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**SCHOOL OF JOURNALISM AND COMMUNICATION MA PROGRAM IN PUBLIC
RELATIONS AND STRATEGIC COMMUNICATION**

**ETHIO-TURKEY ECONOMIC AND PUBLIC DIPLOMATIC RELATIONS AND THE
ROLE OF MEDIA FROM 2018-2022: AN APPRAISAL**

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ID.No GSE/5008/14

ADDIS ABABA, ETHIOPIA

MAY, 2024

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**IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF MA IN
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ACRONYMS AND ABBREVIATIONS

CBRI	China's Belt and Road Initiative
CSR	Corporate Social Responsibility
ECI	Economic Complexity Index
EIC	Ethiopian Investment Commission
EPA	Ethiopian Press Agency
ETB	Ethiopian Birr
FBC	Fana Broadcasting Corporate
FDI	Foreign Direct Investment
FDRE	Federal Democratic Republic of Ethiopia
GERD	Grand Ethiopian Renaissance Dam
GDP	Gross Domestic Product
IPAs	Investment Promotion Agencies
IR	International Relations
MA	Master of Arts
MoFA	Ministry of Foreign Affairs
MFA	Ministry of Foreign Affairs of the Republic of Turkey
OEC	Observatory of Economic Complexity
SDGs	Sustainable Development Goals
TAP	Turkey-Africa Partnership
TIKA	Turkish International Development Cooperation Agency

TURKSTAT	Turkish Statistical Institute
TVET	Technical and Vocational Education and Training
UN	United Nations
UNIDO	United Nations Industrial Development Organization
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Program
US	United States
USD	United States Dollar
WB	World Bank

ABSTRACT

This thesis provides a comprehensive appraisal of the economic and public diplomatic relations between Ethiopia and Turkey from 2018 to 2022, with a particular focus on the role of media in shaping and communicating these interactions. During this period, both nations have sought to strengthen their ties through various diplomatic and economic initiatives, leveraging media as a pivotal tool for public engagement and policy dissemination. The study begins by outlining the historical context of Ethio-Turkish relations, followed by an analysis of the economic partnerships that have emerged, particularly in trade, and investment. It then examines the strategic use of public diplomacy to foster mutual understanding and cooperation, highlighting the media's influence in portraying a positive narrative of bilateral relations. Through qualitative methods, including content analysis of media coverage and interviews with key diplomatic figures, the research evaluates the effectiveness of media strategies employed by both countries. It assesses the impact of media on public perception and its role in facilitating economic and diplomatic goals. The findings indicate that while media has played a significant role in enhancing the visibility of Ethio-Turkish relations, challenges remain in ensuring balanced and objective reporting. The thesis concludes with recommendations for optimizing media's role in public diplomacy, suggesting avenues for future research in the evolving landscape of international relations.

Keywords: Ethiopia, Turkey, Economic Relations, Public Diplomacy, Media Role, Bilateral Agreements, Strategic Communication.

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Ethiopia and Turkey officially established formal diplomatic relations in 1926. Turkey opened its embassy in Addis Ababa in 1926. Ethiopia opened embassy in Ankara, the capital city of Turkey, in 1982. Relations between the two countries were tested during World War II, but they recovered quickly. Since the early 1900s, relations between countries began to expand into the public sphere of life. Ethio-Turkish people-to-people relations between the two countries go back to the period of Emperor Menelik II. It was during his reign that a group of business communities visited Ethiopia, laying the groundwork for economic diplomacy. Further, during the reign of f Lij Iyassu's successor, relations between the two countries strengthened. Lij Iyassu's foreign policy was siding the Turkish government in world war I. Lij Iyassu was strongly supported Turkey and Germany become the strong international media campaign the warfully communicated the victory of the two over the others. Thus, Lij Iyassu had sent a fighting force on the side of Turkey to Tanzania. When his force reached the foot Kilimanjaro, the world war came to an end. The troupes of Ethiopians remained and self-resettled in Tanzania. During the reign of President Julius Nyerere, the self-resettled Ethiopians were given Tanzanian citizenship become of Ethiopia strongly support the Tanzanian liberation movement morally and forensically. Investment in another share of life where Ethio-Turkey economic diplomacy is remarkably expanding. Turkey investment in Ethiopia targets majorities on infrastructural development in this light to diversify the export base. The Ankara and Addis Ababa Embassies have been instrumental in nurturing and expanding economic relations. The two institutions of diplomacy have played vital roles for promoting trade, investment and overall engagements. Where resolving challenges and strengthening economic ties. Trade relations between the two countries gained special attention due to their immune potential. Ethiopia and Turkey are major trade partners. As the available trade index between the two countries indicated, the volume of trade between the countries from 2010 and 2020 is continuously increasing. (*Yimer & Chekole, 2022*)

The media, however, have played a significantly critical role in promoting and critically communicating Ethio-Turkey economic and public diplomacy and the role of the media from

2018–2022. The media are powerful tools of diplomacy. Media propaganda has the power to strengthen cooperation between peoples and social relations, as well as all forms of relations between countries. In light of the fact that the media outlets of Turkey have contributed to the discussion of economic relations between the two nations in the economic and public spheres, the present study has been interesting. (*Jima, 2021.*)

1.2 Statement of the Problem

The economic and public diplomatic relations between Ethiopia and Turkey have seen significant strides, with trade and cooperation expanding despite challenges like trade diversification, investment imbalances, and underdeveloped infrastructure. Despite the positive developments, the relationship is confronted with challenges that hinder its full potential, such as the need for a broader spectrum of trade, balancing investments, and improving infrastructure. These factors are critical for the maturation of their economic diplomacy. The media has played a significant role in shaping the public's perception and aiding bilateral cooperation; however, there is a substantial need for further enhancement of these relations. A primary concern is the absence of a comprehensive legal framework governing trade and investment, which leaves current agreements outdated and inadequate, thus obstructing efficient business operations. This study is dedicated to addressing the research gap concerning the media's impact on these relations from 2018 to 2022, especially its role in influencing public opinion, diplomatic strategies, and economic collaboration. By providing a deeper understanding of the economic and public diplomacy dimensions of the Ethio-Turkey relationship, the study aims to shed light on how media influences mutual perceptions, communication, and cooperation. The establishment of a modern legal framework is crucial to bolstering ongoing cooperative relations, ensuring a stable and conducive environment for investment, and strengthening economic ties. Additionally, enhancing communication channels is essential for fostering collaboration between the business communities, which can be facilitated through increased information exchange, joint initiatives, and partnerships. While there has been notable progress, significant challenges remain. The media's role in shaping public opinion and facilitating cooperation is vital but has not been sufficiently explored in academic research. This research seeks to fill this void by identifying opportunities for improvement and reinforcing the overall economic and public diplomacy connection between Ethiopia and Turkey. A thorough understanding of the media's influence is

fundamental to advancing this partnership and securing sustainable growth and prosperity in their bilateral relations. The aim is to bridge the critical knowledge gap and contribute to a more nuanced comprehension of the Ethio-Turkish economic and public diplomacy landscape. (*Ayele, 2019*)

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study is to critically appraise Ethio-Turkey economic and public diplomatic relations and the role of media from 2018–2022.

1.3.2 Specific Objectives of the Study

This study has the following specific objectives:

- To study the historic development of Ethio-Turkey socioeconomic diplomacy between the two nations from 2018 to 2022.
- To appraise the key factors contributed to the positive growth of bilateral trade between Ethiopia and Turkey from 2018 to 2022.
- To critically appraise the Ethio-Turkey trade and investment undertaken in Ethiopia and Turkey, their challenges and prospects.
- To critically discuss the role of the media promotion on enhancing Ethio-Turkey economic and people-to-people relations.

1.4 Research Questions

1. What is the impact of Ethio-Turkey economic diplomacy on the socioeconomic development of both countries during the period from 2018 to 2022?
2. What factors contributed to the positive growth of bilateral trade between Ethiopia and Turkey from 2018 to 2022?
3. What are the challenges and prospects in Ethio-Turkey trade and investment from 2018 to 2022?
4. How much of a promotional role have the media of both countries played in Ethio-Turkey economic and people-to-people relations?

1.5 Significance of the Study

Studying Ethio-Turkey economic and public diplomacy from 2018 to 2022 has multidimensional benefits. Trade relations between the two countries have grown in volume as import-export has consistently been growing since its inception. Not only have they grown in volume, but trade diversification and investment undertakings in areas unexplored before having immensely contributed to the closer and more cooperative economic ties between the two nations. At different historic periods, the Ethiopian business group paid a working visit to Ankara, which contributed to the further strengthening of the people of our two countries. In reciprocity, the Turkish business visited Addis Ababa and discussed trade and investment in mutual interests. Further, the media affected the two countries positively played a contributing role in disseminating news that has admirably promoted relations between the two countries. Understanding clearly the economic and public diplomacy and the role of media has multidimensional significance for governmental and non-governmental institutions of business communication, policy making, media practitioners, students of international relations and diplomacy, and the foreign ministries of the two countries.

1.6 Scope of the Study

Ethio-Turkey economic and public diplomacy go back a long time in history. It is therefore necessary for the researchers to demarcate the period of the study from 2018 to 2022. The study acknowledges the longstanding economic relationship between the two nations but recognizes the limitations of conducting a comprehensive study of their entire history of economic and public diplomatic relations as well as the role of the media. Hence, it is academically advisable to narrow the scope to a specific time frame. The study seeks to provide a comprehensive understanding of the economic relations, public diplomacy, trade, investment, and media roles in shaping public understanding and influencing the further development of economic ties between Ethiopia and Turkey.

1.7 Limitations of the Study

One of the primary difficulties the researcher faced during the study process was Ministry of Foreign Affairs (MoFA) declined to participate in the interview, making the challenging to obtain

their perspective. Other limits include financial restraints as a self-sponsored student and a lack of appropriate materials for the study. To promote resolution, the issues took a significant amount of time, resulting in delays in the study process.

1.8 Structure of the Study

This study consisted of five chapters, each pivotal to the comprehensive examination of Ethiopia-Turkey economic and public diplomatic relations and the role of media. Chapter One serves as the introduction, setting the foundation with the study's background, problem statement, objectives, research questions, significance, scope, and structural overview. Chapter Two delves into the conceptual framework and literature review, exploring the primary motivations behind Ethiopia and Turkey's economic diplomacy collaborations from 2018 to 2022. Chapter Three is dedicated to research methodology, emphasizing the importance of data analysis in deriving meaningful insights. This chapter acts as the methodological backbone of the study, guiding the data collection and analysis processes. Chapter Four presents and analyzes data, offering a detailed perspective on the collaborations between Ethiopia and Turkey in economic diplomacy, including their impacts and the costs associated with Ethiopia's economic diplomacy relations, alongside the study's findings. Concluding the study, Chapter Five provides a synthesis of the research, summarizing the main points and focusing on the key findings and conclusions. It also offers recommendations aimed at reinforcing the economic and diplomatic ties between Ethiopia and Turkey, based on the insights garnered throughout the study. This structure ensures a logical flow and a thorough exploration of the subject matter, culminating in actionable suggestions to enhance bilateral relations.

CHAPTER TWO

2. Literature Review

2.1 Introduction

The relationship between Ethiopia and Turkey has undergone significant changes in recent years, with a focus on expanding economic ties and enhancing public diplomacy between the two countries. This study aims to provide an in-depth analysis of the Ethio-Turkey economic and public diplomatic relations from 2018 to 2022, with a particular focus on the role of media in shaping and influencing these interactions. By reviewing relevant literature on the subject, this paper seeks to explore the various factors that have influenced the development of Ethiopia-Turkey relations and how media has been utilized as a tool for promoting economic cooperation and fostering mutual understanding between the two nations. This review of the related literature will lay the foundation for further analysis of the subject and provide a comprehensive understanding of the dynamics of Ethio-Turkey economic and public diplomacy.

2.2 Empirical Literature

Empirical evidence from 2018 to 2022 underscores the media's integral role in the economic and public diplomacy between Ethiopia and Turkey, highlighting its capacity to shape public opinion, influence foreign policy, and aid international negotiations. The media serves various diplomatic functions: in public diplomacy, it sways foreign public opinion; in media diplomacy, it's a tool for officials to communicate and resolve conflicts; and in media-broker diplomacy, journalists mediate negotiations. Studies also note the evolution of diplomacy alongside technological progress, with media and communication technologies becoming indispensable in diplomatic practices and the exertion of geopolitical power, emphasizing strategic media use and understanding biases to effectively leverage technology for diplomatic aims. While these studies offer a general understanding of media's diplomatic role, targeted empirical evidence on its specific impact on Ethio-Turkish relations during this period is scant, suggesting a need for further research through academic channels. Nonetheless, the literature affirms media's profound effect on shaping international relations and diplomacy, a notion highly pertinent to the Ethio-

Turkish dynamic, where media's influence in crafting perceptions, communicating policies, and fostering bilateral cooperation is a vital facet of contemporary diplomatic endeavors. (Gilboa, 2001)

2.3 Diplomacy as a Weapon of Inter-state Relations.

Diplomacy as a weapon in shaping the inter-state relations between Ethiopia and Turkey, enabling both countries to address challenges, promote cooperation, and advance their shared interests. By utilizing diplomatic channels, mediation, negotiation, and strategic engagement, Ethiopia and Turkey have successfully navigated complex regional dynamics and achieved their strategic objectives. Ethiopia and Turkey have strategically employed diplomatic tactics to promote their interests and address mutual concerns, utilizing their diplomatic capabilities to navigate complex regional dynamics and achieve strategic goals. Conflict resolution stands out as a key feature of their diplomatic engagement, with both countries using diplomatic channels for addressing conflicts and disputes both within their respective borders and in the region. The use of mediation, dialogue, and negotiation has played a crucial role in deescalating tensions and fostering peace between Ethiopia and Turkey. (*Woldemariam, 2019*)

Additionally, trade and economic cooperation have significantly contributed to enhancing relations between Ethiopia and Turkey. Through diplomatic engagements, both nations have engaged in negotiations for trade agreements, investments, and economic partnerships aimed at bolstering bilateral trade and driving economic growth. Diplomacy has also been pivotal in forging alliances and strategic partnerships between Ethiopia and Turkey, with both countries engaging in diplomatic exchanges and negotiations to strengthen collaboration across various sectors, including defense, security, and regional stability. The cultural diplomacy has played a crucial role in shaping relations between Ethiopia and Turkey. Cultural exchanges, educational programs, and cultural events have been utilized by both nations as tools to enhance people-to-people relations and promote mutual understanding, ultimately fostering cultural ties and fortifying the bilateral relationship. Also diplomacy serves as a critical tool in shaping the relations between Ethiopia and Turkey, enabling both countries to address challenges, enhance cooperation, and pursue shared interests. Through strategic diplomatic engagements, Ethiopia and Turkey leverage their diplomatic capabilities to effectively navigate complex regional

dynamics and achieve their strategic objectives. Scholars such as *(Woldemariam. 2019.) and (Goff, 2015.)* have highlighted the pivotal role of diplomacy in conflict resolution, trade cooperation, alliance building, and cultural exchange between Ethiopia and Turkey. Their research underscores the significance of diplomatic efforts in strengthening ties, addressing conflicts, and advancing cooperation between the two nations, reaffirming the vital role of diplomacy as a tool for shaping inter-state relations and achieving mutual strategic objectives.

2.4 Definition of Diplomacy and its Significance

Diplomacy, as the practice of conducting negotiations, relationships, and agreements between nations through diplomatic channels, is instrumental in managing international relations effectively. It encompasses the art of negotiation, communication, and representation to promote peaceful resolutions to conflicts and advance mutual interests. The significance of diplomacy is multifaceted. Firstly, it plays a crucial role in conflict resolution by facilitating peaceful means, negotiation, and mediation, thus preventing the escalation of tensions and promoting dialogue for mutually acceptable solutions. Additionally, diplomacy is essential for building and strengthening alliances between nations to ensure mutual security, economic cooperation, and regional stability. It also fosters trade agreements, investments, and economic partnerships, leading to economic growth, job creation, and market access. Furthermore, diplomacy promotes cultural exchange programs and educational initiatives to enhance understanding and foster relations between peoples of different nations, contributing to building trust and mutual respect. In crisis management, diplomacy is critical in managing emergencies and international incidents by facilitating communication, coordination, and cooperation between countries. Diplomatic negotiations result in treaties, agreements, and conventions that govern various aspects of international relations such as disarmament, human rights, environmental protection, and trade regulations. Finally, diplomacy serves as a primary means for countries to represent and promote their national interests on the global stage through diplomatic missions and ambassadors. In summary, diplomacy is essential in international relations for promoting peace, resolving conflicts, advancing cooperation, and safeguarding national interests. It serves as a diplomatic weapon for nations to navigate complex global challenges, engage with one another, and achieve shared objectives through negotiation, dialogue, and strategic engagement. *(Krzyszowski, 2021)*

Type of diplomacy: Formal (track one)

Formal diplomacy, also known as track one diplomacy, refers to the official communication and negotiation between governments and state officials. Formal diplomacy, also known as "track one" diplomacy, is a crucial component of international relations that involves official communication and negotiation processes between government officials at the highest levels of the state. Diplomats and government representatives are appointed to represent their country's interests, positions, and policies on the global stage through formal channels, such as embassies, consulates, and diplomatic missions (*Galtung, 2000*). This form of diplomacy is characterized by several key features that are essential for effective diplomatic engagements. One of the key features of formal diplomacy is representation. Diplomats and government officials act as representatives of their country in discussions, negotiations, and agreements with counterparts from other countries or international organizations. They are tasked with effectively communicating their government's positions, interests, and priorities to advance national interests and promote diplomatic relations (*Berridge, 2010*)

Moreover, formal diplomacy adheres to strict protocols and etiquette that govern the conduct of diplomatic interactions. These protocols include rules related to diplomatic immunity, flag and seal, titles and ranks, and diplomatic ceremonies. By following established diplomatic protocols, diplomats can maintain a sense of respect, diplomacy, and civility in their interactions with foreign counterparts (*Hamilton, 2014*)

Communication is another essential component of formal diplomacy. Diplomats engage in formal communications, such as official letters, notes, memoranda, and meetings, to convey their country's stance on various issues, propose agreements, resolve disputes, and advance common interests. These communications are conducted through diplomatic cables, official visits, and international conferences to foster dialogue and understanding between nations (*Mogensen, 2015*)

Furthermore, diplomats are trained in the art of negotiation, mediation, and conflict resolution to find mutually acceptable solutions to international disputes and conflicts. By employing diplomatic skills, tact, and persuasion, diplomats can build consensus, bridge differences, and achieve diplomatic outcomes that benefit all parties involved (*Berridge, G.R. 2010.*)

Importantly, formal diplomacy plays a crucial role in peace building, maintaining peace and security, preventing conflicts, and fostering cooperation among nations. Diplomats work to build trust, dialogue, and understanding between countries, create diplomatic solutions to international crises, and promote stable and peaceful international relations. Through diplomatic efforts, governments can address common challenges, resolve disputes, and contribute to a more peaceful and prosperous world (*Melissen & Okano-Heijmans, 2018*)

Overall, formal diplomacy is a vital tool for states to conduct foreign policy, promote national interests, and engage in international relations with other countries. By upholding diplomatic protocols, engaging in effective communication, and negotiating diplomatically, governments can work together to address global challenges and contribute to a more harmonious world order.

