

MEKONNEN ALEMU
IMPORT AND EXPORT
COMPANY PROFILE



MEKONNEN ALEMU
import and export

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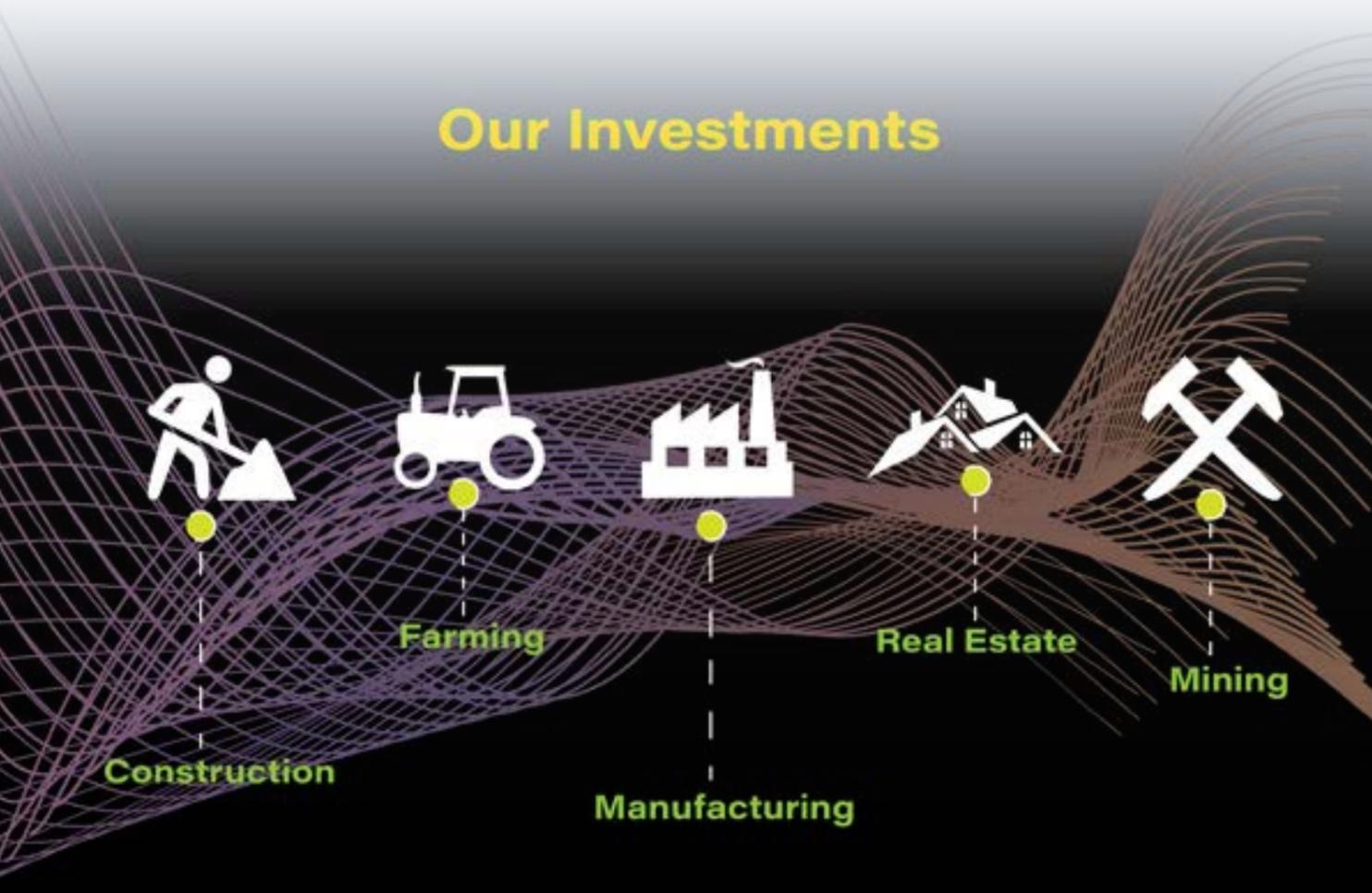
About Us

Ethiopia is endowed with abundant agricultural resources and has diverse agro-ecological zones. Agriculture is the mainstay of the economy. Our companies motive and passion is to convey what Ethiopia has to offer to the world. With this motto we participate in various parts of Ethiopia to initiate communities to support and encourage local farmer through arranging opportunities to showcase their fine products throughout the globe.

