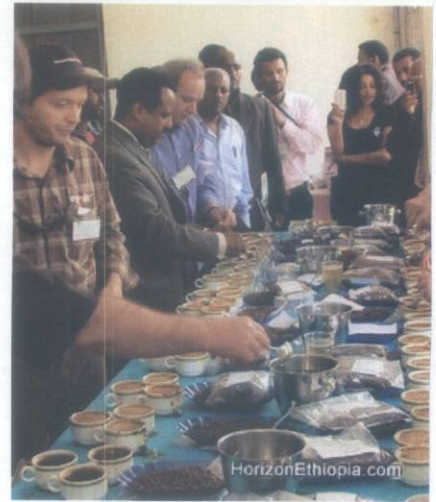


Bunna Time!

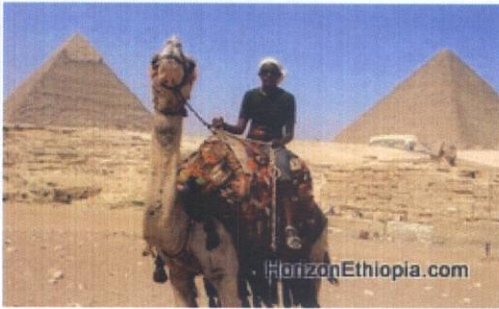
February is one of the busiest times of the year for the global coffee industry. Many of the best coffees of the year will be brought to market around this time and buyers will be crisscrossing the world searching for the perfect bean.

This year's Coffee Roundtable hosted by the Ethiopian Coffee Exporters Association and USAID's ATEP program, came right on the heels of the 2010 EAFCA meeting and just a day after the Ethiopian Commodity Exchange launched its Direct Specialty Trade window which could potentially address some of the concerns that specialty buyers have had regarding the trade of premium coffee through a standardized exchange system.

The theme of the event this year was on Marketing and Promotion Opportunities for Ethiopian Coffee - an area in which the sector could definitely enjoy a sizable boost.



Ethiopian, English Speaking Nomad



Maskarm Haile is an avid world traveler whose adventurous exploits have taken her from one end of the globe to another. Since she is going to be writing regularly about her travel exploits for Horizon Ethiopia, she starts by introducing herself and explaining how she was first bitten by the travel bug.

"A few years ago while traveling in Australia, fate brought me to a young Ethio-Australian who gave me the name of 'Ethiopian, English-speaking Nomad'. We were first introduced by mutual friends in Sydney and later crossed paths again in Brisbane. During our

conversation he politely said, "The only difference between you and the nomads in Ethiopia is that you speak English."

Salsa Habesha

The world-wide craze of salsa dancing has finally come to Ethiopia. To Addis to be exact, and who knows, before long Ethiopians might be boasting of their very own Salsa Habesha. Salsa and Habesha is a happy juxtaposition of terms in Ethiopia as Salsa is Spanish for a sauce of mixed ingredients and Habesha though originally meaning black, has come to signify the mixed dark to brown colours of the classic Ethiopian face. So Salsa is in Ethiopia, but who brought it here?



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