

KER EZHI
ETHIOPIA
BUSINESS GROUP

COMPANY PROFILE

MANUFACTURER OF EXPORT STANDARD & LUXURIOUS LEATHER PRODUCTS



K E R E Z H I

HEART OF BEST DESIGN AND CRAFTSMANSHIP



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OUR COMPANY



KER EZHI Ethiopia is a SME premier leather fashion brand with our roots in Ethiopia. We manufacture high-quality leather products and accessories with a wide range of premium luxury leather products. We take great pride in our craftsmanship, are passionate and committed to creativity around the unique styles and fashions in leather craft for over 18 years.

Our journey began in 2005 with the establishment of a world class tour and travel company, Zelalem Tours & Travel Agent. A milestone on our journey was marked by the establishment of high-quality leather products and accessory manufacturing to complement the tour operation, as well as to introduce our authentic and unique Ethiopian traditions of leather craftsmanship, which is centuries-old, to the fashion world.

Since 2017, the sister company, KER EZHI Ethiopia Leather Manufacturing, has been the core business activity producing superior hand-crafted leather products, positioning us as indisputably the leading manufacturer in the leather goods industry in Africa.

Yet another milestone on our journey is the establishment of a retail outlet, KER EZHI USA LLC, in Tyson's Corner Mall, Virginia, USA in August 2023. Other planned opening of additional international outlets in the United Kingdom, the Caribbean, the Middle East, and Africa will be realized in the short to medium term.

KER EZHI Ethiopia has embraced a more socially and environmentally conscious method of manufacturing and operation by utilizing eco-friendly, ethical and sustainable raw materials. Our company has championed a robust Corporate Social Responsibility (CSR) program by embracing several cultural and charity endeavors in support of community development.

KER EZHI ETHIOPIA



OUR BUSINESS GROUP

- 1) KER EZHI: Leather Goods Manufacturing & Export (Core Business).
- 2) KER EZHI: Leather Upholstery and Interior Design.
- 3) KER EZHI: Import and Export [Importer of Branded Promotional Products, Corporate Gifts, and Giveaway Items]
- 4) KER EZHI: Gems & Jewelry.
- 5) KER EZHI: Event Organization: Fashion Industry.
- 6) KER EZHI: Coffee, Tea & Café.
- 7) KER EZHI: Zelalem Tour & Travel.

OUR VISION



VISION 01

To become an African-Hub of Excellence in the Fashion and Beauty Industries with Superior Leather and Gem/Jewelry Products.



OUR MISSION



MISSION 01

Committed to designing a range of high-quality & timeless leather products that exceed the expectations of our most discerning customers while caring for sustainable fashion and the environment.

MISSION 02

Focusing on the International Market by building Export Competitiveness.

MISSION 03

Adopting Business Diversification and Expansion.

MISSION 04

Creating synergy among the products and fashion and beauty industries through Specialized Events and other Marketing Mixes.

MISSION 05

Building organizational culture guided by Total Quality Management (TQM).

OUR CORE VALUES

- ✦ Customer Centricity (Value for Customers!).
- ✦ Teamwork and Collaboration.
- ✦ Learning.
- ✦ Value Addition.
- ✦ Originality.
- ✦ Transparency.
- ✦ Corporate Social Responsibility (CSR) and Social Inclusion.
- ✦ Sustainability



OUR LOGO



The visual identity of KER EZHI Ethiopia is a sophisticated combination of the brand name and logo, which comprises a white eagle's head outlined with a dark brown body and orange wings. The eagle is soaring effortlessly at great heights and going a long distance with its focused gaze and soaring wings to depict the resilience and creativity of brand craftsmanship, high-quality and strength.

Our logo has occupied a lofty place of honor for many years as an universal brand symbolizing utmost elegance, power, courage, originality, greatness, self-renovation and sustainability. Like the eagle, our company manifests many fine redeeming qualities of craftsmanship and rich Ethiopian heritage.

