

Press information

Import Promotion Desk presents great organic diversity from 12 developing and emerging countries

Matchmaking for European importers: IPD supports organic producers at Biofach eSPECIAL

Bonn/Berlin, 28/01/2021 - Nearly 40 producers from developing and emerging countries will be presented to European trade visitors by the Import Promotion Desk (IPD) at this year's Biofach. This year, the world's leading trade fair for organic food will take place in virtual form from February 17 to 19. For the seventh time, IPD together with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), leading provider of international cooperation services, will present the wide range of organic products from developing and emerging countries under the motto "Organic Sourcing for Development". The import promotion initiative's free matchmaking services are open to all European importers: IPD brings together traders from Europe with producers from developing and emerging countries.

Many of the exhibitors at the shared virtual stand this year come from Africa: IPD supports organic producers from Egypt, Ethiopia, Burkina Faso, Ghana, Morocco, Togo and Tunisia at Biofach. They will show their wide organic assortment of sesame seeds, soybeans, shea butter, cashew nuts and peanuts, fresh and dried spices and herbs such as lemongrass, fennel, rosemary, hibiscus, turmeric and ginger, dried fruits such as mangoes and dried citrus peel. Dates and date syrup, paste and powder are a specialty from Tunisia. Producers from Ghana and Sri Lanka will present dried flowers of the butterfly pea as a speciality. The Butterfly Pea Flower is used to make the caffeine-free and popular blue tea.

In addition to the African exhibitors, IPD partner companies from Ecuador, Indonesia, Kyrgyzstan, Sri Lanka and Ukraine will present their organic portfolio. From Ecuador, for example, there will be flour and chips made from plantains and cassava, raw cane sugar, caffeinated guayusa tea and innovative amaranth-based products. Producers from Sri Lanka and Indonesia will give an insight into their range of coconut and cocoa specialties and their variety of spices, such as cinnamon, nutmeg, ginger and turmeric. Walnuts, walnut oil and walnut milk as well as plum products are regional specialties from Kyrgyzstan. Exhibitors from Ukraine put an emphasis on berries: They offer freeze-dried and frozen strawberries, raspberries, blueberries, blackberries, lingonberries, cranberries as well as elderberries at the virtual Biofach fair.

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Import Promotion Desk (IPD)

Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

The IPD fulfils a hinge function between small and medium-sized enterprises in selected emerging markets and developing countries on the one hand and European importers on the other. The objective is to integrate the partner countries into global trade, thereby contributing towards sustainable economic development in these countries.

IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, the IPD opens up new supply sources in the partner countries and assists them in the procurement process for specific products.

The IPD is currently active in 13 countries: Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kyrgyzstan, Colombia, Nepal, Peru, Sri Lanka, Tunisia, and Ukraine.

The IPD focusses on specific product groups: fresh fruit and vegetables, natural ingredients for foods, pharmaceuticals and cosmetics, technical wood, cut flowers and sustainable tourism.

IPD has been established and implemented by sequa gGmbH – the globally operating development organisation of German industry and the Federation of German Wholesale, Foreign Trade and Services (BGA.).

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Further information at www.importpromotiondesk.de.

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