

Press Release

Product diversity from Ethiopia at SIAL in Paris

Import Promotion Desk presents specialities from emerging markets and developing countries at the international food exhibition

Bonn/Berlin (Germany), 4 October 2018 – With “Worldwide Sourcing for Europe” as its motto, the Import Promotion Desk (IPD) together with the “Centre for the Promotion of Imports from Developing Countries” (CBI), an import promotion programme from the Netherlands, will present regional producers from emerging markets and developing countries at SIAL. The exhibition, the leading food exhibition, will take place from 21 to 25 October 2018 in Paris. 26 exporters from Egypt, Ethiopia, Colombia, Kyrgyzstan, Nepal, Peru, Tunisia, and Mozambique will offer a wide product range of regional specialities. A special focus at the IPD exhibition stand will be on the IPD partner nation Ethiopia: teff and spices, beans and pulses, seeds and oilseed – the Ethiopian companies demonstrate the product diversity of this African country.

Ethiopia: the gluten-free cereal teff

The Ethiopian company Lovegrass will have the traditional cereal crop teff in its product portfolio at SIAL. Teff is a gluten-free cereal crop that is grown in premium quality in Ethiopia, and there is a wide variety of ways in which its grain and flour can be processed. In addition to this traditional product itself, Lovegrass will also be presenting product innovations such as pasta made from 100 per cent teff. But Ethiopian specialities also include pulses and various oil seeds: kidney, mungo and pinto beans, chick peas, sesame, black cumin, and linseed. Two further companies, Tamrin International and Bench Maji Coffee Farmers, have a variety of coffees on offer. Ethiopian coffee has a worldwide reputation and is highly prized for its aroma.

Tunisia and Egypt: date specialities

Amongst other produce, Tunisia and Egypt are to present special date products at their respective national stands. The desert fruit is one of the real export hits for both North African countries. In addition to dried fruit, the exhibitors from Egypt and Tunisia will showcase date products such as syrup, powder, jam, fruit spread, energy bars, and even caffeine-free date coffee made from the fruit kernels.

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Colombia: processed tropical fruit

The Colombia national stand features countries receiving IPD support for the processing of tropical fruit and its marketing as frozen food, freeze-dried or air-dried goods, or in pulp form. Thus, for example, the company Frutihelen makes fruit pulps from oranges, passion fruit and guanabana, Sero Colombia produces dried pineapples and bananas, and Colfrost will be bringing frozen mangos and avocados to SIAL.

Wide range of products from IPD partner countries

Taken as a whole, the IPD will be presenting a varied range of products at its own exhibition stand and at the national stands of its partner countries: These include medicinal herbs and extracts as well as certified organic spices such as ginger, curcuma and black cardamom from Nepal. Superfoods such as chia, maca, quinoa and sacha inchi are on offer from the company Kumara from Peru. The exhibitors Abada and Kyrgyzcentrproduct from Kyrgyzstan have pulses as well as dried fruit such as apricots and plums on offer and special walnuts from the largest natural walnut forest in the world in their exhibition portfolio. In addition to its partner countries, the IPD also supports producers from Mozambique. The enterprises process cashew nuts and papayas and will be demonstrating the superior quality of their products at SIAL.

IPD enterprises at SIAL

Ethiopia, Egypt, Kyrgyzstan, Nepal, and Mozambique at the IPD stand: Hall 5a | M 217

Colombian national stand: Hall 8 | H 063

Peruvian national stand: Hall 8 | H 016

Tunisian national stand: Hall 3 | E 039

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Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

The IPD fulfils a hinge function between small and medium-sized enterprises in selected emerging markets and developing countries on the one hand and European importers on the other. The objective is to integrate the partner countries into global trade, thereby contributing towards sustainable economic development in these countries.

The IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, the IPD opens up new supply sources in the partner countries and assists them in the procurement process for specific products.

The IPD is currently active in 13 countries: Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kyrgyzstan, Colombia, Nepal, Peru, Sri Lanka, Tunisia, and Ukraine.

The IPD focusses on specific product groups: fresh fruit and vegetables, natural ingredients for foods, pharmaceuticals and cosmetics, technical wood, cut flowers and sustainable tourism.

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).

Further information at www.importpromotiondesk.de.

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