



Press release

Import Promotion Desk expands its sustainable travel portfolio with Brazil At ITB, the tourism promotion initiative presents selected travel offers from the Amazon region: Hall 4.1, Booth 221

Bonn/Berlin 04.02.2026 - The Import Promotion Desk (IPD) has expanded its sustainable tourism offerings with Brazil as a new partner country. At ITB 2026, taking place in Berlin from 3 to 5 March, the IPD will present new sustainable travel offers from Brazil. Particular focus will be placed on the Amazon region. As well as supporting companies from Brazil, IPD also assists providers from Ecuador, Nepal, Sri Lanka, Tunisia and Uzbekistan. With over 30 sustainable and innovative tourism partners at the IPD booth, European tour operators will have the opportunity to expand their portfolios and prepare to enter new destinations in cooperation with sustainably operating destination management companies (DMCs).

Discover the Amazon region sustainably

In close cooperation with the Brazilian partner organisation "Embratur", the IPD has identified sustainably operating tourism companies in Brazil. Among them is "Poranduba Amazônia", which organises community-based travel packages in indigenous communities, offering authentic insights into life in the Amazon region.

The team at "Amazon Emotions" travels along the Amazon River and the Rio Negro in small boats, offering travellers highly individualised tours as well as overnight stays in an eco-lodge. The company "Mad Experience" specialises in tours focused on wellness and health in the Amazon region.

Support for both market entry and portfolio expansion

Tour operators looking to include travels along the Silk Road in their programmes and to add Uzbekistan as a new destination will find in "Irene Plus Travel" a quality-oriented and innovative DMC that supports market entry. The company is one of the few in Uzbekistan whose commitment to sustainability has already been recognised with "Travellife Partner Status".

With "Jaffna Tours & Excursion", tour operators can expand their portfolio in Sri Lanka. The company specialises in northern and north-eastern regions of Sri Lanka, which have so far remained largely undiscovered by tourism. There, travellers can explore Tamil culture through day excursions and, for example, spend a day on a family-run palm plantation.



More information about the companies at ITB 2026:

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

IPD at ITB Berlin: Halle 4.1, Booth 221

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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