

Press release

Import Promotion Desk intensifies cooperation with Egypt

Bonn, February 16, 2016 – The Import Promotion Desk (IPD), the import promotion service provider in Germany, is expanding its cooperation with Egypt. To that purpose representatives of the IPD and the Egyptian Agricultural Export Council (AEC) signed a memorandum of understanding at the Fruit Logistica trade fair where Egypt participated as a partner country. Until 2018, the IPD will help Egyptian producers become ready for export. „With this agreement we want to promote sustainable and structured import from Egypt and strengthen the local private sector. Because successful import promotion benefits both importers and exporters“, says Dr. Julia Hoffmann , head of the IPD.

At the Fruit Logistica the IPD showcased two exhibitors from Egypt. One of them, the Egyptian Grower’s Organization (EGO), took part in the trade fair for the first time. An association of five agricultural businesses which farm in the country’s different climate zones, the EGO is able to offer single-source products such as fresh mangoes, pomegranates and grapes over an extended period of time. At the Fruit Logistica the group conducted several positive business talks including one that promises a business deal for mangoes.

First-ever Ethiopian country booth

The IPD also presented the world’s first Ethiopian country booth at a trade fair for fruit and vegetables. German companies were especially interested in the beans, chilies, strawberries, grapes and snow peas offered by the four Ethiopian exporters. Initial successful business talks were conducted by the Meki-Batu Union, the largest association of cooperatives in Ethiopia, which participated in the trade fair following an invitation by the IPD. The IPD exhibitor portfolio at the Fruit Logistica was complemented by Tunisia and Colombia.

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Import Promotion Desk (IPD)

The IPD is **the service provider for import promotion** in Germany.

It connects European importers with exporters from selected developing countries and emerging nations. Our goal is the sustainable and well-structured import promotion of special products from selected partner countries – under compliance with high quality, social, and environmental standards.

The IPD consolidates the interests of German importers with those of exporters in the emerging growth markets of the partner countries in a targeted manner.

Currently, the IPD is active in the partner countries Egypt, Indonesia, Nepal, Kyrgyzstan, Peru, Colombia, Ethiopia and Tunisia. In these countries, the IPD focuses on the following product groups: fresh fruit and vegetables, cut flowers, natural ingredients for food products, pharmaceuticals and cosmetics as well as technical wood.

The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business.

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