

Press release

Aromatic and colorful: natural ingredients from Sri Lanka and Ecuador

Import Promotion Desk brings natural ingredients from developing and emerging countries to this year's Food Ingredients Europe (FIE)

Bonn/Berlin, 12.11.2019 – High-quality extracts and exceptional vegetable and fruit powders will be presented by exhibitors from Sri Lanka and Ecuador at this year's Food Ingredients Europe (FIE), the international trade fair for food ingredients, which takes place from 3 to 5 December in Paris. Due to the high quality of the raw materials and the gentle manufacturing processes, the products retain their high content of nutrients and active components. The Import Promotion Desk (IPD) supports producers from Sri Lanka, Ecuador and other partner countries in presenting their great product diversity and special product quality to international buyers.

The raw materials for the Ieku Greens company's extracts and powders come from the Andes and tropical regions of Ecuador. For its products, the company exclusively uses fruit and vegetables from organic cultivation, because the originality is decisive for the quality of the products, according to the manufacturer. The company offers extracts from passion fruit, mango, spinach and other fruits and vegetables. Ieku Greens also produces fruit and vegetable powders from pasteurized juices such as mango, pineapple and guanabana fruits, from mangold, parsley and alfalfa leaves. The extracts and powders are suitable for a wide variety of applications, whether as fruit additives in baking mixes and dairy products, as ingredients in spice mixes or as active ingredients in cosmetics and dietary supplements. The extracts are not only taste-givers, they also enrich food and cosmetic products with minerals, vitamins, trace elements and secondary plant substances.

The high quality of raw materials also plays a decisive role for the Company Ceyshine from Sri Lanka. The company also prefers to use organic products and they furthermore use particularly gentle processes to produce their extracts in order to extract a high proportion of bioactive substances from the plants. The natural extracts – from for example cinnamon, cardamom and cloves – are used in food, pharmaceutical and cosmetic industries. Ceyshine also produces coloring food extracts. Beetroot, plum, spinach and ceylon tea are used to produce high-quality natural pigments, which add color to drinks, confectionery, fruit preparations and dairy products, among other things.

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“Sri Lanka and Ecuador are known for their high biodiversity”, says Dr. Julia Hoffmann, head of the IPD. “These two countries offer a wide range of fruits and vegetables, herbs and spices, medicinal and aromatic plants. In addition, they fulfil the technical requirements to produce natural ingredients of high quality. We support a large number of exporters from these two new IPD partner countries in accessing the European market.”

As German partner for import promotion, IPD will also be presenting further exporters from Ecuador and Sri Lanka as well as partners from Egypt, Ethiopia, Ivory Coast, Ghana, Ukraine, Kosovo and Pakistan at the FIE. The IPD exhibitors will present a big range of natural ingredients such as cocoa and coconut products, dried fruits, herbs and spices to the fair – a few examples:

Egypt: rice flour, rice starch, rice protein

Ethiopia: various spices (including fenugreek, white and black cumin, black cardamom, black pepper)

Ecuador: extracts, fruit and vegetable powders, almond milk powder, almond oil

Ivory Coast: cocoa beans, butter and powders, coconut oil

Ghana: coconut chips and dried fruits, such as mangos, pineapples and bananas

Kosovo: medicinal and aromatic plants, mushrooms, berries

Pakistan: guar gum

Sri Lanka: natural extracts and powders, natural colors, essential oils, dried coconut, coconut oil and milk

Ukraine: sunflower lecithin, dried herbs (e.g. cinquefoil, thyme, horsetail) and dried flowers (e.g. arnica, milk thistle) as well as dried fruits from wild collection (e.g. sea buckthorn, elderberries)

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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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