Our core business is seeing new buyers and tapping in new markets while harnessing the agricultural potential in Ethiopia. We facilitate trades of goods and commodities between domestic and foreign companies. We export all kinds of coffee blend, Sesame, White Pea Beans, Green Mung Beans, Red Speckle Bean, Castor Seeds, Soya Beans and Niger Seeds. We have our own processing plant as well as farms where we follow standard processing procedures. Our products meet international standards and are certified as per required. In addition, we also offer imports material as chemicals, Steel, Spare parts, Furniture, Automobiles and Raw materials such as Industrial raw materials, Stationary materials, Construction material,



Our Investments



Our Investments

We were established in 2012 E.C while we had been working on the same sector for more than a decade. Our company is a rapidly growing company now involving on different sectors with a huge capital investment. We are currently farming in strategic parts of the country in places well known for agriculture.

Our main agricultural activities take place in Amhara, South and Oromia regions. Our 600 hectare farmland in Humera is playing an important role in supplying a consistent supply for our market demands.



Our Company Structure

Mokonnen Alemu is the founder and CEO of Mokonnen Alemu Import and Export. Upon acquiring a Master Degree in Business Administration, Mr. Mokonnen started working as Manager for export and import company with wide range of managerial positions spanning from planning, international and domestic trade of agricultural products, construction materials and other raw material.

During his career in trading, Mokonnen Alemu established himself as a renowned business manager with accumulated 10 years of experience. In 2012 E.C /2019 G.C, he was instrumental in the founding of Mokonnen Alemu Import & Export. Mr. Mokonnen Alemu saw an opportunity to connect local producer with consumers through the provision of a proper platform. He was able to detect a gap within the supply chain of Ethiopia and observed that he could implement to display these products to a wider audience.

Thanks to his years of experience in the Import and Export industry Mr. Mokonnen Alemu has developed excellent relations with foreign and local clients. He believes he could use his skills to embed these connections and contribute to his country's economy growth as well as the clients. Mr. Mokonnen Alemu.

Our Export Team and Import Team

Our Export and Import team are responsible for:

- Assuring the implementation of required regulation for the smooth run of shipment of import and export products.
- Consultation regarding shipment, taxes, and strategy with our clients interested doing with business with Mokonnen Alemu Member import and Export.
- Planning and coordinating shipments and supervising delivery, managing customers and personnel and ensuring that shipments comply with domestic laws as well as international export, trade and financial laws.
- Understanding the need of constant update of the law and regulation for each country which have complex rule governing the import and export of good therefore our team. They also comprehend the need to take responsibility and accountability for their work.

Our Marketing Team

Our marketing team are probably responsible for you coming across our services in:

- Our marketing team work hard aiming to get our product on to the global shelves.
- The team are in charge of the company's marketing strategy that reach the target audience and oversee the operations that could show the company's potential and value to new clients.
- Our marketing team are very skilled in evaluating and understanding current marketing trends and data which helps increase demand among supply chain partners, such as new product launches.

Our Finance Team

Our finance team is accountable for our fast and reliable operations by building a strong finance in:

- Overseeing analysis, monitoring, mitigation and awareness of our company's financial risks.
- Taking lead in the finance decisions of the company, including overseeing cost effectiveness, diversity of financing sources, and minimum use of liquidity.
- Providing guidance to finance Officers and Traders in difficult or unfamiliar situations.
- Maintaining of the regional bank lines as well as serving as the company's main liaison with our Banking partners. Our finance team have pledged to work with honesty and integrity for a smooth transaction.