The color orange and brown with the white background represents our positive energy, ethics and the respect we have for the environment and humanity. Our passion for creativity and craftsmanship is our signature. It represents the authentic and diverse culture and heritage of Ethiopia, which is inspiration for re-igniting our historic and cultural diversity, unity and creativity that makes us the Heart of Best Design and Craftmanship.

KER EZHI ETHIOPIA, is an elegant symbol of a great omen, (MELKAM NEGER YETAY) (መልካም ነገር ይታይ) in Amharic language heralding a premier luxury fashion brand with an iconic logo targeting a fashionable and timeless audience with high-quality leather products and accessories, exuding sophistication and our prideful Ethiopian heritage.

MEET OUR TEAM



Zelalem Merawi CEO & Owner

Zelalem Merawi is the CEO and Owner of KER EZHI Ethiopia Leather, and a serial global entrepreneur in manufacturing high-quality leather goods in Ethiopia. KER EZHI Ethiopia is the brainchild of Zelalem Merawi, established in 2005 in Addis Ababa. He founded the company with a small team and has been expanding for the past eighteen (18) years. With strong commitment and dedication the company has been expanding in the manufacturing and export a range of fashion goods consisting of leather handbags, belts, leather jackets, briefcases, laptop bags, travel bags and lifestyle accessories.

Zelalem's dynamic and innovative approach in business has led to the creation of KER EZHI Ethiopia Business Group of which consists seven (7) business lines, operated and managed under the umbrella of the "KER EZHI Ethiopia" brand. He has obtained a degree on Tour operations and supervision from Lion Ethiopia Tourism College. Additionally, Zelalem operates a world class, global award winning of Tour and Travel Company. One of the core strengths of KER EZHI Ethiopia Leather is the skilled team that Zelalem built that are highly committed, creative and motivated with years of professional training and expertise in the fields of fashion and design.

Zelalem's entrepreneurial achievements of excellence for quality products and services has been honored by the Government of Ethiopia, as well as internationally by the Department for Business and Trade of the United Kingdom. His International Awards include, Manager of the Year Award, Europe Business Assembly, London, 2015; Century International Quality Gold Award, Switzerland, Geneva, 2014; Winner of the BIZZ Business Excellence Award, Abdu Dhabi, UAE, 2014.

His future vision is to grow his private company by an initial public offering (IPO), in order to take the business international and give the next generation the opportunities to expand globally.



Tamrat Admassu General Manager

Tamrat Admassu serves as the General Manager of KER EZHI Ethiopia Group. He is an Executive Director in his Value Consulting PLC, a sister company of KER EZHI Ethiopia Group. Tamrat is a Senior Professional Business Manager and Consultant, with over twenty-seven years of experience. He has held Executive Positions in Governmental Organizations, the Chamber of Commerce, International Non-Governmental Organizations, and International Business Companies. His professional background covers Business Management, Event Marketing, Tourism and Development, Communication, International Relations, Project Management, Teaching, and Consultancy Services.

Tamrat studied in Addis Ababa University and received a Bachelor's and Master's degrees. Tamrat's Professional Achievements also include Research Works and Public-Private-Partnership (PPP) Initiatives that are recognized by the Addis Ababa University, Board of Directors and Management of Addis Ababa Chamber of Commerce, Addis Ababa City Administration (Municipality), Executive Body of Fira Barcelona International (Spain), CBI (Center for the Promotion Imports) of the Netherlands.



Yodit Hylton International Brand & Marketing Executive

Yodit Hylton is an executive International Brand & Marketing expert at KER EZHI Ethiopia. She is responsible for ensuring that the products & services lines resonate with current and potential customers. She is also responsible for developing marketing strategies and global promotions to enhance brand recognition in international markets. She manages, develops KER EZHI Ethiopia's brand strategy, digital marketing, and maintains international quality standards. She also collaborates with products sales and manufacturing teams to align marketing efforts with our business objectives.

Yodit has a Bachelor's in the field of science, specializing in Aeronautics with a Minor in Computer Science from Embry-Riddle Aeronautical University, Daytona Beach, Florida. She is highly trained professional with diverse experience in the International Civil Aviation Organization (ICAO), certifications of aerodrome and airspace, cumulatively for 12 years in the Federal Aviation Administration (FAA) in the USA as well as the Jamaica Civil Aviation Authority (JCAA).

