Anbessa
MICE
M.I.C.E Solutions

ANBESSA MICE

YOUR STRATEGIC PARTNER FOR EXTRAORDINARY EVENTS IN ETHIOPIA







BACKED BY DECADES OF TRUST. DRIVEN BY A NEW VISION.

Anbessa MICE is the new, strategic event management division of Ethiopia's most esteemed DMC, Anbessa Travel. For over 13 years, the Anbessa name has been synonymous with logistical excellence and deep destination knowledge. We are built on this rock-solid foundation of reliability and trust.

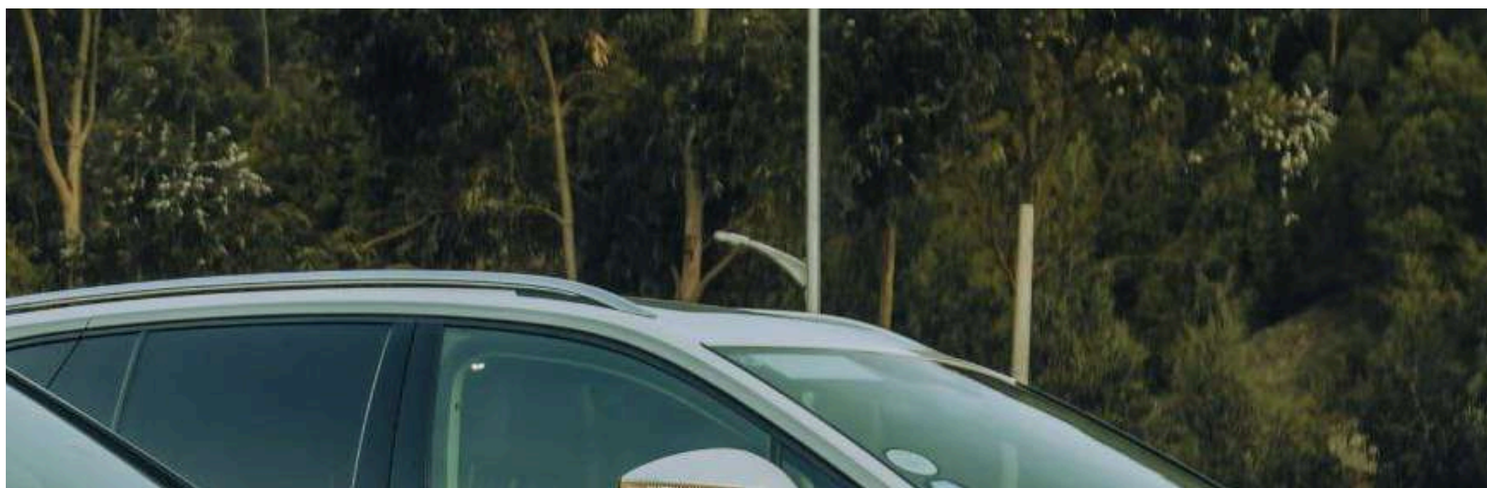
We are your architects of experience, your logistical experts, and your single point of contact for creating seamless, impactful, and unforgettable events in the horn of Africa.

Our Vision: To be the most trusted and sustainable innovative MICE partner in Ethiopia, recognized globally for creating extraordinary events that showcase the nation's unique potential.

Our Mission: To provide seamless, professional, and creative end-to-end MICE solutions, leveraging our local expertise and commitment to sustainability to deliver exceptional value and unforgettable experiences for our clients.

Our Core Values: **Professionalism I Client-Centricity I InnovationI Sustainability I Integrity.**





OUR END-TO-END MICE SERVICES

We provide comprehensive management across the full spectrum of business events. We handle the complexity so you can focus on your objectives.

- **Conferences & Congresses** :Whether it’s a national sales conference, a multi-day workshop, or a large-scale international congress, we provide meticulous planning and execution. Our services include venue sourcing, delegate registration, abstract management support, AV and technical coordination, and full on-site management.



