



## Press Release

### Expanding your product portfolio with the Import Promotion Desk

**Meet around 60 companies from 20 countries at the IPD stand at Anuga: Hall 4.1, Stand D098g**

**Bonn/Berlin, 07 August 2025** – A visit to the Import Promotion Desk (IPD) stand at Anuga is well worthwhile: the trade promotion initiative is bringing together producers of processed fruit and vegetables, coconut-based products, herbs and spices, seeds and oils, as well as cocoa and coffee, to the international food and beverage trade fair taking place in Cologne from 4 to 8 October. Among the featured products are niche specialities such as saffron from Ukraine, rooibos tea and macadamia nuts from South Africa, sesame seeds from Tanzania, and cashew nuts from Cambodia. In total, approximately 60 companies from 20 countries will be represented at the joint pavilion hosted by the IPD and its Swedish partner, Open Trade Gate Sweden (OTGS).

#### Dried fruits, pulps, frozen vegetables

One of the focal points at the IPD stand is processed fruit and vegetables – including dried fruits, preserved fruits, fruit powders, pulps and purées, as well as frozen fruits and berries. Exhibitors will also showcase processed vegetables such as dehydrated onions, sun-dried tomatoes, frozen sweet potatoes, and plantains. Many IPD-affiliated companies specialise in processing tropical and subtropical fruits into dried fruits, pulps, and powders, with popular varieties including dried mangoes, pineapples, and papayas. A particularly distinctive product from Colombia is the dried purple passion fruit.

#### A diverse range of coconut products

The two IPD partner countries, Indonesia and Sri Lanka, are especially renowned for their coconut products. These include fine coconut blossom sugar, extracted from the nectar of the coconut palm flower. This sugar also serves as the base for premium coconut aminos and other seasoning sauces. Virgin coconut oil and MCT oil – a concentrated source of medium-chain triglycerides derived from coconut oil – are also in high demand. IPD companies from Ecuador and Ghana likewise offer innovative coconut-based products such as coconut honey, coconut flour, and dried coconut chips.

#### Flavours from around the world

Buyers seeking global flavours will also find a rich array of options at the IPD stand: ginger and turmeric from Peru, cinnamon and pepper from Sri Lanka, and lemongrass and hibiscus from Ghana. The aromatic scents of Colombian cocoa beans and Tanzanian coffee beans will fill the air at the stand. South Africa's national beverage, rooibos tea, with its sweet and earthy aroma, will also be featured, inviting visitors to discover its unique flavour profile.

**IPD at Anuga: Hall 4.1 Stand D098g**



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

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. IPD forms a link between small and medium-sized enterprises in selected developing and emerging 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.

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 digital services & products.

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).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

Further information at [www.importpromotiondesk.de](http://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](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)