

## Press release

### Diversity of berries at the Ethiopian national stand at Fruit Logistica

The Import Promotion Desk brings exporters from seven developing and emerging countries to the international trade fair for fruit and vegetables

**Bonn/Berlin, 21.01.2019 – Strawberries and blueberries are highlights at the country stand of Ethiopia (Stand 26 | F-28) at this year's Fruit Logistica, which takes place from 6 to 8 February in Berlin. The exhibitors from Ethiopia bring a wide range of berries to the fair, including San Andreas, Sweet Ann and Monterey Strawberries. Due to the climate conditions, berries in Ethiopia can be cultivated in Ethiopia all year round in high quality. Other products such as beans, physalis, prickly pears and sugar snap are also exhibited by the companies from the African hinterland at the Ethiopian Horticulture Producers Exporters Association (EHPEA) stand, organized with the support of the Import Promotion Desk (IPD). The German partner for import promotion also presents exporters from Egypt, Ecuador, Colombia, Mozambique, Peru and Tunisia and a wide range of regional products.**

Exotic fruits are a focus of exporters from Colombia, Ecuador, Peru and Mozambique. They bring for example: avocados, mangoes and Tahitian limes from Colombia to the Fruit Logistica. A producer from Ecuador has specialized in mango cultivation and offers four different mango varieties. In addition, a very special dragon fruit from Ecuador, the Amazonas-pitahaya from Palora. Granadillas, organic pineapple and baby bananas are all on offer from Peruvian producers. Mozambique's papayas and lychees complete the broad exotic offer of the IPD.

The nine Egyptian companies that IPD is bringing together with European importers at Fruit Logistica will present green beans, spring peas and fresh garlic, as well as other strawberries, grapes and pomegranates.

A speciality from Egypt are edible flowers in organic quality. Figs, dates and artichokes will be offered by exhibitors from Tunisia.

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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](http://www.importpromotiondesk.de).

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