

COMPANY PROFILE



LUCHE MULTIMEDIA
PRODUCTION

Future Film

Documentary Film

TV & Radio Commercial

Branding

Event Organizer



+251911 468214

www.lucheproduction.com

www.facebook.com/lucheproduction





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Company Profile

Luche Multimedia Production is a private licensed company which was established in 2010 and is based in Addis Ababa. Luche Multimedia provides creative and credible services to a wide range of clientele ranging from local to international organizations working across Ethiopia.

The company makes documentaries, local feature films and advertisements for television. In addition, Luche Multimedia offers graphics design support and event planning/organization services.

The company utilizes state-of-the art technology and equipment, with a team of highly qualified, innovative and competent individuals, Luche Multimedia boasts a solid background in multimedia operations.

At Luche Multimedia, 'customer is the king!' The Luche Multimedia team understands that quality output is based on building strong consultations and partnerships with all clients.

Luche Multimedia is conscious about clients' financial preferences and hence offers attractive packages, quality coming first.

Our experience in the fields of agriculture, food security, nutrition, health, and other related issues have helped us become one of the most successful and competent documentary making companies. We have made exemplary productions to dozens of well-known local and international non-governmental organizations, and the following are the ones that have their projects documented well by Luche Multimedia Production.

So far we have produced different productions and event organized for Selam Children's Village (NGO), UNIDO, UNDP, Send a Cow Ethiopia (NGO), Sasakawa Africa Association, (NGO), World Food Program, Christian Aid, National Network, Habesha Cement, Africa Vacation Club, Ethiopian Drug Control, Sind Work Scientific Computing, Selam Awassa Business Group, Tesfa General Metal Work, Fasil Engineering, AEEG, Kaleb Service, Meklit Real Estate, Sida, Tesfa-ilg, Volvo, Renault Sintec, Egust and different feature movies for different clients.



Luche Multimedia is reliable, credible and affordable!

We are very competitive in our bid pricing and you will be very pleased with our pricing scheme.



BRIEF BIOS



Yonas Luche:
**CEO at Luche Multimedia and
Overall Productions Manager**

Ato Yonas is the Manager and Film Director. After working on a variety of documentaries for local and international organizations based here in Addis Ababa, Ato Yonas founded Luche Multimedia as a fresh and innovative company that seeks to elevate standards of media and graphic productions in addition to event facilitation. Through previous professional engagements, Ato Yonas has built strong networks with local and international clients thus maximizing skills acquisition and credibility for Luche Multimedia. Ato Yonas strives for Luche Multimedia to become a leading media and events company that meets the demands of customers by offering affordable yet quality services.



Aman Kiros:
**Consulting Advisor/
executive marketer**

Trained and graduated in marketing field from Adama University, Ato Aman is a good marketer and creative project developer. Besides, he also works as production manager. His role in this endeavor includes supporting the program with a very high commitment. Ato Aman also undertakes associated duties including grand-opening flow supervision (venue enhancements and client satisfaction); as well as co-organizing the post-event week of promotions fun activities.



Edie Zachs:
**Consulting Advisor/
Executive Promoter**

Trained in campaign strategy, Miss Edie Zachs is an experienced researcher and creative writer. She bears a strong background in print and electronic media promotions, including social media. Her role in this endeavor includes supporting background research through communication with her vast and diverse network of international community members. She also compiles the initial documentation such as this proposal. Moreover, she is the leading consultant on matters of written content to be displayed on the website, social media pages, Miss Edie also assists with ideas on visual content such as the promo short clip, picture selection for the website, design lay-out for the and give-away booklet. She also works as narrator.



Nebiyu Tekle: **Communications Support**

He has earned an MA in Educational Research and Development, a BA Degree in Foreign Language and Literature - English, and a Diploma in Marketing Management; all from Addis Ababa University (AAU). He also has diplomas in French language, Fund Accounting and Grant Management, SPSS, and other computer application courses like MS Word, MS Excel, MS Access, MS PowerPoint, and MS Publisher. He currently handles the communications support of the company as he has been working in different organizations as an English/French teacher, editor, translator, interpreter, proceeding writer on nutrition, agriculture, reproductive health and other related issues.



