

FRI-EL ETHIOPIA

F A R M I N G & P R O C E S S I N G P L C

COMPANY PROFILE

www.fri-el-ethiopia.com



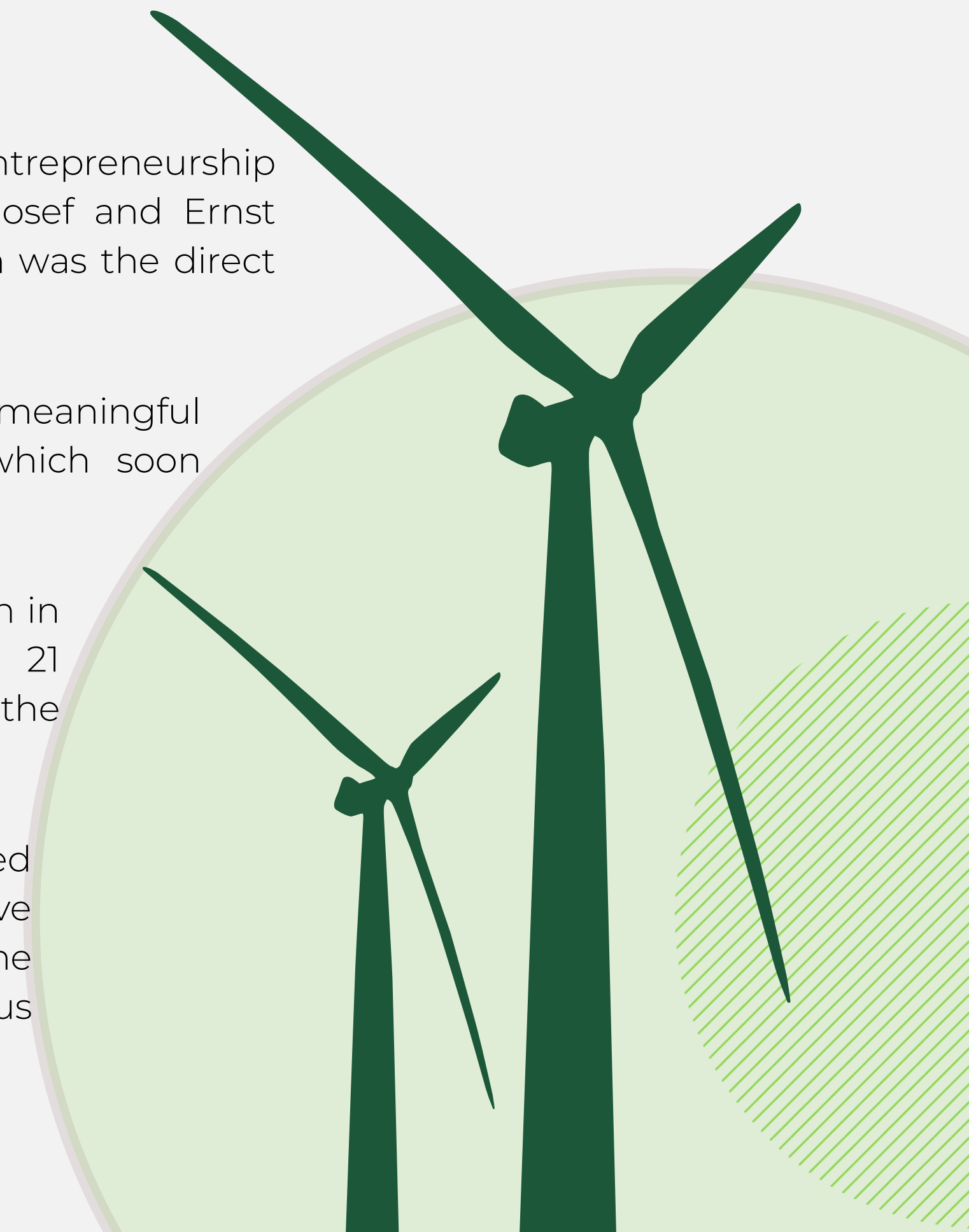
WHO WE ARE

The current success of the FRI-EL Group would not exist without the entrepreneurship pioneering work and determination of the three brothers Thomas, Josef and Ernst Gostner. More than 20 years ago, they founded the Ener.CO S.r.l., which was the direct predecessor company of FRI-EL Green Power.