Vision and Mission Statement



Our business idea supports this vision by offering a wide range of quality products that benefit each client.

- To enable economic growth through the provision of quality products at a competitive price.
- To link our potential clients with their requirements in a direct with view of a long term cooperation.
- To be recognised for a company that is always fully committed to assist each transaction with full expertise through the entire business deal.
- To develop company's growth through constant discovery of new product and wider coverage of products as per the market needs.
- To strengthen our client's relation through better offer of premium export products and services.
- To expand our team's expertise by recruiting training and retaining the best talent in the industry to meet the growing and diverse needs of customers.
- To continuously improve our business processes leading to prompt and efficient sales
- To provide our clients competitive and premium quality equipment and proactive customer services.
- To import and supply quality product with convenient prices to maintain our customer's satisfactions and sustain our profitability.

**YOUR
TIME
IS OUR
MONEY**

Our Values



Our Export





Coffee Bean Export

Ethiopia is the birth place of coffee producing some of the most exceptional and dramatic coffees found anywhere in the world. The Ethiopian coffee is globally recognized as it is significantly different and unique from any coffee because of its diverse flavor profiles as result of natural mutations. Ethiopian coffee beans are known for their complexity, pungent aroma, winy quality, and distinct acidity. Our key coffee-producers are from all over Ethiopia namely the Sidamo, Limu, Yirgacheffe, and Harrar regions. For our coffee export we offer all types including commercial and special coffee blends.

Coffee Production

- Our coffee beans are indigenous to Ethiopia and harvested from wild coffee trees that offer extreme flavors.
- Our coffee beans are naturally processed, which has a significant impact on the overall taste of the coffee product. The production of our coffee export involves harvest, processing and exporting.
- The coffee beans are harvested using different system where as wild-grown coffee are harvested by the local farmers and the other source of our coffee beans are Garden Coffees, grown in small holder plots along with other crops.
- As for the processing stage, the process for each kinds of coffee differs. Processing refers primarily to the method of removing the skin, pulp, and parchment from the outer layers of the coffee cherry, to reveal the green coffee bean underneath.
- Coffee pulp, or mucilage, is very sticky and dense in sugars. Special processes are needed to remove the mucilage from the beans.
- In the production of our coffee beans, the processes used include dry processing and wet processing.



Washed Ethiopian Coffee



Unwashed Ethiopian Coffee

Dry or Unwashed Coffee Processing

- The dry- processing, where by the unpeeled coffee cherries are sun-dried right after its harvest. Producers lay the coffee cherries, skin and all, out to dry on the beds.
- During the drying process, the cherries shrink in size and eventually become hard and completely dry.
- Once the process is completed, sacks of dried cherries are taken to a hulling station for the removal of the outer cherry.
- Over time, the skin and sticky juices of the cherries dry out in the sun. much care is taken in consideration during this stage to avoid contact between the cherries and contaminating substances.
- Our unwashed coffee beans have intense berry flavors, tropical fruit aromatics, and chocolaty undertones with a yellowish or orange-like tinge to them.

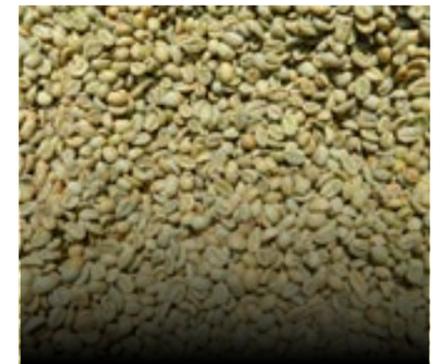
Wet or Washed Coffee Processing

- The wet processing is when right after the coffee cherries are harvested from the trees, they are pulped, fermented and the mucilage cover is removed by washing before it is sun-dried.
- The outer skin of the coffee cherry is removed immediately after harvesting and then mucilage-coated beans are then fermented with water in large tanks.
- The process of fermentation breaks down the sugars in the mucilage and frees it from the parchment.
- Once fermentation is complete, the coffee is rinsed with fresh water, it taken to dry in the sun and then stored.
- Our washed coffee has a clarity of flavor which highlights the delicate, floral notes for which the country's coffee is known.