Asamenew Lema: **Marketer**

He has earned Bachelor of science in management information system from Unity University College, Ato Asamenew Lema is a good marketer and creative project developer. His role in this endeavor includes supporting the program with a very high commitment.



Abebe Gedamu

He has earned Degree in Journalism from Addis Abeba University, And Diploma in print Journalism from Ethiopian mass media Training institute. Ato Abebe Gedamu is a good journalist and creative. He has been working in different organization effectively.



Methodology

1. Film production methodology

Typically, a film project is structured around a sequence of steps and regular feedback/approval cycles. Our clients' level of engagement may vary depending on the organization's internal resources and the depth of involvement it wishes to have at the different stages of the project. The following steps structure our film production, from initial concept to delivery.

1.1 Discovery meeting

The discovery meeting is the first step to launch the project. Its objective is to

- confront ideas,
- ensure a good understanding between our client and the production team on objectives, possibilities and limits, expectations and constraints etc.
- take the dialogue initiated by the initial request and proposal to the next level and guides the whole development stage.

1.2 Development

The development stage is the occasion to finalize the general concept that will guide the project. It implies research and exploration of a small number of implementation alternatives to define the film's universe. The research phase of the project consists in agreeing with our client which type of rendering works best for the project's objectives.

The Film's constitutive elements are defined and agreed upon to guide the production stage. These are

- A script
- Voice over text and
- A storyboard

Art Direction and story line decisions are validated at this stage.

1.3 Production

The production stage consists in gathering all raw materials that will be used to compose the Documentary. It includes

- selecting the archive material,
- producing the animation material,
- Filming or other video material,
- recording voice over and soundtrack.

Once the production stage is completed all building blocks of the documentary are at hand and ready to be assembled as a coherent whole.

1.3 Post-production

The post-production stage consists in putting together all film/ Documentary/ elements to compose the final edit.

These are

- Audio synchronization,
- Voice over integration,
- Titles and subtitles insertion,
- Color corrections, and other final touches will achieve to give birth to a unique product.

Once finalized the project is exported to the appropriate formats (e.g. for large format projection and/or online viewing) and made ready for delivery.

1.4 Delivery

Once the film is approved as final and exported to the required formats it is delivered to the client on a physical medium (DVD, USB drive...) or via a large file upload/download service.



2. Materials

We use the highest quality equipment available to make professional output. Our staff are trained by the most respected technical schools and have many years of experience in various media medium. The company tries to make best picture quality and cinematography.

2.1 Video Camera

- Black majick 6k 2 pieces
- 5DSR Canon Camera
- Mark IV 4K Canon Camera
- Drone DJI Mavic Pro
- Sony 3cymos HD Camera 1210058
- Nikon D3200 Photo Camera
- Sony Digital Photo Camera

2.2 Voice Recorder

- Zoom Handy Recorder H6N with Boom microphone

2.3 Software

- Adobe premiere 2020
- Adobe pro
- After effect 2020
- Cinema 4d

2.4 Other studio materials

1. Reflector
2. Panasonic digital video camera NV-MD 9000EN
3. Sony video camera mod-DCR-HC32E
4. Sennheiser microphone
5. Three editing machine's. one Mack
6. WD external hard discs (one terabyte, sex pieces)
7. DVD Burners (plextrol)
8. Lacie cd copier S.NO-0960610030037ER
9. Surrounding sound system
10. Canon IP 4840 printer
11. Terratec digital converter S.NO-329020259
12. External cd-rw drive mod.LXR-40243A
13. Tripod (4)
14. Editing tables (2)
15. Lights (2)
16. Two microphone with stand
17. Extension power cable
18. DVD Player
19. TV Mod. 15E08
20. Toshiba laptop
21. Pc Mate ups Mod. PC MATE 6000
22. 22. Camera Crain
23. Camera Gimbal



3. Staff/Crew

We have well trained and experienced staff who could handle the given duty. The company works with two editors, two camera men, scriptwriter, film editor, narrators, light & sound man, and production manager. In addition to the above, freelance/pat time employees who are given short term contracts based on the need at hand.

