

# Exploring The Road Ahead: Pakistan, Ethiopia, And The Look Africa Initiative In The Realm Of Bilateral Economic Collaboration

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## ABSTRACT

The bilateral ties between Pakistan and Ethiopia were examined in this research. It demonstrates the connection between their histories, political contacts, and economic ties, as well as further analyses Pakistan's political and economic interests with these nations. Understanding the underlying dynamics driving the under-look Africa policy, an initiative that produces healthy relation in Africa, involves a case study of Ethiopia, a major African economic power. To acquire data, the qualitative research methodology was chosen, including interviews with ambassador professor and business people contact analysis of secondary material within a geo-economics theoretical framework. This research used discussions and reports.in a world where Africa's sustainability is both moral and political Pakistan's connection with Ethiopia should be enhanced.

**Keywords:** Pakistan, Ethiopia, Engage Africa policy, Look Africa Initiative, Content Analysis, Geo-economic theory.

## INTRODUCTION

Pakistan given its strategic location has constantly been amid a crisis, a conflict, or an alliance with other nations. Historically, it had followed a geostrategic approach to foreign policy and its relations with neighboring countries. However, a more visible shift in the discourse of the foreign office is observed. It has moved towards a geo-economics approach to foreign policy to enhance its image and goodwill, safeguard its interests, generate new possibilities,

anticipate and respond to hostile movements, coordinate and connect with other state agencies, and attract investors and tourists (Pakistan's Trade Missions Abroad, 2021).

In 2019, Pakistan's administration started implementing the Africa Initiative with several African countries to rekindle the historical and longstanding relationship and collaboration with the continent. It developed political, diplomatic, and economic ties with various African countries. Its goal was to increase intercultural, inter-business, and intergovernmental interaction. For

this purpose, the government of Pakistan opened five new embassies in different African countries in 2020 to develop bilateral relationships (Krishnan, 2019).

Strategically speaking, the Horn of Africa has excellent potential for development in the African continent by creating a southern base in the Gulf of Aden. One of the world's most vital oil arteries lies between the Red Sea and the Persian Gulf. Ethiopia, Somalia, Djibouti, and Eritrea make up the Horn of Africa. In contrast to other parts of

Africa, where people must adhere to primitive beliefs and animism, this region shares Abrahamic religious roots (Ingo Henneberg, Jan 2021).

- What are the major highlights of Pakistan's Look Africa initiative?
- In Ethiopia, how many of these initiatives have been implemented, and how can Pakistan's Look Africa initiative leverage Ethiopia's economic potential?

**Figure 1:** Geographical details of Pakistan and Ethiopia.

|                | <b>Ethiopia</b>                | <b>Pakistan</b>                |
|----------------|--------------------------------|--------------------------------|
| Region         | Located in Eastern Africa      | Located in South Asia          |
| <u>Area</u>    | 1,104,300 km <sup>2</sup>      | 796,100 km <sup>2</sup>        |
| language:      | Amharic                        | Urdu                           |
| Government     | Federal parliamentary republic | Federal parliamentary republic |
| <u>Capital</u> | Addis Ababa                    | Islamabad                      |

Source: Worlddata.info <https://www.worlddata.info/country-comparison.php?country1=ETH&country2=PAK>

Pakistan and many African countries, including Ethiopia, have particular links with China and are members of international organizations. While the China-Pakistan Economic Corridor (CPEC) is Pakistan's only link to China, Africa has received a significant amount of Chinese investment in recent years, both before and after China's Belt and Road Initiative was announced (BRI) (Africa Report, 2019). Pakistan's first move was to adopt a policy of engagement with Africa that aligned with its development objectives. Pakistan's economy has recently exploded because of its involvement in the China-Pakistan Economic Corridor (CPEC). Africa's Belt and Road Initiative (BRI) projects, such as a 2,600-

megawatt hydroelectric scheme with US\$3 billion in telecom equipment for Ethiopia, have boosted economic activity across the continent. Pakistan has also opened its infrastructure, transportation, communication, and energy sectors to Chinese investment. As a consequence, more employment has been created, and new businesses have been established. The potential for commerce and investment in CPEC projects must be made apparent to African nations. The trade relations between Pakistan and Africa are also in great need of improvement. Annual trade between Pakistan and Africa was barely \$4.8 billion in 2019, which is disappointing. So, Pakistan has a massive amount of potential for

what it can offer African nations interested in investing there (F.Raza, 2020).

**Figure 2:** Economic statistics of Pakistan and Ethiopia

| <b>ETH:<br/>total</b>   | <b>Per 1000<br/>inh.</b> | <b>PAK:<br/>total</b> | <b>Per 1000<br/>inh.</b> |             |
|-------------------------|--------------------------|-----------------------|--------------------------|-------------|
| Gross domestic product: | 107,645 M US\$           | 0.94 M US\$           | 262,610 M US\$           | 1.19 M US\$ |
| Gross national product: | 102,666 M US\$           | 0.89 M US\$           | 280,504 M US\$           | 1.27 M US\$ |
| Exported goods:         | 7,715 M US\$             | 0.07 M US\$           | 35,516 M US\$            | 0.16 M US\$ |
| Imported goods:         | 17,170 M US\$            | 0.15 M US\$           | 76,341 M US\$            | 0.35 M US\$ |

Source: Worlddata.info  
comparison.php?country1=ETH&country2=PAK

<https://www.worlddata.info/country->

Political science and other social sciences are inextricably linked with economics. Political science is the study of politics and how the public makes decisions. (Stiglitz, 1993). The government forms the law and ordinances that assist the economy. It regulates the interest rates, tax rates, and outlay ratios that influence the macroeconomy. (Stiglitz, 2021). There will be an economic meltdown in a nation where challenges like COVID-19, desert locust, terrorism, and political instability amplify the existing economic fissures. Like Pakistan, Ethiopia is a country where the worst horror is also the uneven

development in politics and economics, which causes income disparity, fuel inflation and increase unemployment in a particular nation. In the most recent season, the government implemented demonetization and other monetary policy measures to address economic issues (Hika Wana, 2022).

