

Press release

German import promotion initiative is now active in 13 countries and 5 sectors Import Promotion Desk intensifies activities for sustainable economic development

Bonn/Berlin, 25.07.2018 – Since 2012, the Import Promotion Desk (IPD) has assisted small-to-medium-sized enterprises in selected developing and emerging countries to access the European market. In its third project phase, the IPD expands activities to 13 partner countries and five sectors. The IPD supports export companies on the so-called "last mile"– it accompanies producers to the European market, arranges contacts with importers, thereby closing a strategic gap at the interface of development cooperation and foreign trade.

The IPD added five new countries to its programme: Ecuador, Ivory Coast, Ghana, Sri Lanka and the Ukraine. It continues to be active in its existing partner countries Colombia, Egypt, Ethiopia, Indonesia, Kyrgyzstan, Nepal, Peru and Tunisia.

The tourist sector has been added to the existing IPD focus on natural ingredients for foods, pharmaceuticals and cosmetics, fresh fruit and vegetables, cut flowers, and technical wood.

The decision of the Federal Ministry for Economic Cooperation and Development (BMZ) to extend the project is a sign that the IPD's import promotion is proving effective.

“The commitment in the local partner countries and the import promotion of the IPD establishes resilient business relationships between producers and traders”, explains Dr. Michael Wimmer, Head of the Department Cooperation with the Economy; Sustainable Economic Policy. “This sustainable economic cooperation promotes productive employment and income, gives families in rural areas prospects for the future and makes them aware of the importance of natural resources.”

The IPD has managed to initiate numerous business transactions between producers from emerging markets and developing countries and European importers. At the same time, the figures show that people in the mostly rural regions benefit from the economic success: Enterprises expand their cropland and their production, take on more small farmers, and employ

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further staff. “We want to integrate our partner countries into global trade, thereby contributing towards sustainable economic development in these countries,” says Dr. Julia Hoffmann, Head of the IPD. “Our recipe for success is oriented on demand. We purposefully promote exports of those products from emerging markets and developing countries for which there is a high demand on the European market. This helps ensure that the small and medium-sized enterprises establish lasting trade relations”.

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.

For more information, please contact:

Import Promotion Desk (IPD)

Dr. Julia Hoffmann

Head Import Promotion Desk

Phone: +49 (0) 228 96505 891

E-Mail: hoffmann@importpromotiondesk.de

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