

Press release

Specialities from emerging markets and developing countries at the Food Ingredients Europe exhibition

Import Promotion Desk introduces regional products with great market potential

Bonn, 06.11.2017 – At this year’s Food Ingredients Europe (FiE) exhibition, the Import Promotion Desk (IPD) is presenting a wide range of high quality products in collaboration with the Swiss import support programme SIPPO and the Dutch CBI. From 28 to 30 November producers from Egypt, Ethiopia, Indonesia, Kyrgyzstan, Nepal, Peru and Tunisia will showcase their regional specialities at the international food ingredients exhibition. In addition, the IPD, an initiative for import promotion, is to introduce producers from South Africa and Pakistan for the first time in Frankfurt.

High quality oils for the German market

At FiE the IPD is presenting natural ingredients of outstanding quality. The producers from Africa and South America offer an exceptional range of fatty and essential oils. Ethiopian company Hayat is exhibiting a fatty oil made from black cumin which is highly prized by health-conscious consumers due to its high levels of polyunsaturated fatty acids and vitamins. The oil is exclusively cold pressed and filtered. In addition, Hayat is also bringing top quality sesame and eucalyptus oil to Frankfurt. Peruvian company CPX manufactures organic sacha inchi oil, a cooking oil high in omega 3 and omega 6 fatty acids as well as vitamins A and E. The company’s product range also includes super foods like maca, lucuma and camu camu. The firm Sima Arôme is presenting essential oils from Indonesia: patchouli, cassia and vetiver oils. The company also produces excellent natural extracts, such as vanilla extract.

On the Tunisian country pavilion, organised jointly by the IPD and the Tunisian “Agence de Promotion des Investissements Agricoles” (APIA), family firm Yaakoubi Jamel is introducing its high-class rosemary and myrtle oils distilled from herbs grown in the wild. The supplier also offers dried rosemary leaves, carob tree pods and seeds gathered from wild sources.

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Tunisia also produces one of the most exclusive oils: prickly pear oil, which will be exhibited in Frankfurt in organic quality by the company Nopal Tunisie. This highly prized oil is obtained from the seeds of the prickly pear and is also used in the cosmetics industry.

Regional specialities in organic quality

Many of the exporters invited by the IPD to exhibit their products at FiE have converted to organic production in recent years. “Organic certification is an important differentiating characteristic for producers from emerging markets and developing countries,” says Dr. Julia Hoffmann, Head of Import Promotion Desk. “Experience shows that regional specialities in organic quality are well received on the European market.” Organic Mountain Flavor from Nepal for instance is presenting its certified organic spices, which include ginger, curcuma and Szechuan pepper. Nepalese Szechuan pepper is exceptional: it is collected from wild pepper plants which are found only in the forests of the Himalayas. The Tunisian company Herbiotech, a specialist for dried herbs, is presenting its organic range consisting of olive leaves, dill, parsley and peppermint, as well as basil, coriander and thyme.

Extensive product range at FiE

The range of products from the IPD partner countries is extensive: other regional specialities include walnuts, dried fruits and berries from Kyrgyzstan, herbs and spices from Egypt, dates and harissa products from Tunisia. Furthermore, the IPD is also promoting South African and Pakistani exporters at the exhibition. The firm Afrigetics is introducing African medicinal plants including the South African geranium (umckaloabo) and Cape aloe. United Gums from Pakistan specialises in the production of guar gum. This is obtained from a plant native to Pakistan and cultivated in large quantities there. The natural additive is used as a thickener and gelling agent in food products.

The IPD is introducing its partner companies at Food Ingredients Europe on pavilions 11.0 / C 93 and C 91.

The exporters from Tunisia are to be found on country pavilion 11.0 / H10.

The Egyptian companies are exhibiting in Hall 11.1 / D36 and D40.

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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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