PROMA PARTNERS PLC

INVESTMENT & CORPORATE PROPOSAL

Facilitating Global Trade and Finance in Ethiopia's Emerging Economy

The Ethiopia Opportunity

A Market in Transition

- Liberalizing Economy: Historic shifts in telecommunications, banking, and logistics.
- Capital Market Launch: 2026 marks the arrival of the ESX, creating a massive need for corporate valuations.
- Infrastructure Growth: Continued demand for industrial machinery and essential commodities.

The Challenge

International and local investors face asymmetric information, regulatory hurdles, and complex financial structuring requirements.

Proma Partners bridges this gap.

Core Competencies

Trade Facilitation

Connecting global manufacturers with Ethiopian industrial leaders through secure, audited, and compliant trade routes.

Expert Business Valuation

Providing independent analysis (Income, Asset, Market) required for M&A and upcoming Stock Exchange listings.

Structured Trade Finance

Designing risk-aware financial instruments that enable liquidity despite foreign exchange challenges.

Market Intelligence

Delivering high-fidelity data on the Ethiopian regulatory landscape and investor tax incentives.

The Proma Advantage



We combine deep local regulatory knowledge from our Addis Ababa base with international financial standards. Proma Partners is not just an advisory; we are an execution partner for long-term growth.

Ready to Navigate Ethiopia?

Partner with the trade and finance experts positioned at the heart of Addis Ababa.

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