

# REPUBLIC OF DJIBOUTI



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# HORN OF AFRICA



# DJIBOUTI AT A GLANCE

- **PRESIDENT:** Ismail Omar Guelleh
- **Prime Minister:** Abdoukader 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
  1. 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





# 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
2. 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**

