMPLIANCE

Fair Market
VALUATION PRECISION

READY FOR CAPITAL MARKET

KEY OUTCOME:
The client now holds a professional valuation report that serves as a baseline for foreign direct investment (FDI) and strategic mergers.

Expert Perspective

"Determining the 'fair market value' of a business in Ethiopia's evolving economy is no longer optional—it is a strategic necessity for growth and international credibility."

— Samson Tizazu, Principal Advisor

📍 **HEADQUARTERS**
Arada Sub-City, Addis Ababa, Ethiopia

🌐 **DIGITAL PORTAL**
www.promapartners.com

📞 **CONTACT**
+251 911 517 466 | info@promapartners.com