3.1 Film Production Crew

The crew in the production company out of twelve workers seven of them are permanent workers and the rest works on project base.

Yonas Bogale: Director and cameraman, diploma in film making, with ten years experience

Frezgi Sultan: Cameraman, associate degree from Los Angeles City College film program

Kirubel Getachewu : Assistant cameraman, diploma in film making with four years experience

Samuel Melese: Editor, diploma in film making with six years experience

Sisay Workineh: Light and soundman, diplomas in film making and in Architecture

Samuel Dawit: Lightman, diploma in film making, with ten years experience

Amiro Girma Assistant cameraman, diploma in film making with four years experience.

Atkilt kassa Production Manager

Raey Yilma editor

Mahlon Lule Graphic designer

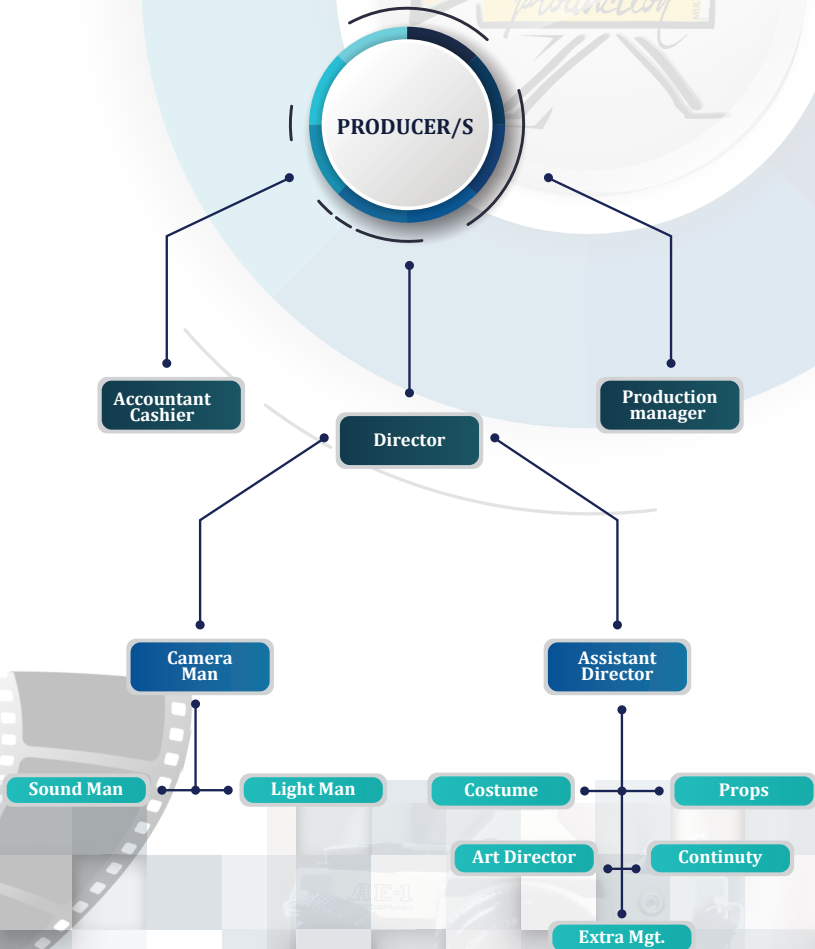
NB: All the sound truck and voice recording will be done in our audio recording studio

References

1. Yared Shumete From UNDP +251913042702
2. Beza Abakano From Selam Children's Village +25111374277
3. Zekariyas Getahun From Sasakawa Africa Association +251987285467



Structure



Remark: This structure mostly works for film production. Some crew members can be added accordingly and may require reconsideration of the structure.



Editing room

UNDP RURAL ENERGY TECHNOLOGY

Empowered lives.
Resilient nations.