Thanks to a keen sense of sustainable and also economically meaningful management, a steadily growing group of companies emerged, which soon attracted the attention of international partners.

Nowadays, FRI-EL is quite diversified: as well as having a leading position in the field of wind energy in Italy, the FRI-EL Group operates also 21 hydroelectric power plants, a solid biomass power plant, as well as one of the largest liquid biomass power plants in Europe.

Alerion Clean Power, a prominent independent industrial company listed on the Milan Stock Exchange worth 1,5Bn €, specializes in the exclusive production of "green" energy from renewable sources, particularly in the wind power and solar sector, and extends its operations to various European countries, including Spain, the UK, Romania, and Bulgaria.



WHO WE ARE

In 2007, Fri-El Group secured a 10,000 hectares of land adjacent to the Omo river aspiring to cover a minimum of 30,000 hectares of agriculture development on a lease basis for seventy years.

Fri-El Ethiopia grounds its agricultural framework in the sustainable enhancement of land, active engagement of the local people, and the bolstering of the regional economy.

The company, in its commitment to fostering growth, has generated employment for 3,500 local individuals, with an anticipated expansion to 10,000 in the coming five years. This not only ensures a stable income for the workers and their families but also contributes positively to the nation's economic landscape.

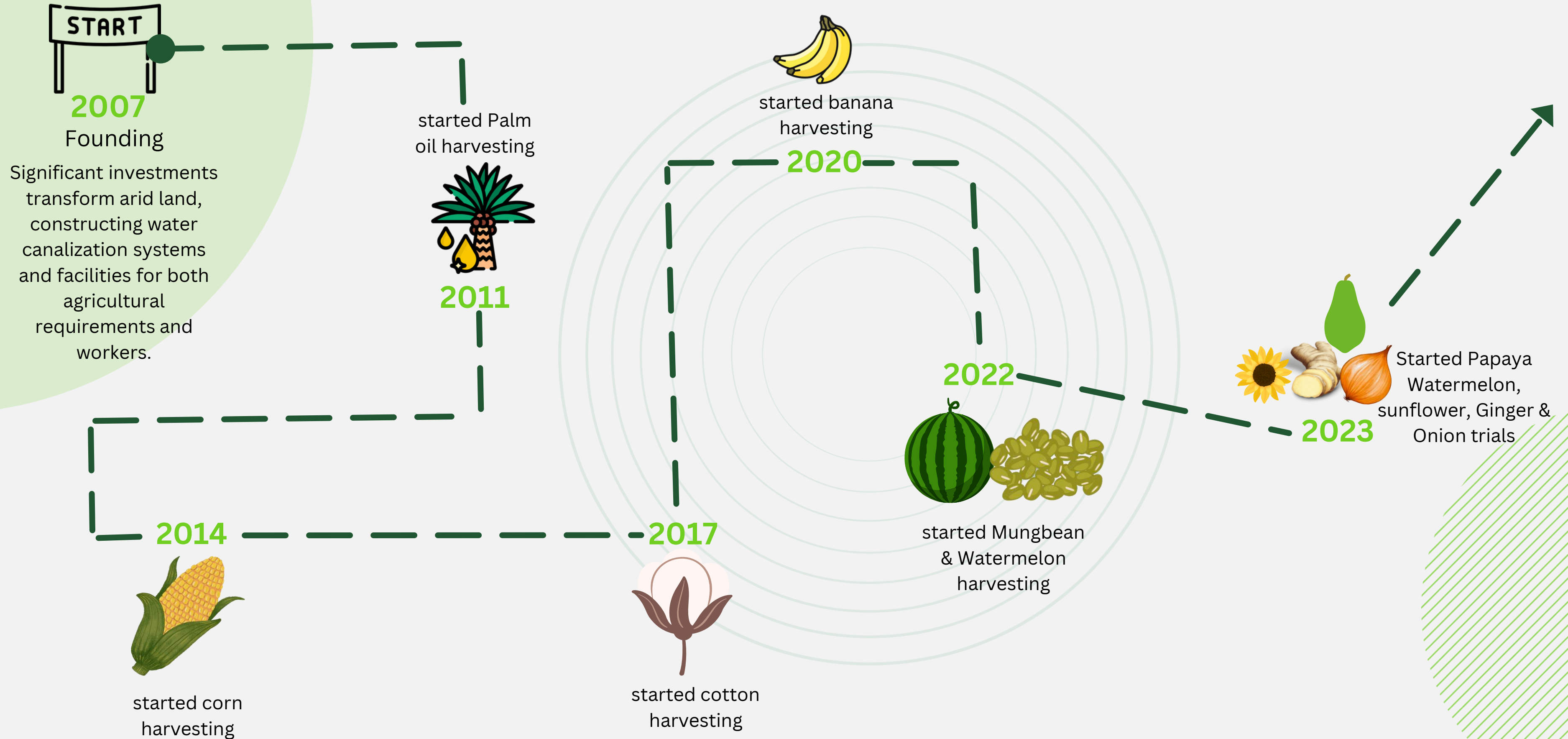


OUR PHILOSOPHY

-  Our vision is to make business in Ethiopia for Ethiopia, supporting local economic growth and development in a sustainable and socially aware manner.
-  Our mission is to provide quality agricultural products and integrated solutions for the utmost satisfaction of customers through innovative technologies, and high cutting-edge knowledge in consideration of the environment and social values of their surroundings.
-  Our goal is to set up and operate modern semi-automatic farms that grow different cash crops which are further processed for the export market.



OUR JOURNEY



PRODUCTS



Banana

With state-of-the-art cultivation, harvesting, packing, and transportation of high-quality international standard premium bananas, gearing for a strong global presence after satisfying the local market with a year-in-year-out supply.



Watermelon

Through successive planting and harvesting schedules, a full-year supply of watermelon for the local market has been achieved with trials on different varieties such as Caribbean king, Columbia, and Barenossa.



Cotton

Working on disrupting the cotton cultivation and ginning sector by heavily investing in improved varieties, harvesting technologies, and ginnery.