Type of diplomacy: Informal (track two)

Informal diplomacy, or track two diplomacy, on the other hand, involves unofficial or non-governmental actors, such as academics, civil society organizations, and private citizens, engaging in dialogue and negotiations to address international issues. This type of diplomacy can complement formal diplomatic efforts and contribute to building trust and fostering dialogue between conflicting parties. Track two diplomacy often operates outside of traditional government channels and can be used to explore alternative solutions to complex international problems. Informal diplomacy, also known as "track two" diplomacy, is an alternative form of diplomacy that complements formal diplomatic efforts conducted by government officials. In contrast to formal diplomacy, which involves official communication and negotiations between states, informal diplomacy involves unofficial, non-governmental interactions aimed at building relationships, fostering dialogue, and promoting understanding between different stakeholders in international relations. (*Jones, 2020*)

Key features of informal diplomacy include:

Multi-stakeholder engagement: Informal diplomacy involves a broader range of actors beyond government officials, such as civil society organizations, academia, business leaders, and grassroots movements. These diverse stakeholders engage in dialogue and exchange ideas to address complex global challenges and promote peace-building efforts (*Taylor, 2004*).

Flexibility and creativity: Informal diplomacy allows for more flexibility and creativity in exploring innovative solutions to international issues. Without the constraints of formal diplomatic protocols, track two initiatives can experiment with new approaches, methods, and collaborations to tackle existing challenges (*Ramsbotham & Schiff, 2018*).

Track record of success: Informal diplomacy has a proven track record of successfully facilitating peace processes, conflict resolution, and reconciliation in various conflict zones. Track two initiatives have played a crucial role in building trust, fostering communication, and laying the groundwork for formal negotiations to take place (*Cooper, 2019*).

Confidentiality and trust-building: Informal diplomacy provides a confidential and informal space for stakeholders to engage in open and honest conversations without the pressures of official diplomacy. This enables participants to build trust, establish personal relationships, and explore innovative ideas that may not be feasible in formal settings (*Gosling, 2021*).

Complementarity with formal diplomacy: Informal diplomacy is not meant to replace formal diplomatic efforts but rather complement them. Track two initiatives can act as a catalyst for official negotiations, providing input, generating new perspectives, and creating momentum for diplomatic breakthroughs (*Cooper, 2019*).

Overall, informal diplomacy plays a significant role in fostering people-to-people connections, building bridges between different communities, and promoting dialogue and understanding in international relations. By harnessing the diversity of stakeholders and embracing innovative approaches, track two initiatives can contribute to conflict prevention, peace-building, and sustainable development in a rapidly changing global landscape. (*Ramsbotham & Schiff, 2018*).

2.5 Economic Diplomacy

Economic diplomacy, as defined by (*Dragan, Z. 2014.2(3), 225*.) is a strategic approach employed by governments to promote their countries' economic interests on the international stage. It involves leveraging diplomatic tools and negotiations to advance economic goals such as increasing trade, attracting foreign investment, and fostering economic partnerships. This diplomatic strategy plays a crucial role in shaping the global economic landscape by influencing policy decisions, fostering business relationships, and advocating for the interests of domestic industries, as highlighted by (*Melissen, J., Okano-Heijmans, M., & van Bergeijk, 2011*).

Trade promotion is a fundamental component of economic diplomacy, involving efforts to increase exports and expand market access for domestic goods and services. This may entail negotiating trade agreements, advocating for favorable trade policies, and facilitating business-to-business connections, as suggested by (*Bartolini, 1988*). Through trade promotion activities, countries can boost economic growth, create jobs, and enhance the competitiveness of domestic industries, thereby driving economic development and prosperity.

In addition to trade promotion, investment promotion is another key aspect of economic diplomacy. This involves attracting foreign direct investment (FDI) into the country through various activities such as organizing investment forums, offering incentives to foreign investors, and implementing policies to create a favorable investment climate, as mentioned by (*Ciftci & Durusu-Ciftci, 2021*). FDI plays a crucial role in bringing in new technologies, creating employment opportunities, and stimulating economic development, contributing to overall economic growth and competitiveness. Economic diplomacy encompasses efforts to build economic partnerships and alliances with other countries. By collaborating with foreign governments and international organizations, countries can leverage their collective resources to address common economic challenges and pursue shared objectives, as emphasized by (*Klein, 2018*). Economic partnerships can lead to increased investment, greater market access, and expanded opportunities for economic cooperation, fostering mutual benefits and sustainable development among participating nations.

A prominent example of economic diplomacy in action is China's Belt and Road Initiative (BRI), a massive infrastructure development project aimed at promoting economic connectivity and cooperation across Asia, Africa, and Europe. Through the BRI, China seeks to expand its economic influence globally by investing in infrastructure projects, fostering trade relationships, and promoting economic development in participating countries. This initiative demonstrates how economic diplomacy can be utilized to enhance economic cooperation and connectivity on a global scale. According to (*Didier, 2018*), economic diplomacy refers to the use of economic instruments to attain foreign policy objectives such as trade, investment, and aid. In the context of Ethio-Turkey economic diplomacy, the focus is on cooperation, trade, investment, and development of a mutually beneficial relationship to strengthen their diplomatic relations (*Didier, 2018*). Economic diplomacy refers to the use of diplomatic tools and techniques to achieve

economic goals, such as enhancing trade and investment, and facilitating economic cooperation between countries. Economic diplomacy has become increasingly important in the 21st century, as countries seek to make the most of the globalizing world by forging strategic economic partnerships with other nations. This literature review aims to provide an appraisal of the Ethio-Turkish economic and public diplomacy and the role of media from 2018-2022.

Ethiopia and Turkey have enjoyed increasing economic and diplomatic cooperation in recent years. They have signed a variety of agreements, including the comprehensive economic partnership agreement in 2018 and the memorandum of understanding on the establishment of a joint economic commission in 2019. The partnership agreement aims to increase bilateral trade, reduce barriers to investment, and foster economic cooperation between the two countries.

Several studies have looked at the economic relationship between Ethiopia and Turkey.

For example, (*Adali & Yüksel, 2017*) analyzed the main drivers of the economic relationship between the two countries, including foreign direct investment, technical assistance, and trade agreements. They found that Turkey's engagement with Ethiopia is based on shared interests, such as a mutual desire to cooperate in agriculture and textile industries. (*Salih İKİZ, 2019,*) investigated the current state of Turkish companies in Ethiopia and identified some of the challenges they face, such as bureaucratic barriers and challenges to obtaining property rights. The study recommends greater regulatory clarity and transparency to address these issues. (*Kent Baker & Kilincarslan, 2019.*)

The media has played an important role in shaping public opinion and understanding of Ethio-Turkish economic and public diplomacy. For example, (*Hoffman, 2007.*) looked at the media representation of Turkish foreign policy towards Ethiopia and found that media outlets often portray Turkey's role in Ethiopia as positive and constructive. The media also highlights the economic benefits of cooperation between the two countries, such as the creation of employment opportunities and the transfer of technology and know-how.

The Ethio-Turkish economic and public diplomacy relationship has been growing stronger in recent years, marked by the signing of several agreements and initiatives to foster economic cooperation. Economic diplomacy plays a vital role in strengthening these ties, and the media can help to build and shape public opinion on this front. However, challenges remain in terms of

addressing bureaucratic barriers and improving regulatory clarity in both countries. (*Thembisa Fakude, 2021.Middle East Monitor.*)

Economic diplomacy encompasses the use of diplomatic resources and strategies to promote a country's economic interests and facilitate international trade and investment. It involves leveraging diplomatic channels, political influence, and negotiation skills to advance economic cooperation and address economic issues in the global arena. Economic diplomacy encompasses various aspects, including trade relations and investment promotion. Economic diplomacy serves as a critical tool for advancing a country's economic interests in the global arena. By leveraging diplomatic channels, governments can effectively promote trade, attract investment, and build economic partnerships to drive economic growth and prosperity. Through strategic engagement with other countries and international organizations, economic diplomacy can help create a more interconnected and prosperous world, fostering sustainable development and economic stability for all nations involved. (*Babmindra & Slobodianykh, 2022.*)

2.5.1. Trade Diplomacy

Trade diplomacy is a diplomatic activity that focuses on promoting and facilitating international trade between nations. It involves negotiations, discussions, and agreements between countries to establish and maintain trade relationships. Trade diplomacy plays a crucial role in fostering economic growth, enhancing market access, and resolving trade disputes in the global arena. By engaging in trade diplomacy, countries aim to create a conducive environment for trade that benefits their economies and promotes international cooperation. (*Donelan, 1969.*)

Trade diplomacy is essential for promoting economic growth and development by creating opportunities for trade between countries. According to (*Balassa, 1986.*) trade diplomacy aims to reduce trade barriers, such as tariffs and quotas, and establish favorable conditions for businesses to engage in cross-border trade. Through diplomatic negotiations, countries strive to reach agreements that promote fair and mutually beneficial trade relationships, leading to increased economic activity and job creation. The trade diplomacy plays a significant role in resolving trade disputes that may arise between countries. These disputes can stem from disagreements over trade policies, market access restrictions, or intellectual property rights protection. By utilizing diplomatic channels, countries can address these disputes through dialogue, negotiation, and mediation. Resolving trade conflicts through diplomacy helps maintain stable trade

relationships, prevent escalation into trade wars, and uphold the rules-based international trading system.

Another key aspect of trade diplomacy is promoting market access for goods and services. By negotiating trade agreements, countries can expand market opportunities for their products and services in foreign markets. Trade agreements often include provisions that lower trade barriers, harmonize regulations, and facilitate trade facilitation measures. Enhancing market access through trade diplomacy benefits businesses by increasing their export opportunities, expanding their customer base, and promoting economic growth through international trade. *(Cooper & Zeng, 2004)*

Additionally, trade diplomacy plays a crucial role in addressing non-tariff barriers to trade, such as technical regulations, standards, and sanitary and phytosanitary measures. These barriers can hinder market access for goods and services and create obstacles for businesses seeking to engage in international trade. Through diplomatic efforts, countries can work together to establish common standards, mutual recognition agreements, and regulatory cooperation frameworks that facilitate trade and ensure compliance with international norms and standards. Also, trade diplomacy is a vital tool for promoting international trade, fostering economic growth, and resolving trade-related challenges between countries. By engaging in diplomatic negotiations, countries can establish trade agreements, resolve disputes, enhance market access, and address non-tariff barriers to trade. Trade diplomacy contributes to creating a stable and predictable trading environment that benefits businesses, consumers, and economies worldwide. Emphasizing the importance of trade diplomacy can help nations navigate the complexities of the global economy and harness the benefits of international trade for sustainable development. *(Moons, 2012)*

2.5.2. Investment Diplomacy

Investment diplomacy, also known as investment promotion diplomacy or investment attraction diplomacy, refers to the diplomatic efforts and strategies employed by countries to attract foreign direct investment (FDI) and promote investment opportunities within their borders. It involves engaging with foreign investors, promoting the country as an attractive investment destination, addressing investment-related issues, and negotiating investment agreements. Investment

diplomacy plays a crucial role in supporting economic development, fostering international cooperation, and enhancing competitiveness in the global economy. *(Raynkhardt, 2017.)*

Investment diplomacy is an essential component of a country's economic strategy, as attracting FDI can bring significant benefits such as job creation, technology transfer, capital inflows, and economic growth. According to UNCTAD (United Nations Conference on Trade and Development), FDI can contribute to sustainable development by boosting productivity, generating income, and stimulating innovation in host countries. By leveraging diplomatic channels and engaging with foreign investors, countries can showcase their investment potential, attract capital inflows, and drive economic development. *(Khan & Khan, 2007)*

Countries utilize investment diplomacy to promote their comparative advantages, investment incentives, and business-friendly environment to attract foreign investors. Through diplomatic engagements, investment promotion agencies (IPAs), trade missions, and diplomatic missions abroad, countries can communicate their value proposition to potential investors. By highlighting factors such as political stability, legal predictability, skilled labor force, and infrastructure, countries aim to attract FDI inflows and create a conducive environment for investment. *(Nunnenkap, 2003)*

Furthermore, investment diplomacy involves engaging in bilateral and multilateral negotiations to secure investment agreements, treaties, and partnerships with other countries. These agreements aim to provide legal certainty, protection of investments, and safeguards for investors against risks such as expropriation and discriminatory treatment. By negotiating investment treaties and agreements, countries can establish a framework for promoting and protecting foreign investments, fostering mutual trust, and enhancing cooperation in the field of investment. *(Michael Jacobs, 2017)*

Investment diplomacy also plays a role in addressing investment-related challenges and resolving disputes between foreign investors and host countries. By utilizing diplomatic channels and engaging in dialogue, countries can address issues such as regulatory hurdles, investment barriers, and investment disputes in a constructive manner. Through diplomatic efforts, countries can create a transparent and predictable investment climate that encourages foreign investors to invest and contribute to economic development. *(Uttama, 2021)*

In conclusion, investment diplomacy is a strategic approach utilized by countries to attract foreign direct investment, promote investment opportunities, and support economic development. By leveraging diplomatic channels, engaging with foreign investors, negotiating investment agreements, and addressing investment-related challenges, countries can enhance their competitiveness in the global economy and position themselves as attractive investment destinations. Investment diplomacy contributes to fostering economic growth, creating employment opportunities, and facilitating technology transfer, ultimately benefiting both the host country and foreign investors. *(Michael Jacobs, 2017)*

Ethiopia's strategic location, abundance of resources, and market potential make it an attractive destination for Turkish investors. Turkish investment in Ethiopia, particularly in manufacturing, construction, and agriculture, has risen significantly in recent years, with the opening of over 176 firms employing more than 26,000 people. Investment from Turkey is expected to continue to grow, with the Ethiopian government implementing economic reforms and promoting foreign investment in the country. *(The Geopolitical Significance of Ethio- Turkish Relations – Ethiopia, 2021)*

2.5.3. Developmental Relations

Developmental relations refer to the interactions, partnerships, and collaborations between countries, organizations, and stakeholders aimed at fostering economic development, social progress, and sustainable growth. It encompasses a wide range of activities, initiatives, and programs that promote cooperation, knowledge sharing, and capacity building to address developmental challenges and achieve common goals. Developmental relations play a crucial role in advancing the socio-economic well-being of nations, promoting inclusive growth, and building resilient communities. This essay will explore the concept of developmental relations, its benefits, challenges, and the role of various actors in fostering development cooperation. *(Raynkhardt, 2017)*

Developmental relations are based on the principle of mutual benefit and shared responsibility, where countries and organizations collaborate to address development challenges, achieve sustainable development goals, and build partnerships for progress. These relationships involve a variety of stakeholders, including governments, international organizations, non-governmental organizations, civil society groups, businesses, and development agencies. By working together,

these actors can leverage their resources, expertise, and networks to implement projects, programs, and policies that support economic growth, social inclusion, and environmental sustainability. *(Broś, 2017)*

One of the key benefits of developmental relations is the promotion of knowledge sharing and capacity building among countries and organizations. By engaging in information exchange, technical cooperation, and skill development initiatives, countries can learn from each other's experiences, best practices, and innovative solutions to address developmental challenges. This knowledge transfer helps build local capacities, strengthen institutions, and enhance the effectiveness of development interventions. For example, through South-South cooperation, developing countries share expertise and resources to address common development priorities, such as healthcare, education, and infrastructure. *(Raynkhardt, 2017)*

Another important aspect of developmental relations is fostering inclusive growth and reducing inequality within and among countries. Development cooperation efforts aim to ensure that marginalized communities, vulnerable populations, and disadvantaged groups benefit from development initiatives and have access to resources, services, and opportunities. By promoting equity, social justice, and human rights, developmental relations contribute to creating a more inclusive and resilient society that empowers all individuals to participate in and benefit from the development process. For instance, by promoting development interventions can enhance socio-economic outcomes and promote sustainable development *(Garashchuk & Kutsenko, 2021)*.

However, developmental relations face various challenges, including geopolitical tensions, competing priorities, funding constraints, and coordination issues among stakeholders. Geopolitical factors, such as power dynamics, conflicts, and insecurity, can hinder development cooperation efforts and impact the effectiveness of developmental initiatives. Additionally, differing development priorities, approaches, and interests among countries and organizations can complicate collaboration and coordination in addressing common development challenges. Overcoming these challenges requires dialogue, trust-building, and commitment among partners to align their efforts and resources towards shared development objectives. *(Ramakrushna et al., 2019)*

In conclusion, developmental relations play a critical role in promoting economic development, social progress, and sustainable growth by fostering cooperation, knowledge sharing, and

capacity building among countries and organizations. By promoting inclusive growth, reducing inequality, and addressing global challenges, development cooperation efforts contribute to building a more equitable, resilient, and sustainable world. Despite challenges and complexities, developmental relations have the potential to drive positive change, empower communities, and advance the common good through collaborative partnerships and shared responsibilities.(*Meckling, 2017*)

2.6 Different Theories of Economic Diplomacy and Role of Media

2.6.1. Hard Power Theory

Hard power theory is a concept in international relations that focuses on the use of coercive and forceful methods to achieve political objectives. Coined by Harvard professor (*Nye, 2014*) hard power theory posits that a country's influence and ability to shape international events are primarily derived from its military strength, economic capabilities, and diplomatic leverage. Hard power theory, shows the military cooperation and capabilities play a significant role in the interaction between the countries. Hard power theory emphasizes the use of force or coercion to shape international relations. In this context, Turkey has provided military training, assistance, and cooperation to Ethiopia, aiming to enhance its military influence and establish partnerships (*Nye, 2002*). Hard power theory, as applied to the context of Ethiopia and Turkey's economic diplomacy, involves the use of tangible and coercive capabilities to influence and shape economic relations between the two nations. In this context, hard power theory revolves around leveraging economic strength, trade incentives, and strategic resources to advance national interests and enhance bilateral economic ties.(*Nye, 1968*)

Ethiopia and Turkey's economic diplomacy within the framework of hard power theory can be understood through analyzed Ethiopia and Turkey underscores the strategic deployment of economic capabilities, resources, and bargaining power to advance their national interests and foster mutually beneficial economic relations. By leveraging economic strength, trade incentives, and strategic resources, both countries can navigate the complexities of economic diplomacy within a framework guided by the principles of hard power theory. In this way hard power exercise can be positively accepted when the powerful partner cooperates to encourage the development of the each countries. within a framework guided by the principles of hard power theory. Hard power theory, as defined by political scientist *Joseph Nye*, stated that, the ability of

a country to influence others through military might, economic leverage, and strategic resources. This theory emphasizes the use of coercion, threats, and tangible resources to achieve desired outcomes in international relations. By leveraging economic strength, trade incentives, and strategic resources, countries can exercise hard power in economic diplomacy to assert their influence and advance their interests on the global stage.

