

Press Release

Import Promotion Desk presents Africa's fruit and vegetable diversity

Exporters from Egypt, Ethiopia, Côte d'Ivoire, Ghana and Morocco as well as from four other IPD partner countries show their high-quality product range at the virtual B2B event "Fresh Produce".

Bonn/Berlin, April 14, 2021 - Mangoes, grapes, citrus fruits, pomegranates as well as sweet potatoes, fresh herbs and sugar snap peas are part of Africa's fruit and vegetable diversity that exporters will present at the Import Promotion Desk's (IPD) virtual B2B meetings. The offerings from Egypt, Ethiopia, Côte d'Ivoire, Ghana and Morocco will be a focus of the Virtual B2B Event "Fresh Produce," which runs May 10-28. In addition, the import promotion initiative will present other companies from the IPD partner countries Ecuador, Colombia, Peru and Ukraine. Following the cancellation of the Fruit Logistica Special Edition, the IPD has decided at short notice to present the range of fresh fruit and vegetables from IPD partner countries in individual video meetings.

More than 30 IPD companies will participate in the B2B event. Among them are producers from Côte d'Ivoire and Ghana with their range of mangos, papayas and pineapples. In both Ghana and Côte d'Ivoire, the potential export volume of mangoes is growing steadily, and producers can offer good quality fruit. Mangoes and the very popular pomegranates are also coming from Egypt. Exporters from Egypt specialize in growing *Wonderful* pomegranates. Producers from Egypt and Ghana grow different varieties of sweet potatoes as well, which are also in high demand in the European market.

In addition, Egypt and Ethiopia offer a wide variety of fruits and vegetables: the broad range from Egypt includes, for example, grapes, oranges, lemons, strawberries and as well as fresh herbs, spinach, peppers and garlic. Ethiopian exporters are presenting green beans, onions and cabbage, as well as watermelons, among others. "The range of products from our African partner countries is very diverse," says Daniel Oppermann, IPD fruit and vegetable specialist. "Of course, there are a variety of suppliers and qualities in the countries. That's why we take the time and do the sourcing on site, visit potential suppliers, check their offer and make a pre-selection. We visited and selected all the companies we present before the Covid pandemic."

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Subtropical and tropical fruits from Africa and South America

The offer of subtropical and tropical fruits will be enriched by the exhibitors from Ecuador, Colombia and Peru: from Colombia and Ecuador pineapples, passion fruits, pitahayas, bananas, physalis as well as avocados will be presented. Exhibitors from Peru will also show avocados as well as pomegranates, limes, mangoes, organic bananas and pineapples at the B2B meetings. In addition, companies from Peru will offer sweet potatoes as well as fresh ginger and turmeric in organic quality. Producers from Ukraine will present sweet potatoes, Hokkaido squash, plums and peaches, and especially berries: Blueberries are in high demand.

Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

The IPD forms a link between small and medium-sized enterprises in selected developing and emerging countries and European importers.

Its goal is to integrate the partner countries into global trade and thus contribute to sustainable economic development in these countries.

The IPD gives exporters from the partner countries access to the EU market and supports them in establishing trade relations. For European importers, the IPD opens up new sources of supply in the partner countries and supports them in the procurement process for certain products.

Currently, the IPD is active in 13 countries: Colombia, Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kyrgyzstan, Nepal, Peru, Sri Lanka, Tunisia and Ukraine.

The IPD focuses on specific product groups: fresh fruits and vegetables, natural ingredients for food, pharmaceuticals and cosmetics, technical wood, cut flowers and sustainable tourism.

The global development organization sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Association of Wholesale, Foreign Trade and Services (BGA). The IPD is supported by the German Federal Ministry for Economic Cooperation and Development (BMZ).

For more information, visit www.importpromotiondesk.de.

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