There is even less discussion on Pak-Ethiopia economic avenues of cooperation and potential avenues of conflict, which makes us want to understand Pak-Ethiopia economic engagement, which is shrouded in events of fluidity.

**Table 1:** Pakistan's major exports to Ethiopia

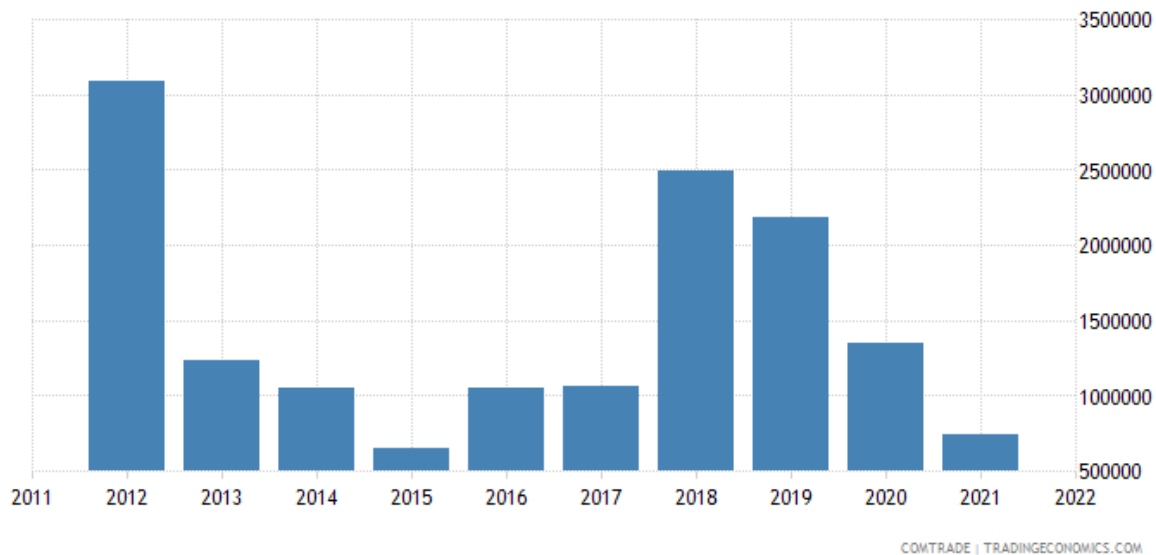
### Pakistani Exports to Ethiopia

| <b>Pakistan major Exports to Ethiopia</b> | <b>Value</b> | <b>Year</b> |
|---|--------------|-------------|
| medical and optical apparatus             | \$362.68K    | 2021        |
| Fabric                                    | \$159.73K    | 2021        |
| Cotton                                    | \$67.05K     | 2021        |
| Raw hides and skins and leather           | \$56.04K     | 2021        |

| <b>Pakistan major Exports to Ethiopia</b> | <b>Value</b> | <b>Year</b> |
|---|--------------|-------------|
| Fruits, grains and seeds                  | \$33.33K     | 2021        |
| Plastics                                  | \$12.76K     | 2021        |
| Textile fabric                            | \$12.25K     | 2021        |
| Electronic equipment                      | \$10.51K     | 2021        |
| Machinery and nuclear reactors            | \$3.89K      | 2021        |
| Paper and board                           | \$3.87K      | 2021        |
| Other made textile products               | \$3.46K      | 2021        |
| Special woven fabric                      | \$2.91K      | 2021        |
| Rubber                                    | \$1.13K      | 2021        |
| Metals                                    | \$1.02K      | 2021        |
| Handmade filaments                        | \$1.00K      | 2021        |
| Copper                                    | \$203        | 2021        |
| Product of leather                        | \$10.98K     | 2020        |
| Clothing products                         | \$6.50K      | 2020        |
| Products of apparel, not knit             | \$1.92K      | 2020        |
| Sports products                           | \$1.62K      | 2020        |
| Soaps, waxes and modelling pastes         | \$1.55K      | 2020        |
| Articles of iron                          | \$166        | 2020        |
| Pharmacy products                         | \$18.84K     | 2019        |
| Glass products                            | \$4.99K      | 2019        |
| Vehicles except railway                   | \$1.95K      | 2019        |
| Printed books and newspapers              | \$25         | 2019        |

| <b>Pakistan major Exports to Ethiopia</b> | <b>Value</b> | <b>Year</b> |
|---|--------------|-------------|
| chemical products                         | \$2.50K      | 2018        |
| Stone and cement materials                | \$4          | 2018        |
| Footwear and gaiters                      | \$2.62K      | 2017        |
| Articles of wood and charcoal             | \$464        | 2017        |
| Articles of base metal                    | \$1.05K      | 2016        |
| edible preparations                       | \$335        | 2016        |
| Albuminoids and enzymes                   | \$207        | 2016        |
| sugar confectionery                       | \$487.94K    | 2013        |
| Cereals                                   | \$1.63M      | 2012        |
| Salt and lime                             | \$10.71K     | 2012        |
| Ceramic articles                          | \$3.77K      | 2012        |
| Iron and steel                            | \$19.53K     | 2011        |
| vegetable products                        | \$16.88K     | 2011        |
| Inorganic chemicals                       | \$14.20K     | 2011        |
| Essential oils and cosmetics              | \$6.38K      | 2011        |
| Carpets                                   | \$3.18K      | 2011        |
| Distillation products                     | \$879        | 2011        |
| Wool                                      | \$428        | 2011        |
| Furniture                                 | \$5.86K      | 2010        |
| milk preparations and products            | \$1.06K      | 2010        |

Figure 3: Pakistan's exports to Ethiopia



Source: Pakistan Exports to Ethiopia - 2022 Data 2023 Forecast 2009-2021 from <https://tradingeconomics.com/pakistan/exports/ethiopia>.

### Breaking Boundaries: Unleashing the Power of Geo-economics

Paul Kenndey, Edward Luttwak, Mikael Wigell, and Professor David are the prominent proponents of this hypothesis. Nevertheless, the origins of this thesis may be found in Paul Kennedy's 1987 book "The Rise and fall of the Great Powers," where they first appeared. Geo-economics strongly emphasizes fostering trade and economic cooperation among states to bind them together and advance their national interests. However, the physical control of territory is how traditional geopolitics views the acquisition and maintenance of national interests and power. Because both methods use different mechanisms to accomplish the same objectives, the geo-economic idea opposes the traditional geo-political theory.

