

Press Release

Import Promotion Desk (IPD) welcomes Kenya as new partner country

First Fact Finding Mission for fresh fruits & vegetables very successful: Basil, thyme, rosemary and other fresh herbs

Bonn/Berlin, 30.06.2022 - Import Promotion Desk (IPD) expands its engagement and includes Kenya as the 15th partner country in its programme. On the first Fact Finding Mission IPD experts met promising producers of fresh produce. A total of seven companies were initially selected for the IPD programme. The import promotion initiative connects producers from developing and emerging countries with European import companies. At the IPD stand at Fruit Attraction fair, which will be held in Madrid from October 4 to 6, European buyers will be able to see what Kenya has to offer.

Kenyan producers will present fresh herbs, such as basil, thyme and rosemary, as well as fine beans, sugar and chili peppers. All producers in the IPD programme are carefully selected and meet the high quality and quantity requirements of the European market. "We are looking forward to working closely with Kenya and many interesting partners in the East African country," says Dr Julia Bellinghausen, head of IPD. "We are thus expanding our commitment in Africa and will be active in seven African countries in the future – in addition to Egypt, Ethiopia, Côte d'Ivoire, Ghana, Morocco and Tunisia, now also in Kenya."

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 15 countries: Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Indonesia, Colombia, Kenya, 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.

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