One key aspect of hard power theory is the use of economic strength to exert influence and shape the behavior of other nations. Through economic sanctions, trade barriers, and financial incentives, countries can wield their economic power to compel others to comply with their demands or align with their interests. By leveraging economic resources, countries can influence the decision-making processes of other nations and secure advantageous outcomes in trade negotiations, investment opportunities, and economic partnerships. *(Ryshkus, 2022)*

Trade incentives are another tool that can be utilized to exercise hard power in economic diplomacy. By offering favorable trade agreements, tariff reductions, and market access privileges, countries can incentivize other nations to cooperate and align with their economic interests. Trade incentives can be used strategically to secure preferential treatment, promote economic integration, and strengthen diplomatic ties with key trading partners, thereby enhancing a country's economic influence and leverage on the global stage. *(Shaida et al., 2018)*

Strategic resources, such as energy reserves, mineral wealth, and technological capabilities, also play a significant role in the exercise of hard power in economic diplomacy. Countries that possess valuable resources can use them as leverage to negotiate favorable deals, secure strategic partnerships, and assert their influence in regional and global economic affairs. By controlling and strategically deploying key resources, countries can enhance their economic power and strengthen their position in international relations, thereby shaping the economic landscape to their advantage. *(YAMAK & SAYGIN, 2019)*

In the context of economic diplomacy, the exercise of hard power can be positively accepted when the powerful partner cooperates to encourage the development of mutually beneficial relationships and sustainable economic growth. Rather than using coercion or threats, countries can utilize their economic strength, trade incentives, and strategic resources to foster collaboration, promote investment, and support the development of strategic industries in partner countries. By adopting a cooperative approach and engaging in fair and transparent economic

practices, powerful nations can build trust, credibility, and long-term partnerships based on mutual respect and shared prosperity. Hard power theory provides a framework for understanding how countries can leverage their economic strength, trade incentives, and strategic resources to assert influence and advance their economic interests in international relations. By adopting a strategic and cooperative approach in economic diplomacy, powerful nations can positively engage with their counterparts to promote economic development, foster trade relationships, and build sustainable partnerships that benefit all parties involved. (*Ghadimi, 2016*)

It is important to note that the application of hard power theory in economic diplomacy requires a nuanced understanding of the specific economic, geopolitical, and diplomatic dynamics at play, and should be approached with careful consideration of the broader implications for sustainable and mutually beneficial economic cooperation.

2.6.2. Soft Power Theory

Soft power theory, as (*Nye, 2004*) emphasizes that a country's culture, political values, and foreign policies can influence others through persuasion, attraction, and collaboration. This theory has been extensively studied and applied in various fields to understand how countries can enhance their influence and achieve strategic objectives through non-coercive means. By leveraging cultural assets like art, music, literature, and language, countries can enhance their soft power and build bridges with other nations. Public diplomacy campaigns, cultural exchanges, international broadcasting, and digital media can also enhance a country's soft power and influence perceptions in the international community.

Additionally, countries can utilize foreign policies and international cooperation to project a positive image and attract support from other nations. By understanding the sources and mechanisms of soft power, scholars can assess how countries can enhance their attractiveness, credibility, and influence in international relations and diplomacy. Soft power theory underlies the mutual attraction and influence based on cultural values and policies. Ethiopia and Turkey have engaged in cultural exchange programs, academic collaborations, and tourism promotion to foster mutual understanding and cooperation. These public diplomacy efforts enhance soft power, influencing perceptions and expanding cooperation beyond economic and military dimensions. Soft Power Theory, proposed by (*Nye, 2019*) is relevant to understanding diplomacy as it emphasizes the use of attraction and persuasion rather than coercion or force. Soft power

involves shaping the preferences and behavior of other actors through cultural appeal, political values, and foreign policies. In the context of diplomacy, soft power can be employed to build relationships, foster goodwill, and influence the attitudes and perceptions of other nations or actors. It recognizes that influence can be derived from a country's cultural, economic, and ideological resources, which can enhance diplomatic efforts.

Soft power theory, as it applies to the context of Ethiopia and Turkey's economic diplomacy, focuses on the use of non-coercive and persuasive means to influence and shape economic relations between the two nations. In this context, soft power theory encompasses the utilization of cultural attraction, diplomatic engagement, and cooperative frameworks to build trust, cooperation, and goodwill in economic interactions. *(Loeppky & Brawley, 2006)*

Ethio-Turkey long standing relations is cooperative and cordial is is grievied by soft power theory. Soft power based bilateral relations between the two countries have been build on cultivating relationships, promoting shared values, and projecting a positive image to enhance economic cooperation. By leveraging cultural diplomacy, diplomatic engagement, educational initiatives, shared values, and public diplomacy, both countries can foster an environment conducive to sustainable economic partnerships and mutual prosperity. Soft power guided bilateral economic diplomacy between the two nations have given more emphasis to long-term development objectives than short-term benefits, trust build, win win m axiom and respect to each other with encourages announced approach to economic diplomacy, emphasizing the long-term benefits of trust, cooperation, and mutual understanding in shaping economic relations. *(Kang, 2019)*

2.7 Social Responsibility Theory

Social Responsibility Theory recognizes the ethical and humanitarian aspects of international relations. It emphasizes the responsibility of states to contribute positively to society and act as responsible global actors. In the context of Ethiopia and Turkey, both countries have embraced social responsibility by engaging in economic partnerships that contribute to Ethiopia's development and sustainable growth. They also incorporate cultural preservation and exchange programs, promoting cultural diversity and fostering mutual respect. *(Demamu, 2020)*

The social responsibility theory, as it applies to the context of Ethiopia and Turkey's economic diplomacy, emphasizes the role of businesses and governments in contributing to the well-being of society and the environment while conducting economic activities. In this context, economic diplomacy guided by the social responsibility theory seeks to integrate ethical, social, and environmental considerations into economic relations, fostering sustainable development, inclusive growth, and positive societal impact. Here are some key elements of the social responsibility theory as it pertains to Ethiopia and Turkey's economic diplomacy:

2.7.1. Ethical Business Practices

The social responsibility theory encourages businesses and governments to prioritize ethical business practices that uphold principles of fairness, transparency, and accountability. In the context of economic diplomacy, both Ethiopia and Turkey can emphasize the importance of ethical conduct, anti-corruption measures, and responsible corporate governance in their economic interactions, thereby promoting trust and integrity in economic relations. Ethical business practices play a vital role in shaping the economic relations between nations. They are integral to the principles of fairness, transparency, and accountability in international trade and investment. The social responsibility theory encourages businesses and governments to prioritize ethical conduct not only for their own benefit but also for the greater good of society. By upholding these principles, countries like Ethiopia and Turkey can foster trust and integrity in their economic interactions, ultimately contributing to a more sustainable and harmonious global economy. *(Faldu, 2012)*

In the context of economic diplomacy, the emphasis on ethical business practices can help build a solid foundation for mutually beneficial economic relationships between Ethiopia and Turkey. By prioritizing anti-corruption measures and responsible corporate governance, both nations can demonstrate their commitment to conducting business in a fair and transparent manner. This can enhance the trust and confidence of investors, businesses, and other stakeholders in the integrity of their economic engagements. Furthermore, promoting ethical business practices can contribute to the overall stability and attractiveness of both countries as investment destinations, creating a conducive environment for sustainable economic growth and development (Kolk, 2016). The integration of ethical considerations in economic diplomacy aligns with the global trend towards corporate social responsibility (CSR) and sustainable business practices. In today's

interconnected world, businesses are increasingly expected to operate in a manner that takes into account not only their financial performance but also their impact on society and the environment. By adopting ethical business practices, countries can position themselves as responsible global citizens and demonstrate their commitment to addressing pressing societal and environmental challenges. This, in turn, can bolster their international reputation and competitiveness, attracting investment and fostering long-term partnerships with like-minded nations and businesses. (Mareuse, 2011)

In addition, ethical business practices are crucial to the advancement of economic diplomacy between nations. By prioritizing fairness, transparency, and accountability, countries like Ethiopia and Turkey can build trust, attract investment, and contribute to a more sustainable and inclusive global economy. Incorporating ethical considerations in economic relations not only benefits the individual nations involved but also contributes to the broader goal of promoting responsible and impact business conduct on a global scale. (Jennings & Velasquez, 2015)

2.7.2. Sustainable Development Goals

Aligning economic diplomacy with the United Nations' Sustainable Development Goals (SDGs) is crucial for promoting sustainable and inclusive development. By incorporating the principles of the social responsibility theory into their economic interactions, countries like Ethiopia and Turkey can leverage their resources and expertise to address pressing societal challenges and work towards achieving the SDGs. Collaboration on projects and initiatives that prioritize poverty alleviation, environmental sustainability, and social equality can create meaningful impact and contribute to the advancement of sustainable development goals on a global scale (Kennedy Mahlatsi, 2021)

Ethiopia and Turkey have the opportunity to align their economic cooperation efforts with specific SDGs that are relevant to their national priorities and development agendas. By working together to implement projects that focus on areas such as renewable energy, infrastructure development, healthcare, education, and gender equality, both countries can make significant strides towards achieving the SDGs while also fostering mutually beneficial partnerships. Collaboration on initiatives that promote sustainable agriculture, access to clean water, affordable healthcare, and quality education can improve the well-being of their populations and create a more prosperous and resilient society (Kennedy Mahlatsi, 2021).

Furthermore, integrating social and environmental considerations into economic diplomacy can help Ethiopia and Turkey build a more sustainable and resilient economy that is capable of addressing the complex challenges of the 21st century. By prioritizing sustainable development goals in their economic cooperation, both nations can demonstrate their commitment to responsible and impactful business conduct that benefits not only their own citizens but also contributes to global efforts to achieve a more equitable, inclusive, and sustainable future for all (*Watanabe, 2020*).

In addition, aligning economic diplomacy with the Sustainable Development Goals is essential for promoting sustainable and inclusive development. Ethiopia and Turkey can leverage their partnership to implement projects and initiatives that address societal challenges and contribute to the advancement of the SDGs. By integrating social and environmental considerations into their economic cooperation efforts, both countries can work towards building a more prosperous, resilient, and equitable society while also making a meaningful contribution to the global agenda for sustainable development. (*Poh Onn, 2001*)

2.7.3. Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a critical aspect of business practices that emphasizes the role of companies in contributing positively to society and the environment. When integrated into economic diplomacy efforts, CSR initiatives allow businesses to go beyond profit-making goals and actively engage in activities that benefit the communities and environments where they operate. Ethiopian and Turkish companies can play a pivotal role in fostering sustainable development and social progress through their CSR endeavors, demonstrating a commitment to ethical business conduct and stakeholder well-being (*Carroll & Shabana, 2010*). One way in which companies can demonstrate their commitment to CSR is through philanthropic activities aimed at addressing societal needs and supporting disadvantaged communities. By investing in social causes such as education, healthcare, poverty alleviation, and environmental conservation, Ethiopian and Turkish businesses can make a positive impact on the lives of individuals and contribute to the overall well-being of society (*Tamvada, 2020*). Through strategic partnerships with local organizations and NGOs, companies can leverage their resources and expertise to create meaningful change and address pressing social issues within their operating regions.

Additionally, engaging in community development projects is another avenue through which businesses can showcase their commitment to CSR. By actively participating in initiatives that promote infrastructure development, job creation, skills training, and capacity building, Ethiopian and Turkish companies can help empower communities, enhance their quality of life, and promote sustainable economic growth (*Carroll & Shabana, 2010*). Collaborating with local stakeholders and government entities, businesses can design and implement projects that address specific community needs and contribute to the social and economic development of the regions in which they operate. Furthermore, integrating sustainable business practices into their operations is essential for companies to fulfill their CSR commitments and minimize their environmental footprint. Ethiopian and Turkish businesses can adopt Eco-friendly technologies, reduce resource consumption, promote waste reduction and recycling, and adhere to ethical labor standards to ensure that their economic activities are conducted in a socially and environmentally responsible manner (*Kolk, 2016*). By prioritizing sustainability in their operations, companies can mitigate negative impacts on the environment, contribute to climate action, and foster a culture of responsible business conduct that benefits both society and the planet. By emphasizing corporate social responsibility in economic diplomacy allows businesses to contribute positively to society and the environment while pursuing international economic activities. Ethiopian and Turkish companies can demonstrate their commitment to CSR through philanthropy, community development projects, and sustainable business practices, thereby enhancing their reputation, building trust with stakeholders, and creating long-term value for both their businesses and the communities they serve.

2.7.4. Inclusive Economic Growth

Inclusive economic growth refers to a form of economic development that ensures the benefits of growth are shared by all segments of society, particularly those who may be marginalized or disadvantaged. This can be achieved through policies and initiatives that promote job creation, entrepreneurship, and equitable access to economic opportunities. By prioritizing inclusive economic growth in their economic diplomacy efforts, Ethiopia and Turkey can work towards reducing income inequality, promoting social cohesion, and improving overall standards of living for their citizens. One key aspect of promoting inclusive economic growth is focusing on job creation. This can be done through initiatives such as promoting investment in sectors that have high employment potential, providing training programs to enhance the skills of the

workforce, and supporting entrepreneurship to create new business opportunities. By creating more job opportunities, Ethiopia and Turkey can help reduce poverty and improve the economic prospects of their citizens. *(Walby, 2018)*.

Entrepreneurship is another important element of inclusive economic growth. By fostering a culture of entrepreneurship and providing support for small and medium-sized enterprises, Ethiopia and Turkey can create opportunities for individuals to start their own businesses and contribute to economic development. Entrepreneurship also plays a crucial role in creating innovation, increasing productivity, and driving economic growth. *(Chaikin & Usiuk, 2019)*.

Equitable access to economic opportunities is essential for ensuring that all segments of society can benefit from economic growth. This can involve measures such as ensuring that marginalized groups have access to education and training, promoting financial inclusion, and creating a level playing field for all businesses to compete. By addressing barriers to access, Ethiopia and Turkey can help ensure that the benefits of economic cooperation reach a wider range of people, including those who are often left behind. *(Fentaw & Ayalew, 2022)*.

In addition, promoting inclusive economic growth through job creation, entrepreneurship, and equitable access to economic opportunities is crucial for ensuring that the benefits of economic cooperation between Ethiopia and Turkey are shared by all segments of society. By prioritizing initiatives that foster inclusive economic growth, both countries can contribute to the well-being and prosperity of their citizens, creating a more stable and sustainable economy for the future. *(Hashim, 2007)*.

2.7.5. Environmental Stewardship

Environmental stewardship is the responsible use and protection of the environment, with an emphasis on sustainable practices that preserve the health of ecosystems and natural resources for future generations. Recognizing the significance of environmental sustainability, economic diplomacy guided by the social responsibility theory can prioritize environmental protection, conservation, and sustainable resource management. Ethiopia and Turkey can collaborate on environmentally friendly projects, renewable energy initiatives, and conservation efforts aimed at minimizing the ecological footprint of their economic activities. *(Welchman, 2012)*

Ethiopia and Turkey's diplomatic relations have been growing steadily in recent years, with both countries recognizing the importance of collaboration in areas such as environmental stewardship and economic diplomacy. Both countries have shown commitment to sustainable development practices and have taken steps to address environmental challenges within their borders. *(Bennett et al., 2018)*

In terms of environmental stewardship, both Ethiopia and Turkey have made significant efforts to protect their natural resources and promote sustainable practices. Ethiopia, for example, has taken steps to reforest its land and protect its biodiversity through initiatives such as the Green Legacy campaign, which aims to plant billions of trees across the country. Turkey has also implemented various environmental policies, such as the National Climate Change Action Plan, to reduce greenhouse gas emissions and promote renewable energy sources. Collaboration between Ethiopia and Turkey in the realm of environmental stewardship could involve sharing best practices, technology transfer, and joint projects to address common environmental challenges. For example, both countries could work together on initiatives to combat deforestation, improve water management, and mitigate the effects of climate change. *(Welchman, 2012)*

In terms of economic diplomacy, Ethiopia and Turkey have also shown a commitment to strengthening their economic ties through trade and investment. Turkey is one of Ethiopia's largest trading partners, with bilateral trade between the two countries totaling over \$500 million in recent years. Turkish companies have also invested in various sectors in Ethiopia, such as construction, manufacturing, and energy. *(Mersha Tekalign & Mehare, 2022)*

Collaboration in economic diplomacy between Ethiopia and Turkey could involve exploring new opportunities for trade and investment, promoting business partnerships, and supporting small and medium-sized enterprises. Both countries could also work together to address trade barriers, improve market access, and facilitate economic cooperation in priority sectors. The environmental stewardship and economic diplomacy are critical aspects of Ethiopia and Turkey's diplomatic relations, and collaboration in these areas could help both countries achieve their sustainable development goals while strengthening their bilateral ties. By working together, Ethiopia and Turkey can leverage each other's strengths and expertise to promote a more sustainable and prosperous future for both nations. *(Welchman, 2012)*

2.7.6. Transparency and Stakeholder Engagement

The social responsibility theory advocates for transparency and stakeholder engagement in economic decision-making, encouraging open dialogue and collaboration with various stakeholders including civil society, local communities, and non-governmental organizations. Ethiopia and Turkey can incorporate stakeholder input and feedback into their economic diplomacy efforts, ensuring that the voices and concerns of diverse stakeholders are considered in shaping economic relations. *(Smith, 2017)*

By integrating the principles of ethical business practices, sustainable development goals, corporate social responsibility, inclusive economic growth, environmental stewardship, and stakeholder engagement into their economic diplomacy, Ethiopia and Turkey can contribute to a more socially responsible approach to international economic cooperation. This approach recognizes the interconnectedness between economic activities and societal well-being, aiming to create positive. *(Aakhus & Bzdak, 2015)*

2.8 News Framing Theory

The news framing theory, as it applies to the context of Ethiopia and Turkey's economic diplomacy, examines how the news shapes public perception and understanding of international economic relations through the selection, emphasis, and interpretation of information. News framing theory is a media studies concept that explains how news media outlets present information to influence public opinion, attitudes, and behavior. Journalists and editors can influence the narrative of a news story by emphasizing certain aspects while downplaying others. There are various types of news frames, including episodic and thematic framing, which can influence audiences' perception of events, causes, consequences, and response actions. News framing theory suggests that the way news media outlets select, frame, and present information can significantly impact public opinion and understanding of important issues. It is crucial for audiences to be aware of how news stories are framed to critically evaluate the information presented. In this context, news framing theory highlights the influential role of media in shaping narratives, defining issues, and framing discussions related to economic diplomacy between Ethiopia and Turkey. *(Vreese, 2005)*

Analyzing the news framing theory in the context of Ethio-Turkey Economic and Public Diplomatic Relations and the Role of Media from 2018 to 2022 provides valuable insights into

how media shapes public perception, influences diplomatic narratives, and impacts bilateral relations. The news framing theory examines how media outlets select, emphasize, and present information to construct specific narratives, allowing us to uncover underlying biases, agenda-setting, and the portrayal of events. The media plays a crucial role in public diplomacy efforts between nations, shaping how citizens perceive foreign countries, their policies, and their economic relations. Understanding media framing helps us assess how Ethiopia and Turkey strategically use media to enhance their diplomatic ties and how news frames shape trade and investment interactions, influencing foreign direct investment (FDI) decisions and affecting economic opportunities and challenges. By analyzing media frames, we can identify challenges like trade deficits and opportunities like investment prospects. We can also recognize the importance of ethical considerations related to media portrayal and transparency.

2.9 Historical Development of Ethiopia – Turkey Diplomatic Relations

2.9.1 The Historical Perspective

Ethiopia has a long and complex history dating back thousands of years, with the Aksumite Empire being one of the earliest known civilizations in the region. Over time, Ethiopia developed a unique blend of cultural traditions, Christian religion, and political institutions, leading to the formation of the Ethiopian state. (*Dagmawi Ayele, 2019*)

Similarly, Turkey's history is marked by the rise and fall of several powerful empires, including the Byzantine Empire and the Ottoman Empire. The modern nation of Turkey emerged from the remnants of the Ottoman Empire following World War I, under the leadership of Mustafa Kemal Atatürk, who implemented sweeping reforms to modernize the country and establish a secular republic. (*Rees, 2002*)

Both Ethiopia and Turkey have faced numerous challenges and undergone significant changes throughout their histories, ultimately shaping them into the nations they are today. They each have rich cultural heritages, diverse populations, and unique geopolitical positions that continue to influence their development as modern states.

