

## Press release

**Import Promotion Desk invites to virtual FAM trip to the land of four worlds**  
A webinar introduces tour operators to exceptional tourism companies and sustainable offerings from Ecuador.

**Bonn/Berlin, 05.04.2022 - The Import Promotion Desk, an initiative of the German Federal Ministry for Economic Cooperation and Development, invites European tour operators to a virtual trip through the country of the four worlds. The virtual FAM Trip to Ecuador takes place on 5 May from 3.00 to 4.30 pm (CET) and explores the four different nature areas of Ecuador: the rain forest of the Amazon area, the culture and landscape of the Andean highland, the Pacific coast as well as the flora of the Galapagos islands.**

IPD presents eleven tourism companies from Ecuador that place special emphasis on sustainability and offer experiences off the beaten path. "All by foot" is, for example, the motto of one of the travel operators from the Andean highlands. Furthermore, participants of this virtual trip will get to know an eco-lodge in the Amazon rainforest that is run by an indigenous tribe, as well as an operator that specializes in wildlife and bird watching. As an initiative promoting sustainable tourism, IPD selects travel providers according to strict criteria and connects them with interested European tour operators – independently and free of charge.

"Ecuador has coped well with the Corona pandemic and boasts a vaccination rate of almost 100 percent among employees in the tourism industry," says Nora Eichkorn, sustainable tourism expert at IPD. "It's a great opportunity for tour operators to learn about Ecuador as a travel destination and meet new operators." IPD is organizing the virtual FAM Trip in cooperation with the Ministry of Tourism of Ecuador (MINTUR), whose representatives will also provide information about the current situation and the tourism restart after the pandemic. The companies in the IPD program will give an insight into their tourism product portfolio through videos and personal presentations.

Registration Form: <https://form-eu.123formbuilder.com/52341/form>

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IMPORT PROMOTION DESK

### **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 German Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at [www.importpromotiondesk.de](http://www.importpromotiondesk.de).

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