Types of Coffee Beans Export

Sidamo Coffee Beans

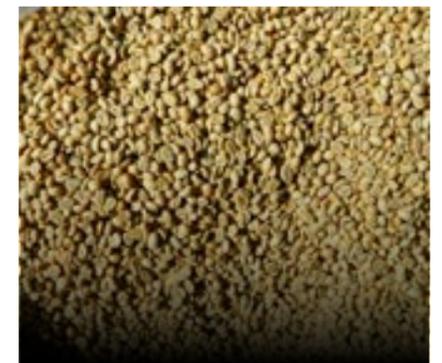
- Sidamo coffee refers to the coffee found in the Sidamo region grown in the fertile highlands south of Lake Awasa in the Rift Valley.
- The Sidamo coffee beans follow a wet processing method.
- It possesses a vibrant crisp acidity, with refined sweetness, floral and citrus notes and an elegant aftertaste.



Sidamo Coffee Beans

Yirgacheffe Coffee Beans

- Yirgacheffe is also a part of the Sidamo region in southern Ethiopia.
- It also undergoes a wet processing methods.
- Premium Yirgacheffe coffee beans display chocolately and nutty notes.



Yirgacheffe Coffee Beans

Harrar Coffee Beans

- Harrar coffees is harvested from wild native trees on small farms in the Eastern part of the country.
- It undergoes a dry processing method.
- Harrar flavours range from lots of blueberry through to a whole range of flavours, including banana, strawberry and bubblegum - some are even minty. The winy nature of this coffee means that it is not usually well-suited to drinking as a single origin coffee; therefore, Harrar coffee is most commonly used in espresso blends to lend pungent, fruity notes.



Harrar Coffee Beans

Limu Coffee Beans

- Limu coffee grows in the Limu region, South-West of Ethiopia.
- It undergoes a washed or wet processing method.
- Limu coffee has is known and desired for its good cup, sweet, spicy/winy flavour and balanced body with low in acidity but a bit sharp in flavour.

Other Commercial Graded Coffee Beans Export

- In addition to the mention majority export, we also offer coffee beans such as Guji, Jimma, Illubabor, Amaro, Kaffa, Tepi, Welayta, Bebeke, Borena, Arsi, and Bale.



Limu Coffee Beans



Sesame Seed Export

We are one of the key players in sesame seed export in the global market with Mekonnen Alemu Export and Import in the front lines. Ethiopia sesame seeds is ranked the number one oilseed in the horn of Africa and among the top ten producer globally earning the phrase "Ethiopia has the best sesame seed in the world". Our Sesame production mostly takes place in Western Ethiopia in Oromo Regions locally known as Wellega type Sesame seeds. As well in the Northern Ethiopia obtaining the Humera type Sesame seeds. We export raw sesame seeds in unbroken form clean and certified for human consumption.

Sesame Seed Production

- Our processing procedure of sesame includes the harvest of seeds when significant portion of the pods has changed colour from green to brownish yellow.
- The seeds are removed from the pods and then cleaned for any contaminating residues.
- The sesame seed goes into the export market in packed forms.
- The seeds are stored at optimum storing temperature of 18° Celsius in our cool and dry storage until they arrive at their destinations. The standards of our sesame seeds are certified by the Seed certification by the Ministry of Agriculture (MoA).



Wellega Sesame Seed Export

- Wollega Sesame have high oil yield amounting to 51% minimum.
- The export demand is great due to unique flavour profile and is highly demanded for the production of tahini paste.
- Wellega has uniform clear white colour.