Yodit is an Ethiopian born member of the diaspora who currently resides in the US and Jamaica. As an entrepreneur, she has engaged in aviation consulting, trading activities across the creative industries of fashion, tourism, culture & entertainment sectors since 2009. Her passion for her homeland and culture has led to her historical appointment by the Ministry of Foreign Affairs of Ethiopia as Honorary Consul for Ethiopia in Jamaica in 2011, the first such appointment in the Caribbean. As Ethiopia's representative to the Caribbean region, she is active in deepening the relations with the region's governments, people, and businesses to promote trade, tourism, and investments in the Caribbean, the Latin America region and Ethiopia. Among her passions is to serve the people of Ethiopia by collaborating and connecting with the global and local organizations that promote investments, Ethiopian products, and services in Ethiopia.



Soliyana Yisihake Deputy General Manager & Sales/Marketing

Miss Soliyana Yisihake is the Deputy General Manager & Sales/Marketing at KER EZHI Ethiopia Group. She supports and assists the general manager in administrative duties, include business-to-business sale, inventory and logistics management, marketing promotion, and new business. She is also responsible for the day to day running of our stores along with the General Manager to lead, develop and manage the KER EZHI teams.

She has a Bachelor's degree from Arba Minch University (AMU); accomplished several training programs including Entrepreneurship, Export Marketing, Salesmanship and Customer Service, and Total Quality Management at Value Consulting PLC from 2020-2023. She is currently pursuing her Master's Degree in Marketing and Management.

Soliyana has contributed significantly to the performance and growth of KER EZHI Ethiopia Groups. She possesses diverse skills, an essential part of the team.

OUR PRODUCTS



Our leather products are superior handcrafted export quality products. We use natural Ethiopian high-grade leather which is locally sourced. We offer a wide range of premium, affordable, and high-quality leather goods and accessories to our customers that are meticulously handcrafted by local experts and artisans, incorporating ancestral techniques with modern styles crafted from genuine Ethiopian highland sheep, goat skins, cow hides, as well as exotic skin made from crocodile and camel skins.

These products include ladies's/gentleman's bags, travel bags, belts, wallets, backpacks, briefcases, pouches, leather clothing and accessories assembled with high strength stitching, tear & water proofing, as well as quality hardware accessories.



OUR LEATHER



KER EZHI Ethiopia Leather goods are crafted from our national brand of premium quality leathers, which includes genuine Ethiopian highland sheep, cow hides, goat skins, as well as exotic skin made from camel skins that are durable, soft, flexible and reliable.

At KER EZHI Ethiopia Leather, we specialise in manufacturing our goods from our unique Ethiopian Highland sheep skins, to make our premium products deeply rooted in the culture and lifestyle of Ethiopia.

We source raw materials locally strictly from certified companies. We maintain a sustainable and eco-friendly production process which protects the environment.



COMPLIANCE



KER EZHI Ethiopia takes pride in its ethical and professional craftsmanship of the highest quality leather products. We comply strictly with the government of Ethiopia's stipulations as well with international standards and regulations. We maintain high standards in complying with the terms and requirement of the Conventions on International Trade of Endangered Species (CITES) regulations for our exotic skin manufacturing and export goods. Our company also meets various environmental, social and technical compliance standards as required by specific clients.

Our Company Certification:

- Conventions on International Trade of Endangered Species (CITES)

Our Leather Supplier Partners Certification:

- Quality Management System – ISO 9001
- SATRA Membership
- GOLD RATED AUDITED AGAINST LWG STANDARDS

Compliance Certificate In Process:

- OEKO-TEX® RESPONSIBLE BUSINESS Certificate of LEATHER STANDARD



OUR MANUFACTURERS



We manufacture an exclusive range of leather goods; each product is a unique creation, hand crafted by artisan craftsmen utilizing traditional techniques. We honour our heritage through advancing the legacy of our ancestors by producing high-quality leather goods with passion, lifelong commitment and craftsmanship.