The historical ties between Ethiopia and Turkey can be traced back to the early 16th century during the time of the Ottoman Empire. Atse (Emperor) Tewodros II of Ethiopia was known for his military conquests and efforts to expand his empire's territory. One of his notable

achievements was the conquest of the Red Sea region, including the strategic port city of Massawa. Tewodros's control over the Red Sea provided Ethiopia with access to important trade routes and secured its position as a regional power. During this period, the Ottoman Empire had close interactions with the Ethiopian Empire, particularly during the reign of Emperor Suleiman the Magnificent. The two empires engaged in diplomatic exchanges and trade relations, which laid the groundwork for their future interactions. *(Tolmacheva & Henze, 2001)*

In the 1920s, Ethiopia and Turkey formalized their diplomatic relations by signing the Treaty of Friendship and Cooperation. This treaty marked the beginning of an official relationship between the two countries and set the stage for further cooperation in various fields.

Throughout the years, both countries have maintained a relatively positive and friendly relationship characterized by mutual respect and cooperation. Despite occasional challenges, they have continued to engage in diplomatic dialogues and bilateral agreements aimed at strengthening their ties. The historical background of Ethiopia and Turkey's relations, coupled with their overall interactions, reflects a strong foundation for collaborative engagement. Both countries have shown a willingness to foster partnerships in various fields, underpinned by a shared commitment to mutual benefit and cooperation. *(Duressa & Geleta, 2021)*

2.10 The Establishment of Truce and Diplomacy

The establishment of truce and diplomacy between Ethiopia and Turkey dates back to their longstanding historical relations, which began during the Ottoman Empire era with flourishing diplomatic, trade, and cultural exchanges. In the modern era, formal diplomatic ties were established in the 20th century following Ethiopia's independence, leading to strengthened bilateral relations and increased economic cooperation through trade and investment, as well as Turkey's involvement in development projects in Ethiopia. Cultural exchanges have further solidified their relations, with educational programs and people-to-people interactions promoting understanding and cooperation. Recent collaboration on truce agreements and conflict resolution efforts, with Turkey mediating diplomatic disputes, has highlighted their commitment to peace and stability in the region. Additionally, strategic partnerships in defense, energy, and infrastructure development have been pursued, with both countries signing agreements for mutually beneficial projects. The future prospects for Ethiopia and Turkey involve continued

collaboration on regional stability and global challenges, fostering a strong and enduring partnership based on mutual respect, cooperation, and shared interests. *(Dandessa, 2021)*

2.10.1. The Beginning of People-to-People Diplomacy

The beginning of people-to-people or citizen diplomacy between Ethiopia and Turkey can be traced back to the longstanding historical relations and cultural exchanges that have taken place between the two countries over the centuries. Since the establishment of diplomatic relations in 1926, there have been efforts to strengthen ties between the peoples of Ethiopia and Turkey. However, it was not until the mid-20th century that the concept of citizen diplomacy began to gain prominence. *(Kelman,. 2011)*

One important milestone in this relationship was the founding of the Turkish International Cooperation and Development Agency (TICDA) in 1992. TICDA has played a crucial role in fostering cultural and educational exchanges between Ethiopia and Turkey. Through initiatives such as student exchange programs, Turkish language courses, and cultural events, TICDA has helped to deepen the understanding and friendship between the citizens of both nations. *(Weisband,. 2015)*

Another significant development in people-to-people diplomacy was the establishment of the Ethiopian-Turkish Business Council in 2009. This council has been instrumental in promoting trade and investment between Ethiopia and Turkey, facilitating partnerships between businesses in both countries, and further strengthening economic ties. *(Kelman,. 2011)*

Overall, the history of people-to-people diplomacy between Ethiopia and Turkey is one of increasing collaboration, mutual understanding, and friendship. Through personal connections, educational exchanges, and cultural programs, grassroots diplomacy has played a vital role in building bridges between individuals and communities in both countries. These efforts have contributed to the overall bilateral relations, enhancing the partnership and cooperation between Ethiopia and Turkey. The deep-rooted historical relations, cultural exchanges, and grassroots diplomacy have laid a solid foundation for continued collaboration and engagement between Ethiopia and Turkey. By fostering mutual respect and goodwill among their peoples, both countries have worked towards building a stronger and more prosperous future together. *(Weisband,. 2015)*

2.10.2. The Beginning of Ethio-Turkey Economic Diplomacy.

The economic relationship between Ethiopia and Turkey can be traced back to 1896 when delegations were exchanged during the reign of Sultan Abdülhamid II and Emperor Menelik II. This early interaction laid the foundation for the long-standing relationship between these two nations, which has since grown to include various economic, military, and strategic partnerships. The first Ottoman-Turkish Consulate General was established in the town of Harar in 1912, further cementing diplomatic ties. Over the years, these relations have expanded to encompass a wide range of collaborative efforts, particularly in trade and investment, which have been instrumental in the socio-economic progress of both countries. *(Dagmawi Ayele, 2019)*

2.10.3. Ethio- Turkey Trade

The trade relations between Ethiopia and Turkey have been growing rapidly over the years. Turkey has become one of Ethiopia's major trading partners, with bilateral trade expanding in various sectors. According to the Embassy of the Republic of Turkey in Addis Ababa, Ethiopia-Turkey bilateral trade volume reached \$508 million dollars in 2020. While this represents a decrease from the previous year due to the global Covid-19 pandemic, it is worth noting that the trade volume has been consistently growing over the last decade. *(Yitagesu Tekle Tegegne, 2021)*

Turkey primarily exports machinery, textiles, electrical equipment, motor vehicles, and iron and steel products to Ethiopia. On the other hand, Ethiopia mainly exports agricultural products such as tea, coffee, sesame seeds, and pulses to Turkey. Turkey's imports from Ethiopia have shown an upward trend in recent years.

According to *(Ministry of Foreign Affairs of the Republic of Turkey (2021)., The two countries have also signed various agreements to enhance their trade relations. For example, in 2015, they signed a Joint Economic Cooperation Agreement aimed at promoting economic and trade cooperation in sectors such as agriculture, transportation, energy, and manufacturing.*

Furthermore, both countries have been encouraging business partnerships and investments. Turkish companies have been investing in Ethiopia in sectors like manufacturing, construction, and agriculture. These investments have contributed to job creation and technology transfer in Ethiopia.

Trade relations form a significant component of economic diplomacy. Diplomatic efforts are directed towards negotiating trade agreements, resolving trade disputes, and promoting exports

and imports. Economic diplomats work to enhance market access, remove trade barriers, and foster favorable trading conditions for their country's businesses. They engage in bilateral and multilateral trade negotiations, advocate for fair trade practices, and seek to expand market opportunities for domestic industries and products. Economic diplomacy also involves promoting trade partnerships, organizing trade missions, and participating in international trade fairs and exhibitions to showcase a country's goods and services. *(Lee & Hocking, 2018)*

The trade relations between Ethiopia and Turkey have been characterized by a growing exchange of goods, services, and investment activities. Both countries have actively sought to enhance their economic ties through bilateral agreements, increased trade volume, and collaborative business ventures. *(Walby, 2018)*

Trade relations between Ethiopia and Turkey have witnessed remarkable growth in recent years, with Turkey emerging as a key trading partner for Ethiopia. The bilateral trade volume has been consistently increasing, bolstering economic ties between the two nations. *(Mareuse, 2011)*

Ethiopia primarily exports agricultural products like coffee, tea, spices, and oilseeds to Turkey, while importing machinery, textiles, and other manufactured goods from Turkey. This reciprocal exchange of commodities has led to the diversification of trade and expanded business opportunities for both countries. To further strengthen their economic collaboration, Ethiopia and Turkey have signed various agreements and established joint economic commissions. They have actively encouraged business delegations and trade fairs to facilitate investment and trade opportunities. Turkey's involvement in infrastructure projects within Ethiopia, such as the construction of roads, railway lines, and industrial parks, has significantly contributed to the deepening economic partnership between the two nations. Both Ethiopia and Turkey recognize the immense potential for further growth and have expressed their commitment to enhancing trade ties. Turkey has also shown interest in supporting Ethiopia's development in sectors such as agriculture, construction, and manufacturing. *(Kaplan & Bozyigit, 2021)*

This thriving trade relationship, coupled with the execution of various collaborative projects, highlights the eagerness of both countries to expand their economic cooperation and explore new avenues of trade and investment. These developments have laid a strong foundation for sustained growth and prosperity in the trade relations between Ethiopia and Turkey. The volume of trade between Ethiopia and Turkey has increased significantly in the past few years. According to data

from the Turkish Statistical Institute, exports from Turkey to Ethiopia increased from \$62.65 million in 2015 to \$172.07 million in 2020. Ethiopia, on the other hand, exports mainly agricultural products such as coffee, beans, and oilseeds to Turkey (*Tümen, 2021*).

Ethiopia and Turkey have been actively engaged in trade relations, with both countries seeking to enhance economic cooperation and expand bilateral trade volumes. The trade between Ethiopia and Turkey encompasses a variety of goods and services, reflecting the diverse economic interests and capabilities of both nations.

In recent years, the trade relationship between Ethiopia and Turkey has seen an upward trajectory, with efforts to foster closer commercial ties and increase the exchange of goods. Turkey has emerged as an important trading partner for Ethiopia, offering a market for Ethiopian products and serving as a source of imports for various goods and commodities. (*Cergibozan & Ari, 2017*)

Key sectors of trade between Ethiopia and Turkey include textiles, machinery, construction materials, agricultural products, and chemicals, among others. Turkish companies have been involved in various infrastructure projects in Ethiopia, while Ethiopian exports to Turkey have included items such as coffee, oilseeds, leather products, and spices. (*Tümen, 2021*).

To facilitate and promote trade, both countries have engaged in initiatives to bolster economic collaboration. This has included the organization of trade fairs, business delegations, and forums aimed at fostering partnerships between Ethiopian and Turkish businesses. Additionally, both governments have sought to address trade barriers and create favorable conditions for increased trade flows. Overall, the trade relationship between Ethiopia and Turkey reflects a commitment to expanding economic ties, diversifying trade portfolios, and creating mutually beneficial opportunities for businesses in both countries. Through sustained efforts to build on existing trade relations, Ethiopia and Turkey aim to further strengthen their economic partnership and contribute to sustainable growth and development. (*Cergibozan & Ari, 2017*)

2.10.4. Ethio- Turkey Investment

Economic diplomacy in the context of Ethiopia and Turkey focuses on promoting foreign direct investment (FDI) and creating an investment-friendly environment. Economic diplomats and diplomatic missions actively engage in investment promotion activities, attract foreign investors, and seek cross-border investment opportunities. The goal is to position their countries as

attractive investment destinations, provide information and support to potential investors, and collaborate with host countries to develop policies and regulations favorable to investment. (*ŞAHİN., 2020*)

The investment landscape between Ethiopia and Turkey has seen significant developments, with both nations taking steps to facilitate investment activities. Turkish companies have shown increasing interest in investing in various sectors of the Ethiopian economy, while the Ethiopian government has implemented measures to attract foreign investment and promote economic growth. (*Azizov., 2023*)

Turkish businesses have made notable investments in Ethiopia's infrastructure, manufacturing, construction, and agriculture sectors. These investments have supported the development of major projects, such as roads, buildings, industrial facilities, and agricultural ventures. Turkish companies have also brought technology, expertise, and management skills to these projects, contributing to Ethiopia's economic capabilities and job creation. (*Diyarbakirlioglu, 2010*)

Ethiopia has implemented policies and legal frameworks to encourage foreign investment, offering incentives such as tax breaks, customs duty exemptions, and land lease options. The country has also established industrial zones and special economic zones to create investment-friendly environments. These initiatives aim to promote industrialization and economic diversification. (*Azizov., 2023*)

Both Ethiopia and Turkey have engaged in discussions and agreements to facilitate investment activities, protect investments, and encourage collaboration across various sectors. These efforts demonstrate the commitment of both countries to building a favorable investment climate and fostering sustainable development. (*Cergibozan & Ari, 2017*)

In summary, the investment relationship between Ethiopia and Turkey has grown stronger, with Turkish companies actively contributing to Ethiopian economic development through strategic investments. Ethiopia's efforts to create an inviting environment for foreign investors and its commitment to fostering a long-term partnership underscore the mutual desire for strong economic ties and mutually beneficial investment opportunities. Ethio-Turkey investment refers to the investment activities undertaken by Turkish companies and individuals in Ethiopia or by Ethiopian companies and individuals in Turkey. The investment cooperation between the two

countries has been growing steadily in the past few years, with an increasing number of Turkish businesses looking for investment opportunities in Ethiopia and vice versa. Turkey is one of the largest investors in Ethiopia, with Turkish companies investing in a range of sectors, including textiles and garments, agriculture, manufacturing, and construction. Turkish companies are attracted to Ethiopia's large market, abundant natural resources, low labor costs, and the country's strategic location as a gateway to Africa. The investment cooperation facilitated by the two countries' governments has resulted in the signing of several investment agreements, including the Bilateral Investment Promotion and Protection Agreement (BIPPA) and the Double Taxation Avoidance Agreement (DTAA). These agreements help to create a conducive environment for investment and promote mutual economic benefits. Ethiopian companies are also investing in Turkey, particularly in the textile and manufacturing sectors. Ethiopia's investors are largely interested in taking advantage of Turkey's location advantage as a gateway to Europe, its developed industrial infrastructure, and its strategic position as a logistics hub. Overall, Ethiopia-Turkey investment plays a significant role in strengthening the economic ties between the two countries. It presents an opportunity for businesses in both countries to benefit from each other's resources, expertise, and market. (Cergibozan & Ari, 2017)

Ethiopia and Turkey have been actively engaged in investment cooperation, with both countries recognizing the potential for mutual benefits through increased investment activities. The investment relationship between Ethiopia and Turkey spans various sectors and industries, reflecting a desire to capitalize on each other's economic strengths and opportunities. (Raynkhart, 2017)

In recent years, Turkish companies have shown growing interest in investing in Ethiopia, particularly in sectors such as construction, manufacturing, textiles, and agriculture. Turkish investors have been involved in infrastructure projects, industrial ventures, and the establishment of manufacturing facilities, contributing to job creation and technology transfer in Ethiopia. (Suwal, 2024)

Conversely, Ethiopian companies have also sought investment opportunities in Turkey, particularly in areas such as trade, construction, and agribusiness. As the relationship between the two countries continues to evolve, there has been a focus on identifying new investment prospects and fostering partnerships between businesses from both nations. (Shepherd, 2013)

To support and facilitate investment activities, both governments have taken steps to create conducive environments for investors. This has included initiatives to improve investment regulations, provide incentives for foreign investors, and enhance bilateral cooperation in investment promotion. Overall, the investment relationship between Ethiopia and Turkey reflects a commitment to strengthening economic ties, fostering business partnerships, and leveraging complementary economic strengths. By continuing to engage in investment cooperation, both countries aim to contribute to sustainable economic growth and development while reaping the benefits of mutually beneficial investment opportunities. *(Diyarbakirlioglu, 2010)*

2.11 Ethio- Turkey Developmental Cooperation

Ethio-Turkey developmental cooperation encompasses a wide range of areas, including economic development, education, healthcare, infrastructure, and technology transfer. Turkey has been a key partner for Ethiopia in these areas, providing support and expertise to help promote sustainable development in the country. *(Getasew Endalew Admasu, 2022)*

One notable aspect of Ethio-Turkey developmental cooperation is in the field of infrastructure development. Turkey has been involved in various infrastructure projects in Ethiopia, including the construction of roads, bridges, and buildings. For example, in 2019, Turkey signed a deal to build a \$1 billion expressway in Ethiopia, which will help improve transportation and connectivity in the country. *(Getasew Endalew Admasu, 2022)*

Education is another important focus of development cooperation between Ethiopia and Turkey. Turkish universities have welcomed Ethiopian students through scholarship programs, providing them with opportunities for higher education in various fields. This educational exchange helps to build human capital and strengthen the ties between the two countries. *(Duzcu, 2020)*

Furthermore, Ethiopia and Turkey have collaborated in the field of technology transfer, with Turkish companies sharing expertise in areas such as agriculture, manufacturing, and information technology. This exchange of knowledge and technology has helped to spur innovation and economic growth in Ethiopia. Overall Ethio-Turkey developmental cooperation has been mutually beneficial for both countries, fostering economic growth, human capital development, and sustainable development outcomes. Through a variety of projects and initiatives, Ethiopia

and Turkey continue to strengthen their partnership and work together towards shared goals of prosperity and development. *(Getasew Endalew Admasu, 2022)*

2.12 The Role of Mass Media in Promoting Economic Diplomacy

The mass media plays a crucial role in promoting economic diplomacy by disseminating information, shaping public perceptions, and facilitating communication between governments, businesses, and the general public. Through news reports, analysis, and commentary, the media can raise awareness about economic opportunities, partnerships, and challenges in different countries, helping to create a conducive environment for trade, investment, and cooperation. Additionally, the media can highlight success stories, showcase innovative projects, and provide insights on economic trends, thus influencing decision-makers and stakeholders in the public and private sectors. By fostering dialogue, transparency, and understanding, the mass media contributes to building trust, reducing misconceptions, and ultimately strengthening economic diplomacy efforts on a global scale. *(Singh Kushwaha, 2015)*

2.13 The Role of Turkish Media

The Turkish media plays a significant role in promoting Ethiopia and Turkey's economic diplomacy, particularly in the areas of trade, investment, and cooperative development. Through news coverage, analysis, and commentary, Turkish media outlets can raise awareness about the economic potential and opportunities in Ethiopia, as well as highlight the benefits of bilateral trade and investment between the two countries. By reporting on successful business partnerships, investment projects, and trade agreements, the Turkish media can showcase the mutually beneficial aspects of the economic relationship between Ethiopia and Turkey, thus encouraging further collaboration and engagement. Additionally, Turkish media can facilitate communication and information-sharing between businesses, policymakers, and other stakeholders in both countries, helping to strengthen economic ties and promote sustainable development through cooperative initiatives and partnerships. Overall, the Turkish media plays a crucial role in shaping perceptions, fostering dialogue, and promoting economic diplomacy between Ethiopia and Turkey. *(Mengu, R. 2018).*

2.14 The Role of Ethiopian Media

The Ethiopian media plays a pivotal role in promoting economic diplomacy between Ethiopia and Turkey through its coverage of trade, investment, and cooperative development activities. By disseminating information, analysis, and insights on the economic opportunities and potential for growth in both countries, the Ethiopian media helps to raise awareness and generate interest among businesses, investors, and policymakers. Through news reports, interviews, and feature stories, the media can highlight successful partnerships, investment projects, and trade agreements between Ethiopia and Turkey, showcasing the benefits and outcomes of economic cooperation. Furthermore, the Ethiopian media can serve as a platform for communication and dialogue between stakeholders in both countries, facilitating information-sharing, networking, and collaboration to foster sustainable economic development. Overall, the Ethiopian media plays a crucial role in shaping perceptions, building relationships, and promoting economic diplomacy between Ethiopia and Turkey, ultimately contributing to the strengthening of bilateral ties and enhancing mutual prosperity. *(Koira, A. K. 2019).*

CHAPTER THREE

3. Research Methodology

3.1 Introduction

The research methodology, the process of analyzing data is crucial for drawing meaningful insights and conclusions. By following a well-defined research methodology, researchers can ensure that their findings are valid, reliable, and aligned with the research objectives. This systematic approach serves as a road map for the study, guiding the data collection and analysis process to produce trustworthy and credible results. We will explore the importance of effective data analysis in research and the methods that researchers can use to enhance the quality and significance of their findings. *(McCombes, 2023)*

3.2 Research Methodology and Design

Research methodology is the systematic process of collecting and analyzing information in order to answer a research question. It is significant because it guides the researcher in conducting a study in a structured and rigorous manner, ensuring the validity and reliability of the results. There are generally two types of research methodologies: qualitative and quantitative. Qualitative research involves gathering non-numerical data, such as interviews, observations, and text analysis, to explore and understand complex phenomena.