From today's point of view, geopolitics is to study the distribution and composition of power within the international system and how it affects interstate relations and the strategic form of the global environment in international politics. Geo-political competition between states is inseparable from geopolitics and geo-

economics. On the other hand, geo-economics limits the scope of geo-political analysis and emphasizes the importance of economic power as a component of the analysis. As such, geo-political competition is involved. Edward Luttwak first used the term "geo-economics" in 1990. This approach sees economic power as a component of power and identifies the emergence of geo-economics as a new lens for understanding international conflict. In other words, from a post-Cold War perspective, the economic component would have replaced the power element important to classical geopolitics. The geo-economics distribution determines the distribution of power in the international system (JAEGER, 2020).

Geo-economics is a methodology that has "both an analytical approach and a foreign policy strategy," according to Mikael Wigell. Geo-economics places a strong emphasis on working together economically to achieve and maximize power, and this idea is a new one for academics looking to examine global politics. In geo-economics, one may examine how the governments use economic instruments to accomplish specific strategic goals in each

geographical area, just as the state uses economic tools to achieve its foreign policy objectives. Furthermore, this study primarily references Mikael Wigell's work (Mikael Wigell, 2018).

Geo-economics integration uses economic tools to advance and defend national interests and succeed in geo-political outcomes. In the case of Black will and Harris (Will, 2016)

geo-economics is positioned as an analytical approach on the one hand and a government practice on the other. Geo-economics studies how a nation grows and exercises power from an economic perspective, not purely from a geographical perspective. As economics takes a new dimension in the distribution of global power, allocating economic resources is seen as an essential factor in understanding the competition between states. Nearby geo-political power relations are determined by the direction of investment flow and trade patterns. In this way, economic and geopolitical factors are juxtaposed, ultimately distorting traditional geopolitics (JAEGER, 2020).

### **Unveiling the Geo-Economic Nexus: Decoding Pakistan-Ethiopia Commercial Relations**

Many academics who have attempted to understand the commercial relationship between Pakistan and Ethiopia have disregarded the countries' respective geo-economics objectives. This thesis tries to explain the factors influencing their potential commercial relationship. In geo-economics, one could examine how states use economic instruments to accomplish particular strategic goals in a given geographical area. Understanding and analyzing the various dimensions of the relationship between Pakistan and Ethiopia and its prospects requires geo-economics. Applying geo-economics to the trade relationship between Pakistan and Ethiopia

would help to reveal all the intricate nuances of their current and future trade.

### **Conceptual Framework:**

Geo-economics emphasizes developing trade and economic cooperation to connect nations and realize national interests. The resumption of flights between Ethiopia and Pakistan has also been considered within the framework of Pakistan-Ethiopia's relationship through the prism of geo-economics theory to strengthen human-to-human relationships. Ethiopia's demand for medicines is 80% covered by imports, where traders in the Pakistani pharmaceutical industry can set up joint ventures and export to other African countries. Investors from Pakistan can benefit from a 10-year tax cut on their investment in Ethiopia's Special Economic Zone (SEZ). The primary industries of Ethiopia and Pakistan that can affect their economies are pharmaceuticals, garments, textiles, cement and ICT.

Using economic tools to promote, protect and achieve success is the emphasis point of geo economists. However, to improve access to the African market, Pakistan has developed a Look Africa policy to explore the vast undeveloped territories of Africa for trade and exports. Close cooperation between Pakistan and Ethiopia will facilitate this. Ethiopia needs to make it easier for Pakistani pharmaceutical companies to market by reducing registration costs. It facilitates the export of surgical and pharmaceutical products to Ethiopia and other African countries via Ethiopia. Pakistan manufactures high-quality pharmaceutical and surgical products, which can improve and benefit both nations. In addition to pharmaceutical products, rice, leather goods, marble and granite, cement and sporting goods, Pakistan can export more to Ethiopia and gain more economic strength. Pakistan's international policy primarily aims to promote economic diplomacy in international affairs. Even in the

face of obstacles, Ethiopia has impressive potential. Pakistan's growing interest in Ethiopia will also help countries expand their export markets and strengthen their political influence.

Geo-economics strongly emphasizes working together economically to achieve and maximize power. So, establishing the Ethiopian embassy in Pakistan is crucial in promoting trade and economic ties between the two countries to maximize power. Pakistan and Ethiopia should consider signing preferential or free trade agreements to take full advantage of trade relations. By exploring potential bilateral cooperation areas, both countries need to encourage frequent exchanges of trade delegations.

Personal freedom, private property, and minimal government intervention are the basis of economic liberalism. Classical liberalism prioritized freedom from political domination. From an economic point of view, this means lifting restrictions on occupational choices or property transfers. Liberals believe that selfishness is a fundamental aspect of human nature. With the economic sphere, producers provide others with products not out of concern for our welfare but out of a desire to profit. Workers similarly sell their labor and purchase manufacturers' products to fulfil their necessities. It introduces the idea of the harmony of profits in nature. When each person looks out for their interests, society benefits the most. By utilizing the strength of a free and competitive market economy, production, commerce, and distribution will be directed in ways that the government cannot further enhance. As a result, the functions of government are restricted to preserving internal and external security, enforcing contracts for public goods, and defending property rights (Gilbert, 2020).

### **From the Indus to the Nile: Analyzing the Dynamic Nexus between Pakistan and Ethiopia**

The political, economic, and cultural links between two sovereign states are referred to as bilateralism. Bilateral treaties include when states recognize each other as sovereign states and agree to build diplomatic ties; diplomatic agents such as ambassadors are typically exchanged to enhance communication and collaboration in the different domains. Ethiopia is the oldest independent country on the continent. Except for the short Italian occupation from 1936 to 1941, the ancient Ethiopian monarchy remained free from colonial rule unique to African nations. Ethiopia was a founding member of the United Nations during the colonial era, the African hub of many international organizations, and served as a symbol of African freedom. Ethiopia's economy is primarily agricultural, and most industrial products are imported. Mineral fuels, machinery, and electronics are among their most significant imports. The three most frequently imported commodities at the customs level are "medium oil and petroleum or bituminous minerals," "palm oil," and "telephone set parts, telephones for mobile networks" (MFA Ethiopia, 2017)

On the other hand, regarding the socio-economic position, Pakistan is ranked 84th in the third world. Pakistan appears to be in a solid position within Asia and ranking 21st in the composite social score. The selected social indicators show much variety, with the most variation in political statistics. According to the composite index, Pakistan's economy is one of the strongest in the third world. Pakistan is more comparable to underdeveloped African countries than to countries in its region in general (Lagarde, 2019).