KER EZHI Ethiopia Leather has been a supplier/producer for some of the world's most celebrated luxury brands such as Ralph Lauren, Valentino, and Perry Ellis. Our manufacturers are continually striving to find new and improved methods to maintain and improve the quality of all goods produced.



OUR IMPACT



OUR IMPACT We are focused on the economic, social, and governance (ESG) impacts across our leather manufacturing value chain. Our company has a community centered culture.

We provide the community and women with employment opportunities and ensure economic empowerment. KER EZHI Ethiopia practices transparency, trustworthiness, and strict compliance with financial, social, and environmental regulations.

Our team is committed to utilizing green energy while eliminating environmental waste. This assures the sustainability of our company and its brand.

Women's Empowerment
Community Building

Upskilling Network

Capacity Building

Transparency

Sustainability

Environment

Diversity

OUR

RETAIL STORES ADDIS ABABA, ETHIOPIA



We host several retail stores in Addis Ababa including Bole International Airport Duty Free shop.

- ✦ Bole International Airport, Terminal II (Two Duty-Free Shops), Addis Ababa, Ethiopia.
- ✦ Retail and headquarters (around Kazanchis, near Elilly International Hotel, in front of the United Nations Economic Commission for Africa (ECA), Gate No. 2.)
- ✦ New retail outlet (Nearby MADDO Hotel, Atlas Road, heading to Edna Mall.)
- ✦ Radisson Blu International Hote (Dedicated mainly to Foreign Customers) with an opportunity for worldwide expansion at other branches of the Hotel.
- ✦ Two other medium-sized outlets.
- ✦ Upcoming: KER EZHI-UK Branch, KER EZHI-Kenya Branch, and other International Branches.

Bole International Airport, Terminal II



OUR

BOLE ATLAS BRANCH OUTLET GALLERY ADDIS ABABA, ETHIOPIA



New retail outlet Nearby MADO Hotel, Atlas Road.



OUR

**HEAD OFFICE AND MAIN GALLERY
KAZANCHIS BRANCH & SKYLIGHT
HOTEL GALLERY
ADDIS ABABA, ETHIOPIA**



Retail and headquarters (*Kazanchis*, near *Elilly* International Hotel, in front of the United Nations Economic Commission for Africa (ECA), Gate No. 2.)



Skylight Hotel Gallery located near to Bole Airport



USA

KER EZHI



- ✦ KER EZHI USA LLC is the first foreign franchise lunched in Virginia USA at Tyson's Corner Mall in September 2022.
- ✦ Leather Goods made from genuine Ethiopian highland sheep, goat skins, and cow hides, as well as exotic options made from crocodile and camel skins, are now preferred by American and other international customers.
- ✦ State-of-the-art automated warehouse of 500m2 space.



KER EZHI USA LLC
WWW.KEREZHIETHIOPIA.COM

KEY STRATEGIC PARTNERS



ETHIOPIAN AIRLINES

- ✦ KER EZHI's magnificent retail (two duty-free shops) opened inside the premises of Ethiopian Airlines, Terminal II.
- ✦ KER EZHI signed and implemented an agreement with the *Ethiopian Airlines Group* for the *ShebaMiles loyalty program*.
- ✦ KER EZHI supply premium value wallets and other accessories for Inflight Sales.
- ✦ KER EZHI's Leather Goods and BRAND at large will also be posted on the INFLIGHT SELAMTA MAGAZINE of Ethiopian Airlines.

DEUTSCHE GESLLESCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT (GIZ)

- ✦ Sustainable Industrial Clusters Project Funded and managed by Germany and the UK.
- ✦ Supporting decent job creation mainly for women.
- ✦ Enhancing the exporting capacity of KER EZHI Ethiopia by securing international certifications and recognitions.

Backpacks



KEY



STRATEGIC PARTNERS CONT.

- ✦ Leather Industries Development Institute (LIDI).
- ✦ Ethiopian Leather Industries Association (ELIA).
- ✦ Radisson Blu Hotel, Addis Ababa, Ethiopia.
- ✦ Korea International Cooperation Agency (KOICA)
[Ethiopian Leather and Leather Products Competitiveness Enhancement Project.]
- ✦ Ethiopian Gemstone and Jewelry Manufacturers, Suppliers, and Exporters Association (EGJA).