The study used a qualitative research design to investigate Ethiopia-Turkey economic relations from 2018 to 2022. It aimed to understand subjective experiences, beliefs, and concepts, rather than relying on numerical data. The researchers conducted in-depth interviews with officials from relevant institutions such as government ministries, and embassies to gather firsthand information on economic cooperation agreements, trade patterns, investment dynamics, and diplomatic interactions. They also reviewed existing scholarly articles, reports, and documents to provide context on historical relations and bilateral economic interactions between Ethiopia and Turkey. The collected data was analyzed qualitatively through thematic analysis, qualitative interpretation, and contextualization, considering the broader context of Ethiopia-Turkey relations and the global economic landscape. The researchers adhered to ethical guidelines, including obtaining informed consent, protecting privacy, and ensuring transparency, while

acknowledging potential limitations and biases. Although the sample size of seven in-depth interviews may limit generalizability, the qualitative research design allowed for a nuanced exploration of Ethiopia-Turkey economic relations, considering trade, foreign direct investment, and media dynamics.

3.2.1. Qualitative Research Methodology

Qualitative research is a method of inquiry that aims to understand human behavior, experiences, and perceptions through non-numerical data such as interviews, observations, and textual analysis. It focuses on exploring and interpreting phenomena in their natural settings to gain a deep understanding of complex social or cultural issues. (Creswell, John W. 2013). The research topic "Ethio-Turkey Economic and Public Diplomacy and the Role of Media from 2018-2022: An Appraisal," follows a qualitative research methodology aimed at exploring and understanding the dynamics of economic and public diplomacy between Ethiopia and Turkey, as well as the role of media in shaping these relations. Qualitative research is ideal for examining the complexities of Ethio-Turkey Economic and Public Diplomacy and the Role of Media from 2018-2022. It allows for the exploration of intricate relationships between economic ties, public diplomacy efforts, and media influence within the cultural context of both countries during this period. By capturing stakeholder perspectives, analyzing media content, and investigating public perceptions, qualitative methods offer a nuanced understanding of historical and contemporary dynamics, ultimately shedding light on the effectiveness of diplomatic initiatives and media strategies in shaping narratives and perceptions. (Creswell, John W. 2017)

3.2.2. Research Design

The study "Ethio-Turkey Economic and Public Diplomatic Relations and the Role of Media from 2018 to 2022" utilized a qualitative research design to examine how media influenced economic and diplomatic relations between Ethiopia and Turkey during this time period. The main goal of the study was to understand the impact of media narratives on public perception, diplomatic interactions, and economic cooperation. By conducting in-depth interviews with officials from government ministries and embassies, and reviewing scholarly articles, reports, and documents, researchers obtained firsthand information on media coverage, public diplomacy efforts, and the portrayal of economic relations. The collected data was analyzed qualitatively through thematic analysis, qualitative interpretation, and contextualization, taking into account broader geopolitical factors and media landscapes. The researchers followed ethical guidelines, including transparency, privacy protection, and objectivity, while being aware of potential biases and limitations inherent in qualitative research.

3.3 Data Sources and Collection Mechanisms

3.3.1. Data Sources

The data collection methods included in-depth interviews with key stakeholders conducted either face-to-face or virtually, which allowed for detailed discussions on topics related to economic and diplomatic relations. Researchers also systematically reviewed academic papers, reports, and official documents to extract relevant information on trade, foreign direct investment, and media influence. By integrating information from both primary and secondary sources and utilizing thematic analysis and qualitative interpretation, the study synthesized the data to generate a comprehensive understanding of the nuances surrounding Ethiopia-Turkey economic relations and the impact of media during the specified period.

3.3.2. Secondary Data Sources

The use of secondary data from various sources enriches research findings. Secondary data, also known as second-party data, refers to datasets collected by individuals other than the researchers using them. This type of data is invaluable for researchers and data analysts as it helps in creating extensive, high-quality databases to address business challenges. Sources of secondary data include external data from organizations and internally gathered information repurposed for research purposes.

Secondary data is information that has been previously gathered through primary sources and made available for researchers to use in their studies. This pre-existing data can be repurposed to serve different research objectives. Additionally, research methods define secondary data as information obtained, processed, and disseminated by entities other than the researcher directly involved in data collection. Sources of secondary data include government publications, academic journals, market research reports, and existing datasets, providing researchers with diverse information to thoroughly analyze the economic and diplomatic relations between Ethiopia and Turkey. Leveraging this secondary data enriches the quality and accuracy of insights, enabling researchers to delve deeper into the intricacies of the relationships under scrutiny.

Visiting the Ministry of Foreign Affairs (MOFA) of Ethiopia, the Embassy of Turkey, the Investment Office, the Ministry of Trade, and the Ethiopian Press Agency was crucial for the

researcher to gather primary information directly from authoritative sources, verify and validate the accuracy of secondary data, access official documents like memorandum of understandings and bilateral agreements, and gain valuable insights and expert opinions from government officials. These visits played a significant role in enhancing the quality and credibility of the research on Ethio-Turkey economic and public diplomacy from 2018 to 2022 by providing a comprehensive and nuanced understanding of the topic through firsthand interactions and access to key information and perspectives. Visiting the Ministry of Foreign Affairs (MOFA) of Ethiopia, the Embassy of Turkey, the Investment Office, the Ministry of Trade, and the Ethiopian Press Agency was crucial for the researcher to gather primary information directly from authoritative sources, verify and validate the accuracy of secondary data, access official documents like memorandum of understandings and bilateral agreements, and gain valuable insights and expert opinions from government officials. These visits played a significant role in enhancing the quality and credibility of the research on Ethio-Turkey economic and public diplomacy from 2018 to 2022 by providing a comprehensive and nuanced understanding of the topic through firsthand interactions and access to key information and perspectives.

3.3.3. Primary Data Sources

The primary sources consisted of in-depth interviews with officials from key institutions involved in economic cooperation, trade agreements, investment activities, and diplomatic engagements between the two countries. Representatives from prominent organizations such as the Ethiopian Investment Commission, the FDRE Ministry of Foreign Affairs, the FDRE Ministry of Trade, the Development Bank of Ethiopia, and the Embassy of the Republic of Turkey were engaged in face-to-face or virtual interviews to provide firsthand insights and detailed information regarding various aspects of bilateral relations.

On the other hand, the researchers conducted a thorough literature review encompassing academic papers, reports, and official documents that shed light on historical relations and media dynamics between Ethiopia and Turkey. By systematically analyzing existing scholarly literature, the study gained a comprehensive understanding of the background context influencing economic and diplomatic interactions during the specified time frame. This dual approach of synthesizing information from both primary (interviews) and secondary (literature review)

sources enabled a holistic examination of the multifaceted relationship between the two countries, offering deep insights into trade patterns, investment dynamics, and the significant role played by the media in shaping public perceptions and discourse surrounding their interactions.

3.4 Sampling Methods

The study titled “Ethio-Turkey Economic and Public Diplomatic Relations and the Role of Media from 2018 to 2022” used a non-probability sampling technique known as purposive sampling to select participants for in-depth interviews. Purposive sampling involves intentionally choosing individuals based on specific criteria relevant to the research topic, in this case, economic relations between Ethiopia and Turkey within the specified timeframe. The researchers selected participants who possessed knowledge and expertise in areas such as trade agreements, foreign direct investment, and media dynamics to ensure a comprehensive exploration of the subject matter.

The reason for choosing purposive sampling in this study was to thoroughly explore and understand the research topic. By deliberately selecting participants who could provide diverse perspectives and experiences related to economic cooperation and public diplomacy between Ethiopia and Turkey, the study aimed to enrich its analysis and insights. Additionally, the use of this sampling method allowed researchers to adhere to ethical considerations by ensuring informed consent, privacy protection, and transparency throughout the data collection process.

Despite the advantages offered by purposive sampling, the study acknowledged potential biases associated with this method. Nonetheless, researchers made conscious efforts to maintain objectivity and transparency in participant selection, underscoring their commitment to conducting the study with integrity and rigor. The study’s use of purposive sampling facilitated the exploration of a wide range of perspectives and contributed to a deeper understanding of Ethiopia-Turkey economic relations and the media’s influence within the specified period.

3.5 Non -Participant Personal Observation

In the study on Ethio-Turkey economic and public diplomacy relations, non-participant observations are utilized to examine the economic ties and public diplomacy dynamics between the two countries through media analysis. By adopting this method, researchers to gain a deeper understanding of how economic relationships are shaped and communicated through diplomatic

channels, as well as how the media influences public perceptions and narratives related to these relations. This approach allows for the collection of rich, real-time data that can provide nuanced insights into the intricate dynamics at play within the Ethio-Turkey context. The study on Ethiopia-Turkey economic and public diplomatic relations employed a non-participant personal observation method to gain insights into the interactions between Ethiopia and Turkey. The methodology involved selecting a setting and context relevant to the research, such as the interactions between the two countries in terms of economic ties and public diplomacy. The observation design was structured or unstructured, with the former involving predefined variables or behaviors to observe and the latter allowing for open-ended observations. Field notes were taken during the observation sessions, capturing descriptions of events, interactions, and behaviors, as well as contextual information and personal reflections. Audio or video recording devices may also be used to supplement field notes. The data collection process involved conducting observations for varying durations and frequencies, with a neutral stance maintained as a non-participant observer. The data analysis entailed reviewing field notes and recordings to identify patterns, themes, and noteworthy incidents related to economic interactions and public diplomacy. The study also involved media analysis, event observations, and document review to provide a comprehensive understanding of Ethio-Turkey relations.

3.6 Analysis

The analysis of Ethio-Turkey economic and public diplomatic relations from 2018 to 2022 revealed several key insights based on available secondary sources. Firstly, there was a significant trade deficit for Ethiopia in its relations with Turkey during this period, with Ethiopia's exports consistently falling short of its imports from the country. This trade imbalance was influenced by Ethiopia's dependence on a few primary products and raw materials. Secondly, Turkish investments played a pivotal role in Ethiopia's economy, ranking third in capital inflow and fifth in total FDI projects within the country. These investments brought technology, job opportunities, and expertise to Ethiopia. Additionally, while not the primary focus, the study indirectly highlighted the media's role in shaping public opinion, influencing national reputation, and serving as a crucial tool in public diplomacy efforts. The media acted as both a conduit and a reflection of the economic and diplomatic interactions between Ethiopia and Turkey. Despite challenges such as the trade deficit, the availability of Turkish investments positively impacted Ethiopia's economic relations, with prospects including natural resources, low labor costs, investment guarantees, and investor-friendly policies. In summary, secondary sources shed light on the multifaceted relationship between Ethiopia and Turkey, emphasizing economic ties and the media's role in shaping perceptions and diplomacy.

The study used qualitative analysis methods to examine the themes, narratives, and perspectives influencing Ethio-Turkey economic and public diplomacy relations. Content analysis was employed to identify recurring themes related to economic cooperation and public diplomacy, analyze language and framing used in media or official documents, and explore underlying narratives and perspectives. Thematic analysis was also used to categorize qualitative data into themes or codes, identifying themes related to economic challenges, diplomatic efforts, and other aspects of the relationship, and uncover nuanced aspects of the relationship. Additionally, narrative analysis was employed to explore narratives constructed in media or official documents, analyze how the relationship is portrayed (cooperative, competitive, or neutral), examine narratives around specific events (e.g., trade agreements, diplomatic visits), and reveal underlying discourses and biases. These methods provide a deeper understanding of the Ethio-Turkey economic and public diplomatic relations by analyzing the themes, narratives, and perspectives that shape their interactions.

Studying "Ethio-Turkey Economic and Public Diplomatic Relations and the Role of Media from 2018 to 2022," several ethical considerations are carefully addressed. Firstly, obtaining informed consent from all participants, including interviewees and officials, is paramount. Ensuring that they understand the research purpose, procedures, and any potential risks involved, and securing their voluntary participation while respecting their autonomy and right to withdraw at any point, are essential practices.

Furthermore, maintaining confidentiality and anonymity is crucial to protecting the identities of interviewees and officials. Safeguarding sensitive information through the use of pseudonyms or codes, and refraining from disclosing details that could harm individuals or organizations, upholds the ethical principle of privacy preservation. Additionally, it is imperative to balance transparency with discretion when discussing topics related to diplomatic relations, trade, or investments to avoid causing harm to any stakeholders involved. By upholding ethical standards such as transparency, cultural sensitivity, data security, and accuracy in presenting findings, researchers can ensure the integrity and validity of their study on Ethio-Turkey relations.

CHAPTER FOUR

4. Data Presentation and Analyzing

4.1 Introduction

The data for the study was collected through interviews with various organizations, including the Embassy of Turkey, the Ethiopian Investment Office, the Ministry of Trade, and the Ethiopian Press Agency. All of the organizations mentioned above were cooperative and provided the researcher with the necessary information. Qualitative data were collected through open-ended questions, and in the sections that follow, this data are presented and analyzed using a thematic narrative approach. Furthermore, data obtained via non-participant personal observation are incorporated into the main body of data, and secondary data acquired from document analysis is systematically organized and examined thematically in this chapter.

4.2 The Impact of Ethio-Turkey Economic Diplomacy on Socioeconomic Development of Ethiopia From 2018-2022

The interview was gathered at the Embassy of Turkey on December 22, 2023, in the afternoon from to respond to the question, what has Turkey contributed to Ethiopia's economy? Turkey has made significant contributions to Ethiopia's economy through various avenues. Turkish companies have invested heavily in Ethiopia, particularly in sectors such as construction, energy, manufacturing, and agriculture. These investments have not only created job opportunities but have also contributed to infrastructure development and economic growth in the country. Additionally, Turkey serves as an important trading partner for Ethiopia, with bilateral trade agreements benefiting both nations by facilitating imports, exports, and economic cooperation.

Moreover, Turkish aid and development projects in Ethiopia have focused on crucial areas like healthcare, education, infrastructure, and rural development, providing essential support for Ethiopia's socio-economic progress. Through technical assistance programs, training initiatives,

and knowledge-sharing activities, Turkey has facilitated the transfer of skills, expertise, and technology to Ethiopian professionals, fostering capacity-building and expanding economic opportunities. Furthermore, Turkish support for entrepreneurship and small business development in Ethiopia has bolstered local businesses, empowered entrepreneurs, and contributed to job creation and economic diversification in the country.

Overall, Turkey's contributions have played a pivotal role in enhancing Ethiopia's economy and fostering long-term economic growth and development. He also added mentioning the Turkey-Ethiopia Joint Economic Commission that met in late 2016. Despite obstacles such as Ethiopia's foreign currency restrictions, he emphasized Turkey's commitment to increasing trade volume and expanding investments in new sectors such as energy, mining, agriculture, construction materials, and military industrial discussions.

The humanitarian sector in great detail, specifically highlighting the various waves of humanitarian campaigns that were organized by Turkish organizations in drought-stricken regions of Ethiopia in 2016. These campaigns were multifaceted and involved aid efforts by the Turkish business community, Turkish Red Crescent, and Turkish Cooperation and Development Agency (TCDA), aimed at providing essential supplies such as food, animal feed, and blankets to the affected communities. In addition to these aid efforts, restoration projects were also carried out in the region, with the aim of contributing to tourism and economic development. These projects included repairing damaged infrastructure, building new facilities, and supporting local businesses.

The success of these campaigns was a testament to the dedication and hard work of the Turkish organizations involved and served as a reminder of the importance of humanitarian efforts in times of crisis.

The Embassy of Turkey also added about the importance of education and how it can strengthen the relationship between Turkey and Ethiopia. He mentioned the scholarships that the Turkish government provides to Ethiopian students and also highlighted the positive image of Ethiopia in Turkey. They emphasized that education can play a crucial role in building strong ties between the people of both countries.

According to (Ayele 2019), on the research topic ‘Ethiopia-Turkey Economic Relations: an Assessment on Trade and Foreign Direct Investment From 2006 to 2018’ Ethiopia and Turkey have a complex economic relationship that has produced both positive and negative outcomes for Ethiopia's socioeconomic development. On one hand, the transfer of technology and the creation of jobs have been beneficial in boosting Ethiopia's economy. Turkey has been investing heavily in Ethiopia's infrastructure, particularly in the construction of airports, roads, and railways, which has helped improve connectivity within the country and with other African nations. Additionally, Turkish companies have established significant operations in Ethiopia's manufacturing sector, which has created thousands of jobs for Ethiopians.

However, the trade balance between the two countries remains a challenge. Despite Ethiopia's exports to Turkey increasing in recent years, Ethiopia still has a significant trade deficit with Turkey. This is due to the high volume of imports from Turkey, particularly in the textile and clothing industry.

Table 1. The Trade Balance between Ethiopia and Turkey (2018-2022)

Year	Ethiopia's Exports to Turkey (USD)	Growth %	Main Export Products
2018	47799508.67	-	Oily seeds, dried legumes, and coffee
2019	41470526.64	13	Oily seeds, dried legumes, and coffee
2020	40478226.2	2	Oily seeds, dried legumes, and coffee
2021	46023254.99	14	Oily Seeds, Legumes, Coffee, Textiles, Clothing
2022	24675036.99	46	Oil Seeds, Vegetables, Coffee, Textiles, Clothing

Table 1. highlights the growth percentages for each year indicate the change in exports compared to the previous year. The specific data for textile and clothing imports is not provided in the image, but it is a significant part of the overall imports from Turkey.

Table 2. The Impact of Trade Relations between Ethiopia and Turkey

Year	Ethiopia's Import from Turkey (USD)	Growth %	Turkey's Share in Ethiopian Imports (%)	Ethiopia's Trade Balance with Turkey (USD)
2018	653,831,726.41	-	3.94	-606,032,218
2019	615,830,487.58	-6	4.22	-574,359,961
2020	749,551,488.87	22	5.85	-709,073,263
2021	850,237,151.07	13	5.02	-804,213,896
2022	746,292,367.01	-12	4.96	-721,617,330

Table 2. highlights the significant impact of the textile and clothing industries on trade relations between Ethiopia and Turkey, with Ethiopia importing a notable volume of these goods from Turkey, contributing to the trade deficit. Specific data on the volume and growth percentage of

textile and clothing imports would be required for a more detailed analysis, which might be available through national statistics databases or international trade reports.

