

Press release

Prickly pear, spirulina and almond oil – plant-based cosmetics from Tunisia IPD and CEPEX bring natural cosmetics from Tunisia to the Beauty Forum in Munich

Bonn/Munich, 25.09.2017 – At this year’s Beauty Forum, to take place from the 28th to the 29th October 2017 in Munich, Tunisia is participating with its own country pavilion for the first time. Five Tunisian companies will be presenting special care products from their region. Many of the offered cosmetics use raw materials typical to the country, such as prickly pear oil, spirulina algae and almond oil. The Tunisian pavilion is organised by the Import Promotion Desk (IPD) and the Tunisian export promotion centre, Centre de Promotion des Exportations (CEPEX). The IPD is supporting the Tunisian companies break into the European market.

The five companies from Tunisia – Bio Thala, Nakawa Bio, Zayta, Biological & Chemical Institute (BCI) and Zahra Nature Laboratories – manufacture a broad range of cosmetics. The special feature of the Tunisian products is that they contain many local plant based specialties, such as the desert rarity prickly pear seed oil. The oil has a high concentration of unsaturated fatty acids and is particularly valuable in cosmetic products due to the very high proportion of linoleic acid. Other vegetable oils typical to the country, such as almond oil and apricot seed oil, are also used as a base for Tunisian natural cosmetics. In using special ingredients such as spirulina algae or moringa - also cultivated in Tunisia - the companies are following international trends in the cosmetic industry. They develop their own innovative care product formulations, but also take on contract productions for European firms. Two of the five presenters also have organic certification.

In addition, the group of companies on the Tunisian country pavilion are remarkable for another reason: women are the bosses here. Tunisia is considered a pioneer of women’s rights in the Arab world, and the companies at the Beauty Forum Munich are setting an example: Bio Thala, Nakawa Bio, Zayta, Biological & Chemical Institute (BCI) and Zahra Nature Laboratories are run by women and their production is also very much female-dominated.

Pavilion at the Beauty Forum Munich: C3 - B29/30

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About the Import Promotion Desk (IPD)

The IPD is an initiative for import promotion in Germany. It connects German importers with small and medium-sized exporters from selected developing countries and emerging nations. The IPD's goal is sustainable and well-structured import promotion of specific products from selected partner countries under compliance with high quality, social, and environmental standards. The IPD consolidates the interests of European importers with those of exporters in the emerging growth markets of the partner countries. German importers are thus able to optimise their purchasing activities and increase the variety of products they offer; in the partner countries, the private sector is strengthened. The IPD is currently active in Egypt, Ethiopia, Indonesia, Nepal, Kyrgyzstan, Peru, Colombia, and Tunisia. The IPD focusses on four product groups: fresh fruit and vegetables, cut flowers, natural ingredients for the food, pharmaceutical and cosmetics sector as well as technical wood.

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

For further information visit www.importpromotiondesk.de

For further information please contact:

Import Promotion Desk (IPD)

Kathrin Seelige
IPD Expert Sourcing + Purchase
Natural Ingredients
Phone: +49 (0) 228 965 05 892
Mobile: +49 (0) 152 3849 2639
E-Mail: seelige@importpromotiondesk.de

Media contact

Annegret Winzer
W communications
Phone: +49 (0) 30 23 99 72 14
Mobile: +49 (0) 179 11 21 387
E-Mail: a.winzer@w-communications.de

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