Type of Sesame Seed Export

Humera Sesame Seed Export

- Humera Sesame is a highly demanded sesame seed variety.
- It has the highest oil content ranging between 54 and 56 percent which is a major competitive advantage for edible oil production.
- Humera Sesame relatively large and has a uniform white or ashen-coloured therefore very much requested for bakery and confectionary purposes due to their white color, sweet taste and nutty aroma.



White Pea Beans

Our Company provides high quality Ethiopia white pea beans or haricot beans to the export market. We source fresh beans from central in Amhara Region and western region of Ethiopia specifically Oromia Region of Ethiopia. The main characteristics of the Ethiopia White pea bean, locally known as "Nech Boloqe", is oval shape and white skin when dry. In addition, it is tinier than the other common red beans. If you are eager to lay hands on high quality fresh Ethiopia haricot beans, you have the right exporting partner at hand.

White Pea Beans

- We ensure that the harvesting takes place in a single day for fast storage and later shipping. Harvested beans are fully dried for transportation to the packing shed.
- We sort the healthy beans from the damaged ones and also remove any foreign particles including rock sediments before finally grading them.
- After packaging, the product is fumigated to guarantee that it is absolutely free from live or dead insects.
- Our products are stored in dry stores, ventilated and away from sunlight.
- We follow the Ethiopia standards of processing and moisture composition of our beans.



Green mung beans

Our Green mung beans source is mainly concentrated in North Shewarobit zones of Amhara region, and in bale provinces of Oromo region. Our variety of green mung depends on their origin. Mung bean, locally known as “Masho”, are small in size with ovoid shape and bright green skin hence the name of the bean.

Green Mung Beans Production

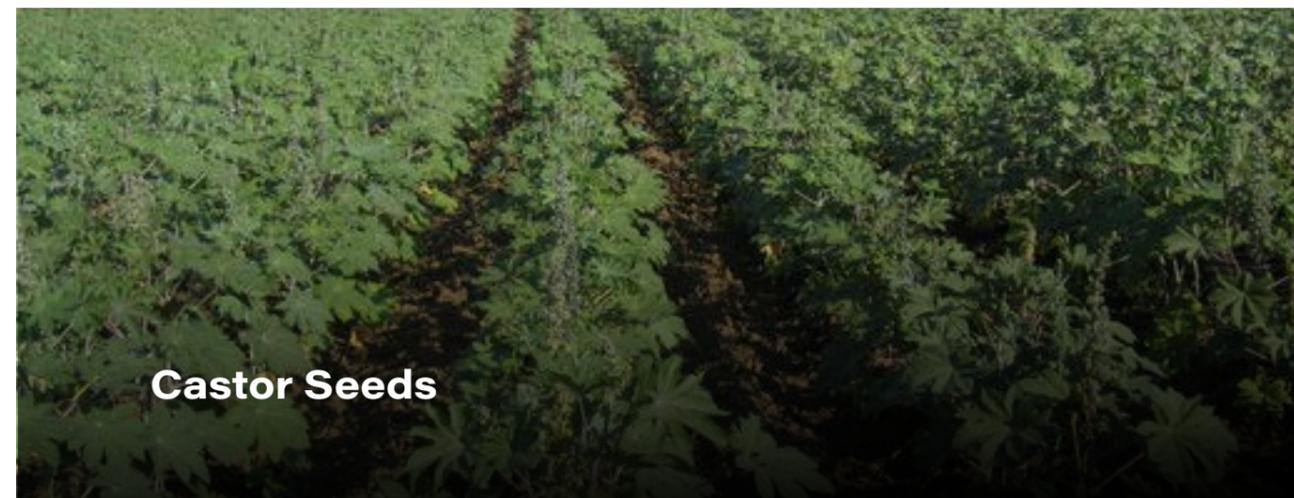
- In Ethiopia, mature green mung beans are harvested which is indicated with a colour change and hard texture.
- Each pod is picked and exposed to the sunlight for drying for easier deshell-ing.
- The beans are then sorted and packed, we ensure that they are free from insects and infestations.
- We ensure that there are minimal splits and free from foreign matter.