LOCAL AWARD

Best Exporter's & Manufacturer's award by H.E. Adanech Abiebie, Mayor of Addis Ababa City.



INTERNATIONAL AWARDS

- ◆ International Socrates Award, 2015, London, UK. Europe Business Assembly (EBA), Manager of the Year Award.
- ◆ Century International Quality Gold Award 2014, Geneva, Switzerland.
- ◆ The BIZZ Business Excellence Award, 2014, World Confederation of Business, (WORLDCOB), USA.



LOCAL RECOGNITION



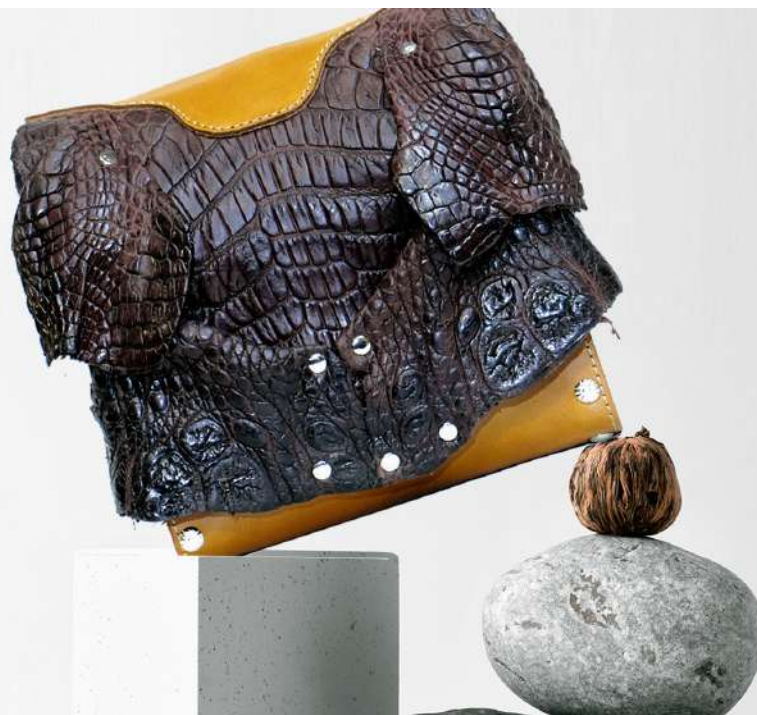
- ◆ Ethiopian Prime Minister, H.E. Dr. Abiy Ahmed Appreciating the Leather Products of KER EZHI Ethiopia while Visiting the Ethiopian Products' Show at the Imperial Palace.
- ◆ H.E. Tourism Minister Ambassador Nassise Chali with Her Deputy (State Minister) Mr. Seleshi Girma Visiting the Main Gallery and Outlet of KER EZHI Ethiopia.
- ◆ H.E. Mr. Ahmed Shide, Minister of Finance, Appreciating the Leather Goods of KER EZHI Ethiopia.
- ◆ H.E. Mr. Melaku Alebel, Minister of Industry, and His Deputy (State Minister) Tarekegn Bululta visiting KER EZHI Ethiopia's Booth at Millennium Hall.
- ◆ In Let Ethiopia Produce: Annual Expo: Ethiopia in 2020-2023.
- ◆ International Leather Fairs Organized by ASFW (Africa Sourcing and Fashion Week, Addis Ababa in 2021-2023)



INTERNATIONAL RECOGNITION



- ✦ MAGIC New York Leather and Fashion Trade Show, New York, USA September 2022.
- ✦ Leather Fair Exhibition, Kigali, Rwanda November 2022).
- ✦ East African Textile and Leather Week (ELTLW) in Nairobi, Kenya in June 2023.
- ✦ In other International Leather Fairs: Paris, France, Milano Italy, and Las Vegas USA.



GET IN TOUCH

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SCAN ME



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