

Press release

Anuga 2021: Import Promotion Desk presents variety of natural ingredients Producers from ten developing countries and emerging nations show the wide range and high quality of processed fruit and vegetables

Bonn/Berlin, 14.09.2021 – A wide variety of processed fruits and vegetables – including freeze-dried bananas, guanabana puree, fruit powder, dried courgettes and peppers as well as jalapeño and chilli peppers – will be presented by the Import Promotion Desk (IPD) at this year's Anuga. Around 30 IPD companies from developing and emerging countries will be showing their range of natural ingredients at the world's leading trade fair for the food and beverage industry, taking place in Cologne from the 9th to 13th of October.

Producers from the new IPD partner country **Uzbekistan** will be attending the fair for the first time. Famously located on the Silk Road, Uzbekistan offers a special range of natural ingredients, such as mountain herbs and essential oils. At Anuga, Uzbekistani producers will be displaying a variety of dried vegetables. In addition to sun-dried tomatoes, they offer courgettes, peppers, pumpkins and leeks.

From **South America**, the import promotion initiative accompanies producers of subtropical and tropical fruits to Anuga. The companies **from Ecuador** and **Colombia** supply, amongst other things, fruit pulps made from mangoes, pineapples, passion fruits, freeze-dried pitahayas, bananas and strawberries, as well as guanabana puree in frozen quality. One company from Ecuador even specialises in the processing of different chilli varieties. It offers the hot peppers in powder, flakes and puree as well as salted and smoked.

The African companies in the IPD programme from **Egypt, Ethiopia, Côte d'Ivoire** and **Ghana** are presenting their extensive range of dried fruits, fruit purees, herbs, seeds and pulses at Anuga. This range includes: dried mangoes, pineapple, pawpaw, hibiscus, lemongrass, mint, sesame, anise, fennel seeds, chickpeas, mung and kidney beans.

From the **Ukraine**, a country famous for berry production, the IPD is partnered with suppliers of frozen berries. The product range offered includes: blueberries, raspberries, blackberries, cranberries and elderberries.

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Sri Lanka and **Indonesia** will mainly present their coconut products at Anuga, e.g. dried coconut, coconut oil and coconut sugar. However, exhibitors from Sri Lanka will also show their fruit variety in the form of fruit powder made from mangoes, bananas and pineapples. Sri Lanka is a pioneer in organic cultivation and this is impressively demonstrated by the companies present at Anuga.

IPD at Anuga: Hall 2.1 Booth B009

Import Promotion Desk (IPD)

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

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.

IPD is currently active in 14 countries: Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Indonesia, Colombia, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine, and Uzbekistan.

IPD focusses on specific product groups: fresh produce, natural ingredients for foods, pharmaceuticals and cosmetics, sustainable wood products, cut flowers and sustainable tourism.

IPD has been established and implemented by sequa gGmbH – the globally operating development organisation of German industry and 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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