

# IPD maps new markets for German importers



## Coconut flower sugar – a niche product from Indonesia

### SUCCESSFUL SOURCING

The ambitious start-up company KULAU GmbH from Berlin has specialised in importing coconut-based products. The name of the enterprise speaks for itself: in Papua-New Guinea's creole language Tok-Pisin, "kulau" means "young, green coconut".

The company exclusively sells sustainable, naturally manufactured fair-trade organic products. In its selection of suppliers, KULAU adheres to the highest standards. Both in regard to product quality, good working conditions and environmentally-friendly cultivation methods at the plantations, the German importer makes high demands on its foreign partners. Professional sourcing is therefore very important to the company when it comes to locating suitable buying markets for its products in tropical countries. This is where the help of the Import Promotion Desk (IPD) came in handy. The agency introduced KULAU to the suitable partner, saving the company a lot of time and money.

### IPD CONNECTS COMPANIES THAT MATCH WELL

Due to the IPD-brokered contact to the exporter JAVARA, KULAU has now found a new supplier for the niche product coconut flower sugar. "When the IPD experts introduced us to the Indonesian exporter at the ANUGA trade fair, we were instantly enthusiastic", says Josefine Staats, founder and managing director of KULAU GmbH. "JAVARA is a good match for us. The company exports high-quality organic products from the island of Java, thus supporting the traditional local agriculture at the same time." →



IMPORT PROMOTION DESK



»For our company, the collaboration with this new Indonesian partner constitutes an important and courageous step for which the expertise provided by the IPD has been very helpful. Right from the start, the cooperation between all partners has been extremely trusting. We had a good feeling. When the IPD attests an exporter's reliability and high product quality, you can be sure that the risk is manageable.«

Josefine Staats, managing director of KULAU GmbH



Further information on the IPD can be found at [www.importpromotiondesk.de](http://www.importpromotiondesk.de)

Still a true rarity in Germany, coconut flower sugar is now in great demand by German organic food and health food retailers. Yet as with all bio-products, German consumers expect high-quality goods. "For this reason we asked JAVARA for laboratory tests. Independent experts have confirmed the outstanding quality of the products. Everything was highly satisfactory." Josefine Staats especially praises the exemplary transparency of the communication with, and the professional business conduct of, the Indonesian exporter. "This has created trust and will be the basis for a sustainable and long-term business relationship." KULAU had ordered an initial 5 tonnes of JAVARA coconut flower sugar for sampling and soon followed this up with the order of an entire container.

**IPD ESTABLISHES RELIABLE BUSINESS CONTACTS**

The Import Promotion Desk supports German importers in tapping new markets in the partner countries of Egypt, Indonesia, Kyrgyzstan, Nepal and Peru by providing targeted matchmaking services at, for instance, trade fairs or buying missions where sustainable business contacts to selected exporters can be established.



In addition to contact brokering, the IPD offers consulting services during all stages of the import process and creates the transparency and trust required for long-term business cooperation.

Financed by



Implemented by

