



Press Release

Fruit Logistica: Organic supply from developing and emerging countries is growing

Import Promotion Desk (IPD) presents around 40 producers from South America, Africa, and Ukraine at the Fruit Logistica in Berlin and connects buyers to new trading partners.

Bonn/Berlin, 04 January 2024 – Avocados, mangoes, limes, physalis, granadillas and much more – there is a broad range of exotic fruits in organic quality at the booth of the Import Promotion Desk (IPD) at Fruit Logistica 2024. "Organic is a key criterion that many producers from developing and emerging countries use to distinguish", says Dr Julia Bellinghausen, Head of IPD. "An increasing number of small and medium-sized companies are also investing in certification. We support them in marketing within the European market and connect them with European buyers through the IPD programme." This year, the import promotion initiative accompanies around 40 companies from Egypt, Brazil, Côte d'Ivoire, Ecuador, Ghana, Kenya, Colombia, Morocco, Peru, and Ukraine to the international trade fair for fruits and vegetables, which will take place from 7th to 9th February 2024 in Berlin.

Exotic fruit in organic quality

With Ecuador, Colombia, Peru and the new IPD partner country Brazil, South America is well represented at Fruit Logistica. The South American companies primarily showcase tropical and subtropical fruits at the IPD booth. They offer high-demand fruits such as mangoes and avocados in organic quality. For example, two mango specialists from Peru are represented.

Companies from Colombia also offer limes as well as physalis, granadillas and pitahayas in organic quality. An Ecuadorian company is breaking new ground: the vegetable grower has converted its broccoli production to organic farming methods. This makes the popular vegetable in organic quality available to European buyers all year round.

Blueberries from an altitude of 3,000 meters

Blueberries continue to be in high demand. IPD therefore has many berry producers from several countries, continents, and climate zones in its programme in order to be able to offer interested buyers the popular berry all year round. Companies from Ukraine, Peru, and Ecuador are represented at Fruit Logistica. Despite the war, Ukrainian IPD companies are continuing their production and supplying their European trading partners with high-quality berries. In Peru, IPD supports small and medium-sized companies that cultivate blueberries. And from Ecuador, IPD is presenting a producer whose aromatic blueberries grow at an altitude of 3,000 meters.

Fresh pineapples

Pineapple producers from Ecuador, Côte d'Ivoire and Ghana are coming to Fruit Logistica. The family-owned company from Ecuador has specialised in cultivating the MD2 variety. In addition, two West African companies offer other varieties such as Sugarloaf.



Fresh herbs

Five African countries are represented at the IPD booth at Fruit Logistica. In addition to pineapples, mangoes, avocados, grapes, and pomegranates, they also bring sweet potatoes, Hokkaido pumpkins, chilli peppers, onions and garlic as well as fresh herbs to Berlin. Companies from Egypt and Kenya will be providing a large selection of fresh herbs such as basil, parsley, dill, thyme, rosemary, and lemongrass.

IPD at Fruit Logistica: Halle 25 | C-03

Partners in Transformation: Import Promotion Desk with new logo

The Import Promotion Desk (IPD) is part of the newly-founded development policy network "Partners in Transformation - Business & Development Network". The Federal Ministry for Economic Cooperation and Development (BMZ) is bundling its programmes for economic actors in this new network. The common goal of the "Partners in Transformation" is to drive forward socio-ecological and feminist economic transformation in the partner countries. Under the new logo and new brand "Partners in Transformation - Business & Development Network", IPD will intensify its networking of companies from developing and emerging countries with European partners.

Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. The IPD forms a link between small and medium-sized enterprises in selected developing and newly industrialising countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

The IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh fruit and vegetables, natural ingredients for food, pharmaceuticals and cosmetics, sustainable fish and seafood, cut flowers, sustainable tourism, and IT outsourcing.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at www.importpromotiondesk.de

For further information please contact:

Import Promotion Desk (IPD)

Sandra Freiberg
IPD Coordinator Marketing /PR
Phone: +49 (0) 228 909 00 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