PRODUCTS



Ginaer

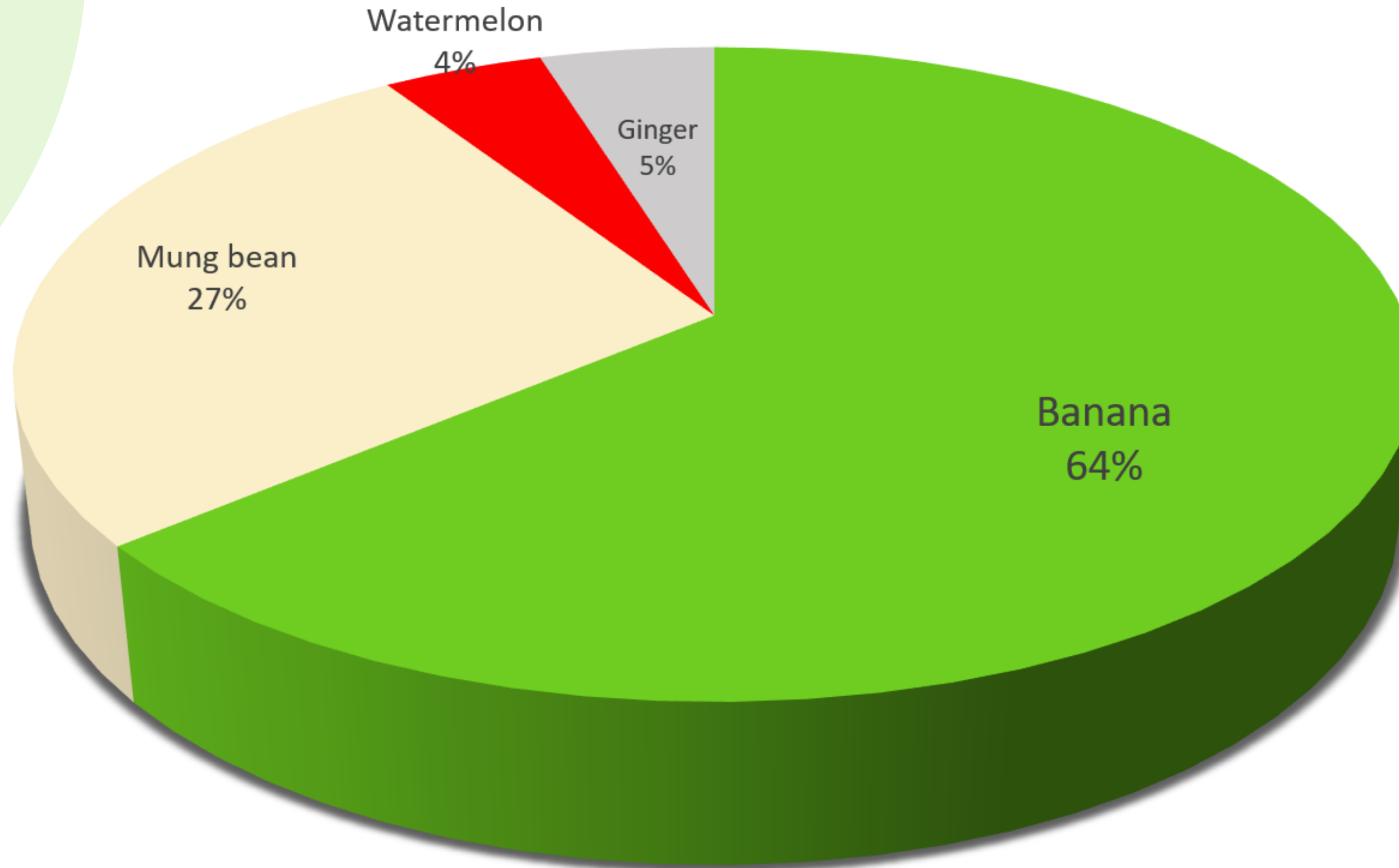
After gaining experience in commercial ginger cultivation in the last two years, expansion works are underway to boldly claim a global presence.



Muna bean

For its numerous health benefits and export potential, mung bean production is doubling each year both intensively by successive planting and also extensively increasing cultivable land.

PRODUCES IN 2023



BANANA

Our banana plantation initiative aims to cultivate premium banana varieties highly sought after in upscale markets across Europe and the Middle East.

While these regions serve as our primary markets, our products will also be made available in local markets like Somaliland and Addis Ababa, with future expansion plans in Djibouti and other Ethiopian cities.

Currently, we have planted on 1000 hectares of land, with a strategic plan to expand to 1500 hectares by the end of 2024 and an additional 2500 hectares in 2025.



To ensure sustainable and efficient banana transportation, we have implemented a cableway system. This innovative method utilizes a network of cables and pulleys to transport bananas from farms to collection points or packinghouses.

Not only is this transportation system more efficient than traditional methods like trucks, but it also eliminates the need for roads or bridges, providing a cost-effective solution.

BANANA

- International standard packaging facility which has facilities such as grading, cutting, washing, and packing sections is also under construction.

- FriEL has also procured 40 feet of refrigerated containers for transporting produce at optimum temperature, keeping fruits fresh until their destination.

Currently, our refrigerated container fleet has a capacity of 24, with plans to add an additional 24 in 2024.



- To guarantee the production of top-quality fruit for our high-end customers in Europe and the Middle East, our team comprises specialized banana experts with extensive experience from South America.

These experts are actively engaged in on-field training, educating local personnel on maintaining premium-quality bananas from the planting stage through to packing.

