

Press release

ISM Cologne 2024: Import Promotion Desk presents fine cocoa and sweets made from exotic fruits

Import promotion initiative presents producers from Ecuador, Colombia, and Ghana and their high-quality cocoa and fruit products

Bonn/Berlin, 12.12.2023 – Nibs, chocolate bars and couvertures made from fine flavoured cocoa are a highlight at the Import Promotion Desk (IPD) stand at ISM, which takes place in Cologne from 28 to 31 January 2024. Another speciality at the IPD stand is the dried purple passion fruit, which sweetens muesli, baked goods, and chocolate bars. The import promotion initiative will be presenting cocoa and fruit producers from Ecuador, Colombia, and Ghana at the world's leading trade fair for confectionery and snacks, who will be able to impress visitors with a special range and high product quality. IPD, a project of the German Federal Ministry for Economic Cooperation and Development (BMZ), has visited all the companies in advance and checked whether they meet European market requirements.

Premium cacao from Ecuador and Colombia

IPD is accompanying cocoa producers from Ecuador and Colombia to Cologne. The companies from Ecuador process the special cocoa variety *Arriba Nacional*. It is known for its special flavour and is registered as a trademark in Ecuador. Cocoa products of the *Criollo* and *Trinitario* varieties come from Colombia. In addition to cocoa mass, pastes, and pulps, the producers also offer cocoa nibs for snacking as well as milk and dark chocolate bars, pralines, and couvertures. IPD visits all companies and examines them carefully before they are accepted into the IPD programme. One criterion is the protection of natural resources. Therefore, IPD works exclusively with companies that have the requirements for deforestation-free products (EU deforestation ban) and transparent supply chains (EU supply chain law) in mind. Some of the IPD companies are already implementing localisation strategies to improve traceability.

Exotic fruits from Ghana and Colombia

Dried passion fruit is a particular highlight at ISM. The IPD is presenting a company from Colombia that specialises in processing the purple passion fruit. The tropical fruit is known for its exotic flavour and juiciness. And it retains its intense flavour even when dried. The company in the IPD programme will be presenting freeze-dried passion fruit and fruit powder at ISM.

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The range of dried fruit is being expanded by an exhibitor from Ghana: the company is offering dried pineapples, mangoes, papayas, and bananas at ISM. It also produces coconut products such as coconut flakes and pieces of dried coconut. Pineapple slices flavoured with chilli or ginger are a speciality.

IPD at the ISM Cologne: Halle 10.2, Stand E-080g

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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