Furthermore, governance issues continue to pose a challenge in the economic relationship between the two countries. Turkey has been criticized for its human rights record, and this has led to concerns about the impact of its investments in Ethiopia. Some have raised concerns that Turkish investments in Ethiopia could lead to land grabbing and displacement of local communities. (*Bildung, 2022*)

Although Ethiopia and Turkey have established economic relations, some challenges need to be addressed to maximize the benefits of their partnership. These challenges include lower human capital development, which may hinder the country's ability to develop a skilled workforce that can meet the demands of the partnership. Furthermore, infrastructure issues such as inadequate transportation systems and power supply may limit the potential for trade and investment between the two countries. In addition, company debt service failures can have a significant impact on the economy and hinder the growth of businesses. Corruption is also a major concern in Ethiopia, and it can negatively affect the business environment and discourage foreign investment. Despite these challenges, there are opportunities for both countries to work together to overcome these obstacles and strengthen their economic partnership. By addressing these issues, Ethiopia and Turkey have the potential to realize the full benefits of their economic relations and achieve sustainable economic growth. These bilateral agreements have played a significant role in strengthening their economic relationship. However, they also have implications for regional politics and security, which indirectly affect the socioeconomic development of both countries. (*Ayele, 2019*)

According to (Ayele, 2019) Ethiopia and Turkey have a long-standing economic relationship focusing mainly on trade and Foreign Direct Investment (FDI). Ethiopia has been importing more goods from Turkey than it exports, leading to a trade deficit. Ethiopia's primary exports to Turkey consist of raw materials and primary products, while its imports from Turkey are more diverse. Despite the trade deficit, Turkey has made significant investments in Ethiopia, ranking high in capital and the number of FDI projects.

According to “The Middle East Monitor” and “Ethiopian Monitor,” Ethiopia and Turkey signed four agreements on August 19, 2021. The signing marked the 125th anniversary of diplomatic relations between the two nations. The agreements encompassed a Memorandum of Understanding for cooperation in water management, the execution of a Military Framework Agreement for Financial Assistance, and a Military Financial Cooperation Agreement. These accords were designed to bolster collaboration across various sectors, notably the military and water resource management. The signing ceremony, held in Addis Ababa, was attended by Ethiopian Prime Minister Abiy Ahmed and Turkish President Recep Tayyip Erdogan. The ratified agreements comprised a Cooperation Agreement in water affairs, a Military Framework Agreement, an Implementation Protocol for Financial Assistance, and a Military Financial Cooperation Agreement.

The Implementation Protocol regarding Financial Assistance sets out the terms and conditions for the provision of financial assistance from Turkey to Ethiopia. This assistance is aimed at promoting economic development and strengthening the bond between the two nations.

The signing of these agreements reflects the close and friendly relations between Ethiopia and Turkey and their mutual commitment to enhancing economic cooperation and trade. The news was reported by "The Middle East Monitor" and "Ethiopian Monitor"

Source: <https://www.aa.com.tr/en/africa/ethiopia-turkey-sign-5-cooperation-agreements-/715920>

Ethiopia and Turkey have established strong economic relations, particularly in trade and foreign direct investment (FDI). Turkey's investment in Ethiopia ranks third in terms of capital, after China and Saudi Arabia, and fifth in the total number of FDI projects. The investment has brought technological advancements and employment opportunities to Ethiopia, which were previously scarce. (Ayele, 2019) Both countries have signed several economic cooperation agreements that have been crucial in enhancing their bilateral relations and facilitating growth in trade and investment ties between them.

Despite the growth in economic relations, Ethiopia has faced a trade deficit with Turkey, with exports to Turkey falling short of imports. This deficit is attributed to the export of a few primary products and raw materials, such as raw iron bars, seed oils, as well as weak export performance. Nevertheless, Ethiopia's abundance of natural resources, low labor wages, and investor-friendly policies present significant prospects for future growth and development.

The influx of Turkish FDI has had a positive impact on Ethiopia's socioeconomic development. It has brought in new technologies, created job opportunities, and contributed to the overall economic growth of the country. (Ayele, 2019)

According to Anadolu Ajansı (AA) by Mehmet Sah Yilmaz, that Turkey's support for Ethiopia, particularly in the context of the Grand Ethiopian Renaissance Dam (GERD) and the conflict in the Tigray region, has had diplomatic implications. Turkey's backing has strengthened Ethiopia's position in regional politics and its efforts to utilize its natural water resources.

Source: <https://www.aa.com.tr/en/africa/turkish-ethiopian-foreign-ministers-discuss-tigray-conflict/2431879>

4.3 Factors Driving the Growth of Bilateral Trade Between Ethiopia and Turkey (2018-2022)

A comprehensive overview of the factors driving the growth of bilateral trade between Ethiopia and Turkey from 2018 to 2022 shows that these factors collectively contribute to the robust trade dynamics between the two nations, reflecting a strategic partnership that benefits both economic relations. According to the Economic Complexity Index (ECI) and diversification, Turkey's higher rank in the ECI suggests a diverse and complex economy that has facilitated the export of a variety of goods to Ethiopia.

According to (Ayele, 2019) the expansion of bilateral trade between Ethiopia and Turkey is driven by a combination of strategic economic partnerships, foreign direct investment, and mutual interests in diversification. Economic cooperation agreements have laid the groundwork for increased trade, while Turkish investments in Ethiopia, particularly in sectors like manufacturing and construction, have introduced new technologies and boosted employment. Ethiopia's attractive natural resources and competitive labor costs have drawn Turkish businesses, supported by favorable investment policies. Despite challenges such as infrastructure and trade deficits, the relationship is bolstered by Ethiopia's potential as a growing market and Turkey's role as a key investor and trade partner. Together, these elements fuel the ongoing growth and deepen the economic ties between the two nations. (Kagan, 2020)

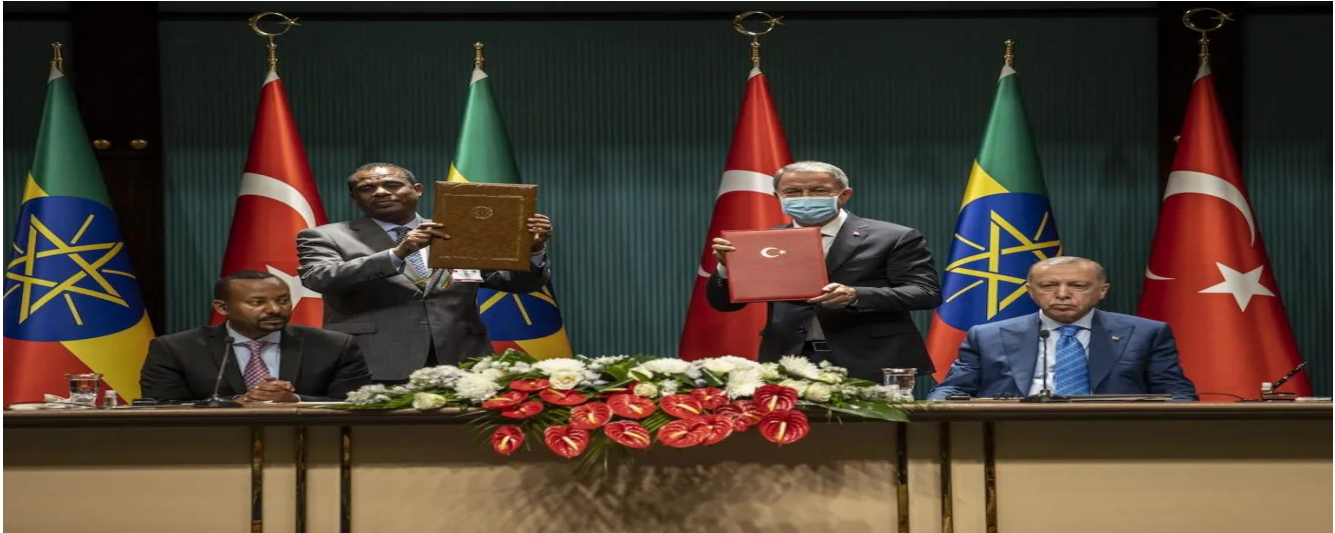


Plate 4.1 Turkish President Recep Tayyip Erdoğan (R) and Ethiopian Prime Minister Abiy Ahmed (L) in Ankara, Turkey on 18 August 2021 [Ali Balıkçı/Anadolu Agency]

Source: <https://ethiopianstoday.com/2021/08/19/the-four-agreements-between-ethiopia-and-turkey/>

Ethiopia's export portfolio to Turkey has diversified over the years, reflecting a strategic approach to tap into the Turkish market more effectively, including products like other oily seeds, dried legumes, and coffee, which has helped Ethiopia to tap into the Turkish market more effectively. Turkey's higher rank in the Economic Complexity Index (ECI) suggests a diverse and complex economy that can offer a variety of goods for export. On the other hand, Ethiopia's significant GDP growth rate indicates an expanding economy with increasing trade capacity. Investments in infrastructure, such as industrial parks in Ethiopia, have improved the country's export capabilities, making it easier for Turkish businesses to invest and operate there. Turkey's FDI in Ethiopia, particularly in sectors like manufacturing and construction, has not only increased trade but also facilitated technology transfer and job creation. Both countries have pursued policies that encourage trade, including trade agreements and incentives for investors, which have bolstered bilateral trade relations. All these factors combined have contributed to the growth of bilateral trade between Ethiopia and Turkey during the period in question. For a

comprehensive analysis, it would be beneficial to review the detailed trade data and economic policies implemented during these years. *(Tekalign & Mehare, 2023)*

4.4 Ethiopian Exports to the Turkish Market

The trade relationship between Turkey and Ethiopia has been fostered by their economic complexity and diversification, with Turkey's diverse economy enabling the export of various goods to Ethiopia, including raw iron bars, seed oils, and other edible preparations. Meanwhile, Ethiopia's exports to Turkey have also diversified, with other oily seeds, dried legumes, and coffee being the top products. Over the years, the trade between Turkey and Ethiopia has grown significantly, with Turkey's exports to Ethiopia increasing at an annualized rate of 12.6% from \$14.4 million in 1995 to \$357 million in 2021, and Ethiopia's exports to Turkey growing at an annualized rate of 11.7% from \$1.22 million in 1995 to \$24.4 million in 2022. Despite the difference in the size of their economies, both countries have made strategic investments in infrastructure and pursued policies that promote trade and investment, contributing to the growth of bilateral trade and economic ties. With Turkey's GDP reaching \$906 billion and a growth rate of 2.89%, and Ethiopia's GDP reaching \$127 billion with a significant growth rate of 193%, both countries have shown remarkable progress in their economic growth, supported by their commitment to infrastructure development and trade policies.

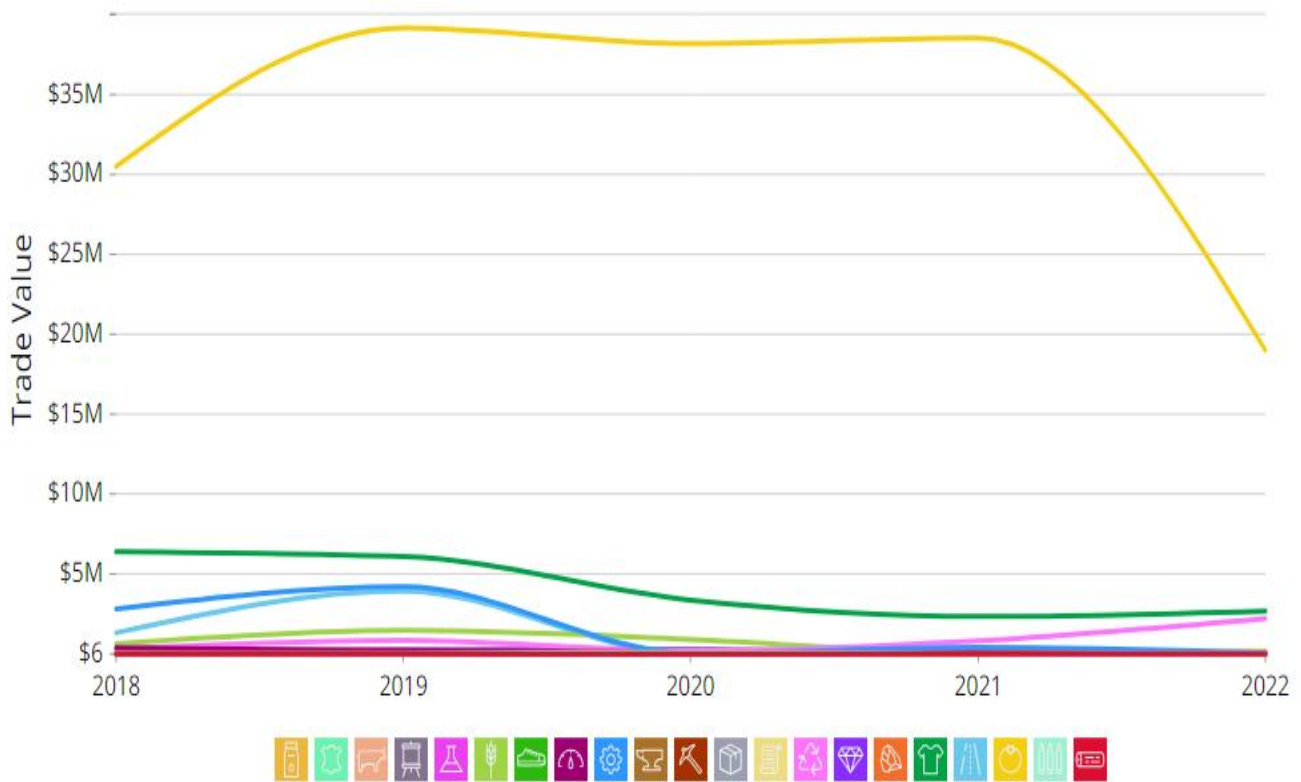


Figure 1. Export, Trade Balance between Ethiopia and Turkey 2018 to 2022.

Source: <https://oec.world/en/visualize/line/hs96/export/eth/tur/show/2018.2022>

Analysis of the trade data between Ethiopia and Turkey from 2018 to 2022, we can observe a few trends and key points:

Overall Export Value: Ethiopia’s exports to Turkey were valued at US\$25.27 million in 2022.

Top Export Categories: The leading export categories included oil seeds, fruits, grain, seed, fruits (valued at \$10.34 million), edible vegetables and certain roots and tubers (\$6.97 million), and coffee, tea, mate, and spices (\$4.53 million) in 2022.

Trend Over the Years: The exports have shown an annualized growth rate of 6.12% from 2018 to 2022. Comparison with Turkey’s Exports: In contrast, Turkey exported goods worth \$357 million to Ethiopia in 2022, with the top product being raw iron bars valued at \$77.9 million.

Ethiopia’s import profile from the Turkish market is marked by a significant and varied influx of goods that cater to its burgeoning market demands. In recent years, Ethiopia has imported a wide range of products from Turkey, including textiles, machinery, and food products, which are integral to its economic growth and development. The trade relationship is underpinned by Ethiopia’s strategic focus on diversifying its import sources to bolster local industries and consumer markets. This import dynamic reflects the strengthening economic ties between Ethiopia and Turkey and highlights Ethiopia’s role as an emerging market with a growing appetite for a diverse set of goods to meet the needs of its population and businesses.

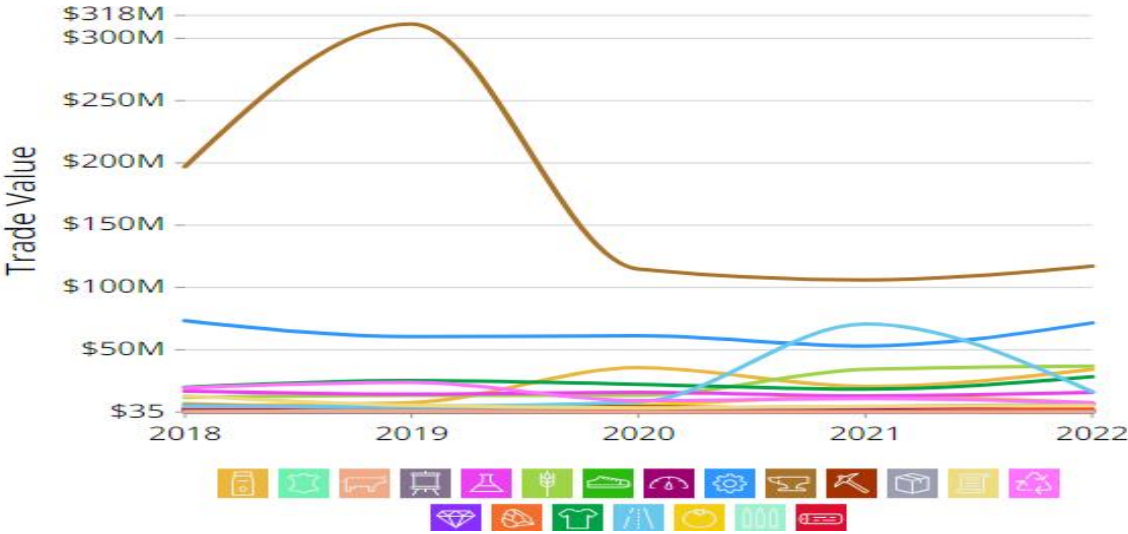


Figure 2. Imports, Trade Balance between Ethiopia and Turkey 2018 to 2022.

Source: <https://oec.world/en/visualize/line/hs96/export/eth/tur/show/2018.2022>

Analysis of the trade data between 2018 and 2022, Ethiopia imported a variety of goods from Turkey. In 2022, the total value of imports from Turkey amounted to US\$744.43 million. The main categories of products imported included:

- Animal, vegetable fats and oils, cleavage products: \$392.59M
- Iron and steel: \$108.85M
- Machinery, nuclear reactors, boilers: \$63.73M
- Electrical, electronic equipment: \$23.11M
- Articles of iron or steel: \$14.11M
- Articles of apparel, not knit or crocheted: \$12.76M
- Miscellaneous edible preparations: \$11.13M
- Furniture, lighting signs, prefabricated buildings: \$11.09M
- Milling products, malt, starches, inline, wheat gluten: \$9.97M
- Vehicles other than railway, tramway: \$9.51M

These categories represent a wide range of imports, with a significant emphasis on fats and oils, metals, and machinery, all of which are required by Ethiopia's many industries.

According to (Ayele, 2019) in recent years, the economic relationship between Ethiopia and Turkey has flourished and shown robust growth, thanks to several factors. These factors include the implementation of policies that promote investment and trade, as well as significant investments in infrastructure by both countries. The expansion of bilateral trade is a direct result of these policies and investments.

Turkey's geopolitical interests in the Horn of Africa have also contributed to the growth of the economic relationship with Ethiopia. Turkey has demonstrated a keen interest in the region, and its strategic location has played a significant role in enhancing economic ties between the two countries. This has led to an increase in trade and investment, which has positively impacted the economies of both nations. (*Bildung, 2022*)

The data suggests that there is still potential for further cooperation and development between Ethiopia and Turkey. Both countries have a lot to gain from continued collaboration, as they can leverage each other's strengths for mutual benefit. If the current trajectory is maintained, it is expected that the economic relationship between Ethiopia and Turkey will continue to grow and prosper in the future. (<https://oec.world/en/profile/country/eth>)

4.5 Challenges and Prospects in Ethio-Turkey Trade and Investment from 2018 to 2022

In reference to the interview Bilateral and Regional Trade Integration, from the Ministry of Trade and Regional Integration, (2024), discussed that there is no specific study on the challenges or prospects in their data, due to research gap in organization. Ethiopia sells more products and services to Turkey than it imports, resulting in a trade surplus with Turkey. This might raise earnings for Ethiopian exporters and boost the country's foreign exchange reserves.

