



IPD promotes trade with partner countries

New partner countries: IPD expands its product portfolio

In the summer of 2018, the IPD added a few more countries – Côte d'Ivoire, Ecuador, Ghana, Sri Lanka and Ukraine – to its programme. "Fact finding missions" and "sourcing missions" followed, in which IPD experts were on site and visited numerous producers. As a consequence, highly promising companies from the new partner countries now augment the IPD offerings in the three sectors of "natural ingredients for foods, pharmaceuticals and cosmetics", "fresh fruit and vegetables" and "technical wood".

In Ecuador, for example, the IPD lends support to the three sectors mentioned, and this autumn, it will already be bringing along producers of organic bananas and pitahayas (dragon fruit) as well as of fruit pulps and superfoods to major European trade fairs. In the timber sector too, the IPD has taken some exciting producers from Ecuador on board in its programme; they will already be presenting their wood products made of bamboo, balsa and plantation-grown teak to the EU market this year. Selected producers from Ghana will present their offerings at this year's "Anuga" in Cologne – these include dried fruit and tea – and at "Fruit Attraction" in Madrid – for example, pineapples, mangoes and sweet potatoes.

In addition to this, the IPD is also organising "study tours" to Europe for further highly promising companies from Ghana and the other new partner countries, so that the companies can gather information on requirements and market trends and adapt their product portfolio accordingly.

The IPD experts see a particularly high demand for frozen and dried berries as well as wild-harvested products from Ukraine. Côte d'Ivoire offers a wide selection of tropical fruit and vegetable varieties such as manioc and plantains as well as natural ingredients such as turmeric and high-quality cacao-based products, which can enrich the portfolio of European importers. A "sourcing mission" to Sri Lanka scheduled for April had to be postponed due to the terrorist attacks there. The trip is now still pending, and the IPD experts hope to identify suitable suppliers of high-quality spices, coconut products and essential oils that can be made fit for exporting to Europe.

Sustainable tourism: new sector with great potential

As far back as February, the IPD presented its new sustainable tourism offers at

the world's leading travel trade show, ITB Berlin (the "Internationale Tourismus Börse"). The IPD provides European tour operators a major advantage by supporting them in the complex search at the local level for reliable partners and interesting travel products. The IPD is preparing small to medium-sized travel companies from Tunisia, Ecuador and Nepal for the European market. The first phase is a three-step "capacity building programme", in the course of which the suppliers are first familiarised with requirements and trends on the European travel market, then develop a concrete strategy for accessing the market and, finally, refine and sustainably improve their internal processes. The "capacity building programme" comprises workshops, training sessions and consultations. More than 100 companies from the three countries are currently participating in the programme. The IPD accompanies the candidates with the greatest potential to trade fairs such as next year's ITB Berlin.

IPD gives sustainable support for economic cooperation



BSO-training: Participants from seven partner countries

BSO training: country pavilions at European trade fairs

15 representatives of national IPD partner organisations – such as trade associations and state export promotion agencies, so-called "business support organisations" (BSO) – underwent training in June for the planning and implementation of country pavilions. Such training offers assist the BSOs in expanding their export promotion services and sustainably integrating them in their structures. Invited by the IPD participants from Ethiopia, Ecuador, Ghana, Nepal, Sri

Lanka, Tunisia and Ukraine came to Bonn. They gained insights into the organisation of country booths, visitor acquisition, preparation of exhibitors and evaluation of trade fairs. Without exception, the feedback from participants was positive, and many concrete plans were drawn up for trade fair appearances. The participants also appreciated the opportunity of exchanging ideas with similar organisations from other countries.

Cut flowers: promoting imports

The IPD works in close cooperation with the “Association of the German Flower Wholesale and Import Trade” (BGI) in developing its services in the cut flower sector. The aim is to determine the concrete demands of German wholesalers and retailers and their degree of willingness to import directly. Currently, around 90 per cent of cut flower imports are still supplied via the Netherlands. By contrast, the IPD seeks to promote direct imports, and German importers are very interested in this. This was once again demonstrated at this year’s BGI “Cut Flower Day” in June, which took place in cooperation with the IPD under the theme

“Rethinking import activities”. The IPD presented new research findings on the export potential and the demand situation for cut flowers from IPD partner countries and received important information from the players in the flower trade on their needs and requirements vis-à-vis their partners.

Technical wood: expanding the sector

Step by step, the IPD is expanding its activities in the wood sector: In addition to Peru and Indonesia, the IPD also works together with suppliers from Ecuador and Colombia. Ukraine is a further designated partner country in the wood

sector. A “sourcing mission” there, scheduled for autumn, will help determine what product groups the IPD will focus on. All timber manufacturers in the IPD programme are carefully selected. The wood processed is checked in terms of whether its legality and sustainability are in line with the requirements of the EU Timber Regulation (EUTR). The IPD offers a wide range of products and timber species. These include decking boards and parquet made of tropical hardwood, wood-based materials both in fast-growing lightweight wood such as balsa and albasia (albizia) and in plantation teak, beech and oak, garden furniture made of plantation teak and bamboo products (e.g. for the garden sector).

IPD connects
European importers
with suppliers from
growth markets



Lightweight wood booth at „interzum“ in Cologne

Looking back: European trade fairs

In the first half of the year, the IPD was present at key international trade fairs for fresh fruit and vegetables, natural food ingredients and technical woods. At “Fruit Logistica” in February, IPD introduced exporters from Egypt, Ethiopia, Ecuador, Colombia, Mozambique, Peru and Tunisia and a wide range of regional products. The response to the Ethiopian country booth, organised by the “Ethiopian Horticulture Producers Exporters Association” (EHPEA) with the support of the IPD, was especially impressive.

For what is already the fifth time, the IPD supported organic producers with their trade fair appearance at “Biofach”. Year by year, there is an increase in organic products from the IPD partner countries: This year, around 40 companies from twelve countries presented their products at the joint stand shared by the IPD with the “Deutsche Gesellschaft für internationale Zusammenarbeit” (GIZ) and at the country

pavilions. The IPD was able to mediate around 1,000 contacts for the exporters, a significant increase compared to 2018 (745 contacts). At the “in-cosmetics” personal care ingredients exhibition in Paris and at the “World of Private Label” trade fair too, the IPD successfully introduced reliable suppliers of premium ingredients for foods and cosmetics. The diverse range of products from the partner countries was well received by the European traders.

At “interzum”, the world’s leading trade fair for furniture production and interior design, there was keen interest in Indonesian lightweight wood: Three suppliers from Indonesia presented their plywood, blockboard and laminboard products in balsa, jabon and albasia. The special properties of the Indonesian lightweight woods and the corresponding test results of an IPD survey greatly impressed the trade professionals.

Looking ahead: IPD activities in the second half of 2019

“spoga+gafa” – international garden trade fair in Cologne

“Anuga” – the world’s largest food and beverage trade fair in Cologne

“Fruit Attraction” – leading trade show for the fruit and vegetable industry in Madrid

“Food Ingredients Europe” – Europe’s most important trade fair for natural and healthy ingredients in Paris

1-3 September 2019

5-9 October 2019

22-24 October 2019

3-5 December 2019