



Press release

New perspectives! Import Promotion Desk showcases sustainable and innovative tourism offerings at the World Travel Market London

From birdwatching and kitesurfing to boat trips on the Amazon – the companies in the IPD programme offer a diverse range of sustainable tourism experiences.

Bonn/Berlin, 21.09.2026 – Import Promotion Desk (IPD) is presenting 14 companies offering sustainable tourism products from Brazil, Ecuador, Nepal, Sri Lanka, Tunisia and Uzbekistan at the World Travel Market London (wtm), taking place from 3 to 5 November. The companies will showcase their diverse offerings at their respective national booths, targeting European tour operators looking to expand their portfolios with authentic travel experiences.

The range of products illustrates the diversity of sustainable tourism: In Ecuador, travellers can discover the country's rich birdlife on specialist birdwatching tours. Tunisia can be experienced off the beaten track – for example, through craft and culinary workshops, encounters with local communities, or glamping in the Sahara. A Brazilian company takes travellers deep into the Amazon region by boat. In Sri Lanka, a tour operator combines kitesurfing with sustainable travel, while in Nepal, visitors can enjoy wellbeing programmes that bring together traditional healing methods and modern retreat experiences.

The tourism businesses in the IPD programme are small and medium-sized enterprises that pursue environmental and social sustainability goals, work closely with local communities and create offerings that promote regional value creation. They have been selected by IPD experts and prepared to meet the requirements of the European market. IPD supports European tour operators in developing new sustainable travel products from emerging and developing markets and in diversifying their portfolios. As a project of the German Federal Ministry for Economic Cooperation and Development, IPD provides impartial services free of charge to interested European tour operators.

More information about the IPD companies exhibiting at WTM 2026:

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

Meet the IPD companies:

<https://forms.importpromotiondesk.de/form-92942/wtm-2026-meet-ipd-partners>



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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