On the other hand, if Ethiopia imports more from Turkey than it exports, it will run a trade deficit. This could put a strain on Ethiopia's foreign exchange reserves and affect the country's overall balance of payments. A trade surplus for Ethiopia may strengthen its currency against the Turkish lira, making Ethiopian exports more expensive for Turkish buyers. This could potentially impact the competitiveness of Ethiopian products in the Turkish market. A trade deficit, on the other hand, may weaken the Ethiopian Birr against the Turkish Lira, making Turkish exports more

affordable to Ethiopian consumers. This may result in an increase in imports from Turkey, affecting Ethiopia's domestic industries.

Economic stability persists, and a significant trade deficit may burden Ethiopia's economy, increasing reliance on imported goods and reducing local businesses' competitiveness. A balanced trade equation or surplus, on the other hand, can strengthen economic stability, stimulate job creation, and catalyze the expansion of Ethiopia's industrial sector. Bilateral Relations enduring trade deficits can impinge upon the overall diplomatic and economic ties between Ethiopia and Turkey. Proactive measures to rectify trade imbalances and encourage equitable trade can fortify the economic alliance between the two nations.

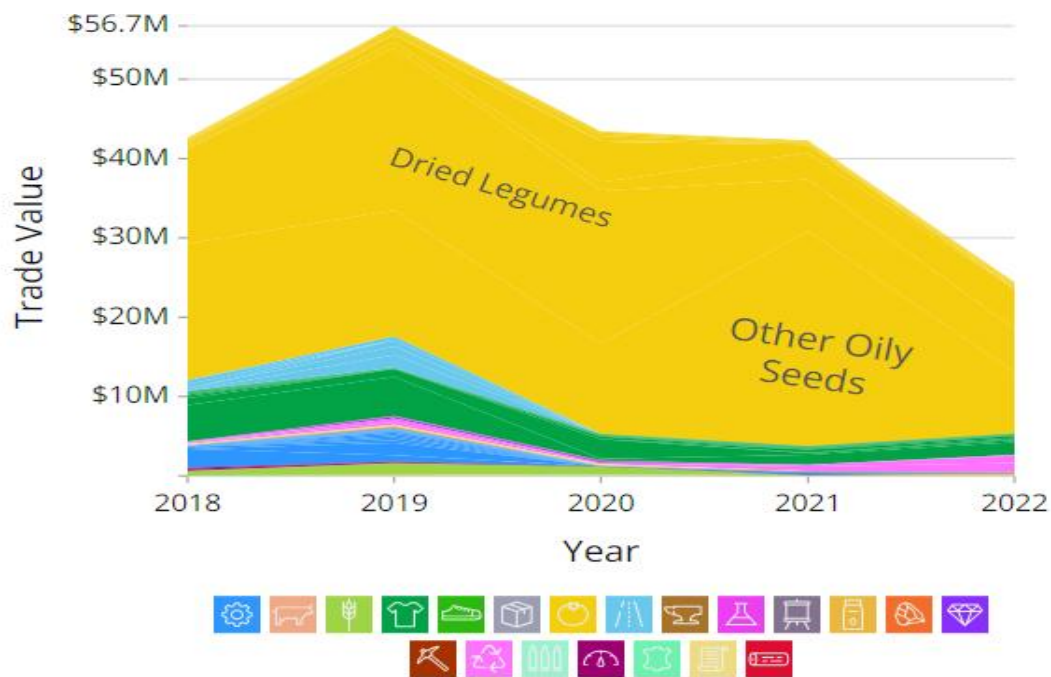


Figure 3. Turkey Imports from Ethiopia, (2018-2022)

Source: <https://oec.world/en>

The trade data between Ethiopia and Turkey from 2018 to 2022 reveals a remarkable trend of fluctuating import values, culminating in a dramatic increase in 2022. The initial years show a declining pattern, with imports dropping from \$56.7M in 2018 to \$30M in 2021. However, the surge to US\$744.43 million in 2022 is indicative of significant economic developments. This could be the result of strategic economic policies, a surge in market demand, or the implementation of bilateral agreements designed to boost trade. The stark contrast in trade values suggests a pivotal change in Ethiopia's import behavior, potentially reflecting broader economic shifts or targeted efforts to strengthen trade relations with Turkey. To fully understand the implications of this upswing, a comprehensive analysis of the goods involved, and the economic context is essential.

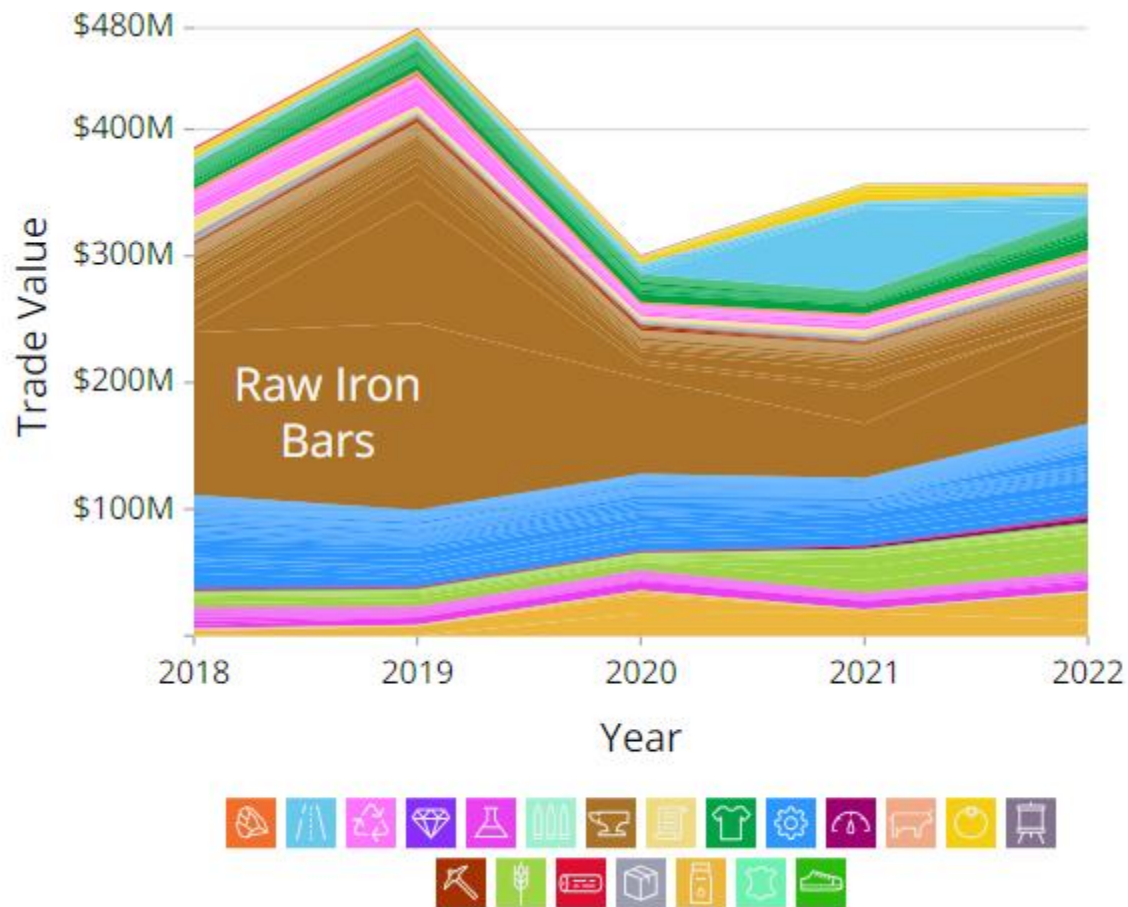


Figure 4. Ethiopia Imports from Turkey (2018-2022)

Source: <https://oec.world/en>

The trade values from 2018 to 2022 provides a visual narrative of the economic interplay between Ethiopia and Turkey, particularly highlighting the trade of raw iron bars. The peak of approximately \$300M in 2020, followed by a decline and subsequent resurgence, suggests a market responsive to external factors such as global demand, price changes, and economic policies. The chart's color-coded layers for different commodities reveal the complexity of trade, with raw iron bars consistently prominent, underscoring their strategic importance. This data reflects not only the commodities' market performance but also the adaptability and resilience of trade practices amidst fluctuating economic conditions and policy shifts. The overall vibrant

trade environment, marked by growth and decline, indicates an active and evolving economic relationship between the two nations.

Opportunities for Collaboration as Ethiopian Ministry of Trade (2024) stated, although trade imbalances present some challenges, they also present opportunities for Ethiopia and Turkey to work together on joint projects. The goals of these programs may include increasing export potential, expanding trade, and addressing infrastructure issues that impact trade dynamics. In order to define the parameters of their trade interactions, Ethiopia and Turkey's trade equilibrium is essential. For long-lasting trade relations to be mutually beneficial and conducive to shared economic prosperity and advancement, both nations must carefully monitor and prudently manage their trade disparities.

Facilitating trade exchange between Ethiopia and Turkey is largely dependent on transportation. Their trade relations may be impacted by the following transportation-related issues such as infrastructure, cost, time, market access, trade volume, competitiveness and Cross-Border Trade.

Transportation infrastructure, with its dual role as a challenge and an opportunity, plays a pivotal role in Ethiopia and Turkey's bilateral trade. Inadequate infrastructure like roads, ports, and railways can escalate costs and delay deliveries, affecting product competitiveness and profit margins. Conversely, a robust network can reduce costs, speed up deliveries, and expand market access, enhancing trade opportunities despite current limitations like capacity and logistical bottlenecks

Furthermore, enhanced cross-border trade can be achieved through better infrastructure and streamlined customs procedures, facilitating smoother transactions and reinforcing the economic ties between Ethiopia and Turkey. Turkey and Ethiopia do not share a direct border, so their trade

exchanges are facilitated through various modes of transportation, such as air and sea. The primary routes for these exchanges include air cargo through major airports and sea freight through ports like Djibouti, which serves as a key transit point for Ethiopian imports and exports due to its strategic location on the Red Sea. This logistical network is crucial for maintaining the flow of goods between the two countries and supporting their growing bilateral trade relationship. *(Observatory of Economic Complexity, OEC.)*

Finally, Ethiopian Ministry of Trade (2024) stated that addressing transportation challenges and improving infrastructure and logistics capabilities can boost trade between Ethiopia and Turkey. Improved connectivity, lower costs, and greater transportation efficiency can increase trade volumes, expand market opportunities, and contribute to both countries' economic growth and development.

Ethiopian Investment Commission (EIC)(2024) Director of Policy Research and Investment Climate Reform Directorate at the , has stated that Turkey has expressed a strong interest in investing in Ethiopia, particularly in sectors such as construction, energy, and manufacturing. There are opportunities for Turkish companies to collaborate with Ethiopian businesses and contribute to the economic growth of the country.

Ethiopian Investment Commission (EIC), (2024) has pointed out that both Ethiopia and Turkey are investing in infrastructure development, which could create potential opportunities for collaboration and partnerships in the areas of construction, transportation, and energy. The improved infrastructure could facilitate trade and investment between the two countries.

Ethiopian Investment Commission (EIC) noted that Ethiopia and Turkey have signed trade agreements with the aim of promoting economic cooperation and reducing trade barriers between

the two nations. These agreements could lead to new opportunities for businesses in both countries, allowing them to expand their trade and investment activities.

In reference to the interview with Ethiopian Investment Commission, and according to Dandessa (2021), Ethiopia and Turkey have bolstered their economic partnership through a series of trade agreements that aim to enhance cooperation and streamline bilateral trade. These agreements, which encompass sectors such as energy, mining, hydrocarbons, and military cooperation, reflect a concerted effort to reduce trade barriers and facilitate investment flows between the two countries. The agreements are expected to strengthen economic ties, with Turkey providing financial assistance and skill sharing, particularly in water management, a move that also has strategic implications for regional politics and security. This deepening relationship is indicative of Turkey's growing influence in Africa and its support for Ethiopia's development initiatives, promising a future of increased trade volume and economic growth for both nations.

In reference to the interview with Ethiopian Investment Commission, the challenges of COVID-19 pandemic in 2020, has caused significant disruptions in the global supply chains, which may have adversely affected the flow of goods and services between Ethiopia and Turkey. The restrictions imposed to control the spread of the virus could have hindered business travel, face-to-face meetings, and deal-making between Ethiopian and Turkish businesses. The travel restrictions could have resulted in delayed or canceled shipments, causing logistical challenges for companies engaged in international trade. The restrictions could also have impacted the ability of companies to establish and maintain business relationships and partnerships. The economic downturn resulting from the pandemic could have impacted on consumer demand, investment decisions, and overall business confidence in both countries. Ethiopian Investment Commission (EIC) 2024.)

The decrease in consumer demand could have resulted in a decline in sales, leading to revenue losses for businesses. The decrease in investment decisions could have resulted in a reduction in capital expenditure, leading to a slower pace of economic growth. Businesses engaged in trade and investment activities may have faced operational challenges in ensuring the health and safety of their workers, customers, and partners in the midst of the pandemic. The challenges could have included implementing social distancing measures, providing personal protective equipment, and adapting to new health and safety guidelines. *(Iyer & Kuriakose, 2024)*

The COVID-19 pandemic has had far-reaching implications for businesses engaged in international trade and investment activities between Ethiopia and Turkey. The business community needs to adapt to the new reality and implement measures to mitigate the impacts of the pandemic on their operations. *(Habtamu, 2020)*

In reference to the interview with Ethiopian Investment Commission, investment trading between Ethiopia and Turkey face logistics challenges due to inadequate infrastructure, inefficient transportation networks, customs delays, and bureaucratic hurdles. Therefore, it is crucial to improve logistics efficiency and streamline supply chain processes to facilitate smoother trade operations.

Ethiopian Investment Commission (EIC) (2024) added, for businesses engaged in investment between these two countries, customs delays can also be a major obstacle. To ensure that trade operations run smoothly, it is important to improve logistics efficiency and streamline supply chain processes. By doing so, companies can optimize their operations and reduce the impact of any logistical challenges that may arise. This includes investing in modern transportation infrastructure, such as ports and roads, and implementing efficient customs procedures. By

improving logistics and supply chain processes, businesses can enhance their competitive advantage and improve their bottom line.

Investment in Ethiopia have been facing significant challenges due to the unreliable power supply and high energy costs prevalent in the region. These issues have a direct impact on the operational costs and productivity of these businesses, which can ultimately lead to reduced profitability and even failure. In order to sustain industrial activities and attract new investments, it is crucial to ensure stable and affordable electricity access. By addressing these issues, businesses can improve their chances of success and contribute to the economic growth of the region. *(Lemma 2024)*

Access to financing remains a significant hurdle for businesses in Ethiopia and Turkey, impeding their growth and the expansion of trade and investment. Limited financing options, high interest rates, and strict lending criteria can stifle business development. To counter these challenges, both countries could benefit from policies that enhance credit access and financial inclusion. Encouraging financial institutions to offer more flexible lending options would also be instrumental in unlocking the potential of businesses and fostering economic activity.

Cross-border transactions between Ethiopia and Turkey are further complicated by the volatility of the exchange rates between the Ethiopian Birr and the Turkish Lira. Such fluctuations introduce financial uncertainty, complicating the forecasting of costs and revenues for businesses. To manage these currency risks, businesses must consider implementing hedging strategies. Financial instruments like forward contracts, options, and futures can be utilized to secure exchange rates for future transactions, thereby reducing the risk of exchange rate fluctuations.

By adopting such financial strategies, businesses can mitigate the risks associated with exchange rate volatility. This would enable them to operate with greater financial stability, ensuring that they can plan and execute cross-border transactions with more predictability and less risk. In turn, this could lead to a more robust trade environment between Ethiopia and Turkey, benefiting businesses in both nations.

Transportation costs can have a significant impact on the profitability and growth potential of businesses operating between Ethiopia and Turkey. High transportation costs can erode profit margins, making it challenging for businesses to remain competitive. This, in turn, can discourage foreign direct investment and limit the growth potential of companies operating in both countries. To enhance the efficiency of supply chains and foster sustainable trade relationships between Ethiopia and Turkey, it is essential to address transportation challenges. For instance, a lack of infrastructure, poor road conditions, and inefficient logistics can lead to delays, higher costs, and reduced productivity.

Addressing transportation and packaging challenges is vital for businesses between Ethiopia and Turkey, as high costs and inadequate solutions can hinder competitiveness and growth. Investing in infrastructure and quality packaging can enhance supply chain efficiency, safeguard goods, and foster sustainable trade relations.

Ethiopian Investment Commission (EIC) added the following prospects in Ethio-Turkey Investment from 2018 to 2022.

Logistics: Turkey has a well-developed transportation infrastructure and expertise in logistics that can be leveraged to improve the supply chain efficiency of Ethiopian businesses. Turkey's experience in transportation can help Ethiopian businesses reduce transportation costs and

increase the reliability of their logistics network. Turkish companies can provide training and support to Ethiopian businesses to improve their logistics capabilities.

Power Utilities: Turkey has a well-established energy sector, which can be harnessed to assist Ethiopia in developing its power utilities infrastructure. This support can lead to increased electricity supply and reliability for Ethiopian businesses and households. Turkish companies can offer technical expertise, equipment, and training to Ethiopian utility companies to build capacity and improve the efficiency of their operations.

Exchange Rate: Turkey's stable currency and exchange rate can provide predictability and reliability for Ethiopian businesses engaging in trade and investment with Turkish partners. This stability can reduce the risk of currency fluctuations and provide a more secure trading environment for Ethiopian businesses. Furthermore, Turkish companies can provide support to Ethiopian businesses in navigating the complexities of international trade and investment. *The Reporter. (2018).*

Year	Ethiopia's Overall export in USD	Ethiopia's Export to Turkey in USD	Growth %
2018	2,827,472,627	47,799,508.67	
2019	2,680,584,023	41,470,526.64	-13
2020	2,917,551,314	40,478,226.20	-2
2021	3,375,719,114	46,023,254.99	14
2022	3.378.495.040	24.675.036.99	-46
total	15,179,822,119	200,446,553.48	
Aver.	3,035,964,424	40,089,310.70	

Table 3. Show that exports to Turkey accounted for approximately 1.32% of Ethiopia's total exports during the specified period.

Summary of Trade Balance between Ethiopia and Turkey 2018-2022.

Source: Ministry of Trade and Regional Integration

Based on the trade statistics between Ethiopia and Turkey from 2018 to 2022, here are some key insights:

Trade Dynamics: Ethiopia's trade with Turkey shows fluctuations, with a significant drop in Ethiopia's exports to Turkey by 46% in 2022, and a peak in imports from Turkey in 2020. The peak in imports from Turkey in 2020 has attributed to the global pandemic, which may have led to increased demand for certain goods.

Trade Balance: Ethiopia has a consistent trade deficit with Turkey, with the largest negative balance occurring in 2021, indicates that Ethiopia is more reliant on Turkish imports than exports. This could affect the country's foreign currency reserves and overall economic stability.

Turkish Share: Turkey's share in Ethiopia's overall trade is relatively small, averaging around 1.3% for exports and 4.76% for imports over the five years suggests that while the relationship is important, there is room for growth and improvement.

Overall Trend: Both Ethiopia's overall exports and imports peaked in 2021, followed by a decline in 2022, indicating a potential stabilization after a period of growth, possibly due to global economic uncertainties or changes in trade policies.