- **Incentive Travel :**Reward your top performers with more than just a trip—give them a once-in-a-lifetime experience. We design bespoke incentive travel programs that blend luxury, adventure, and authentic cultural immersion. From the historic routes of Lalibela to the unique cultures of the Omo Valley, we create journeys that motivate and inspire.



- **Meetings & Workshops** :For high-stakes board meetings, strategic planning sessions, or critical training workshops, flawless execution is paramount. We manage every detail, from securing discreet, high-tech venues to coordinating all logistical and hospitality requirements, ensuring a productive and professional environment.



- **Exhibitions & Product Launches** :Launch your next big idea with impact. We provide creative and logistical support for product launches, trade show participation, and brand activations. Our services cover everything from stand design and construction to press engagement and event marketing, ensuring your brand captures the spotlight.



KEY DIFFERENTIATORS:
THE ANBESSA ADVANTAGE

Sustainability as a Standard: **We are Ethiopia's premier eco-conscious MICE partner.** From our dedicated EV fleet for VIP transport to our waste reduction strategies, we help you host responsible and impactful events.

Proven & Trusted by Global Leaders: We are the ongoing, trusted logistics and event partner for some of the world's most demanding organizations, including **Nokia, the UN's Food and Agriculture Org.**

Deep Local Roots: We leverage our unparalleled local network to create truly authentic experiences. We connect you with the best of Ethiopia, from renowned cultural performers to community-based enterprises, ensuring your event is unique and memorable.





WHY ETHIOPIA?

A Destination of Strategic Importance and Unforgettable Experiences

Choosing a destination is as critical as the event agenda itself. Ethiopia offers a compelling, unique combination of strategic advantages that will elevate your MICE event from ordinary to extraordinary.

THE STRATEGIC HUB OF AFRICA

Diplomatic Capital: As the host of the African Union (AU) and the United Nations Economic Commission for Africa (UNECA), Addis Ababa is the political and diplomatic heart of the continent.

Global Aviation Gateway: With Ethiopian Airlines, the continent's largest and most connected carrier, your delegates can fly directly from over 130 international destinations, ensuring smooth and efficient travel.

World-Class Facilities: From the 10,000-delegate capacity of the new Addis Ababa International Convention Center (AICC) to a growing portfolio of 5-star international hotel brands, Ethiopia offers modern, secure, and professional venues capable of hosting any event.





A LAND OF ORIGINS AND INSPIRATION

- Go Beyond the Ballroom: Anbessa MICE specializes in creating unique "bleisure" (business + leisure) opportunities that enrich your program. Offer your attendees experiences they will talk about for years.
- The Birthplace of Coffee: Arrange an exclusive tour and tasting ceremony at a coffee plantation in the very region where it was discovered.
- A Mosaic of Cultures: Explore the vibrant traditions and ancient history of a nation with over 80 distinct cultures and 9 UNESCO World Heritage sites.
- Breathtaking Landscapes: From the rugged peaks of the Simien Mountains to the dramatic landscapes of the Danakil Depression, offer your top performers incentive trips that are truly unparalleled.







PROUD MEMBMER OF

Anbessa Travel is a proud member of several respected travel and tourism associations, demonstrating our commitment to maintaining the highest industry standards. Some of the key organizations we are affiliated with are listed below.

site

Ethiopian Tour Operators association

SKÅL INTERNATIONAL
Connecting Tourism Globally

AFRICA DMC's

OUR SUSTAINABILITY FOCUS: POSITIVE IMPACT, RESPONSIBLE EVENTS

At Anbessa MICE, our commitment to excellence extends to our role as responsible corporate citizens.
Our Core Sustainability Pillars:

- **PIONEERING GREEN TRANSPORTATION**

We are proud to be at the forefront of sustainable transport in Ethiopia's MICE sector. We are integrating fully electric vehicles (EVs) into our fleet for airport transfers and executive transport, significantly reducing the carbon footprint of your event.

