

GIZ and IPD: Joint export promotion in Cambodia

Bonn, 05 November 2020 - Import Promotion Desk (IPD) works closely with Deutschen Gesellschaft für Internationale Entwicklung (GIZ) in many developing countries and emerging nations.

With its expertise, the initiative supports in preparing exporters for the EU market and provides them with direct contacts to European importers. In a current GIZ project in Cambodia, IPD is organizing the so-called “last mile”. The aim of the project is to increase the value creation potential of Cambodian producers and to establish long-term export relationships with European importers.

In cooperation with EuroCham Cambodia and the Arbeitskreis Deutsche Wirtschaft (ADW), the GIZ programme “Global Business Network” (GBN) links stakeholders from the private sector with development cooperation. The GBN informs local companies in Cambodia about promotion, financing and cooperation offers in order to sustainably improve business relationships between local companies and European companies. “We bring the private sector in Cambodia and German development cooperation together to develop joint projects and initiatives”, says Bianca Untied, coordinator of the Global Business Network programme Cambodia. “One example is the cooperation with IPD, the German initiative for export promotion: On the one hand, IPD supports producers of natural ingredients from Cambodia to step into the European market. At the same time, IPD provides important export promotion skills to GBN and local EuroCham staff in workshops.”

IPD ties in with the work of GIZ, identifying exportable products and producers and arranging contacts to the import industry. Currently, the IPD experts are training companies in workshops on market requirements in Europe and preparing them for talks with potential trading partners. The IPD’s virtual B2B event on Natural Ingredients will start at the end of November. Here, producers from Cambodia will present their products, such as Kampot pepper and dried fruit, to European importers. “In a time, characterized by contact restrictions, the work of IPD is more important than ever”, says Dr. Julia Bellinghausen, head of IPD. “IPD continues to bring importers and exporters together – by many virtual formats. Despite the COVID-19 restrictions, exporters can thus open up new export markets and importers can continue their sourcing.”

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Import Promotion Desk (IPD)

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.

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.

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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