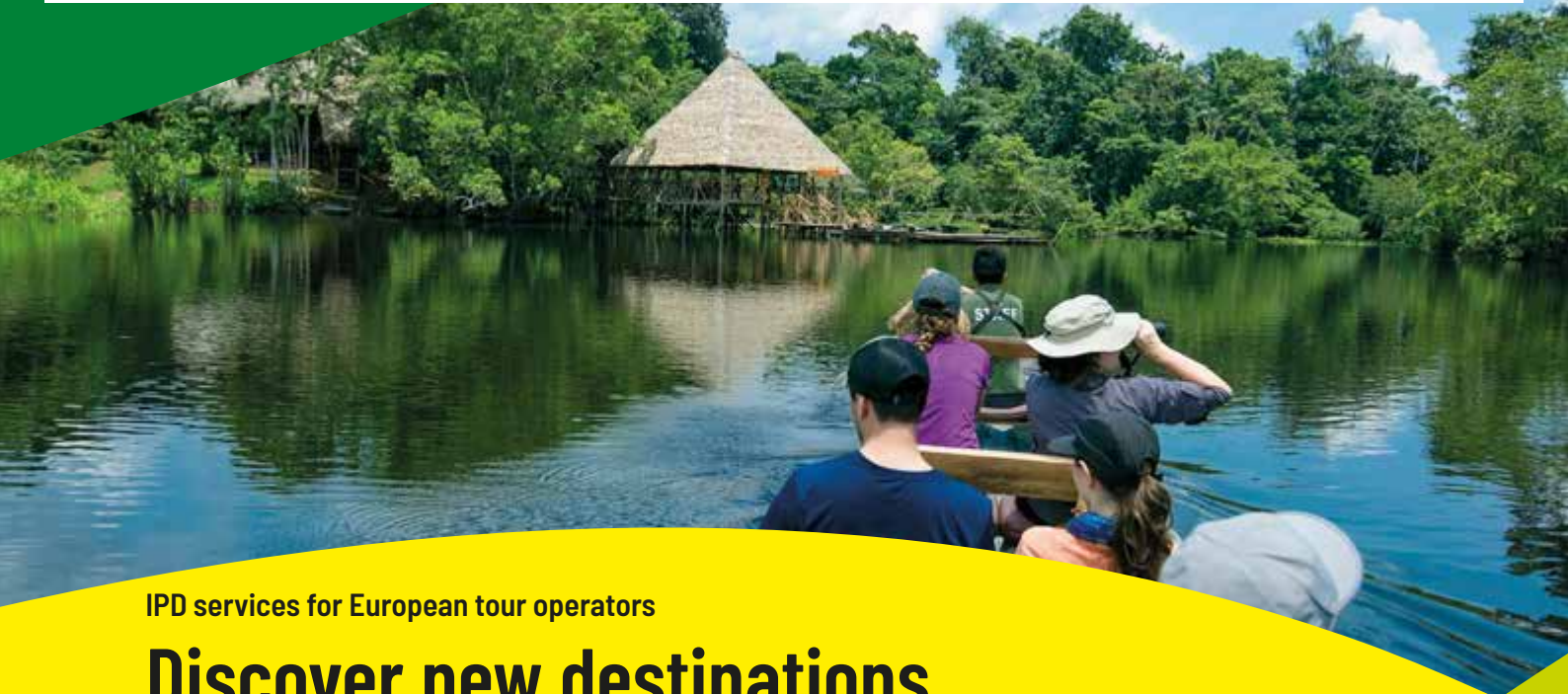




Federal Ministry
for Economic Cooperation
and Development



Partners in
Transformation
Import Promotion Desk



IPD services for European tour operators

Discover new destinations, find sustainable tourism offers!

Take advantage of the free offers from the Import Promotion Desk (IPD),
your tourism promotion initiative.

- Expand your portfolio with sustainable travel offers.
- Get in direct contact with evaluated tourism companies in selected partner countries.
- Win new customers with attractive destinations away from mass tourism.

We help you to establish sustainable trade contacts in tourism

More and more travellers are looking for a special holiday experience. As a tourism professional, you therefore need reliable partners and new destinations. The Import Promotion Desk (IPD) is here to support you with its expertise. We identify sustainable and exceptional travel offers in selected developing and emerging countries that will inspire your clients.

