

## Press Release

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

#### First fact finding missions for cut flowers and fresh produce very successful

**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 Missions, IPD experts met promising producers of cut flowers and fresh produce. A total of 13 companies were initially selected for IPD's matchmaking program. The import promotion initiative connects producers from developing and emerging countries with European importers. IPD will present the new companies to European companies at the international trade fairs in autumn.**

"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. This means we 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." The fact-finding missions were also used to establish initial contacts with business support organizations (BSOs), i.e. Kenyan export promotion organizations. Together with the local BSOs, IPD aims to attract more companies to the IPD programme and to strengthen export promotion.

In the future, IPD will be able to offer European importers of cut flowers a wide variety of summer flowers from Kenya, such as hypericum or kangaroo paw, in addition to roses and alstromeria. The Kenyan offer complements the existing IPD offer from Ecuador and Colombia with additional varieties. Kenyan producers will already be represented at the International Floriculture Trade Fair (IFTF) from November 9 to 11.

In the fresh produce sector, Kenyan producers are expanding the range with fresh herbs such as basil, thyme and rosemary, as well as fine beans, sugar and chili peppers. At the IPD stand at Fruit Attraction fair, which will take place from 4 to 6 October in Madrid, international buyers will be able to get to know the offerings from Kenya.

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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, 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](http://www.importpromotiondesk.de).

### **For more information, please contact:**

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

Sandra Freiberg  
Coordinator Marketing/PR  
Phone: +49 (0) 228 90 900 81 63  
E-mail: [freiberg@importpromotiondesk.de](mailto:freiberg@importpromotiondesk.de)

#### **Press Contact**

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

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