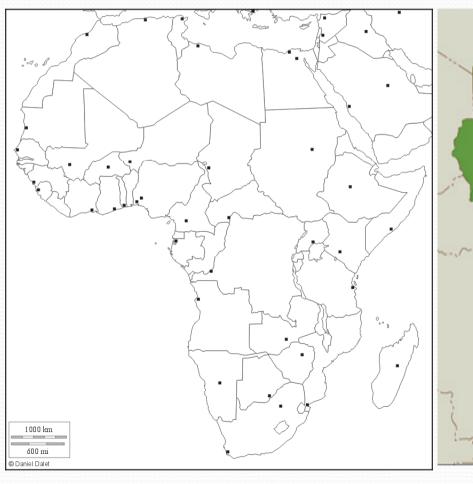
REPUBLIC OF DJIBOUTI







HORN OF AFRICA





DJIBOUTI AT A GLANCE

- PRESIDENT: Ismail Omar Guelleh
- Prime Minister: Abdoulkader Kamil
 Mohamed
- President of the National Assembly: Mohamed Ali Houmed
- Capital: Djibouti
- Area: 23,200 sq km
- Climate: desert, torrid, and dry
- Population: 810,179 (2014)
- **Growth rate:** 5% (2014)

- Nationality: Djiboutian
- Religion: Islam
- Languages Spoken: Somali, Afar, Arabic, French
- Life expectancy :
 - total population: 62.4 years
 - male: 59.93 years
 - **female:** 64.94 years (2014)
- Currency : Djibouti Franc
- Exchange Rate: 177 DJF / 1\$

I- DJIBOUTI: State of strategic strength

Foreign Ministry



- 1. Promotes the interest, the vision and the values of the Country abroad;
- 2. Coordinates and carries Djibouti's Policy through its missions abroad;
- 3. The Channel through which the Djibouti Government communicates with foreign Governments and international organisations;
- 4. The Foreign Minister is the spokesperson of the Government;
- 5. Reaction to IT change:adaptation

DJIBOUTI MILITARY CO-OPERATION

- FRANCE
- UNITED STATES
- GERMANY
- JAPAN
- EU NAVAL FORCES-ATALANTE (EU, NATO)
- MISSION: FIGHT AGAINST TERRORISM AND MARITIME PIRACY IN THE GULF OF ADEN

Media Law, Media Channels and infrastructure

- Media channels used by the Government to promote its actions: Radio, TV, newspapers, press agencies, and social media.
- Focus: Communication in governance and communication for development
 - Support to Government actions
 - 2. Accountability and Transparency
 - 3. Responsiveness

BRANDING STRATEGY

Djibouti's branding strategy is based on its unique attributes:

- Exports(port services and trade hub)
- Investment Promotion
- Tourism
- Public Diplomacy

WHO ARE THE ACTORS?

- Ministry of Economy and Finance
- NIPA
- ODPIC
- ONTD
- Djibouti Ports and Free Zones Authority
- Chamber of Commerce
 - It's important to foster coordination between the different institutions. Embassies abroad are the natural focal point for such coordination for Nation branding activities.
- DIASPORA MOBILISATION

HUB FOR REGIONAL & INTERNATIONAL TRADE



Future Projects



Djibouti's ambitious maritime infrastructure program:

- Construction of 3 new ports at Tadjoura, Goubet & Damerjog
- An oil terminal to export South Sudan's oil
- One LNG terminal
- Largest Ship maintenance yard in East Africa in Obock
- Creation of a national shipping company
- 2 new free zones

As well as expanding the existing facilities with:

- 1. More than doubling the size of the Doraleh port complex
- Redeveloping the Djibouti port
- 3. 30% increase in the current oil terminal's capacity

The deadline for the completion of all these projects is 2017 to coincide with Djibouti's 40th independence anniversary. When completed, the country's port handling capacity should increase 15 folds

DJIB' BEAUTY A HUGE POTENTIAL FOR DJIBOUTI'S ECONOMY GROWTH



FUTURE LOOKS BRIGHT FOR DJIBOUTI!





THANK YOU FOR YOUR ATTENTION