On set msh/SCMS / Documentary

On Set Selam children's Village

WORLD VISSION Documentary

On set amref Documentary



On set Melkam Set Movie



On set Mihret Movie



On set Renault Company



On set Volvo Company



On set Sweden Embassy



On set Sasakawa global Documentary





On set Japan Embassy



On set MSH Tv Add



On set SAA international meeting

Conference on Postharvest & Agro-Processing Extension



Financing for inclusive & sustainable industrial development

ISID



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On set helvetas Ethiopia

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improving berries





On set Samidan video shooting in Norway Oslo

Audio recording studio

LOGO

ART WOK

Cameras

Some of our customers



On going events

- Ministry of water irrigation and energy Teaching material Videos
- Sasakawa Africa Association Covid 19 tv and Radio commercial

Up coming events

- Selam Swiss Boared 35 years Anniversary which is going to be held in Swiss and Ethiopia, Our company is going to do the event and the production.
- Sasakawa Africa Association documentary film in four countries Nigeria, Uganda, Mali and Ethiopia and our company is preparing for the documentary film.



HELVTAS ETHIOPIA
 HELVETAS Swiss International
 Helvetas House, P.O. Box 1100, Addis Ababa, Ethiopia
 Tel. +251 11 551 2222 Fax. +251 11 551 2222
 www.helvetas.org

Ref. No. 11/16/1/2016/2017
 Date May 20 2017

TO WHOM IT MAY CONCERN

This is to certify that Luche Multimedia Production was commissioned to undertake a 15 minutes production of documentary film from December 2016 to January 2017. The focus of the production was on documenting stories of five crossing challenges and the contribution of trail bridge technology to the improvement of livelihood of rural communities in four regions of Ethiopia, namely Amhara, Tigray, Oromia and SNNPR. Accordingly, Luche Multimedia successfully accomplished all activities related to trail bridge documentary, specifically pre-production, production and post-production works and delivered the completed 15 minutes production as specified in the request by the statement of work as well as within the agreed time frame.

Luche Multimedia Production demonstrated professionalism in its engagement with us. Hence it is my conviction to express our satisfaction with the performance of the company and recommend it for similar engagements with other organizations without reservation.

Best regards,

 Alan Bunting
 Director, Technical Support
 (HNRI) Luche Multimedia Production

amref
 Addis Ababa, Ethiopia

Date: 25th November, 2017
 Ref: ETCC/Adm/eq/99/17

TO WHOM IT MAY CONCERN

This is to certify that Amref Health Africa has worked with Luche Multimedia Production that produced documentary film for Gambela Emergency Project as per our need.

In reference to our recent working relationships with the company, we hereby confirm Luche Multimedia Production is a recommendable service provider for its satisfactory performance, quality of services, and timely delivery.

This letter is issued in response to the request by the company.

Best Regards,

 Abayou Goshu
 Human Resource and Admin. Manager

Amref Health Africa, Ethiopia P.O. Box 1100 Addis Ababa, Ethiopia Tel: +251 11 551 2222 Fax: +251 11 551 2222 www.amref.org

msh
 Stronger health systems. Greater health impact.

Date: Feb 20 16
 Ref # 0.134/16/MSH/E

To whom it may concern

This is to certify that Luche Multimedia Production has successfully produced six television and radio public service announcements for the Ethiopian Health Insurance Agency under the guidance and supervision of Management Sciences for Health (MSH) Ethiopia.

The production company has showed strict discipline, flexibility and professionalism and we are satisfied with the performance of the entire crew.

The final sets of the PSA are produced with high quality and we are delighted to have worked with them.

Hired Employee
 Regional Campaign Director

Management Sciences for Health (MSH) - Tel: +251 11 570 00 00 Fax: +251 11 61 61 70 www.msh.org
 Physical address: Bole 5th City, Kotebe 01, House No. 783. e-mail address: P.O. Box 1143 GDS, Add. Ababa, Ethiopia

SELAMAMH
 Kinderklinik und Ausbildungszentrum in Äthiopien

101 AND CHARITY WARTZBERG
 Altmühl-Strasse
 Director
 94761 Untermerzbach, D
 Germany
 info@selamamh.de

April 2, 2018

Recommendation Letter Luche Multimedia Production, Addis Ababa

To whom it may concern:

It is my pleasure to be writing of this recommendation letter to Luche Multimedia Production company who produced documentary film, magazine and other products.