Many African nations, including Ethiopia, are rich in gold, diamonds, gas, rice, copper, tea, cocoa, cotton, metals, and fuel reserves. On the other side, Pakistan collaborates extensively with



African nations to share viewpoints, understand them, and realize shared objectives. Pakistan attaches tremendous importance and is committed to fostering commercial links with its African countries (M.Nawaz, 2020).

The Ethiopian civilization is mentioned in the Bible. All major sections of the Hebrew Bible contain multiple references to Ethiopia. Ethiopia was used interchangeably with Kush, eventually becoming associated with Axum and Nubia. The term Ethiopia was founded in 1885. All sub-Saharan regions represent the vast territory of ancient Ethiopia. According to Hatke, Gage, and Beck, Ethiopia means "**black complexion**" or "**land of the people with the burned face,**" but this is not a pejorative term; instead, the inhabitant blacks is a description of the characteristics. Biblical accounts and archaeological finds can be used to understand ancient Ethiopia fully. The ancients were known for creating unique inscriptions of critical historical events. Many studies have been conducted to examine the available evidence that supports the biblical story (Ndoga, 2021) On the other hand, Pakistani civilization is associated with the Indus Valley civilization. This civilization was first discovered in 1921 at Harappa in the Punjab region, followed by Mohenjo Daro (Mohenjo Daro) in the Sindh region near the Indus River. Both locations are in the present-day Sindh and Punjab provinces of Pakistan (Ahmad, 2019).

Ethiopia is Africa's second most populous country and is located in East Africa. Ethiopia is a landlocked country bordering Eritrea, Somalia, Kenya, and Sudan. For the past 20 years, Pakistan has traded with countries outside the region, mainly through the major ports of Djibouti. With a recent peace treaty with Eritrea, Ethiopia is ready to reopen access to Eritrea's ports for international trade. Addis Ababa, the capital of Ethiopia, is located in the center of the country and has about 3.38 million inhabitants. Ethiopia

has the potential to become one of Africa's largest economies due to its vast population and substantial economic expansion. Ethiopia is a member of the Common Market for Eastern and Southern Africa but has not ratified the standard foreign trade tariffs of the regional trade bloc. Ethiopia is a member of the African Continental Free Trade Area (AfCFTA) that seeks to strengthen interregional trade (MFA Ethiopia, 2021).

### **Exploring New Horizons: Pakistan's Engage Africa Policy and its Economic Pursuits**

Economic expansion to the African continents under Pakistan's new 'Engage Africa' policy has been one of its top international priorities. On this, the wheels are already turning quickly. Pakistan's Ministry of Foreign Affairs and Ministry of Commerce partnered to host a two-day Envoys Conference on an "Engage Africa" policy in November. The conference emphasized the importance of expanding Pakistan's outreach to African countries, building on the foundation of Pakistan's previous ties, to reap the reciprocal benefits of economic interconnectivity (F.Raza, 2020) In 2017 Pakistan launched the 'Look Africa' policies. Ten significant countries of Africa were thus chosen to promote commerce, to double trade in African countries by 2025: Egypt, Algeria, Morocco, Sudan, Tanzania, Nigeria, Kenya, Senegal, Ethiopia, and South Africa. Pakistan's Ministry of Commerce held a Trade and Development Conference in January 2020 in Nairobi. About 200 people from different African countries attended the conference to determine how commerce may be maximized. The meeting highlighted similar interests, which benefit the African continent and Pakistan. In the first phase of policy, accreditation will be granted, a TDO will be appointed, and six new commercial sections will be opened in Africa, including Algeria, Egypt, Ethiopia, Senegal, Sudan, and Tanzania. This initiative also includes the

establishment of the Joint Trade Working Group (JWG) to initiate discussions on bilateral/multilateral trade agreements for market access in Africa, TDAP African cell installment in Karachi, Special support for delegations to and from Africa., and Improved government support for Pakistani companies to participate in trade fairs in Africa and additional 2% tariff reduction on some goods exported to Africa (Khan, Dec 2020).

In November 2020, the government approved the promotion of embassies in Niger and Tanzania to five new embassies in Rwanda, Ghana, and Uganda. As a constructive step, five more embassies are being considered in the next few years in Mozambique, Botswana, Namibia, Angola, and Gabon. In line with Engage Africa policy, Prime Minister Imran Khan met with Ethiopian President Sahlework Zeude and Egyptian President Abdel Fatta Al- Sisi at the 74th UN General Assembly in September 2019. At the beginning of May 2019, the Prime Minister met with the President of Egypt outside the Organization of Islamic Cooperation (OIC) Summit. During the CFM, Pakistan's prime minister hosted the 48th Foreign Ministers' Council in Islamabad in 2021. In December 2020, a 12-member African Union legislative delegation, led by the President of the African Union, visited the Djibouti National Assembly. From February 16th to 18th, 2021, Foreign Minister Shah Mehmood Qureshi visited Egypt at the request of Egyptian colleague Hassan Shoukary. He also spoke with Egyptian President Abdel Fattah Al-Sisi. In talks with the Egyptian Foreign Minister, business and interaction with the Pakistani community, Sisi emphasized the need to promote bilateral relations in various areas such as trade, investment, education, and defense cooperation (Altaf, 2022).

