

Press release

FiE Paris: Import Promotion Desk presents a wide range of essential oils, plant extracts, herbs and spices

Initiative for import promotion accompanies 13 companies from developing and emerging countries to the international trade fair – Booth: 7.2F50

Bonn/Berlin, 21.11.2022 – From 6th to 8th December, a wide range of natural ingredients can be found at Food Ingredients Europe (FiE) co-located together with Health Ingredients Europe (HiE) in Paris. This year, the Import Promotion Desk (IPD) brings 13 companies from developing and emerging countries to the 2-in-1 trade fair. The producers will showcase a wide range of essential oils, plant extracts, herbs and spices, e.g. patchouli-, citronella-, and vetiver-oil from Indonesia, kithul syrup from Sri Lanka and various kinds of chilies from Ecuador. Furthermore, IPD supports exporters from Ethiopia, Morocco, Tunisia, Uzbekistan and Ukraine in establishing trade relations with Europe. Thus, the IPD booth reflects the diversity of natural ingredients.

For the first time, a Moroccan exhibitor will be present at the IPD booth. Morocco as a new partner country complements the existing IPD offer with herbs and spices such as thyme, rosemary and lemon verbena. Furthermore, five Ukrainian exporters, which IPD is supporting as part of a special initiative of the German Federal Ministry of Economic Cooperation and Development by preparing them for the European market, will exhibit in Paris. In addition to medicinal aromatic plants, they also produce functional ingredients such as yeast extracts and the highly demanded sunflower lecithin. Companies from Ethiopia and Tunisia will be presenting black and white cumin, turmeric, ginger, mustard seeds and fenugreek. Two Uzbek exhibitors specialize in medical plants. Its offer includes e.g. johannis herbs, tarragon and yarrow.

IPD booth at FIE: 7.2F50

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

For more information, please contact:**Import Promotion Desk (IPD)**

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