Red speckle bean

We provide high quality Ethiopia Red Speckle bean to the export market.

- We offer three varieties of Red Speckle Beans, which are the Gojjam red speckle beans, the Shashamane red speckle beans and the Wolkite red speckle beans.
- Our red speckle beans source is mainly concentrated in North-western and Western zones of Amhara region, western regions of Oromo regions.
- If you are eager to lay hands on high quality fresh Ethiopia red speckle beans, you have the right exporting partner at hand.



Castor Seeds

Castor seeds are native oilseed to Ethiopia with tremendous amount of variability. Castor seeds yield a valuable oil as it is the only commercial source of hydroxylated fatty acid or ricinoleic acid. Unlike any other vegetable oil, these fatty acids comprise 90% of castor oil seeds. These characteristics makes castor oil very valuable and high in demand in the oil industry. We collect fresh Ethiopia castor seeds from dry regions of Ethiopia with Good Agricultural Practices (GAP), our quality is guaranteed.

Castor Seed Production

- Prior to processing, we remove the outer shell from the castor bean.
- The beans go through deep cleaning for residue removal and sorted to packages for storage in a dry environment.
- Castor seeds are mainly used to extract castor oil for medical purposes as well as the cosmetic industries. The oil cake of castor seed is used for quality organic manure since it is nutritionally rich.



Soya beans

Soya bean is one of the most important food plants of the world, and seems to be growing in importance. Ethiopian Soya beans is unique as it fairly easy to grow, that produces more protein and edible oil per unit of land than almost any other crop. Soya bean oil is the second most consumed oil in the world after palm oil. We source beans from south and Western regions of Ethiopia where it is predominant in those areas which are cool, warm and moist with temperatures not exceeding 10°C. This is a testament to the high-quality yields that Ethiopia boasts of.

Soya Beans Production

- We export whole grain soya beans in it raw harvested form.
- During harvesting, we hand pick each pod carefully so as to reduce damage.
- In Ethiopia, the processes used are traditional which we believe is accountable for the uniqueness of our products. the whole soya bean plant inside jute bags and beat open their pods which are usually already dry with a hard stick.
- The beans re separated from chaff, leftover pods, and dust.
- Then the grains later undergo drying in the sun to enhance their durability after storage.
- The beans are packed and storage in a dry warehouse which are cleaned to not only avoid contamination and are right for storage.
- In current trends of the food industry, soya beans are in high demand as it is the new substitute for milk and meat. It is a crop capable of reducing protein malnutrition. In addition, soybeans are a source of high value animal feed.



Niger seeds

Niger seed is the second most widely-produced oilseed crop in Ethiopia. Niger seeds come from the Niger plant, which produces seeds that look like dark small pods. We collect our seeds from the Welega Zone, Oromia Region where by we obtain the Welega type Niger seeds and the Gondar type Niger seed from Gondar zone in Amhara Region of Ethiopia.

Niger Seed Production

- In Ethiopia, Niger seed harvest undergoes traditional processing where we follow Good Agricultural Practices (GAP).
- The Niger plant is harvested and spread flat for days for complete drying in the sun.
- After they are threshed with the help of oxen to separate the seed which are then sorted and packed.
- We export high quality Ethiopia Niger seed oil to the foreign market. Niger is increasing in demand due to its exclusive character where by it can combine well with other oils without losing its potency unlike most vegetable oil.
- It is used as flavouring agent for other cooking fat or oil.
- In addition, it is also in demand in the medical industry as it has healing remedies for skin diseases including inflammation, eczema and scabies.

