

The IPD supports German importers in their search for super fruits



Klaus Böcker GmbH is an importer of exotic fruit products. Its portfolio comprises fruit juice, paste and concentrate from more than 500 kinds of fruit in more than 500 specifications. To continually expand its range of products, the company is always on the look-out for new suppliers. For this reason, Klaus Böcker GmbH turned to the Import Promotion Desk (IPD) – and made a catch: The IPD provided the German importer with a new trade partner in Egypt.

EXOTIC FRUIT ENRICH THE GERMAN MARKET

Guavas, guanábana, acai and pomegranate – so-called super fruit rich in nutrients and vitamins as well as intensive aroma enjoy great popularity among German consumers. For importers, however, the search for ever-new exotic novelties and suitable suppliers is not easy and fraught with risk because of a lack of information on potential trade partners. This is where the Import Promotion Desk, a German import promotion service provider, comes in: it assists interested companies in their search for the super fruits by furnishing them with valuable contacts to reliable export businesses in selected partner countries. IPD's expert support helps them optimize their buying activities and increase their product variety.

The example of Klaus Böcker GmbH shows how exotic super fruits may successfully gain access to the German market. The company sources its wares from more than 50 producers in around 30 countries. With the Egyptian enterprise "Paste & Juice Company", the German importer was able to find a further partner in Africa. The business contact was established by the IPD at a meeting that took place at the SIAL trade exhibition in Paris – the leading B2B food industry.

Prior to this, the IPD experts visited and evaluated the Egyptian company in a sourcing mission. →



»The qualitative pre-selection of producers saves the German importers time and money and also helps

them reduce the risk for wrong decisions during the sourcing process.«

Dr. Julia Hoffmann, head of the Import Promotion Desk



Further information on the IPD can be found at www.importpromotiondesk.de



IMPORT PROMOTION DESK



»The new business contact to the Egyptian producer Paste & Juice Co. allows us to complement our product portfolio with an additional sourcing country. Our collaboration with the new partner is hitch-free both commercially and in regard to order processing and the range of products is competitive. Good quality combined with smooth business transactions is the basis for follow-up business. We see good prospects for more intensive business relations in the near future.« Martin Wegener, managing director of Klaus Böcker GmbH



QUALITATIVE PRE-SELECTION SAVES TIME AND MONEY

The IPD establishes contacts to suitable exporters in a demand-oriented fashion. It chooses exporters which offer those premium products and product innovations that are in such great demand in Germany. This selection takes place after a thorough onsite evaluation of the candidate companies that rates the production process as well as product quality and availability on the basis of predetermined criteria. The IPD can thus guarantee that the exporters can actually deliver the goods, that they comply with high quality, social and environmental standards and that they fulfill all the import requirements for the German market. Thanks to the IPD's services the importers are spared the time, personnel- and cost-intensive process entailed otherwise by research, travel, quality testing and audits.



Klaus Böcker GmbH sees a growing potential for exotic fruit from Africa: Because super fruits such as guavas fit the current health trends and are excellently suited to create new product innovations for the fruit juice industry. In the course of its talks with the IPD and the producer Paste & Juice Co., Klaus Böcker GmbH representatives were able to sample the Egyptian products and decided to purchase white guava purée. Martin Wegener, managing director of Klaus Böcker GmbH, is enthusiastic about the product: "The ingredients and the rich, natural taste of the guava have largely been preserved due to the particularly gentle pureeing process that takes place immediately after harvesting in the country of origin." Customers from the beverage and aroma industry, says Wegener, would be highly interested in the products.

HIGH-QUALITY NATURAL PRODUCTS FROM FAR-AWAY COUNTRIES

To tap new buying markets for high-quality natural products, the IPD is active in several countries in Africa, Asia and Latin America. Aside from Egypt, its partner countries are Ethiopia, Indonesia, Kyrgyzstan, Nepal, Peru and Tunisia. This is where the import promotion provider is looking for new super fruits and other exotic novelties to satisfy the current demand for high-quality, sustainably produced goods for the German market and help more importers get in touch with exporters.

For further information on the Import Promotion Desk please visit:
www.importpromotiondesk.de

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