According to a report published by Pakistan's ministry of commerce, the Look Africa program contains efforts with the potential to promote

trade between Pakistan and Africa, hence enhancing relations between Pakistan and Africa. Through several subregional organizations, Africa aims toward economic union. As part of its "Look Africa Plan," Pakistan seeks to establish preferential trade agreements with three African nations. The Southern African Customs Union (SACU), which comprises Botswana, Lesotho, Namibia, South Africa, and Swaziland, is one of these groupings. The members of the East African Community include Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda. Benin, Burkina Faso, Côte d'Ivoire, and the Gambia comprise the Economic Community of West African States (ECOWAS). The top 10 African nations, according to this technique, are Nigeria, Kenya, South Africa, Morocco, Senegal, Algeria, Egypt, Sudan, Tanzania, and Ethiopia. These nations are recommended for trade promotion. According to figures from 2017-18, these ten nations account for 78% of Africa's total GDP (Ministry of Foreign Affairs, Islamabad, 2019).

The salient features of this policy are:

- In Phase 1, six new trading sectors will open in Africa, including Tanzania, Algeria, Egypt, Ethiopia, Senegal, and Sudan.
- Granting certification.
- Implementation of Look Africa Trade Forums to raise awareness of the private sector in major cities in Pakistan.
- Initiate trade negotiations through the Joint Working Group (JWG) for Market Access in Africa and form bilateral/multilateral trade agreements.
- An African cell is opening in TDAP Karachi.

- Special assistance for delegations traveling to or from Africa.

East Africa, often referred to as the Horn of Africa is one of the most significant locations bordering the Red Sea, a crucial area for east-west marine trading. It is also one of the regions with the highest risk of war, along with Eritrea, Somalia, Egypt, Uganda, Georgia, Bolivia, Malawi, Rwanda, Kampala, Tanzania, and South Sudan. The first element of strategic importance in the region is **politics**. Since the postcolonial era, East Africa has experienced frequent political turmoil that fuels horror. **Trade** is the second aspect of its strategic importance (Asma Rashid, 2020).

Pakistan has signed several treaties with many African countries to promote trade, education, cultural exchange, and information technology. Through Pakistan's assistance for the African Peace Initiative under the authority of the UN, relations between Pakistan and several African nations have also developed. One of the earliest nations to send peacekeepers was Pakistan. Additionally, there are a rising number of Pakistanis residing in African nations. It is especially true for Pakistan's implementation of its "Look Africa" policy, which aims to strengthen ties with its African allies. Cultural and public diplomacy can improve bilateral ties between Pakistan and African nations. More robust communication networks should support it. The current government aims to strengthen relations between Pakistan and African countries by increasing business and person-to-person contact (Ministry of Foreign Affairs, Islamabad, 2019).

### **Forging New Horizons: Pakistan's Strategic Steps to Boost Afro-Pakistan Trade Relations**

The level of Afro-Pakistan trade is not enough to strengthen diplomatic relations decades ago.

Pakistan has expressed its desire to strengthen regional bilateral and multilateral cooperation. At a recent trade conference in Kenya, stakeholders gathered on one platform to maximize the interests of both parties. Measures in this direction will be implemented in stages. In the first phase, new commercial channels will be launched to increase participation in Egypt, Tanzania, Ethiopia, Sudan, and Algeria. These industries have been relocated from Europe to Africa. A collaborative working group will be established in conjunction with forming African cells to support Pakistan's business. The strategy also includes a study of Pakistan's outlook on trade with other African countries (Asma Rashid, 2020).

Pakistan seeks to negotiate preferential trade agreements with three African economies as part of its "**Look Africa Plan.**" These groups include the Southern African Customs Union (SACU), which consists of Botswana, Lesotho, Namibia, South Africa, and Swaziland. The East African Community (EAC) consists of Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda. The Economic Community of West African States (ECOWAS) consists of Benin, Burkina Faso, Cape Verde, Côte d'Ivoire, and The Gambia. According to this strategy, the top 10 countries in Africa are Nigeria, Kenya, South Africa, Morocco, Senegal, Algeria, Egypt, Sudan, Tanzania, and Ethiopia. These countries are favored in promoting trade. According to 2017-18 data, these ten countries generate 78% of Africa's total GDP (Altaf, 2022).

The government's ambitious Engage Africa initiative is a step in the right direction achieved through further efforts. However, the realization and implementation of the initiative over the last three years have been delayed. The lack of leadership priority to build close ties with African countries through visits by executives and ministers is due to bureaucratic procedures, an approach by relevant ministries to implement

decisions to open new embassies, and these factors. The administration opened one embassy in Rwanda in September 2021 and raised two embassies in Tanzania and Niger to the embassy level in November 2020 (Economic Development in Africa Report, 2021).

- With the exception of talks between African leaders at UNGA and OIC and the Prime Minister and Foreign Minister of Pakistan, there were no talks between the Prime Minister and African responders at the level of the Foreign Minister in Davos. The Pakistani military chief and his colleagues from Africa also did not attend the Munich Security Conference. Visits by ministers and leaders need to be prioritized and done more frequently in order to build meaningful, fruitful and mutually beneficial relationships. Through regular efforts, meaningful involvement, and active engagement with all important African countries, bilateral relations that maintain and prioritize gained momentum and lead to regional and global cooperation. There must be stronger and mutually beneficial economic cooperation between Pakistan and African countries, there should be focus on trade, investment and tourism (Altaf, 2022).
- To develop an action plan for Africa, the major Ministry of Foreign Affairs needs to establish a Ministry of Trade and Textiles, Energy, Defense, Defense Production, Education and Vocational Training, Finance, Revenue and Economic Liaison and a Functional Ministerial Organization. Faculty of Industry and Manufacturing, Science and Technology, Maritime and Economics, these ministries may also put together practical recommendations on expanding

political and diplomatic scope, expanding presence and presence in Africa, and strengthening cooperation with African institutions and regional organizations in multilateral forums. All initiatives will promote new bilateral trade and investment projects, improve air-sea ties, strengthen ties between parliaments and academic institutions, and promote cooperation in the areas of education, science and technology. In addition, the current government should set up a monitoring and enforcement unit at the Prime Minister's Office to regularly assess the status of various decisions (Altaf, 2022).