Our Import



Mekonnen Alemu Export and Import provides you with solution to your needs. We collaborate with many different companies and agencies to bring you the connection make an impact in your field.



Industrial Materials

We combine its connection and experience import quality products to you. Our company has the flexibility to mobile industrial material and deliver with an unwavering focus to your various industrial market and business. Our company has the capacity to import industrial material such as

- industrial material handling equipment or activities
- industrial machinery
- industrial raw materials production and processing types of machinery.

Variety of industrial raw machineries for industries such as

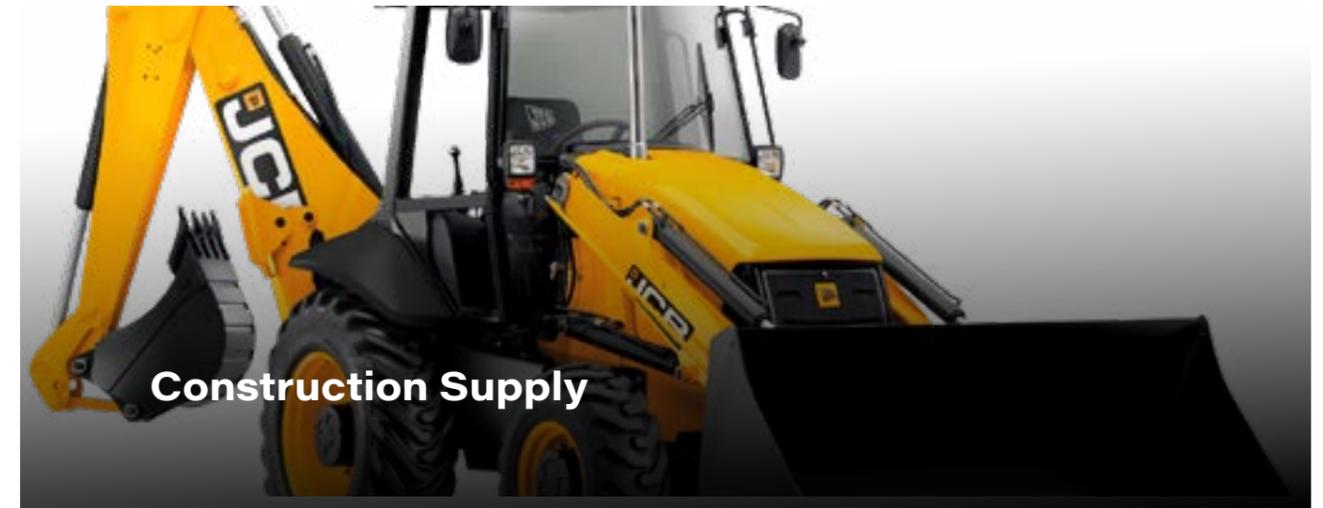
- food and beverage
- industrial water
- industrial energy
- metals and mineral processing,
- pulp and paper, and specialty chemicals.



Stationary Material

Our company is one of the leading suppliers of stationery material in Ethiopia. Our company understands the pace of our client's business and the presence of intense competition, we provide your needed material rapid and with dependable delivery methods. We offer products from ISO certified companies to ensure their quality. Mekonnen Alemu Member export and Import distributes major international brands such as

- quality general stationery such as toners, inks, copiers, printers,
- office supplies
- computer accessories
- electronics
- home and office furniture to Ethiopia.