In Luche Multimedia Production we completely professional and serious company for additional reasons to work with. The crew is reliable, patient, successful and incredible hardworking days possible and provide us better value for money. The company's attitude and organized methodology that allows plenty of room for artistic freedom was a great way to work. So we for company was completely professional of interest.

Regularly Luche Multimedia Production find to work about needs in SCV. As reference I like to mention just 3 "services", where Selam Charity Institute of our directly included:

- The Institute "10 years of Selam" with 141 pages from 2011, which was completely developed, designed and organized by her friend
- A 3 minutes movie about Selam, which we are using for our 2017 investment website www.selam.de
- Annual 20 High quality photos used for a photo-exhibition at our 30 years celebration in Wittenberg (Germany) in 2016

I can warmly recommend Luche Production for any type of visual communication. Feel free to contact me, I will be in Ethiopia from April 4-8, and can be reached by 0049 147 814

Best regards
 Yours

Seiner Kinderklinik SELAM - Bild-Multimedia 11 - GbR 04222 94, www.selamamh.de, www.selam.de, Multimedia-BS-04222
 Betriebsleitung Zucht-Konzeptionsstr. 8914 2, 94761 - 94761, DE 7907 23084 222667 - 8045 0146 2075 01 013 330 11040



SASAKAWA AFRICA ASSOCIATION
 SAA Africa Office
 C/o UNICEF, Central Building, P.O. Box 265 Sub-City
 Kaldiya II, P.O. Box 28153 Code 1000
 Addis Ababa, Ethiopia
 TEL: 251-11-647-7071 / 647-7979 Fax: 251-11-647-7066

January 15, 2004

To Whom It May Concern

Re: Luche Multi-Media Production recommendation letter

It is my great pleasure to write this letter in support of Luche Multi-Media Production and its coordinator Mr. Yonas Bogale.

Luche Multi-Media Production has been collaborating with our organization Sasakawa Africa Association for the last five years. Every time we have collaborated with this Production and its professional team, Luche Multi-Media has always delivered outstanding production with an enthusiasm and work ethics of the highest professional order. To provide one instance, our organization, organized an international conference on GOODHARVEST AND AGRO-PROCESSING (GRAP) EXTENSION at I Lake Conference Hall, Hala Belay, Haremaw, SPINTEL, Ethiopia, from 24-26, June 2003. I can attribute one major success of the conference to the Luche Multi-Media team which covered the whole event from the outset to the end with relentless consistency even to the recognition and acknowledgment of our distinguished Managing Director Dr. Juliana Revularwan during her closing speech.

Besides, Luche Multi-Media Production was treated with producing the video documentary pertaining to the theme of the above-mentioned conference and which was screened at the opening. This documentary has been his seventh collaboration with our organization, whose quality of production always results in time.

As Communications Officer of this organization, I know first-hand Mr. Yonas Bogale and proudly recommend him and Luche Multi-Media Production as a perfect selection for your establishment. I am happy to furnish more details if you would like additional information.

Yours sincerely,
 Zerkeneh Chelomo
 Communications Officer
 Sasakawa Africa Association / Sasakawa Africa Fund for Extension Education



Sasakawa Global 2009 initiative founded in 1986 by Norio Sasakawa, Larry Castro and Reynolds Sasakawa

FCM FASHI GENERAL MACHINE AND METAL WORK
 የፍላጎት ማሰባጀትና የፍላጎት ፈጠራ ማድረግ
 P.O. Box 10000
 Addis Ababa, Ethiopia
 Tel: 011-552-0004
 Fax: 011-552-0001

To whom it may concern

I wanted to thank you on behalf our Company for the incredible level of creativity and professionalism that you and the entire crew demonstrated during our recent documentary film.

