



Press release

FAM Trip Tunisia: Discover sustainable tourism in Tunisia with the Import Promotion Desk

From 9 to 16 May, the FAM Trip will feature numerous authentic, community-based travel offers.

Bonn/Berlin 11.02.2026 - The FAM Trip, organised by the Import Promotion Desk (IPD) in cooperation with the French tourist office, the Office National du Tourisme Tunisien (ONTT), focuses on sustainable travel offers in Tunisia from 9 to 16 May. Interested tour operators will have the opportunity to meet around 14 tourism companies committed to sustainable travel in Tunisia. These owner-managed tour operators take guests off the beaten track. Participants in the FAM trip will explore the Dahar region and experience the Amazigh culture. They will also gain insights into Tunisia's culinary diversity at the Mlawi bread-baking workshop and cooking class, as well as enjoying a farm-to-table lunch. They will also learn about environmentally conscious desert tourism during an overnight stay in the Sahara.

Tunisia at the IPD stand at ITB: Hall 4.1, Stand 221

Many of the small and medium-sized companies from Tunisia participating in the FAM Trip will also be present at ITB Berlin from 3 to 5 March. Here, tour operators can get a first impression of the diverse range of services offered by Tunisian companies, such as "Depart Travel Services", "Bonheur Voyages" and "Touil Travel Tunisia".

"Depart Travel Services", based on the island of Djerba, works closely with local communities to protect Tunisia's natural and cultural heritage. Together with the team, the FAM Trip will take a tour of Djerba. The Travelife-certified tour operator "Bonheur Voyages" is sending a strong signal for environmentally conscious desert tourism with a visit to the Sahara Camp, combining ecological responsibility with the active involvement of local communities. And "Touil Travel Tunisia" offers authentic insights into the traditions of the Dahar region in a traditional cobbler's workshop. They are specialists in tailor-made and authentic tours in southern Tunisia.

Interested in the FAM trip?

Anyone interested can register at the following link to receive further information:

<https://forms.importpromotiondesk.de/form-89021/fam-trip-to-tunisia-2026-expression-of-interest>

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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