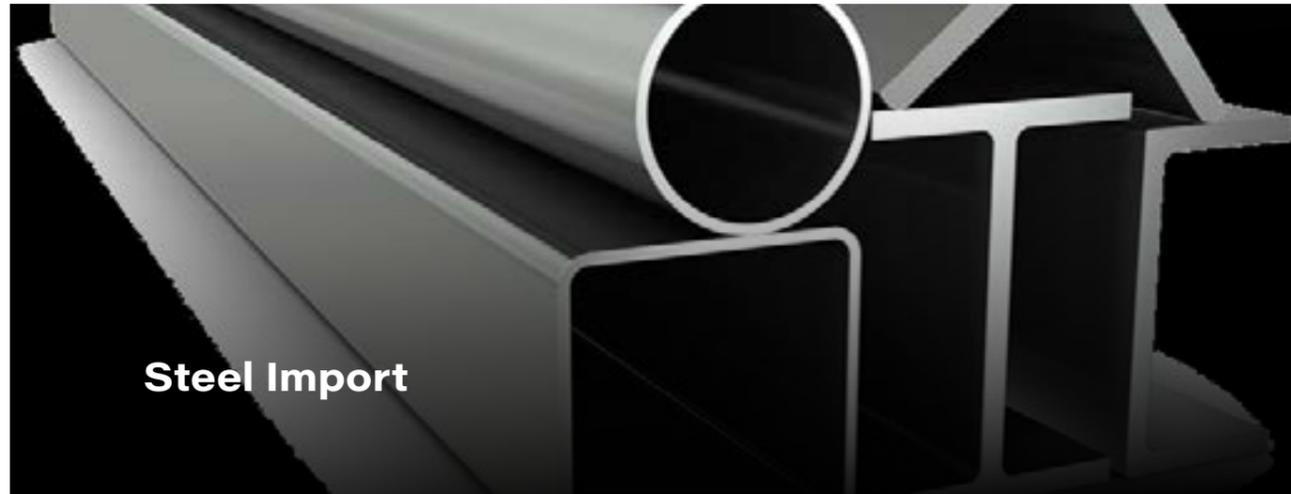


Construction Supply

Mekonnen Alemu export and Import works to meet your requirement regardless of the size of your demand in the timeliest and most cost-efficient way. The depth and range of our construction material import reflect our company's construction and connections. Our company offers building material that can be used for construction purposes which includes

- wood
- concrete
- steel
- cement
- aggregates
- Bricks
- Clay
- Metal and so much more.

Helping customers deliver projects that enable current and future generations to thrive



Steel Import

The steel industry has recorded high growth rates in consumption, with this increase in demand we have used our role to meet these need of our clients. Mekonnen Alemu Menber export and Import always seeks to provide the best possible paths to meet steel demands concerning the time, the quality and of course the price.

- We can supply all types of prime quality carbon steel products (long & flat) with all the well-known international steel grades and standards to all commercial demands.

We are proud to be your dependable, straight forward and long term business partner in steel.



Chemical Supply

Mekonnen Alemu Export and Import have partnered with the best in the business to supply to deliver high-quality chemical products that our clients need. Our company offers quality industrial chemicals such as

- industrial chemicals chemical
- basic chemicals for soap and detergent chemicals
- food and beverages chemicals
- brewery chemicals
- textile chemicals
- tannery chemicals
- sugar chemicals
- plastic chemicals
- construction chemicals
- fertilizer, and other factories raw materials.



Automobile and Spare Parts Import

Mekonnen Alemu Export and Import vow for the betterment of people through facilitation of convenience. Our company offers new mobility as required by the clients. Our company has a great reputation on delivering automobiles on-time including

- automobiles for transportation services
- commercial vehicles
- agricultural vehicles for both private or commercial use.



Furniture Import

Mekonnen Alemu Export and Import's mission is to serve a nation-wide customer base providing manufactured furniture and import furniture that recognizes the value of customer care. Our company offers a wide range of furniture with multi-purposes and eco-friendly design. These products include

- sofa
- kitchen cabinet
- bed
- closet
- sofa table
- TV stand
- corner bar and many more.

Further more on Processing

We are also working hard to create our new coffee brand to export to the international market. Our main goal is to add value to our agricultural goods by processing and produce a quality finished product.



YOUR TRUSTED BUSINESS PARTNER

Mekonnen Alemu Export and Import

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Let's Work
TOGETHER!...

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