BANANA HARVESTING PROCESS

Harvesting with Expertise



skilled workers carefully select bananas at the peak of ripeness, using 45 calipers to ensure consistent size and quality.

Cableway Capers



Instead of relying on traditional transportation methods, FriEL employs a unique cableway system. Gentle cables whisk harvested bananas from the fields to the packing station, minimizing bruising and preserving freshness.

Packaging station



At the state-of-the-art packing station, bananas undergo a strong sorting process. Trained personnel assess each fruit for blemishes, ripeness, and size, ensuring only the finest specimens make it to the next stage.



BANANA HARVESTING PROCESS



Packaging



Bananas embark on international journeys in robust cardboard cartons, meeting strict export standards for protection

Cold storage trucks



To uphold optimal freshness throughout the voyage to Djibouti, FriEL depends on a modern fleet of refrigerated trucks. These mobile cold storage units maintain bananas at the perfect temperatures, guaranteeing their arrival at the port in a tantalizingly fresh state to delight taste buds.

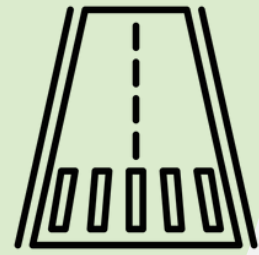


After reaching Djibouti port our optimized transit solutions, promising swift and reliable delivery to the Gulf 50 containers per week

BANANA PICTURE GALLERY



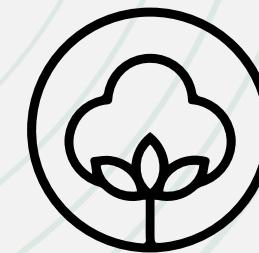
PROJECTS



Airstrip

01

Airstrip project is a 2 km by 40m semi-concrete strip. so far 90% has been completed



Ginnery

The ginnery has been constructed on 350 square meters with the capacity of performing 2500 MT/d. The construction is about 95% completed.

02

PROJECTS



Nursery

The main production of crop plants has taken place in the 1 hectare of land. Planned expansion is taking place currently.

03



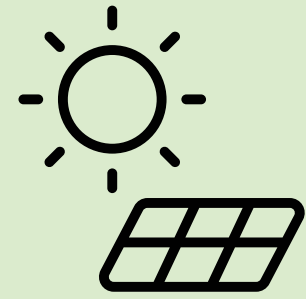
Packhouse

A packhouse is being built every 400 hectares, with the capacity to pack over 30 cars per day upon completion.

04



PROJECTS



Green power

The green power solar panel installation and generator resource has generated a combined 2.8MW.



05



Pump stations

Installed in a strategic portion of the river banks and powered by two top-quality generators; it can pump around 3000 liters per second.

06

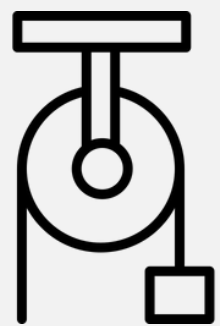
PROJECTS



Road Construction

A 25 km road has been built within the farm, significantly facilitating transportation.

07



Cableway

The implementation of the banana cableway covers approximately 1,000 hectares of land, streamlining banana transportation.

08





FUTURE PROJECTS



Housing Project

New prefabricated houses are underway



New Garage

In a bid to minimize downtime, Fri-El is strategizing the construction of a new on-site garage.



Gas Station

Fri-El is planning to set up a gas station to facilitate fuel for farm operations.



