

## Press release

### Long stems and large flowers: Reliable high quality produce from Ecuador and Colombia

Import Promotion Desk presents South American producers of cut flowers at the “International Floriculture Trade Fair”

**Bonn/Berlin, 04.10.2021 – For the first time ever, the Import Promotion Desk (IPD) will present a variety of cut flowers from its partner countries Ecuador and Colombia live at the "International Floriculture Trade Fair". The cut flower trade fair will take place from the 3<sup>rd</sup> to the 5<sup>th</sup> of November in Vijfhuizen, the Netherlands. After many weeks and many virtual meetings, an international trade fair located close to Amsterdam, is offering the opportunity to experience cut flowers once again – their colours, shapes and most importantly their fragrance – offering the opportunity to get in touch with exporters directly. The IPD will arrange contact with carefully selected exporters and supports the direct trade from Ecuador and Colombia at the event.**

The import promotion initiative will be presenting the products from nine South American companies at the international cut flower fair. Amongst which: rose producers from Ecuador will be showing their wide range of high quality products and will also be presenting their varieties of carnations, hydrangeas and callas. From Colombia, which to this point has been well renowned for its carnations, the IPD will present producers of hydrangeas, chrysanthemums, craspedia, gypsophila and cut foliage. These farms do not only offer high-quality cut flowers, but also offer extraordinary variety, including rarities of unusual cut foliage in addition to rare and sometimes even exclusive roses.

There are many small and medium-sized producers from both Ecuador and Colombia. These farms work highly professionally and are well prepared in terms of logistics. Both countries also possess the ideal climatic conditions for floriculture: equatorial sun, high altitude and the climate of the Andes, ensuring not only long, strong stems, but also large flower heads and intense colours. "Direct imports have many advantages," says Andreas Gemählich, IPD Expert for Sourcing + Markets. "The manageable size of the company simplifies direct exchange and alignment with customer demands. Additionally, direct trade enables good traceability and compliance with sustainability, ensuring social standards throughout the entire supply chain."

**IPD at “International Floriculture Trade Fair”: B3.20 (Hall B)**

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### **Import Promotion Desk (IPD)**

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

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.

IPD is currently active in 14 countries: Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Indonesia, Colombia, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine, and Uzbekistan.

IPD focusses on specific product groups: fresh produce, natural ingredients for foods, pharmaceuticals and cosmetics, sustainable wood products, 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.).

IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at [www.importpromotiondesk.de](http://www.importpromotiondesk.de).

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