It was clear from the onset that Luche Multimedia Production was the ideal partner for our project since you were able to conceive, strategize right from the onset. By asking intelligent and insightful questions, you were able to quickly put a solid plan together that was clearly signed within our budget. Luche Multimedia Production far exceeded our expectations and delivered a final cut that accurately and creatively depicted our product. When we previewed the video at our event, the crowd instantly understood the product and felt connected simply by the way we got our point across.

I look forward to working with you and would highly recommend your firm to any company looking for first-class production support.

Sincerely,
 Yonas Bogale




VMP
 Video & Multimedia Services

Luche production
 Addis Ababa
 Ethiopia

Ref: No/0002013
 Date: October 27, 2013

In Letter of appreciation

On behalf of VMP Nutrition Africa, I would like to thank you and appreciate the work you have done on making our documentary film on the event of "one day for Ethiopia street kids". We are very satisfied and happy with the quality and beauty of the pictures, the video, the editing as well as the perfect timing on which you were able to deliver for us. We look forward working with you again, and we wish you all the best on your upcoming work with different organizations.

Thank you

Best regards



THIS IS TO CERTIFY THAT


YONAS BOGALE

has successfully completed a training course in

Video Editing

run from September 2 - 6 2002 by Big World


The course syllabus included: camera operation refresher and on-camera presentation, computer operation, logging and selection of shots, digitizing footage, using editing tools, assembling shots on a timeline, trimming shots for pace and style, adjusting sound, adding cutaways and transitions, creating captions, recording programmes to tape and maintaining records of the project

Signed on behalf of Big World: 
 Andrew Boyd
 Facilitator

Big World is a new specialist UK charity using information and Communications Technologies (ICT) to meet the information needs of the poor in the developed Third World.

www.bigworld.org Tel: Europe +44 (0)145 458 0205. Direct helpline: +44 (0)20 710 1111.
 Mail: 10 Southwick, North Park, Pinner, Middlesex, Surrey KT16 9TB, UK






Vocational Training & Appropriate Technology Production


Ref No: SAB/2013
 Date: 04/04/2013


To Whom It May Concern

Luche Multimedia production has been the lead graduation movies and graphic design for our company over two years. During that time Luche Multimedia production has proven to be an invaluable asset to our organization, continuously raising the standard for quality and creativity.

Luche Multimedia production was originally contracted for graduation ceremony document, but immediately showed the skill and interest to take in all production-related responsibilities. Some of those responsibilities included: director, videographer, graphic designer, and video editor. I feel that we barely utilized all of his talents. On a personal level, in closing, let me re-assert that Luche Multimedia creative talent and production would make a tremendous asset to your company. If you have any further questions with regard to his qualifications, please do not hesitate to contact us.

Sincerely,

AGEN GEMAY
 General Manager of SABCO.







National Network of Positive Women Ethiopians

Date: 04/04/2013
 Ref No: WAWPE/2013/01

To Whom It May Concern

National network of positive women Ethiopians (NNPWE) is an umbrella organization of 28 positive women associations operating in all regions of Ethiopia. The overarching goal of the network is to make a genuine contribution to mitigate the multifaceted effects of HIV/AIDS through greater and meaningful involvement of women living with HIV/AIDS and their associations. The major programmatic area of the organization is to advocate for the right of HIV positive people to ensure their problems and needs are addressed in the national health policy and different legislations.

Luche multimedia Production is by far one of the most talented and creative video professional producer. We have had the pleasure to work the firm. The company has demonstrated a unique ability to look beyond the everyday and see creative opportunities in any assignment. Luche multimedia Production produced a documentary film for our network association with an extraordinary accomplishment. This would not have been possible without the generosity, guidance and excellent professionalism. The owner and director of the patient and excellent professionalism. The owner and director of the patient and excellent professionalism. The owner and director of the patient and excellent professionalism.

