

Press information

Pitahayas, Physalis & Co.: Ecuador convinces with fruity variety at Fruit Logistica 2020

Import Promotion Desk (IPD) supports exporters from Ecuador and seven more partner countries at the international trade fair for fruits and vegetables

Bonn/Berlin, 16.01.2020 – Ecuador is known for its biodiversity and offers a wide range of tropical fruits. The South American country lives up to its reputation at this year's Fruit Logistica, which takes place in Berlin from 5. to 7. of February. With bananas, pineapples, pitahayas, physalis and passionfruit, the exhibitors present a richly filled fruit basket (Hall 21 Booth B-06). Import Promotion Desk (IPD), the German initiative for import promotion, has been supporting the partner country of this year's Fruit Logistica for two years now, and accompanies producers to the European market. This year the IPD brings six companies from Ecuador to the international trade fair. In total, over 40 companies from eight IPD partner countries - from Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Colombia, Peru and the Ukraine - will present their range of fresh fruits and vegetables in Berlin.

"Ecuador has great potential in the fresh fruits and vegetables sector," says Dr Julia Hoffmann, Head of IPD. "The country is mainly known as a supplier of bananas, but Ecuador offers a great variety of tropical fruits. Furthermore, it can score with specialties such as the yellow pitahaya from Palora. But not only the variety, also the quality is what makes the offer from Ecuador special."

In South America the IPD is further active in Peru and Colombia. Funded by the Federal Ministry for Economic Cooperation and Development (BMZ), the initiative supports small- and medium sized companies in accessing the EU-market. At Fruit Logistica the exhibitors from Peru will present ginger and curcuma, as well as granadillas and mini bananas. The range of products from Colombia includes amongst others, bananas, papayas as well as avocados. From Egypt and Ethiopia comes a wide range of vegetables and fresh herbs as well as strawberries, oranges, limes, pomegranates, grapes and mangoes. The producers from the Ukraine will showcase berries in Berlin, such as blue berries and raspberries. Newcomers this year are producers from the Côte d'Ivoire and Ghana, who will be presenting coconuts, mangoes, sweet potatoes and okra pods as well as pineapples and papayas to an international audience.

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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, Côte d'Ivoire, 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.).

IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at www.importpromotiondesk.de.

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