### **Forging New Horizons: Exploring Pakistan's Promising Prospects**

Now that Pakistan's all-weather friend China has increased development investment in almost every poor country on the continent, it is an ideal time for Pakistan to develop a comprehensive policy for the African region. Although Ethiopia's economy is primarily agriculture-based, it strives to seize every opportunity to diversify its export development. Textiles, leather, agriculture and manufacturing are all attracting foreign investment. Ethiopia and Pakistan have enjoyed good trade relations for some time, but both business circles are eager to open new avenues for investment and trade. Pakistan can supply the cattle it needs (Asma Rashid, 2020).

As the Look Africa Policy initiative is the starting point in the right direction, it is very difficult to put this concept or action plan into practice in the African market. It is difficult to crack because of the clear internal and external forces acting (dilemma). Expanding trade has always required many conditions, including: Build warm relationships and create a business-friendly climate through cultural exchanges. Pakistan has already made some purchases in this area, but has

not yet decided on a functional (bottom-up) or federal (top-down) strategy. For example, the EU's trade model is based on functionalism, but federalism acts as the driving force, as it is constantly challenged by events involving unstable power relations. This strategy requires the ball to move evenly. Pakistan needs to be very clear and ready to face current problems and obstacles in trade with Africa, rather than shifting responsibility. The two countries are currently trying to expand bilateral trade, but the Pakistani government is facing an economic crisis and is trying to attract investment for the sustainability of the domestic market, so a large investment in Africa is difficult. As a result, after seven years of the Congo War, colonization, political instability and social inequality, Africa needs time to build a thriving business investment. Africa is already dissatisfied with China's entry and trade control. Two stories-one about Africa's enthusiasm for China and the other about China as a new colonist-both are now in full swing. From this it is easy to conclude that Pakistan needs to use neutralization effects urgently so as not to sacrifice China's influence in Africa (F.Raza, 2020).

Pakistan must speak to and appeal to the spirit of the individual in order to lay a strong foundation for the future. First, Pakistan's peacekeeping operations to restore peace to Africa are historic, so this front must be encountered first to strengthen Navy and defense cooperation by signing a Mutual Defense Pact. Complex security is an ideal foundation for strengthening strategic and commercial relationships. Second, Pakistan can increase its cultural affinity through its partnership with Africa. Textiles with a market value of US \$ 15 billion have the potential to become the next major driver of the African fashion sector. Third, cricket and soccer are also popular sports in Africa. Pakistan can develop collaborative cricket leagues and focus on their broadcasts. The popularity of cricket helps to

further improve relations between the two countries and provides more prospects for trade and investment (Jamal, January 07 2021).

Fourth, tourism must prosper in order to exceed the scale of bilateral trade to unknown heights. Ethiopia is probably the best and most valuable ally in this effort. Fifth, China launched the CCTV Africa Television Network in 2016 and integrated it into the China Media Group in 2018. 29 This channel broadcasts Chinese dramas in English and actively funds the production of African dramas. The second area that requires attention and investment is the increase in bilateral trade between Ethiopia and Pakistan. Sixth, nearly 90% of malaria cases have been reported in Africa, with 3,000 children dying from the disease each year. To improve cooperation in key areas, Pakistan needs to engage in the pharmaceutical sector, which targets 1.2 billion people, which can support hygiene initiatives. Last but not least, Pakistan must look informally to conquer the Ethiopian market with its scarce resources. As a result, current global economic developments do not guarantee anything and no legislation is enacted, so they must always be adaptable and flexible (Altaf, Feb2022) .

### **The Expert's Handbook: Your Path to Unparalleled Achievement:**

Ambassador (R) Tajamul Altaf took part in the interview and shared his thoughts on improving ties between Pakistan and Ethiopia and the relevance of the Look Africa Initiative. He said:

“Pakistan's look Africa program is an ambitious goal that has been advanced in the proper direction by the current management and requires constant work. Despite the Covid-19-related constraints, the embodiment and execution of this strategy over the past three years has been relatively sluggish, with just a 7% growth rate

observed in commerce with other African nations.”

Pakistan’s Look Africa program is an ambitious goal that has been taken on the correct path by the current government and requires ongoing efforts. Despite the Covid 19-related scenario, the actualization and implementation of this strategy have been quite sluggish over the previous three years. He highlighted that Pakistan’s leadership and ministerial authorities must establish priorities to forge meaningful, productive, valuable relationships through consistent efforts, meaningful interactions, and robust engagement by developing, deepening, and promoting bilateral relations with African countries to international levels. However, developing new markets and implementing trade diversification measures are critical for Africa and Pakistan to increase their annual trade.

He further said that,

“Pakistan needs to develop stronger, more effective economic partnerships concerning investment, commerce, and tourism. A policy plan for this initiative should be developed by the Ministry of Foreign Affairs of Pakistan, which has a functioning ministerial mechanism, in coordination with the Ministries of Energy, Defense Production, Textile, Finance, and Economic Revenue, Educational, Science, Production, Industrial Production, and Maritime Affairs. These ministries must provide practical proposals for a stronger presence and wider footprint in Africa to increase their economic, political, and diplomatic reach. Building multilateral platforms and fostering closer ties with all African organizations and regions. That must direct us to expand links to the parliament, think tanks, academia, and specialized educational institutions, foster new bilateral partnerships, and boost air and sea transportation. We must encourage cooperation between African and Pakistani nations in

education, science, technology, capacity building, and training. In addition, I would advise the current administration to set up an implementation and monitoring cell in the PM office to assess progress regularly.”

He tells the reasons behind the slow progress in this regard. Those reasons are: The “bureaucratic formalities, lukewarm approach by relevant ministries in decision-making, lack of priorities to forge closer relations. (till now, only one Pakistani embassy in Rwanda and t in Tanzania are open; further progress has not been located), and no political and ministerial visits from Pakistan nor any African countries”.

