



Press release

Import Promotion Desk at SIAL: Superfoods and Specialities

The initiative for promoting imports connects European buyers with reliable partners from developing and emerging economies. Companies from 15 countries are showcasing their wide range of natural ingredients at the IPD booth: Hall 5A, H126

Bonn/Berlin, 02.09.2026 – Anyone looking for superfoods such as quayusa, maca and baobab, as well as international specialities ranging from Kampot pepper to panela and cocoa, should visit the Import Promotion Desk (IPD) at SIAL. International buyers will meet carefully selected and evaluated producers of natural ingredients from developing and emerging economies at the international food fair, which takes place in Paris from 17 to 21 October. A total of around 55 companies will be present at the joint stand run by IPD and its Swedish partner, Open Trade Gate Sweden (OTGS).

Superfoods: Guayusa and Guarana – natural energy boosters

Producers from Brazil and Ecuador are showcasing a wide range of extracts and fruit powders, which are often referred to as superfoods due to their natural ingredients. These include quayusa and guarana, which are valued for their high caffeine content. Maca root is considered a good source of antioxidants and vitamin C and is used in functional foods. Companies in the IPD programme process the yellow, red and black tubers into high-quality extracts. Ginger extract suppliers can also be found at the IPD booth. The pungent compounds in ginger not only give the extract its characteristic flavour but also have health benefits.

The South American companies also process superfruits such as camu camu and acai into extracts and fruit powders. The Peruvian citrus fruit camu camu is one of the fruits richest in vitamin C. The powder made from blue-violet acai berries has a fruity flavour, gives foods an intense colour and is packed with nutrients. Kenya is the source of baobab fruit powder. The powder is extracted from the pulp of the 'baobab' fruit and is very nutrient-rich.

High in protein: a variety of pulses

Pulses are known for their high content of protein, fibre and other nutrients. At the IPD booth, producers from Egypt, Peru and Uzbekistan are showcasing their wide range of pulses. These include green beans and peas, varieties of kidney beans, as well as mung, lima, black-eyed and calypso beans. A Peruvian company is also offering the distinctive, sweet-tasting adzuki bean.

Further specialities "from around the world"

The producers in the IPD programme offer high-quality products that meet EU requirements and are in demand on the EU market.



These include many specialities, such as black, white and red Kampot pepper from Cambodia, cocoa from Ecuador, panela from Colombia, Medjool dates from Egypt, coconut blossom sugar from Indonesia and coconut oil from Sri Lanka, macadamia nuts from South Africa, cashew kernels from Cambodia and Tanzania, berries from Ukraine and walnuts from Uzbekistan.

Strong presence of Ukrainian companies

Despite the war, companies in the IPD programme are continuing to produce, and are seeking further sales markets with the support of IPD. Five companies from the IPD programme are represented at SIAL, along with three companies supported by the Swedish OTGS initiative. Among other products, the Ukrainian producers are bringing frozen berries – such as blueberries, raspberries and blackberries – coriander, mustard seeds and sauces, as well as walnuts, to Paris.

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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