Sincerely,



Tel: +251 116 872 641 Fax: +251 116 872 646 Email: nnpwe@ethiomet.net
 +251 116 872 642 P.O. Box: 1736 Addis Ababa Website: www.nnpwe.org



Send a Cow - Ethiopia

Registered International NGO

Ref: SAC/2013/02/011

To Whom It May Concern


We had contracted Luche Multimedia Production from 2011 to 2013 to record and produce documentary film that could demonstrate Send a Cow Ethiopia's work at different project sites. We hereby testify that Luche Multimedia Production had demonstrated its expertise to our satisfaction. We take this opportunity to thank Ato Yonas Begele, the Manager of Luche Multimedia production, for his commitment, hard work, and good character while he was working with us.

Best Regards,

Yonas Begele
 Communications and Marketing Coordinator



We work to build strong rural communities through partnership
 240-548 - city Addis Ababa and Harar and Hargeisa - P.O. Box: 23, 41/2 Addis Ababa, Ethiopia



Ref. No: PE/CRM/01/2016
 Date: January 14, 2016

Recommendation Letter for Yonas Begele - Luche Multimedia Production

To whom it may concern:

Dear Sir/Madam,


PROJECT-E is a German non-profit NGO founded in 2007 in Heidelberg, Germany and registered as a design charity in Ethiopia in April 2013. Since its founding, the organization has been supporting young Ethiopian women from difficult socio-economic backgrounds. The main objective of PROJECT-E is to provide access to vocational training as a tool to fight poverty.


During various occasions PROJECT-E benefited from the services of Yonas Begele from Luche Multimedia Production. His services were used for public relation and fundraising purposes in Ethiopia and abroad, including the production of photos and short video clips of our beneficiaries.

Yonas Begele was always very supportive, understood the needs of PROJECT-E and showed a lot of creativity in his work. The coordination of his work always went very smoothly thanks to his excellent communication skills.

We are thankful for all the efforts Yonas invested into increasing PROJECT-E's promotion efforts in Ethiopia and abroad and recommend him to any other person in need of multimedia products.

We wish Yonas the best luck for his professional and personal future!

Yours sincerely,

Lenk Rohlschager
 Country Representative



PROJECT-E Ethiopia • P.O. Box 107084 • Addis Ababa, Ethiopia
 +251 116 361 301 • +251 102 102 735 • info@project-e.org • www.project-e.org



ETHIOPIAN GRADUATE SCHOOL OF THEOLOGY የኢትዮጵያ የግንዛቤ ስራ ስራ ትምህርት ቤቅ

TEL: 011-3751586, 011-371-0900 FAX: Box 24024 Code 1000 Addis Ababa, Ethiopia
Website: www.egst.edu.et Email: administration@egst.edu.et

Ref. No: EGST/Devel/2015/11
Date: 08/09/2015

Luche Multimedia Production

Re: Letter of Appreciation

We would like to extend our gratitude for a successful completion of the documentary film production and story booklet of EGST Maternal and Child Health Project in an efficient way. The professionalism and sincerity exhibited by your team deserve appreciation. Once again we would like to congratulate your team for their job and wish that the same spirit will continue in the future.

Sincerely,
Dr. Gashu Ababeh
Head of Department
& Communication

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Setting Quality and Integrity in Education and beyond

ኢትዮጵያ የኪነ-ምስክር ወረቀት ፎርም
EBEN-EZER LITERATURE & ART PROMOTION

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To Whom it May Concern

This letter of testimony is written to Ato Yonas Bogale, who is working in our organization as a chief editor.

He edits different dramas for Ethiopian Television consumption in three different languages (Amharic, Oromiffa & Tigrigna)

In addition to his duties, he contributed his professional inputs as a cameraman and event organizer.

Ato Yonas Bogale has a good skill in art and is creative enough to demonstrate drama works.

Thus, here, we would like to recommend him as an efficient individual professional and wish him success in his career.

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HELVETAS ETHIOPIA HELVETAS Swiss Intercooperation

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Ref: 11/2015/12/11/2015
Date: 20/08/2015

Luche Multi-Media Production
Assef Ababeh

Subject: Award Decision for the production of short documentary video

Dear Sir/Madam,

Congratulations. Having the weighted criteria considering the outlined details on bid document, the bid committee has completed its review of the proposals received from BIDDERS. We are pleased to announce that your proposal received the highest score. We will be contacting you soon to finalize a contract for the services demanded.

