



## Press release

### **Guarana, Maca, Acerola:**

### **Discover natural ingredients with added benefits at Biofach**

### **The Import Promotion Desk presents organic specialities from developing and emerging countries at Biofach in Nuremberg: Hall 1, booth 261**

Bonn/Berlin, 12 January 2026 – Guarana, guayusa and acerola from South America, carob powder, capers and dried citrus peel from Africa, cinnamon sticks, vanilla pods and palm sugar from Asia, and amaranth, sunflower seeds and walnuts from Ukraine – the Import Promotion Desk (IPD) is presenting a wide variety of natural ingredients at Biofach, taking place in Nuremberg from the 10th to 13th of February. These bio-quality rarities and specialities are offered by around 30 companies from Egypt, Brazil, Côte d'Ivoire, Ecuador, Ghana, Indonesia, Cambodia, Kenya, Madagascar, Morocco, Peru, Sri Lanka, South Africa, Tanzania, Ukraine and Uzbekistan at the world's leading trade fair for organic food.

#### **Natural ingredients with added benefits**

Guarana is valued as a natural source of energy from the Amazon region. The seeds of the Paullinia cupana plant have a high caffeine content. Other ingredients such as theobromine make guarana an ideal energy booster. The IPD company 'Guaraná do Brasil' from Brazil will be presenting its guarana products at Biofach. From Ecuador, the company 'Nunalabs' is bringing another natural stimulant: guayusa extract (Ilex guayusa). Nunalabs' portfolio also includes maca extract. The maca plant, also known as Peruvian ginseng, is used as a medicinal plant in a similar way to ginseng and is said to be beneficial against stress symptoms. Due to its high amino acid content, maca can increase energy, performance and endurance. Various companies from Peru are presenting this superfood at Biofach.

The acerola cherry is a vitamin wonder, especially rich in vitamin C. The Brazilian company 'Fazenda Bella' produces acerola pulp from the fruit and also offers it frozen.

#### **Flavours from around the world**

If you want to discover a wide variety of flavours, the IPD stand is the place to be. Here, interested visitors will find spices from Egypt, such as mint, basil and lemongrass, as well as hibiscus and aniseed. Companies from Sri Lanka complement the product range with cinnamon and vanilla. Tanzania is represented by producers of black pepper, cardamom and dried citrus peel. Turmeric and ginger are sourced from Madagascar.

**IPD at Biofach: Hall 1, booth 261**



### **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](http://www.importpromotiondesk.de)

### **For further information please contact:**

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

Sandra Freiberg  
Head of IPD 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)