



Made for Europe

COST- AND RISK-OPTIMISED SOURCING
FROM NEW MARKETS



More imports for Europe's economic success



IMPORTS ALSO MATTER Foreign trade. The general public and politics mainly take this to mean exports. The importance of imports, however, is often underestimated, and little attention is still paid to the search for new foreign suppliers. But that is changing. The import of goods assists the European private sector in securing resources.

Well-informed, risk-optimised, ease in international buying



German and European companies need import promotion. And that is exactly what the Import Promotion Desk (IPD) provides. The IPD is an initiative in Germany to promote imports. It is the hinge between European importers and exporters from selected developing countries and emerging nations.

The IPD opens up new sources of supply for importers in the partner countries. The IPD enables small and medium-sized companies in partner countries to gain access to the European market, bringing importers and exporters together as trading partners and promoting the development of sustainable business relations.

The IPD focuses on five sectors: Fresh fruit and vegetables. Natural ingredients for foods, cosmetics and pharmaceutical products. Cut flowers. Technical wood. Sustainable tourism.

PRODUCT GROUPS

- + Fresh fruit and vegetables
- + Natural ingredients for foods, cosmetics and pharmaceutical products
- + Cut flowers
- + Technical wood
- + Sustainable tourism

OUR SERVICE PROMISE Well-informed, risk-optimised, and with reduced effort for international buying – these characterise the IPD's service pledge. Companies in Germany and throughout Europe profit from a neutral, free-of-charge and comprehensive support covering the entire purchasing process.

STRONG PARTNERS The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and the development organisation sequa gGmbH, Partner of German Business.



More trade for more prosperity

PROMOTING SUSTAINABILITY

The IPD has a development aid agenda and is funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

BECAUSE EVERYONE PROFITS FROM GOOD TRADE

The IPD supports sustainable import promotion from selected developing countries and emerging nations. Increasing demands there generate important impulses for more added value, more jobs and the development of business infrastructures.

Who supplies? How fast? At what price? What quality?

FINDING AND WINNING EXPORTERS

Research. Travel. Negotiations. Quality control. Audits. International sourcing abroad is a process that is intensive in terms of time, manpower and costs. Decisions about tapping new supply sources are always risky.

Reduce your initiation, negotiation and control costs with the IPD. Gain security and time. We have the contacts, information and communication channels to your new foreign suppliers.

OUR SERVICE PORTFOLIO

- + Buying missions
- + Trade fairs
- + Business contacts
- + Market information
- + Training/consulting



Suitable services for importers

The IPD helps you identify and acquire the foreign exporters from its partners countries which suit you best.

MARKET INFORMATION The IPD provides you with market surveys, sector information and trainings. Interested buyers thus receive the knowledge and competence required to tap new growth markets.

CONTACT BROKERING The IPD provides you with sustainable trade contacts. We organise trade fair visits and buying missions to the partner countries for you. This allows your buyers to gather information on product quality and production conditions on site.



Act now.
We react at once.

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