

Press Release

Biofach: Import Promotion Desk presents great organic variety from developing and emerging countries

Over 160 organic products from more than 50 companies from 18 countries at the joint stand of IPD und GIZ

Bonn/Berlin, 12.01.2023 – Dried exotic fruits from Madagascar, macadamia nuts from Kenya, dates from Tunisia, cocoa products from Ecuador and birch water from Ukraine – these examples represent the great organic diversity from developing and emerging countries. Over 160 organic products from more than 50 companies are jointly showcased by Import Promotion Desk (IPD) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) under the motto “Organic Sourcing for Development” at Biofach, which takes place in Nuremberg from February 14 to 17. In addition to the IPD partner countries Ethiopia, Côte d’Ivoire, Ecuador, Ghana, Indonesia, Kenya, Madagascar, Sri Lanka, Tunisia, and Ukraine, the GIZ countries Burkina Faso, Cambodia, Mozambique, Namibia, Togo and Uganda will also be represented at the joint stand.

Organic potential from Africa

„A large number of exhibitors this year is coming from Africa“, says Dr. Julia Bellinghausen, head of IPD. “Many African companies recognize the opportunities of organic production. Apart from the marketing opportunities, they also see the need for sustainable growing and the protection of natural resources. This is accompanied by a strong professionalization in production. We therefore see great development and growth potential in our African partner countries.” The product range includes dried exotic fruits, such as mangoes, pineapples and papayas, from Madagascar and Kenya, dried citrus peels from Ghana, dates from Tunisia, moringa from Ethiopia and Madagascar, and shea butter from Côte d’Ivoire.

Organic specialties from developing and emerging countries

From Indonesia and Sri Lanka, IPD accompanies producers of high-quality cassia and ceylon cinnamon, coconut blossom sugar and virgin coconut oil at the Biofach trade fair. Demeter certified banana cubes and powder as well as fine cacao are presented by companies from Ecuador. In addition to cocoa beans, they produce a wide range of cocoa products: including cocoa fruit pulps, powder, paste, butter, nibs, and couverture.

This year, IPD is again supporting many Ukrainian companies in Nuremberg (*see background information*). Several companies specialized in the production of berries. They present the variety of berries from Ukraine – frozen and freeze-dried, including strawberries, blueberries,

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raspberries, blackberries, and cranberries. Other companies from Ukraine have particular specialties on offer, such as medicinal-aromatic plants, products from amaranth, including oil and flour, and the new trend beverage birch water.

IPD at Biofach: Hall A3 220

Background information: Special Programme Ukraine

Since 2018 IPD has been supporting Ukrainian producers of natural ingredients in their entry into the European market. Since the beginning of the war, IPD experts have remained in close contact with the companies in the IPD programme. In addition, IPD has expanded its involvement in Ukraine and is supporting new companies as part of a special programme financed by the German Federal Ministry for Economic Cooperation and Development (BMZ). The special programme allows IPD to take on new companies at short notice and connect them with European trading partners, for example at trade shows such as Biofach. In doing so, IPD can support companies that continue producing despite the war and that are looking for markets and trading partners in Europe for their products that are not in demand or needed in Ukraine.

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.

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