

Press release

Ecuador at ITB 2019: A wide range of offers for sustainable tourism

The Import Promotion Desk (IPD) introduces Ecuador as a nature destination with potential

Bonn/Berlin, 21.01.2019 – Volcanic mountain landscapes, wide beaches, the original Amazon region with its indigenous peoples, the city of Cuenca, certified by “TourCert” as the first sustainable destination of Latin America, and the well-known Galapagos Islands – with its diverse travel destinations, Ecuador’s country pavilion surprises at the ITB 2019. The Import Promotion Desk (IPD), the German partner for sustainable tourism, will be represented for the first time at the leading trade-fair for international tourism industry, which takes place from the 6th to the 10th of march in Berlin. The IPD is expanding its activities to the tourism sector and supports tourism professionals from developing and emerging countries in presenting their travel offers on the EU market and linking up with tour operators.

Ecuador with its high biodiversity and different regions, is a very interesting destination for nature and active tourism. The IPD brings small and medium-sized travel companies from Ecuador to the ITB, which specialise in nature-oriented and sustainable travel offers. Among them are providers of tailor-made expeditions in the Amazon region, eco-lodges in the volcanic Cotopaxi region and individually organized, barrier free tours.

“As a partner of the European tourism industry, we support the time-consuming search for new partners and interesting local products. European product managers can thus reduce time, costs and risks,” says Nora Eichkorn, IPD expert sustainable tourism. “As a labour-intensive segment, the tourism sector makes an important contribution towards economic development in developing and emerging countries. In addition to creating jobs, sustainable tourism also helps establish fair working conditions and conserve natural resources”.

Funded by

Implemented by



Event note:

Invitation to the presentation of the **Import Promotion Desk (IPD)** at ITB Berlin 2019:

“Sustainable tourism for more prosperity: IPD connects partner countries to new markets”

8th of March 2019, 1 – 2 pm

Stand of the Federal Ministry for Economic Cooperation and Development
(Hall 4.1, Stand 200)

We are happy to report on the IPD`s activities in the tourism sector and are available to answer your questions. We are looking forward to your visit.

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 organization 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.

For further information, please contact:

Import Promotion Desk (IPD)

Nora Eichkorn
IPD expert in sustainable tourism
Phone: +49 (0) 30 590 099 462
E-Mail: eichkorn@importpromotiondesk.de

Press contact

Annegret Winzer / w communications
Phone: +49 (0) 30 23 99 72 14
Mobile: +49 (0) 179 11 21 387
E-Mail: a.winzer@w-communications.de

Funded by



Implemented by