Pakistan can follow both China and India and its economic policies. The world is paying attention to the rapid development of China and India. India and China adopted socialist economies in the mid-twentieth century, but there was a big gap between them. As India moves toward a more traditional free market system, China adopts a command economy and sometimes uses capitalism. India and China are more likely enemies than allies when they finally become superpowers. It remains to be seen what effect this will have on the planet. Nevertheless, arguably, the most significant development in the world’s political economy of the 21st century will be the rise of China and India. Ethiopia has historically traded with India, and the two countries remain close; despite its sizeable Muslim population, Ethiopia does not have significant investment ties with Pakistan. On the international stage, Pakistan is known for terrorism and Ethiopia for famine. As a result, this image must change. Both Ethiopia and Pakistan have many issues that need to be considered. Ethiopia, with a population of 115 million, is an economic market to consider. So, we must encourage collaboration between educational institutions, science, and technology, capacity building, and training between Pakistan and African countries. The current government

established an implementation and monitoring cell in the PM's office to review progress daily. The delayed development is due to the Formalities of the bureaucracy, hesitant attitude to decision-making by relevant ministries, lack of priority in developing tighter relationships, and lack of political or ministerial visits from Pakistan or any African country.

He further added:

“Pakistani leadership and authorities must set their choices in the right direction. The African region has so much to offer if our ecclesiastical authorities and policymakers make the right choices and capitalize on them at the right time. We need to establish our relationship stronger economically, politically, socially, culturally, and educationally as Pakistan is an alumnus of thousands of African students. We must critically revitalize the region's social, diplomatic and political footprints while promoting sustainable ties”.

Pakistan supports Ethiopia's capacity-building and technical cooperation. It awards scholarships for short-term training in different fields, such as the annual diplomatic training offered by Pakistan's Academy of Diplomatic Relations. Pakistan also suggested training Ethiopian experts in the banking, railway, and postal sectors. The gap that needs to be closed in building relations with African countries is that Pakistani leaders and authorities need to point their decisions in the right direction, decide and use them at the right time. With thousands of African students graduating in Pakistan, we need to strengthen our relationships economically, politically, socially, culturally, and educationally. There is an urgent need to revitalize the region's social, diplomatic, and political footprints while fostering long-term relationships.

Dr. Turghral Yamin, who participates in the interview said:

“Pakistan has deployed 5000 troops to Africa to build schools, parks, and hospitals, but this peace-making mission has returned without capitalizing on these contributions. Pakistan needs to redraft these peace missions and work to make the best of use rather than only wasting their effort. We should contact the Pakistani living there to capture the opportunities and use the best of their knowledge.”

Pakistan was sent to Africa to build schools, parks, and clinics, but this peacekeeping mission has returned without monetizing its contributions. In order to be more successful, Pakistan should strive to improve its effectiveness rather than wasting time, he said, to seize the opportunity and benefit from knowledge by contacting the Pakistani people who live there and social development on the continent. Many African students travel to Pakistan to earn a degree before returning home.

Dr. Farzana Yaqoob also said that:

“Pakistan needs to diversify its strategies by availing higher educational opportunities in many African countries and try to contribute to the social development of the continent.”

Pakistan needs to use this pool of resources to build connections between people. An inter-company connection can only be established if you use this information pool in the right direction and use effective inter-company communication techniques.

To strengthen the Ethiopian business community and increase its global competitiveness, the Deputy Director of the Ethiopian Chamber of Commerce and Industry and Pakistan's Ethiopian Ambassador, Jemal Beker, explored areas of potential cooperation. Ambassador Jemal said:

“The Ethiopian embassy in Islamabad is committed to playing a role in strengthening

Ethiopia's business community and supporting initiatives to make it competitive in world trade."

For Ethiopia and Pakistan to continue to enjoy mutually beneficial relations, Ethiopia has a diplomatic presence in Islamabad. The need to establish ties between the Ethiopian and Pakistani Chambers of Commerce and improve cooperation on investment, trade, tourism, and technology transfer should be accomplished. Ethiopia should work with the Pakistan Chamber of Commerce to help the private sector expand its capabilities, supply high-quality goods to the global market and support the national goals of economic growth. The Chamber of Commerce and the Embassy would work together for the mutual benefit of Ethiopia and Pakistan to promote Ethiopian trade, investment, and tourism prospects and study the Pakistani market.

In addition, according to Ambassador Abbas:

"The relationship between the two countries was established in 1973 by Ethiopian Emperor Haile Selassie and Pakistani Prime Minister Zulfikar Ali Bhutto. My country has a strategy to improve transport links and agricultural cooperation to q trade to \$ 100 million a year. Relationships must be strengthened immediately, especially in the field of education".

He was asked how certain countries are using the media as a weapon against Ethiopia. Ambassador Ababa confirmed the peaceful situation in Addis Ababa. He emphasized that there is no such thing as clutter, chaos, or turmoil. He advises the Ethiopian media to fight foreign propaganda. He says it is the norm in every battle. According to Ambassador Abbas:

"The Ethiopian media needs to connect with the global community in a language the target audience can understand. Using these methods, it can share the perspective of the local population and change the dynamics of the current one-sided media."

He referred to the Horn of Africa as one of the most unstable regions in the world. According to Ambassador Abbas, strengthening connections between people in the community will greatly contribute to long-term stability. Ambassador Abbas continued his relationship-focused conversation, praising the history and harmony of Ethiopia's rich religion. He expressed his hope that more Pakistanis would visit the sacred monuments of the country associated with the ancient Ethiopian shrines received by the first believers of the Prophet Muhammad (PBUH). This will be possible if the transportation links between the two countries are improved. Ambassador Abbas then spent a lot of time outlining the benefits of increased agricultural science and technology cooperation between Pakistan and Ethiopia. In all these respects, he believes the host country can learn from his own country. His Excellency asked his experts to travel to Pakistan to study which techniques are most beneficial to Ethiopia. The ambassador said they were instantly transferable and more competitive than their counterparts in China, India and even Europe (Korybko, 2021).

He further said that all developing countries are suffering from the problem of youth unemployment, and everyone can learn from China's achievements in this area. Pakistan's Ehsaas program is based on the Chinese model. His excellence offered to send banks, small business support organizations and poverty reduction experts to Ethiopia on television so that they could learn from the efforts of his country. Ambassador Abbas concludes by stating that Pakistan has full support and solidarity with Ethiopia's leadership. He praised the tenacity of the Ethiopian people and said they expected them to show their determination to other parts of the world. His Excellency sincerely hopes that the problems facing her country will be resolved soon. Thanks to the Look Africa Initiative, he is confident that this will be successful and that



bilateral relations will continue to grow (Korybko, 2021).