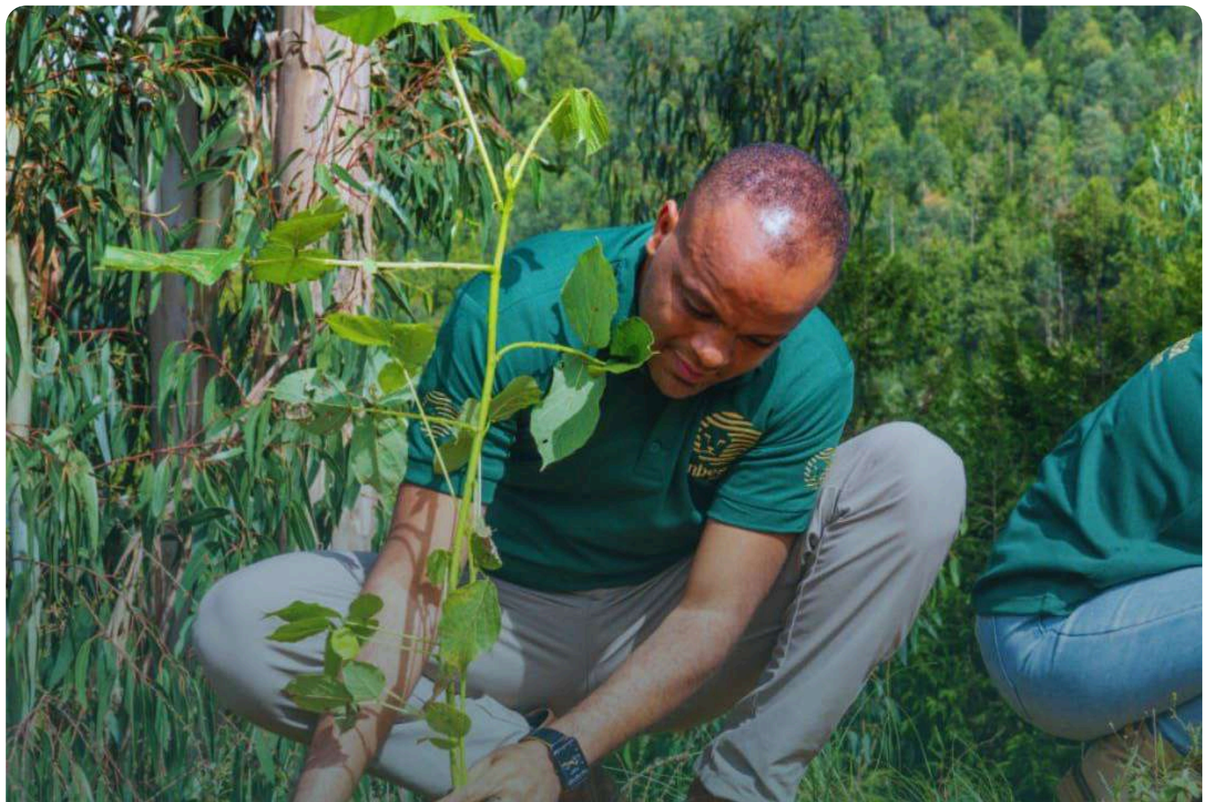
- **EMPOWERING LOCAL COMMUNITIES**

Your event should benefit the destination. We prioritize local sourcing at every opportunity, from partnering with community-based catering businesses and women-led cooperatives for delegate gifts, to hiring and training local event staff. This ensures the economic benefits of your event are distributed directly into the community.

- **MINIMIZING ENVIRONMENTAL IMPACT**

We actively work with our venue and hotel partners to implement robust sustainability practices. This includes comprehensive waste reduction and recycling programs, promoting water conservation, and favouring suppliers who share our commitment to environmental stewardship.







Let's Create Your Extraordinary Event.

YOUR VISION DESERVES A PARTNER WHO CAN BRING IT TO LIFE WITH PRECISION AND PASSION. CONTACT US TODAY FOR A COMPLIMENTARY CONSULTATION AND A TAILORED PROPOSAL.

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