

Pan African Cross-Border Marketplace DizzitUp Joins Forces with Ethiopia’s Premier E-Commerce Platform Hello Market

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[DizzitUp](#) and [Hello Market](#) have entered a strategic partnership that is set to shake up digital trade in East Africa by granting Ethiopian merchants access to international markets. The landmark partnership that will also allow bill payment capabilities was announced during [the 2025 Web Summit held in Doha, Qatar](#).

The partnership will harness DizzitUp’s cross-border marketplace and cutting-edge financial technology alongside Hello Market’s strong local presence and customer base to create a seamless and efficient online shopping experience for consumers of Ethiopian products living abroad.

DizzitUp, known for its mission to empower small businesses across Africa by connecting sellers and buyers through innovative digital solutions, sees Ethiopia as a key market for growth. With Hello Market’s deep market understanding and established distribution network, the partnership is poised to drive economic empowerment, especially for small and medium-sized enterprises (SMEs) in Ethiopia. Through a blockchain-powered infrastructure, Dizzitup looks to have small businesses in all 54 African countries selling their products with instant payment capabilities enabled through a network of partners.

“Ethiopia is one of Africa’s fastest-growing economies, and we recognize the immense potential of its digital commerce sector,” said Solofo Rafenombolatiana, Founder & CEO of DizzitUp. “By joining forces with Hello Market, we are not only expanding our footprint in East Africa but also reinforcing our commitment to creating a more inclusive and borderless African e-commerce ecosystem. He pointed out the massive potential to increase trade for the Ethiopian diaspora looking to buy products from their home country.

There are over three million Ethiopian diasporas living abroad who managed to send over 6 billion dollars in remittances throughout 2024. Despite millions of SMEs operating in the country, their market access has largely been limited to in-country buyers thus far.

“With DizzitUp’s advanced technology and cross-border trade capabilities, we are poised to offer unparalleled service to Ethiopian consumers while opening new opportunities for local businesses to reach regional and global markets. This is a significant step forward in fostering digital trade in Ethiopia,” said Vincent Mountaga, CEO of Belcash Technology Solutions, the 17-year-old tech firm behind Hello Market.

Hello Market has been at the forefront of Ethiopia’s digital commerce revolution, providing local businesses and consumers with an intuitive and reliable online shopping platform. Currently, Hello Market hosts over 1,250 merchants and offers more than 50,000 listed products across various categories, catering to the diverse needs of Ethiopian shoppers.

About DizzitUp

DizzitUp is a cross-border African online marketplace dedicated to empowering businesses and consumers with innovative digital solutions. With a focus on financial inclusion and seamless transactions, DizzitUp connects African small businesses to local and international markets.

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Your Peace of Mind Market Place

About Hello Market

Hello Market is Ethiopia’s leading e-commerce platform, providing consumers and businesses with a robust online marketplace. Currently, Hello Market features over 1,250 stores and more than 50,000 products, ensuring a comprehensive and diverse shopping experience.

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