In interviews, Merera Gudina, a lecturer at the University of Addis Ababa, expressed her viewpoint.

“Pakistan and Ethiopia can have strong and robust people to people relationship by offering various scholarships to students of both countries, collaboration with various institutions, engagement in exchange programs and involvement in research institutions and different investments in this area. Furthermore, Pakistan and Ethiopia can exchange state officials for capacity building training. Only 5-10% Ethiopian has information about Pakistan rather know about it so Pakistan and Ethiopia should collaborate on different TV and social media programs and more business-to-business involvement”

Pakistan and Ethiopia can have a strong and robust people-to-people relationship by providing various scholarships to students from both nations, working with various institutions, participating in exchange programs and getting involved with research institutions and making various investments in this area. In order to enhance capability, Pakistan and Ethiopia can also swap state officials. Only 5-10% of Ethiopians are aware of Pakistan; hence Pakistan and Ethiopia should work together on various television shows, social media campaigns, and more business-to-business interactions.

"Pakistani leadership neglect has cost a lot in reach and dividends in regard to ties with Ethiopia, Eritrea, and Djibouti that may be a viable approach and could benefit through a proactive strategy," said Ambassador Ali Javad, assistant secretary for Africa at Pakistan's foreign office: In order to reinvigorate interest in the business community, Ambassador Ali Javad stated that "The business community of Pakistan must reach out to the African region, particularly the

Horn of Africa, through networking exercises, different conferences, and different events.

“Through this trilateral partnership, Pakistan's business community may expand its presence in Ethiopia, which is now China's, Europe's, and India's largest investment hub. By doing so, Pakistan will be better equipped to compete globally and expand its market”

## CONCLUSION

Pakistan has recognized the immense potential in strengthening its relations with African countries through its "Look Africa" policy. While historical and religious similarities have laid the foundation for friendly relations between Pakistan and Ethiopia, the trade volume between the two countries remains relatively low. Pakistan has the opportunity to enhance its presence in Africa by leveraging the continent's economic progress and regional cooperation initiatives. The African Continental Free Trade Agreement and the growing interest of global powers in Africa highlight the importance of Pakistan's engagement in the region. By prioritizing economic collaboration and market diversification, Pakistan can transform its bilateral ties with African countries into fruitful economic partnerships. The implementation of the Look Africa policy and Pakistan's commitment to democratic stability will be key factors in capitalizing on the African opportunity and enhancing mutual benefits for both sides.

## Unleashing Potential: Transformative Recommendations for Pakistan-Ethiopia Collaboration

- Pakistan should take concrete policy changes to robust its relations in sense of growth.
- Pakistan needs to develop a stronger scheme in “Look AF plan” to attract not

- only Ethiopian but investors from all over the AF continent.
- The scheme should work both sides to forge stronger relations, promote economic growth, strengthen social and cultural ties, knowledge and awareness about both sides.
  - The surest way to promote trade between both states is to build potential and producing products that could compete in international arena and attract exports.
  - Export diversification is an important part of global trade it needs an effective strategy.
  - The Ethiopian trade policies, exports strategies developed over time and dilute and hamper the effectiveness with time. Pakistan can learn to hamper the strategic effectiveness from Ethiopia.
  - To strengthen its relationship with AF continent Pakistan should work on to increase inactive ministerial commission and regulates the officials' visits.
  - Arrange seminars, exhibitions, trade forums and research base programs between both regions especially between Pakistan and HOAF (Horn of Africa) to fully benefited from its strategical importance.
  - To build good will by sending more humanitarian missions to Ethiopia.
  - For stronger bilateral relations, Pakistan foremostly needs to Robust its relations in a meaningful and productive way with Eritrea, Djibouti and Ethiopia to make its room in Horn of Africa.
  - Ethiopia is a very vast and one of the biggest markets in East Africa, largely ignore by Pakistani exporters, which is a hub of trade liberation and investment from all of the Globe. Government of Pakistan should implement Look Africa policy in its original potential to get benefits from it.
  - By investing in already established SMEs, Pakistan and Ethiopia help each other to increase its income generation, which has generally declined in recent years due to lower oil prices.
  - Pakistan and Ethiopia both needs help to increase its export potential. Ethiopia, which is heavily dependent on European countries, is allowed to import rice and textiles. To take advantage of Ethiopia's potential as a grain and textile market in Pakistan, Pakistan should not abandon it, but instead take advantage of the positive relationships it already has with Ethiopia.
  - Pakistan's proximity to Ethiopia allows it to try to reduce its dependence on Europe. China is Ethiopia's main trading partner and the alliance has emerged as Pakistan's largest investment in developing new trade routes.
  - Pakistan can seize opportunities to create new sectors and strengthen existing ones by providing services and emerging with other companies. Like China, Pakistan can send and train qualified personnel.
  - Both states should arrange training program, with the support of regional authorities and interest groups, strive to promote peace and stability.
  - Pakistan has effectively acquired a benevolent image through its diplomatic and economic engagements. Now it needs to be strengthened and taken to a new level through effective implementation of the Look Africa Policy.
  - By promoting the integration of the media and fashion industry with Ethiopia, Pakistan must take significant steps to improve its position in the Ethiopian market. Several actions can be planned to spread the new perception of Pakistan around the world.

- Military and maritime cooperation could be strengthened and influence a compelling strategic line between the two countries. This can lead to knowledge sharing, defense contracts, and financial investments.
- Tourism offers unrivaled opportunities for future conversations. It could be the best way to discover and develop unmatched trade and business opportunities between Pakistan and Ethiopia.
- Ethiopia is one of the hot spots for Pakistani pharmaceutical companies. Pakistan in particular can offer its know-how in the fight against dengue fever and malaria.
- By establishing cooperative cricket leagues and clubs, Pakistan and Ethiopia can take steps to promote cricket and improve cooperation. Together, we expand the possibilities of investment and cross-cultural exchange.
- Participation in CPEC and prospects for investment in the tourism sector could open up new opportunities for Pakistan and Ethiopia.
- To maximize bilateral investment and future cooperation, authorities should pay attention to business groups in both countries.

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