



Press release

Macambo – the nutty snack from Ecuador

The Import Promotion Desk presents specialities such as macambo, fine cocoa and dried purple passion fruit at ISM: Booth 10.1 /F-069

Bonn/Berlin, 07 January 2026 – Macambo is one of the highlights at the Import Promotion Desk (IPD) booth at the ISM trade fair, which takes place from 1 to 4 February in Cologne. The cocoa bean, whose taste resembles that of a nut, is still relatively unknown on the European market. That could soon change, as the cocoa bean impresses with its taste, versatility and nutritional profile. The IPD is also accompanying eight cocoa producers from Latin America and Africa to the ISM. With just one stop at the trade fair, interested parties can learn about the variety and special characteristics of premium cocoa.

Macambo: the ‘white cocoa’

Macambo is the seed of *Theobroma bicolor*, a tree from the cocoa tree family. When shelled and roasted, this so-called ‘white cocoa’ resembles a nut. Its nutty flavours are also captivating on the palate, as a salty snack but also in combination with chocolate. The flavour profile is full-bodied and slightly sweet with nutty aromas of cashew, Marcona almonds and pistachios.

As a sister to cocoa, macambo is rich in plant proteins. It also contains monounsaturated fatty acids and fibre. In addition, macambo beans contain theobromine, which has a stimulating effect.

Cocoa: Experience diversity at the IPD stand

The IPD is presenting the wide variety of cocoa at the ISM fair. People visiting booth 10.1 /F-069 will have the chance to meet cocoa producers from eight countries: Colombia, Ecuador and the Dominican Republic, as well as Congo, Tanzania, Sierra Leone, Madagascar and Côte d'Ivoire. This diversity of cocoa producers being present at the IPD booth has been made possible by a collaboration between the IPD and the German Society for International Cooperation (GIZ).

The IPD companies come from Colombia, Ecuador, Côte d'Ivoire and Madagascar. They specialise in the production of premium cocoa. They mainly grow *Criollo*, *Trinitario* and *Forastero* cocoa. In addition to beans, they also offer cocoa mass, nibs, powder, juice and couverture at ISM.

Dried fruit from Colombia and cashews from Côte d'Ivoire

Other specialities originate from Colombia and Côte d'Ivoire: IPD presents a Colombian company that processes purple passion fruit. Various drying techniques preserve the characteristic properties of these tart, aromatic and juicy fruits.

The cashew nuts from Côte d'Ivoire are crunchy and nutty. They impress with their high quality. The IPD-partner company processes raw cashew nuts from around 12,000 farmers directly on site.

IPD at the ISM trade fair: Booth 10.1 /F-069

Implemented by





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 produce, natural ingredients for food, pharmaceuticals and cosmetics, sustainable 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

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