

Press release

Ethiopia to have country pavilion at Fruit Logistica for the first time

Bonn, 18.01.2018 – At Fruit Logistica, the international specialist exhibition for fruit and vegetables to take place from 7 - 9 February 2018 in Berlin, Ethiopia will be represented with its own country pavilion for the first time (hall 26, stand B-04). Seven exhibitors from all over Ethiopia will exhibit the broad range of products available from the African interior on the stand of the Ethiopian Horticulture Producers Exporters Association (EHPEA).

The exhibits these carefully selected exporters are bringing to Fruit Logistica will include strawberries, grapes, physalis and papaya, tomatoes, onions, sugar snap peas and avocado, as well as a variety of peppers and spices. The wide range of products and the possibility of year-round production are among the advantages of the still relatively unknown trade partner Ethiopia. On the EHPEA pavilion visitors to the exhibition can learn about Ethiopia as a new supplier of fruit and vegetables. The EHPEA pavilion has been organised in close cooperation with the Import Promotion Desk (IPD). Besides promoting the Ethiopian producers the IPD, as an initiative to encourage imports, is also supporting small and medium-sized enterprises from Egypt at Fruit Logistica (hall 2.1, stand A-01) and helping to establish contacts for Tunisian companies visiting the exhibition as part of a study tour.

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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