



Press release

Import Promotion Desk showcases protea and fynbos diversity at IFTF

Producers from South Africa, Ecuador, Kenya, and Colombia present cut flower highlights at IPD stand B4.20

Bonn/Berlin, 29.09.2025 – South Africa is home to the extraordinary *fynbos* vegetation. The Import Promotion Desk (IPD) is bringing this unique flora – including proteas, leucadendrons, leucospermums, and brunia – to the International Floriculture Trade Fair (IFTF) from 4 to 6 November. Their showcase will be complemented by summer flowers from Kenya, carnations from Colombia, and a wide range of roses from Ecuador, Kenya, and Colombia.

Small and medium-sized flower farms in South Africa specialize in cultivating fynbos plants, with a particular emphasis on proteas. Some rare varieties, such as silver brunia, are even harvested in the wild. Sustainability is a top priority for these farms, helping to safeguard the region's rich biodiversity.

Within the IPD programme, the companies "Bosjes" and "Concordia Flowers" grow several protea varieties, including the king protea. To meet growing demand, "Concordia Flowers" also supplies ready-made protea bouquets. Alongside proteas, other fynbos favourites such as leucospermum and leucadendron will be presented. "Nikwaflora" will showcase an extensive range of fynbos species as well as cut foliage such as Grevillea Ixanthe and Viburnum.

At the IPD stand, visitors will also discover a colourful selection of summer flowers from Kenya, including gypsophila, hypericum, and kangaroo paw. Colombia's wide carnation assortment will add vibrant splashes of colour. And those in search of new rose suppliers will find them at the IPD stand, where seven flower farms from Ecuador, Kenya, and Colombia will be presenting their broad selection of premium-quality roses.

IPD at the IFTF: Stand B4.20



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

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