



Opening Speech

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Director Information and Communication

**African Journalists and Editors Training IN THE Context of the 50th
anniversary and 21ST Summit of the African Union**
Addis Ababa, Ethiopia
18 May 2013

**Mr. Arne Schildberg, FES Resident Representative to Ethiopia and the
African Union,**

Dear colleagues,

Dear All,

I am delighted to be here today on the occasion of the media training. It is my pleasure to welcome you all and thank you because of your commitment to the African Union and to continual and constant reporting on African Union and African development issues in general.

Let me start by thanking my partner and colleague, Arne, who is working hard to not only make this activity happen, but to sustain it and make it adopted by other partners of the African Union, namely the European Union and the Embassy of Canada, to whom I extend my very warm thanks. I recognize their efforts and applaud them as true partners in African media development.

Our workshop today is organised in light of the 50th Anniversary and the 21st Summit of the African Union (AU), undertaken under the theme "Panafricanism and African Renaissance": A very high moment in the history of our continental organisation and in our integration process.

This is the sixth training session organised jointly by African Union Commission Directorate of Information and Communication (AUC DIC) and Friedrich-Ebert Foundation (FES) since collaboration started in 2010. This

time the training is implemented with the support of the European Union (EU) Delegation to the AU and the Embassy of Canada, two more good partners, to whom I again extend my very warm thanks.

Fifteen journalists and editors from Zambia, Senegal, Tunisia, Burkina Faso, South Africa, Ethiopia, Germany, UK, are gathered in Addis Ababa. Receiving you and Working with you is also part of our mandate.

You will be addressed by Dr. Martial De Paul Ikounga, Commissioner of Human Resources Science and Technology, who will give you all information on AU Pan African University, a continental project that aims to drive African toward more integration.

You will also have the opportunity to be briefed on Peace and Security issues by the Secretary of the Peace and Security Council, Dr. Admore Kambusi. I will also introduce to you the work the DIC is performing to improve the provision of services and information for journalists. I hope that the discussion that will follow will allow us to gather more ideas and best practices to better assist you doing your work, and help us to correct the image of Africa and raise more awareness about its vision and missions.

Dear colleagues,

This media training that falls under the framework of the DIC activity and the AUC strategy of Communication and advocacy, aims as you may know to built African media capacity, to increase and improve the coverage of the AU summit and topics of and around the AU in African media. Furthermore, we conceived it to provide a forum for networking and exchange between the participants and the African Union Commission Directorate of Information and Communication (AU DIC).

Our objective is to engage African media on how they can strengthen the African voice, and to tell the African story with an African perspective, while keeping on the radar professionalism and ethics.

You are most welcome at the African Union headquarters at a very special moment when we are celebrating our golden jubilee and while we are paving the way for success for the next fifty years.

My last worlds would be to ask you to accompany us in this endeavor to make Africa a better place for its people and the African Union a people centered Organisation driven by its own citizen.

Thank you.