School for Community

Fri-El plans to construct a community school for the Woreda



Land Development Expansion

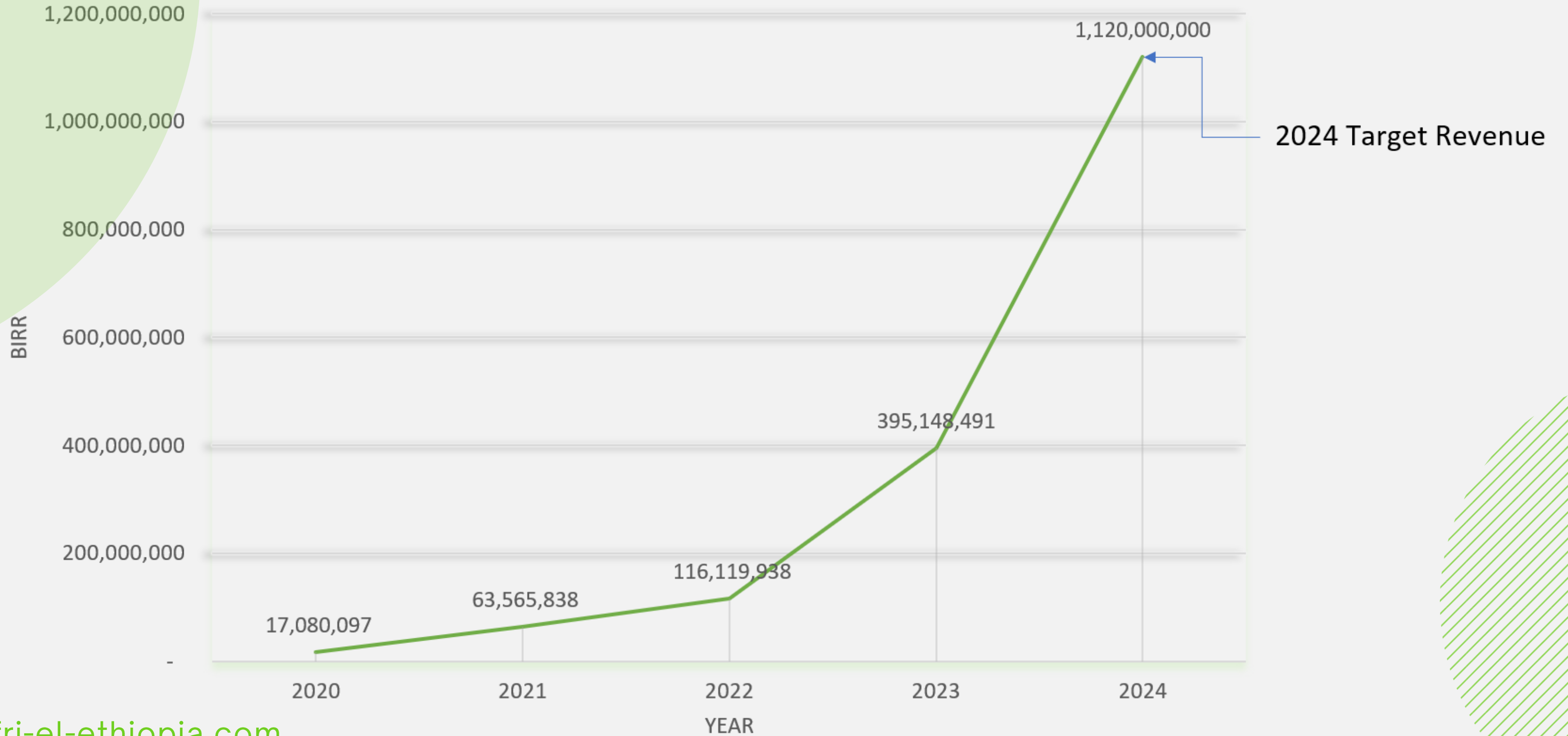
Currently, 1,000 hectares have been developed, and there are plans to add an additional 1,500 hectares in 2024, and 2,500 hectares in 2025





REVENUE

Revenue



OUR DESTINATIONS



● Future

● Present

OUR NUMBERS

8K

Hectares of
Agricultural
Land

3.5K

Number of
employees

1,000 hectares

Of banana Cableway
Coverage

2.8 MW

Green power

48

Cold storage
Trucks

OUR PARTNERS

ALERION CLEAN POWER
THE WIND ENERGY COMPANY

 **VENERONI**
ADVANCED FLUID MOTION

Landini®

 **centro
aceros**

 **RACHANMERISTEM**
A BREED APART



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