

Press release

Fresh impulses from emerging markets and developing countries Import Promotion Desk brings a broad range of specialities to Anuga

Bonn, 12.09.2017 – At Anuga, the world’s largest food industry exhibition, to be held in Cologne from 7 to 11 October 2017, the Import Promotion Desk (IPD) will be attending with 18 producers from 7 countries. Exporters from Ethiopia, Egypt, Kyrgyzstan, Tunisia, Columbia, Indonesia and Peru will be supported by the IPD in presenting their products at the exhibition. The companies offer high quality natural ingredients from their regions. The following seven examples demonstrate the product variety from the emerging markets and developing countries.

Walnut oil from Kyrgyzstan

In Kyrgyzstan walnuts grow in the largest natural walnut forest in the world. In comparison to walnuts from classic cultivation areas they are not planted and cultivated, but rather collected from the wild. This natural origin is reflected in their taste: the small nuts from the ancient walnut forests have a more intense flavour than those generally available from Turkey or California. Kyrgyz walnut oil also has a unique flavour as well as being a high quality product rich in valuable ingredients. The company “Bishkek Expo” produces the oil by cold pressing, thus preserving all the essential components.

Bishkek Expo LLC – Hall 4.1 D100/E100

Quinoa from Columbia

Quinoa has a long tradition in Columbia. This gluten free grain plant grows at altitudes of over 4,000 metres and doesn’t require high quality soil. Quinoa can be cooked like rice, and also used raw in muesli or salads. At Anuga the company “Del Alba” will be presenting its quinoa snacks – caramelised, flavoured or covered in chocolate. The quinoa snack is a delicious and healthy alternative from Columbia.

Del Alba – Hall 3.1 C010/018

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Dates from Tunisia

Dates, together with olive oil, represent the main exports from Tunisia. A particular favourite is the date variety “deglet nour”. It has a lighter, clear colour and is smooth and sweet. The company “Green Fruits” from the south of Tunisia on the edge of the Sahara desert specialise in the cultivation and further processing of deglet nour dates. Besides the fruits themselves, the company’s product range also includes syrup, marmalade and spreads. Green Fruits works closely with its contract growers and has organic certification for Europe, USA and Japan. Green Fruits – Tunisian country pavilion CEPEX Hall 11.3 C040/D049

Pulses from Ethiopia

A large variety of pulses will be presented by IPD’s Ethiopian Partner “Edao International Trading”, including kidney beans, mungo beans, pigeon peas, navy and pinto beans and lots more. The company specialises in agricultural products from Ethiopia such as pulses, oilseed and spices. Edao works closely with small farmers and, besides its long-term cooperation with local farmers, also invests in modern machines to improve the quality and enable the highest possible purity of the seed.

Edao International Trading – Hall 4.1 D100/E100

Vine leaves and okra from Egypt

In AlWahat-Bahariya in the Egyptian part of the Libyan desert the soil is irrigated by natural sources, enabling cultivation of fruit and vegetables. As well as standard vegetables, like peas, carrots and broccoli, specialities of the Egyptian and Arabian kitchen are also grown here, including vine leaves and okra and fruit such as strawberries, mangos and watermelons. The company “Verde for Trading and Distribution” produces around 70 tons of frozen goods every day, amalgamating all the production steps – from seeding to professional processing and the most suitable freezing process to refrigeration – under one roof.

Verde for Trading and Distribution: Egyptian country pavilion, Hall 4.1 A011/B018

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Coco nut products from Indonesia

Indonesia is the land of the coconut. Its position on the Equator gives Indonesia a tropical monsoon climate in which coconut palms thrive. They are usually grown on smaller plantations in mixed cultivation, i.e. beside banana trees or sugar cane. Most Indonesian smallholders farm traditionally and do not use pesticides for financial reasons. Coconut dominates the landscape of Indonesia and Indonesian cuisine. The company “Sari Segar Husada” offers a range of coconut products such as coconut water, coconut milk, dried and flaked coconut.

Sari Segar Husada – Hall 1.1. A059a

Superfoods from Peru

Demand is constantly increasing for the superfoods of the Incas, such as the bulbous root maca, prized by the Incas for over 2,000 years as a rich source of vitamins and minerals. Or lucuma, a sweet tasting fruit which grows on the lucuma tree (*Pouteria Lucuma*) in the Andes and is used as a healthy sweetener in desserts, shakes and smoothies. Or the Peruvian citrus fruit camu camu, which contains between 20 and 50 percent of natural vitamin C and thus 30 times more than a standard orange. The Peruvian company “Kumara Food” is bringing products including maca, lucuma and camu camu powder to this year’s Anuga.

Kumara Food – Hall 3.1 A013

Information event at Anuga: “Promote imports – secure raw materials”

The Federation of German Food and Drink Industries (BVE) and the Import Promotion Desk (IPD) invite you to explore the topic “Promote imports – secure raw materials” at Anuga:

10 October 2017, from 15:30 – 16:15
BE pavilion A40-C49 in Hall 10.2

Oliver Kölsch from BVE and Dr. Julia Hoffmann, head of the IPD, will report on the raw material potential in developing and emerging countries and opportunities for the food industry in Germany. Using real examples, the IPD will illustrate the possibilities for importers to identify new sources of raw materials and new trading partners, increase the range of their products and thus optimise their purchasing and procurement.

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About the Import Promotion Desk (IPD)

The IPD is an initiative for import promotion in Germany. It connects German importers with small and medium-sized exporters from selected developing countries and emerging nations. The IPD's goal is sustainable and well-structured import promotion of specific products from selected partner countries under compliance with high quality, social, and environmental standards. The IPD consolidates the interests of European importers with those of exporters in the emerging growth markets of the partner countries. German importers are thus able to optimise their purchasing activities and increase the variety of products they offer; in the partner countries, the private sector is strengthened. The IPD is currently active in Egypt, Ethiopia, Indonesia, Nepal, Kyrgyzstan, Peru, Colombia, and Tunisia. The IPD focusses on four product groups: fresh fruit and vegetables, cut flowers, natural ingredients for the food, pharmaceutical and cosmetics sector as well as technical wood.

The IPD has been established and implemented by sequa gGmbH – the globally operating development organisation of German industry. It collaborates closely with the Federation of German Wholesale, Foreign Trade and Services (BGA.). The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

For further information visit www.importpromotiondesk.de

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