# BAHARNESH MESFIN TESHOME,

# LLM, CITP®|FIBP®

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Professional Profile

Certified International Trade Professional with more than 5+ years’ experience supporting small and medium size businesses access and navigate new markets, through extensive research, outreach, analysis and advocacy. Achieved 91 % client satisfaction rate at the Global Affairs Canada mission in Ethiopia, and received official commendations from managers for outstanding customer service. I enjoy travelling and the opportunity to appreciate, learn and experience the different cultures and traditions. Fluent in English and Amharic, Beginner: French

Professional Experience

**National Advisor of Investment and Technology Promotion in Ethiopia** November 2019 – December 2021

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION, (UNIDO) Investment and Technology Promotion Office, Korea (UNIDO, ITPO Korea)

* Organized trade promotion and capacity building webinars, and provided consultancy services for Korean and Ethiopian enterprises
* Coordinated regular meetings/forums with Investment Promotion Agencies and partners to exchange updated investment, trade and technology related information, supporting trainings and learning activities as needed
* Ensured the collection, analysis and reporting of project impact data and contributing the lessons learned and success stories;
* Prepared project activity and outcome reports (including conducting surveys) respecting donor reporting format and timeline
* Provided support for matchmaking meetings between Korean and Ethiopian enterprises and continuously followed-up the business performance throughout the project cycle – identification, appraisal and implementation
* Put out 19 situation reports on COVID-19 response in Ethiopia focusing on economic policy and enabling environment which allowed stakeholders to make timely and informed decisions
* Prepared sector market profiles on the pharmaceutical sector and Industrial Parks by consolidating primary and secondary data to support clients market entry strategies

**Executive Director, Addis Ababa, Ethiopia** March 2017 – November 2019

ALMETA IMPEX PLC

* Led and coordinated the implementation of business strategies, objectives and plans of the company to deliver a comparative advantage in respect of profit maximization and company's overall physical and financial growth,
* Conducted assessments to identify potential foreign partnerships,
* Pursued strategic alliance with global buyers, suppliers and technology partners

**Trade Commissioner (Ethiopia and Djibouti), LE-09 Addis Ababa, Ethiopia** March 2013 – November 2016

GOVERNMENT OF CANADA (Global Affairs Canada)

* Developed and maintained current knowledge of the political and economic context of market place
* Ensured the accuracy and timeliness of all information at the mission on assigned sector(s)/ region(s).
* Provided market access solutions and strategic market intelligence to firms pursuing business, investment and innovation opportunities, navigate and tackle concrete problems in pursuit of opportunities
* Manage budgets for assigned projects within the International Business Development (IBD) program, and the monitoring and reporting on achievement against plan
* Plan and manage trade missions and related events as well as communication: correspondence, preparation of various reports, speeches and presentations.
* Prepared multi-sector market profile reports published on the trade commissioner webpage to support client market entry strategies

**Marketing and Business Development Manager, Addis Ababa, Ethiopia**: 2010 - 2013

**2008–2013** ALMETA IMPEX PLC

* Planned and implemented the activities of the service
* Prepared in short term and long term plans of the company
* Prepared in cooperation with other departments and services annual work programmes, capital and operational budgets
* Undertook strategic planning studies to identify growth opportunities and future business activities
* Monitored implementation of plans and provide feedback and recommend corrective actions

**Import and Export Officer (Logistics)** 2009 - 2010

* Liaised and negotiated with suppliers for timely delivery of materials and save costs without comprising on quality
* Prepare purchase orders and ensured proper records for all transactions,
* Processed LC’S, CADs, and Insurance requirements, timely settlement of all National Bank requirements

**Marketing Officer** 2008 - 2009

* Conducted market research to analyse product position and performance in comparison to competitors
* Ensured data needs from different departments are translated into technical briefs and that the right data is delivered within agreed timeframe
* Generate statistical tests and interpret results
* Analysed performance of direct marketing schemes
* Co-developed Market Communications (Including advertising and promotions)

**Business Analyst Addis Ababa, Ethiopia** 2005 –2006

CRANE PLC

* Participated in feasibility studies for project proposals - how realistic the requirements are in terms of effort, time, and costs
* Assembled, analysed and evaluated data to be able to make appropriate and well-reasoned recommendations and decisions to support the business stakeholders and/or the project team
* Coordinated interdepartmental communication
* Processed change requests within the company
* Liaise between the company and various business units to gather requirements and resolve different issues
* Acquired the sales manager position for a three month period dealing with the daily departmental activity while the manager was away

Education and Qualifications/Professional Development

* Certified International Trade Professional (CITP®|FIBP®), Ottawa Canada **2016**
* International Trade Diploma Forum for International Trade Training (FITT), Ottawa Canada **2016**
* Marketing and Management of Exports to EU Development Training Certificate Rotterdam, Netherlands, **2010**
* Master’s Degree in International Trade Law (LLM with Merit), Newcastle University, United Kingdom
* Bachelor’s Degree in Law with International History (LLB), Keele University, United Kingdom