

Press Release

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

First Fact Finding Mission for cut flowers very successful: Roses, Alstromeria and a large variety of summer flowers

Bonn/Berlin, 30.06.2022 - Import Promotion Desk (IPD) is expanding its commitment and includes Kenya as the 15th partner country in its programme. On the first Fact Finding Mission IPD experts met promising producers of cut flowers. A total of six companies were initially selected for IPD's programme. The import promotion initiative connects producers from developing and emerging countries with European import companies. Kenyan producers will already be represented at the International Floriculture Trade Fair (IFTF) from November 9 to 11.

In future, IPD will be able to offer cut flower importers a wide variety of summer flowers from Kenya, such as Hypericum and kangaroo paws, in addition to roses and Alstromeria. The Kenyan offering complements IPD's existing supply from Ecuador and Colombia with additional varieties.

"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, Ivory Coast, 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.

Funded by

Implemented by



For more information please contact:

Import Promotion Desk (IPD)

Sandra Freiberg
Koordinatorin Marketing/PR
Phone: +49 (0) 228 90 900 81 63
E-Mail: freiberg@importpromotiondesk.de

Press Contact

Annegret Winzer
w communications
Phone: +49 (0) 30 23 99 72 14
E-Mail: a.winzer@w-communications.de

Funded by



Implemented by