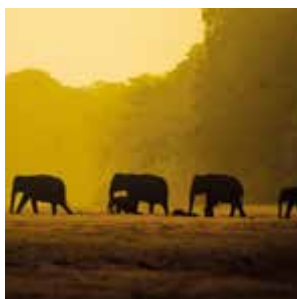
IPD Partner countries

- Ecuador
- Nepal
- Sri Lanka
- Tunisia
- Uzbekistan



Sustainable travel offers

- Community-based tourism
- Culinary tourism
- Cultural tourism
- Cycling & motorcycling
- Educational tourism & voluntourism
- Hiking & Trekking
- LGBTQ* travel
- Luxury, health & wellness tourism
- MICE, Incentives & Conferences
- Nature & ecotourism
- Religious tourism
- Water-based tourism
- Wildlife photography & birdwatching
- Women-only tours
- Eco-Lodges



Focus on sustainable tourism

Tourism is a growing economic sector worldwide.

Many travellers are asking for offers that are in harmony with the nature and culture of the host country. They want to travel in an environmentally friendly and socially responsible way.

As a tourism professional, you need reliable local partners to meet this growing demand for sustainable tourism.

The Import Promotion Desk (IPD) supports you in expanding your sustainable travel portfolio.

Discover the tourism potential of developing and emerging countries.

These regions are often unexplored or only visited by domestic tourists. They hold huge potential for the European travel market. This is where you can offer new and exciting products to your customers - off the beaten track.

In many partner countries, tourism is an important source of income. It contributes significantly to the protection of natural areas such as national parks. It also helps to preserve cultural heritage. Traditional customs and crafts are promoted through the interest of travellers. This creates future prospects for remote regions.

For the European travel market, these countries offer a special opportunity to meet travellers' needs for unique, authentic experiences and encounters.

Our services for tour operators

We provide you with reliable partners – customised to your product portfolio

Research, negotiations, quality checks - with IPD you reduce the cost and effort of searching intensively for suitable companies in the destinations and checking product quality.

Dealing with unknown suppliers is always risky. Therefore, IPD supports you in all aspects of this important task.

Find, check and prepare suitable partners

We are constantly looking for potential tourism companies for you in our partner countries. We check the companies and their products and services on the spot. We pay attention to criteria such as the quality and relevance of the products to the European market, as well as their social compatibility and sustainability.

In particular, we work with companies whose products and services strengthen local communities and create financial stability in the region. In our selection process, we are particularly interested in companies that are already implementing innovative environmental or social concepts. These are aspects that travellers across Europe are increasingly considering when choosing their destinations.

We carefully prepare the companies for the European travel market and advise them individually. To further develop their tourism products and services, we support them with trainings in sustainable practices. We also advise them on Corporate Social Responsibility (CSR). Meeting high social and environmental standards is crucial for us.

Thanks to these measures, the tourism companies in the IPD programme are optimally prepared for the European market, so that we can provide you with competent service providers.

Your advantage: IPD matchmaking

As part of our diverse matchmaking activities, we network you with selected providers of travel services, for example ...

- at trade fairs and roadshows in Germany and Europe,
- at virtual B2B events,
- on our exclusive FAM trips to the partner countries. You can see the quality and sustainability of the tourism offers for yourself on site.

Thanks to our preparation, you will meet reliable travel providers on all matchmaking channels who are familiar with the requirements of the European travel market. This means you can find the service providers you need for your business.





**Partners in
Transformation**
Import Promotion Desk

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An initiative of strong partners

The IPD is an initiative of the German Wholesale, Foreign Trade and Services Association (BGA e.V.) and sequa gGmbH – the development organisation of German industry. The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

The IPD is part of the “Partners in Transformation - Business & Development Network”, in which the BMZ programmes for economic actors are organised. The aim of “Partners in Transformation” is to promote socio-ecological and feminist economic transformation in the partner countries.

By promoting sustainable tourism, the IPD helps partner countries to build infrastructure, create jobs and increase income. As an employment-intensive industry, the tourism sector makes an important contribution to economic development and empowerment. This is development cooperation, from which you as a tourism professional can also benefit.

Get in touch with us.

We connect you with the right business partners.

Detailed information about the IPD and its services is available at:

www.importpromotiondesk.de



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