



Press release

WTM 2025 in London: Expanding the portfolio of sustainable travel with the Import Promotion Desk

Initiative for import and tourism promotion connects sustainable travel providers from Brazil, Ecuador, Nepal, Sri Lanka, Tunisia, and Uzbekistan with European tour operators

Bonn/Berlin, 06.10.2025 – Inspiring travel experiences beyond the usual tourist paths will be presented by the Import Promotion Desk (IPD) at this year's WTM in London. The initiative for import and tourism promotion supports small and medium-sized enterprises from Brazil, Ecuador, Nepal, Sri Lanka, Tunisia, and Uzbekistan in showcasing their offers at the international trade fair, taking place from 4 to 6 November.

The tourism specialists offer, among other things, unique accommodations, special nature experiences, and authentic cultural encounters in their regions. Highlights include lodges in Ecuador's Amazon region, homestays in Sri Lanka, and a treehouse camp in Nepal. Beyond these accommodation offers, the companies provide distinctive journeys through their regions: from off-the-beaten-track adventures in Uzbekistan and desert tours in Tunisia, to spiritual treks across the Nepalese Himalayas. Community-based tourism adds another dimension: a Brazilian company, for example, will present its sustainable project along the banks of the Rio Negro.

Interested visitors can meet the travel providers within the IPD programme at the respective country pavilions of WTM, where the companies are available for personal talks.

Further information:

https://www.importpromotiondesk.de/fileadmin/Messebroschueren/WTM_2025_IPD_tourism_companies.pdf



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