4.6 The Promotional Role of Media in Ethio-Turkey Economic and People-to-People Relations.

The promotional role of media in Ethio-Turkey economic and people-to-people relations is crucial in fostering cultural exchange and mutual understanding. According to the Ethiopian Press Agency, The Ethiopian Herald Editor in Chief, Mr. Worku Belachew, emphasized the significance of media engagement in promoting each other's culture through storytelling about important dates and events, thus enhancing cultural appreciation and dialogue between the two nations. Media outlets play a vital role in highlighting the support and impact of initiatives from both countries on people's lives, strengthening people-to-people relations, and creating a platform for shared experiences and perspectives that contribute to closer ties and collaboration between Ethiopia and Turkey.

The Ethiopian press agency, the Ethiopian Herald, and their reporters have a vital role in promoting economic and people-to-people relations between Ethiopia and Turkey. These media outlets provide accurate and timely information about economic, social, and cultural developments in both countries, raising awareness about bilateral relations, investment opportunities, cultural exchanges, and other aspects that benefit both nations.

Through their reliable news coverage, these media outlets serve as a bridge between Ethiopia and Turkey, fostering mutual understanding, promoting opportunities, and enhancing cooperation. They launch promotional campaigns that highlight the economic potential, tourism attractions, cultural heritage, and investment climate in both countries, inviting businesses and investors to explore and invest in these two nations.

Their articles, interviews, reports, and features showcase the strengths and opportunities of each country, encouraging bilateral engagements and collaborations. This helps to promote cultural

exchanges, education, and tourism, which are essential for building strong people-to-people relations between Ethiopia and Turkey. By playing a crucial role in disseminating accurate and timely information, these media outlets are instrumental in strengthening the partnership between the two nations.

In addition to that Mr. Basa talked about Turkey's approach to Africa, highlighting the significance of development in conjunction with humanitarian aid, and the advantages of public-private partnerships. He also talked about Turkey's commitment to strengthening its partnership with Ethiopia in different areas, such as healthcare, cultural exchanges, and people-to-people interactions. Mr. Basa emphasized the shared cultural values and historical ties between the two countries.

The following are some important ways that the media promotes Economic and People-to-People Relations between Ethiopia and Turkey:

Highlighting Collaborative Agreements: Media outlets can draw attention to the various bilateral agreements and memorandums of understanding signed by Ethiopia and Turkey, which cover topics such as military cooperation, finance, and water resource management.

Facilitating Cultural Exchange: By reporting on interactions and changing perceptions between Ethiopians and Turks, the media contributes to a better understanding and appreciation of each other's cultures. According to Ethiopian Today (Chala Dandessa, 2021) Ethiopia has played a role in facilitating cultural exchange between Ethiopia and Turkey. While the search results do not specify particular media agencies, they highlight the importance of the media in strengthening ties through the coverage of bilateral agreements and high-level visits. Such media coverage helps to promote understanding and appreciation of each country's culture and

traditions, thereby supporting cultural exchange. The Ethiopian Press Agency, as a significant source of news, likely contributes to this by reporting on diplomatic events and agreements that pave the way for deeper cultural interactions.

Showcasing Investment Opportunities: The media can highlight the various sectors in which Turkish investors are active in Ethiopia, such as agriculture, manufacturing, and construction, thereby attracting additional investments. According to Fana Broadcasting Corporate (FBC) 2022 Ethiopian media have been actively showcasing investment opportunities to Turkish investors. For instance, Fana Broadcasting Corporate S.C. reported on the Invest Ethiopia 2023 forum, which saw the participation of various Turkish companies and discussed the convenient investment opportunities in Ethiopia. Additionally, the Ethio-Turkey Investment and Trade Promotion Forum was held in Addis Ababa, highlighting ways to foster trade and economic cooperation between the two countries. These events and their coverage by Ethiopian media play a significant role in promoting Ethiopia as an attractive destination for Turkish investments.

Supporting Economic Interests: Media coverage of Turkey's economic and military support for Ethiopia has the potential to influence public opinion and political decisions, strengthening the two countries' economic ties. Ethiopian media have been actively supporting the economic interests of Ethiopia and Turkey. For instance, the Africa Report (2021) highlighted the ongoing economic and military support from Turkey, emphasizing the strategic economic relationship that has developed over the last two decades. Nation Africa also reported on Ethiopia's efforts to strengthen ties with Turkey, noting the strategic nature of these relationships and Turkey's significant investments in Ethiopia's textile sector. These media reports contribute to a positive economic narrative, encouraging further investment and collaboration between the two countries.

Encouraging Dialogue and Cooperation: The media can serve as a forum for discussion, assisting in the resolution of trade imbalances and the promotion of balanced trade exchanges, thereby strengthening the economic partnership. Ethiopian media have been instrumental in encouraging dialogue and cooperation between Ethiopia and Turkey. For example, Daily Sabah (2021) reported on the multifaceted relations that have led Turkish companies to employ 30,000 Ethiopians, highlighting the partnership-based relations between the two countries. The Middle East Monitor (2021) discussed the strengthening of ties through recent agreements, which include military cooperation and skill sharing, furthering the dialogue between the nations. Additionally, Nation Africa (2021) covered the strategic reasons behind Ethiopia's efforts to strengthen ties with Turkey, including addressing major challenges like the Sudan-Ethiopia border dispute and the Tigray conflict. These media outlets play a key role in fostering a positive environment for ongoing dialogue and cooperation.

Reporting on Developmental Impact: Stories and features about how Turkish investments bring technology, jobs, and infrastructure development to Ethiopia can spur more collaborative efforts.

In essence, the media serves as a bridge, raising the visibility of Ethiopia's and Turkey's economic and social ties while encouraging continued engagement and partnership. It is through this lens that the media contributes to shaping a positive narrative around Ethio-Turkey relations.

According to Dagmawi Ayele (2019) From 2018 to 2022, the relationship between Ethiopia and Turkey was marked by growing economic and military cooperation. Turkey's investments in Ethiopia, amounting to \$2.5 billion, were highlighted by the media, emphasizing the benefits such as technology transfer and job creation. These investments were supported by agreements signed during Ethiopian Prime Minister Abiy Ahmed's visit to Ankara in August 2021, which

included military cooperation and resource management. (*Middle East Monitor, Ties Between Turkey and Ethiopia Have Been Strengthened by Their Latest Agreements, 2021*)

The media also played a pivotal role in public diplomacy, shaping the narrative around Ethiopia and Turkey's bilateral agreements. These agreements influenced regional politics, especially concerning the Grand Ethiopian Renaissance Dam (GERD) and the Tigray conflict. Media coverage helped communicate Turkey's support for Ethiopia's use of its water resources, affecting public opinion and international views. (*Middle East Monitor, Ties Between Turkey and Ethiopia Have Been Strengthened by Their Latest Agreements, 2021*)

Additionally, Ethiopia's media reforms post-2018, promoting independence and self-regulation, have the potential to enhance economic and public diplomacy through improved communication strategies and dialogue. (*Tekalign & Alemayehu 2023*)

The media played a crucial role in promoting Ethio-Turkey relations, with a predominantly positive relationship framing. Economic cooperation, trade agreements, and investment opportunities were highlighted, and success stories of joint ventures and business collaborations received significant attention. Moreover, the media played a vital role in fostering people-to-people connections through coverage of cultural events, art exhibitions, music festivals, and culinary exchanges, thus promoting cultural exchange and soft diplomacy.

While the media's focus was largely on the positive aspects of the relationship, it also addressed challenges such as trade imbalances and political tensions. Responsible reporting aimed to maintain a constructive tone while acknowledging hurdles. The media's narratives also influenced public perception of Ethio-Turkey relations, and trust-building efforts were evident

through consistent messaging and transparent reporting. As a result, public diplomacy campaigns gained traction through media outreach. Overall, the media's promotional role in Ethio-Turkey relations was characterized by a balance between highlighting success stories and addressing challenges, ultimately contributing to a deeper understanding and stronger ties between the two nations.

Findings

The Ethio-Turkey economic and public diplomatic relations from 2018–2022 have shown significant developments in various sectors:

Increased Bilateral Cooperation: The period witnessed a strengthening of ties, marked by the signing of multiple bilateral agreements. In 2021, during Ethiopian Prime Minister Abiy Ahmed's visit to Ankara, agreements were signed that included military cooperation and skill sharing, particularly in water management, which is crucial given the context of the Grand Ethiopian Renaissance Dam (GERD) and the regional conflict in Tigray. These agreements have been pivotal in tilting the balance of power in the Horn of Africa and showcasing Turkey's support for Ethiopia's use of natural resources from the Nile.

Enhanced Cultural Understanding: Cultural diplomacy has been a cornerstone of the relationship, with Turkey's decision to support Ethiopia being informed by its ambition to push its influence in Africa. Over the past 15 years, Turkey has intensified its political and economic ties with African countries, becoming more visible in sub-Saharan Africa, particularly in East Africa. This has led to a greater cultural exchange and understanding between the two nations.

Strengthened People-to-People Ties: The multifaceted relations between Ethiopia and Turkey have boosted person-to-person interactions, leading Turkish companies to employ approximately 30,000 Ethiopians. This has not only strengthened economic ties but also built a foundation of mutual respect and trust between the citizens of both countries.

Improved Image and Perception: The public diplomacy efforts have contributed to a more positive image and perception of both nations in each other's eyes. The economic relations, particularly in trade and foreign direct investment (FDI), have been characterized by Ethiopia's trade deficit with Turkey but also by the significant Turkish investments in Ethiopia, which are

among the highest in terms of capital and have brought technology and employment opportunities to the country.

Increased Soft Power Influence: Ethiopia's exports to Turkey have grown significantly, with an annualized rate of 11.7% from 1995 to 2022. In 2022, Ethiopia exported \$24.4 million to Turkey, with products like oily seeds, dried legumes, and coffee being the main exports. This trade growth reflects the increasing soft power influence of both nations as they showcase their strengths and values to the international community.

Overall, the public diplomacy efforts between Ethiopia and Turkey from 2018–2022 have played a crucial role in strengthening bilateral relations, promoting cultural understanding, and enhancing mutual cooperation and collaboration.

To enhance the economic and public diplomatic relations between Ethiopia and Turkey from 2018 to 2022, a strategic approach focusing on five key areas could be implemented:

Trade and Investment Expansion: The existing bilateral agreements have laid a foundation for economic cooperation. To build on this, both nations should aim to diversify their trade portfolios and investment opportunities. For Ethiopia, this means identifying and promoting new export categories to Turkey, potentially in emerging sectors like technology and services. Conversely, Turkey could consider increasing its investment in Ethiopia's tech industry, which shows significant growth potential.

Security and Stability Initiatives: The military cooperation agreement of 2021 has been a step forward in regional security. Expanding this to include joint peacekeeping missions and stability operations in the Horn of Africa could address mutual security concerns and contribute to regional peace, benefiting both Ethiopia and Turkey.

Resource Management Collaboration: The partnership in water management, particularly regarding the Grand Ethiopian Renaissance Dam (GERD), should be intensified. Joint research and technology sharing initiatives could ensure the sustainable management of water resources, benefiting both countries and the wider region.

Cultural and Academic Interchange: To deepen mutual understanding, an increase in cultural and educational exchanges is essential. Scholarships for Ethiopian students in Turkey and

Turkish students in Ethiopia, along with collaborative cultural events, can strengthen the cultural bonds between the two nations.

Media Engagement and Diplomacy: The media plays a pivotal role in shaping public perception and fostering diplomatic relations. Joint media projects that offer balanced narratives and promote dialogue can enhance the public diplomacy efforts of both countries. Additionally, leveraging soft power through international forums and exhibitions can amplify their global influence.

By concentrating on these areas, Ethiopia and Turkey can forge a stronger and more dynamic relationship that not only stands the test of time but also contributes to regional and global stability.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The economic diplomacy between Ethiopia and Turkey has had a profound and positive impact on both countries. Turkey's investments in Ethiopia's infrastructure and job creation have been substantial, contributing to Ethiopia's socioeconomic development. This has led to improvements in areas such as transportation, energy, and telecommunications. Additionally, Turkish companies have established a significant presence in Ethiopia, creating employment opportunities and fostering the transfer of technological know-how.

For Turkey, Ethiopia has become a valuable strategic partner in the Horn of Africa, providing access to the region's resources, markets, and political influence. Turkey has also been able to leverage its relationship with Ethiopia to advance its broader interests in Africa, such as increasing trade and investment, enhancing security, and promoting cultural exchange.

Despite these benefits, Ethiopia has faced a trade deficit with Turkey, importing more than it exports. This has been a challenge for Ethiopia, as it seeks to balance economic growth with the need to improve its trade balance. Nonetheless, both countries have taken steps to address this issue, including exploring new trade opportunities and increasing cooperation in areas such as tourism and education.

The bilateral trade between Ethiopia and Turkey has been experiencing significant growth due to a combination of various factors. Firstly, Ethiopia has been working on diversifying its exports, which has helped to expand its market reach and increase the variety of goods available for trade. Secondly, Turkey's economic complexity has played a crucial role, as it has been able to offer a wide range of high-quality products and services that appeal to the Ethiopian market. Additionally, both countries have made strategic investments in infrastructure, which has led to improved transport and logistics networks, making it easier for businesses to move goods between the two countries. Finally, favorable trade policies from both governments have also played a crucial role in this growth, as they have created a conducive environment for businesses to thrive and expand their operations. As a result of these factors, the bilateral trade between

Ethiopia and Turkey has seen significant growth in recent years, benefiting both countries economically.

Ethiopia has been facing several challenges in recent years, including a significant trade deficit, infrastructure issues, and governance problems. The trade deficit has been a persistent issue, where the value of imported goods exceeds the value of exports. The country's infrastructure, including transportation and energy systems, has been struggling to keep up with the demands of the growing population and economy. Governance problems, including corruption and political instability, have hindered the country's progress in various sectors.

Despite these challenges, Ethiopia has great potential for growth and development. One of the key prospects for the country is the continued diversification of exports. Ethiopia has traditionally relied on a few key exports, such as coffee and oil seeds, but there is a growing demand for other products like textiles, leather goods, and horticulture. By investing in these sectors, the country can reduce its dependence on a few products and expand its export base.

Another potential area for growth is investment in human capital. Ethiopia has a large and young population, which can be a tremendous asset if properly educated and trained. By investing in education, healthcare, and skills training, the country can improve the quality of its workforce and attract more investment.

Finally, a strong institutional framework is crucial for supporting trade and investment. This includes policies that encourage investment, protect property rights, and ensure a level playing field for businesses. By strengthening its institutions, Ethiopia can create an environment that is conducive to business growth and development.

Media plays a crucial role in promoting economic and people-to-people relations in both countries. The media has provided a platform for both nations to understand each other's culture, traditions, and values. It has also helped in bridging the communication gap between the two countries by sharing news and information. However, the extent and effectiveness of this role still need to be assessed to understand the media's impact on bilateral relations. The media has the potential to improve mutual understanding and support the growth of bilateral relations by highlighting the challenges and opportunities that exist between the two nations. It can also provide a platform for exchange programs, cultural events, and business conferences to enhance

collaboration and cooperation between countries. The economic diplomacy between Ethiopia and Turkey has been a significant success, yielding numerous benefits for both nations. Turkey's investments in Ethiopia's infrastructure and job creation have contributed to the country's socioeconomic development, while also providing a valuable strategic partnership for Turkey. However, Ethiopia still faces several challenges, including a persistent trade deficit, infrastructure limitations, and governance issues. To address these challenges, Ethiopia must prioritize diversifying its exports and investing in human capital.

Despite these challenges, Ethiopia remains poised for growth and development. By diversifying its exports and investing in education, healthcare, and skills training, the country can reduce reliance on traditional exports and attract more investment. The media plays a crucial role in informing the public about these issues and promoting economic cooperation between Ethiopia and Turkey. The media can help build trust and encourage public diplomacy by highlighting success stories and addressing challenges. Overall, the economic diplomacy between Ethiopia and Turkey has been a positive step forward. Continued efforts to address challenges and promote cooperation can lead to even greater benefits for both nations.

5.2 Recommendations

Ethiopia's current trade deficit with Turkey is a challenge that must be addressed for the country to achieve economic stability. The solution lies in increasing Ethiopia's export capacity and diversifying its export products, and this can be achieved by leveraging the country's strengths in the agricultural and manufacturing sectors.

In agriculture, Ethiopia has the potential to be a major exporter of coffee, sesame seeds, and other crops, and with the right investments in infrastructure and technology, it can increase the quality and quantity of its exports. Furthermore, Ethiopia can expand into new markets by diversifying its agricultural exports with the inclusion of fruits and vegetables.

The manufacturing sector has been growing in recent years, but there is still room for improvement. The government's policies are attracting foreign investment in industries like textiles and apparel, and the country can explore new export markets by producing more value-added products like processed foods and electronics.

By increasing its export capacity and diversifying its products, Ethiopia can build a more sustainable and resilient economy. It will not only balance the trade deficit with Turkey but also create job opportunities and promote economic growth. Ethiopia needs to act now to achieve this goal and secure a prosperous future.

Strengthening economic ties is crucial for the sustainable development of both nations. Joint ventures, trade agreements, and private sector engagement are the essential tools for achieving this goal. Joint ventures can leverage the unique strengths of both countries, creating new opportunities for growth and innovation. Trade agreements can help to reduce barriers to trade, leading to increased economic activity and a more efficient allocation of resources. Encouraging private sector engagement can lead to more diverse and sustainable economic growth, as well as improved access to capital and expertise. The benefits of strengthening economic ties go far beyond the two nations, contributing to the stability and prosperity of the global economy. Let's work together and take the necessary steps to create a brighter future for all.

To unlock the full potential of trade and investment, we must address the challenges that come with it. That's why we need to focus on key areas that will help us achieve this goal.

Firstly, improving infrastructure is vital. It's not just about building roads, ports, and airports but also creating efficient and effective ways of moving goods and services. This will help reduce transaction costs and improve economic growth.

Secondly, enhancing governance is essential. By strengthening institutions and regulatory frameworks, we can ensure that there is fair competition, protection of property rights, and effective dispute resolution mechanisms. This will help to combat corruption and promote transparency and accountability.

Finally, we need to focus on developing human capital. By investing in education and training programs, we can build a skilled and productive workforce that can drive economic growth. We also need to promote innovation and entrepreneurship to foster a culture of growth and development.

By addressing these key areas, we can create an environment that is conducive to trade and investment. This will unlock the potential benefits that these activities can bring to individuals and societies.

The economic and public diplomacy initiatives of Ethiopia and Turkey have the potential to achieve greater success with the aid of effective media coverage. By showcasing the success stories of businesses that have benefited from their partnership, potential investors and collaborators can be inspired to explore new opportunities. The media can also facilitate connections between businesses and investors, through trade fairs, networking events, and business forums.

Cultural exchange programs can also receive more exposure through the media, providing a platform for both countries to showcase their rich cultural heritage and promote greater understanding and appreciation. This can lead to stronger diplomatic ties and foster a sense of mutual admiration.

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APPENDIX

List of People Interviewed/ Key Informants

Interviewee	Date of Interview	Position	Institution
Mr. Mustafa Kemal Basa	December,22/23	Deputy Chief of Mission and First Counselor	Embassy of Turkey, Addis Ababa, Ethiopia
Mr. Gebretsadik Tassew	April,1/2024	Bilateral and Regional Trade Integration	Ministry of Trade and Regional Integration
Mr. Lemma Feyissa,	April,4/2024	Director of Policy Research and Investment Climate Reform Directorate	Ethiopian Investment Commission
Mr. Worku Belachew	April,18/2024	The Ethiopian Herald Editor in Chief	Ethiopian Press Agency