



Press release

Fruit Attraction: Import Promotion Desk presents fresh produce from Africa Producers from Egypt, Ethiopia, Ghana, Kenya, Morocco and Senegal are presenting themselves as reliable trading partners to complement existing supply sources: Hall 12/D 11

Bonn/Berlin, 01.09.2026 – At the Import Promotion Desk's (IPD) booth at Fruit Attraction, which takes place in Madrid from 6 to 8 October, international buyers will meet 24 companies from Africa and South America. Producers from Egypt, Ethiopia, Ghana, Kenya, Morocco and Senegal, as well as Brazil, Ecuador, Colombia and Peru, will be bringing tropical and subtropical fruits such as mangoes, pineapples, lychees, physalis, citrus fruits and pomegranates, as well as strawberries and grapes, fresh herbs and a wide range of vegetables, including sweet potatoes, avocados and okra pods.

Africa: An interesting sourcing market for fruit and vegetables

The African continent is well represented at the IPD booth:

Three companies from Kenya are showcasing their range of fresh herbs. This includes the classics as well as many specialities. European importers will find various varieties of basil, parsley and thyme, as well as marjoram, oregano, rosemary, coriander, sage, chives, savory and sorrel. There are also producers from Kenya offering avocados, broccoli, chillies, snow peas and sugar snap peas. A Ghanaian company specialises in pineapple production. It offers exotic pineapple varieties such as Sugarloaf, Solo, Smooth Cayenne and the classic MD2.

There is one company each from Morocco and Senegal present at the IPD booth: they are bringing various varieties of cherry tomatoes, as well as chillies and okra pods.

The two Egyptian companies are presenting a wide range of produce. This includes various varieties of mangoes, mandarins and grapes, watermelons, figs and dates. The producers are also offering various types of squash, avocados, sweet potatoes and onions.

"Although Africa has long been recognised as a sourcing market for fresh fruit and vegetables, the focus has so far been on individual countries such as Egypt and Morocco", says Daniel Oppermann, Sourcing + Markets Expert at Import Promotion Desk (IPD). "However, the African continent has much more to offer. New and exciting supply markets are emerging, such as Ivory Coast, Senegal, Ghana and Kenya, whilst countries like Egypt and Morocco have also expanded their product ranges in recent years. Africa certainly presents a huge opportunity for European buyers to diversify their procurement management."

South America: A wide range of fruit from overseas

Among other things, South American companies are showcasing their extensive range of fruit in Madrid: various varieties of mangoes, dragon fruit and limes from Brazil and Ecuador, bananas from Ecuador, lychees and various varieties of grapes from Brazil, and oranges from Peru.



'Global Women Fresh' networking event at Fruit Attraction on 6 October 2026

The 'Global Women Fresh' initiative is inviting guests to a networking event at Fruit Attraction. Following a panel discussion on the topic 'More than just good intentions: what really drives women in leadership roles', there will be ample time for networking amongst women from the fresh produce sector. The event will take place on 6 October at 5.30 pm in the Fruit Forum, near the passageway to Halls 1-3. Import Promotion Desk is a long-standing partner of 'Global Women Fresh' and supports its activities as part of its 'Women in Global Trade' programme.

Invitation to join the buying mission to Latin America

IPD is organising a buying mission for fresh produce to Ecuador, Colombia and Peru. Between 29 November and 6 December 2026, the participating import companies will meet a wide range of producers who have been carefully selected in advance by IPD experts. Whilst there, the buyers will receive first-hand product information, familiarise themselves with production conditions and learn all the details about the supply chain.

Further information and registration: <https://www.importpromotiondesk.de/en/news-detail/buying-mission-to-colombia-and-ecuador/>

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



Federal Ministry
for Economic Cooperation
and Development



**Partners in
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