

## Press release

### Large range of organic products from IPD countries at Fruit Attraction

Import Promotion Desk (IPD) focuses on organic products: Tropical fruits and high-quality vegetables and herbs from developing and emerging countries

**Bonn/Berlin, 17 September 2019 - The demand for organic quality in the fruit and vegetable sector is growing steadily. Experts expect an annual increase of 9 percent each over the next five years (study "Global Organic Fruits and Vegetables Market - Growth, Trends, and Forecast" by the market research company Research and Markets). The Import Promotion Desk (IPD) takes advantage of this trend and supports companies from developing and emerging countries in the certification and marketing of organic products. At this year's Fruit Attraction, which will take place from 22 to 24 October in Madrid, the partner for import promotion will place a special focus on the organic segment from South America and Africa. (Hall 4, Booth E07)**

For the first time at Fruit Attraction, the IPD will be providing European importers with contacts to exporters from Egypt, Ethiopia, Ecuador, Ghana, Colombia and Peru, who have a wide range of tropical fruits and high-quality vegetables in their luggage.

Exporters from the new IPD partner countries Ecuador and Ghana present their organic products to the European trade public for the first time. Producers from Ecuador, for example, offer bananas and yellow passion fruit in organic quality. The yellow passion fruit is still quite unknown on the EU market. They are cultivated by many small farmers in the northwest of Ecuador, where sustainable production is gradually expanding across various provinces. Exhibitors from Ghana will bring further tasty fresh fruit to Fruit Attraction: They offer organic pineapples and mangoes.

Egypt also produces a variety of organic fruits and vegetables, including fruits such as guavas, oranges and table grapes, as well as sweet potatoes, green beans, artichokes, okra and chilli peppers. In Ethiopia, too, the organic area under cultivation is growing. Ethiopian producers can supply avocado, asparagus and fresh herbs from sustainable cultivation.

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"We are seeing a growing demand for fresh fruit and vegetables in organic quality," says Dr. Julia Hoffmann, Head of the IPD. "Producers from developing and emerging countries offer a wide range of products and, at the same time, can invest in logistics to supply the EU market with high-quality fresh products.

Sustainably cultivated ginger and turmeric originate from Peru. The two root plants from the Andes are characterised by a special aroma and taste profile. Peruvian ginger, for example, is much spicier than Chinese ginger due to its narrower shape. Due to the geographical conditions of the Andes country, cultivation in Peru is hardly mechanised and is therefore particularly sustainable.

#### **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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