Thank you for participating in the bid process; we are looking forward to working with you.

With Regards,

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HELVETAS Swiss Intercooperation

SASAKAWA AFRICA ASSOCIATION SASAKAWA-GLOBAL 2000 - ETHIOPIA
Ministry of Agriculture
210, Bole 12711, Addis Ababa, Ethiopia
Tel: 251-11-662-8810-11 Fax: 251-11-662-8818

Ref: SA/2000/0087/6
January 15, 2016

To whom it may concern

LUCHÉ MULTIMEDIA is a private firm which had several contracts with Sasakawa Global 2000 Ethiopia to prepare documentary films in English and Amharic versions some of the work the firm has done include "Improved Agricultural Practices for Change and Promotion, Adoption, Scaling up of Multi-crop Thrasher in Ethiopia and "Improved Agricultural Practices for Change". The engagement required extensive field work. The firm demonstrated high professional skill, which we valued highly and appreciated very much.

SASAKAWA Ethiopia believes that LUCHE MULTIMEDIA PRODUCTION is a good professional firm in video production and editing. LUCHE MULTIMEDIA PRODUCTION has done a recommendable job for SASAKAWA Ethiopia. Thus, we will have no reservation in recommending the firm to a post that fits on its qualification and organizational abilities.

Sincerely,
Dr. Gashu Ababeh
Head of Department
& Communication

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Sasakawa-GLOBAL 2000 initiative founded in 1986 by Norstern Helweg, Hansy Carter and Ryszard Sasakawa



CERTIFICATE OF ACHIEVEMENT

HISA
HISABAN FILM PRODUCERS ASSOCIATION

TO THIS IS TO CERTIFY

Mr/Ms Yonas Begele

FOR COMPLETION OF FILM MAKING TRAINING
FOR 5 DAYS PREPARED BY
ETHIOPIAN FILM PRODUCERS ASSOCIATION
COLLABORATELY WITH TIM REED GROUP

ወይንስ ስታዲዮም ፕሮጀክት ማህበር
ዘይንስ ስታዲዮም ፕሮጀክት ማህበር
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ደ/ሀ ለርተርቲት
ለ-ፊደር ስታዲዮም ፕሮጀክት ማህበር
የተዘጋጀው ለአስፈላጊነት ማህበር
የሆነ ለስተዋዕል ማዕዘን

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APR 18 2016
#3

APR 20 2016
DATE

Amir
SIGNATURE

የምስክር ወረቀት

ሰለ ኦሲንት ማህበር
SELE ENAT MAHBER

CERTIFICATE OF AWARD

This Certificate is awarded to
Amir
in recognition of supporting
Sele Enat Mahber.

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APR 23 2016
#3 / DATE

Certificate of Participation

The United States Embassy in Addis Ababa, Ethiopia recognizes

Yonas Begele

for participating in the "Tentative Video Challenge" conducted during
Women's History Month 2016.

The U.S. Embassy's Public Affairs Section firmly believes in the importance of
raising awareness about the challenges facing women and girls in Ethiopia.
Your efforts to highlight key issues through video contribute to efforts to empower
women and girls to overcome these challenges.

Yvonne M. Diep
Yvonne M. Diep
U.S. Embassy Addis Ababa

SELAM
Children's Village

Certificate of Appreciation

Awarded to

Luche Multimedia Production

In Recognition of your Valuable Support to
Sponsor the Annual Selam Day which was
Celebrated on April 22, 2006.

Zenebe Tesfaya
Zenebe Tesfaya
Managing Director


Luche

We Work to Create a Better Life for Children


Editing room



UNDP RURAL ENERGY TECHNOLOGY



Empowered lives.
Resilient nations.




On set msh/SCMS / Documentary





On Set Selam children's Village



WORLD VISION Documentary



On set amref Documentary



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LUCHE MULTIMEDIA PRODUCTION



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