



Federal Ministry
for Economic Cooperation
and Development



Partners in
Transformation
Import Promotion Desk

Services for importers

Tap new markets, find reliable business partners

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

- All-round support in international sourcing – neutral, quality-conscious, and free of charge
- Direct contact with evaluated producers and service providers in selected partner countries
- Ongoing search for new suppliers and products for your corporate success



Your partner for sustainable business contacts

If you are looking for reliable business partners and want to develop new sources of supply, then the Import Promotion Desk (IPD) is at your side with its expertise. We identify suitable producers and service providers for you in selected partner countries.



We examine all companies intensively and put you in direct contact with these carefully evaluated suppliers and service providers. This enables you to build sustainable business relations that help you achieve your corporate objectives.

With an eye on demand

We specifically promote the demand-oriented import of products and services that European companies need for production and trade. The focus of our engagement is on these product groups:

- Fresh produce
- Natural ingredients for food, pharmaceuticals, and cosmetics
- Cut flowers
- Sustainable tourism
- Digital services & products
- Sustainable seafood



Promoting trade sustainably

Since 2012, IPD has been opening up access to the European market for small and medium-sized enterprises in selected developing and emerging countries. Our goal is to integrate these companies into global trade and contribute to sustainable economic development in our partner countries. This way, we form an important interface between development cooperation and foreign trade.



Our services for importers

We mediate suitable import partners for you – neutrally and free of charge

The international purchase of products, services, and raw materials is time-consuming and cost-intensive, and contact with unknown producers or IT providers is always risky. That is why IPD supports you in all aspects of this important task.

Find and examine suitable partners

We are continuously looking for potential suppliers and service providers for you in our partner countries.

In doing so, we pay particular attention to short and transparent supply chains and business relationships without middlemen. In this way, we support importers in meeting the due diligence requirements of the Supply Chain Act. We visit the companies on site and select them according to strict IPD criteria. In the process, we take into account compliance with high social and environmental standards as well as the factors of product quality, export potential and compliance with international standards and certifications.

We carefully prepare the companies for the European market, advise them individually and provide sales coaching and trainings on export-related topics. We also train our partners intensively in the area of environment, social, and governance (ESG) criteria.

Thanks to these measures, the companies in the IPD programme are well prepared for the European market, so that we can provide you with competent trading partners.

Your advantage: IPD matchmaking

As part of our diverse matchmaking activities, we network you with selected exporters and service providers, for example ...

- at trade fairs in Germany and Europe;
- at virtual B2B events;
- on our exclusive buying missions to the partner countries; or, at your request, we can take care of an individual mediation for you.

Thanks to our preparation, you will meet reliable business partners on all matchmaking channels who know what is important to European importers. This helps you get the goods and services you need faster.





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A powerful partner initiative

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

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

In line with our development policy objectives, we want to increase exports from the partner countries and to drive innovation and greater added value in order to create jobs and new sources of income for the low-income population.

This is development cooperation from which you as entrepreneur also benefit.

Get in touch with us.

We connect you with the right business partners.

Find out more about
IPD and its services:

www.importpromotiondesk.de



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