MEET RELIABLE SUPPLIERS FROM COLOMBIA, ECUADOR, EGYPT, ETHIOPIA, MOZAMBIQUE, PERU AND TUNISIA!

VISIT US IN HALL 26 | F-28
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Import Promotion Desk (IPD)

Visit us in hall 26 | F-28

Import Promotion Desk presents selected exporters from Colombia, Ecuador, Egypt, Ethiopia, Mozambique, Peru and Tunisia at Fruit Logistica 2019.

For the second time, Ethiopia takes part with its own country pavilion at Fruit Logistica 2019, organised by the Ethiopian Horticulture Producer Exporters Association (EHPEA). At booth F-28 in hall 26, the promising Ethiopian companies exhibit their diverse range of high-quality products to the German and European market.

Furthermore, IPD promotes innovative Tunisian and Egyptian companies at the trade fair. The exporters from Tunisia showcase their regional specialities at the Tunisian country pavilion (hall 1.1 | B-08). The Egyptian firms offer an exceptional portfolio of fresh fruit and vegetables at their country pavilion in hall 2.1 A and B.

For the first time, IPD also supports companies from Colombia, Mozambique, Peru and its new partner country Ecuador at Fruit Logistica.

All companies were carefully selected and then readied by IPD to commence export to the European market. They meet international quality standards and are equipped with the necessary certificates. On the following pages you will find detailed information about these companies and our partners.

IPD establishes direct contact to these new suppliers and organises b2b meetings at the trade fair.

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![Fruit Images]
IPD is your partner for import promotion in Germany.
Our goal is the sustainable and well-structured import promotion of special products from selected developing countries and emerging nations – under compliance with high-quality, social and environmental standards.

IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, IPD opens up new supply sources in the partner countries.

International sourcing is a process that is intensive in terms of time, manpower and costs. We connect you with the right exporters from our partner countries. Reduce your initiation, negotiation and control costs with IPD. We have contacts, information and communication channels to your new suppliers.

Our services for you are neutral and free of charge.

IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business. We are funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

You can find detailed information about the IPD and our individual services at www.importpromotiondesk.de.
Arcangel Miguel International is a Colombian group that grows, packs and sells hass avocado, passion fruit, mango and Tahiti limes. Their project started four years ago, and they have 200 hectares of hass avocado and 17 hectares of passion fruit, with a plan to plant an additional 300 hectares in land that they already own.

The company’s farms are located in the coffee region of Colombia, and the packing house is located in a free trade zone in the same region. They are very interested in the European market, their crops are GlobalG.A.P. and GRASP-certified. Furthermore, they also began the process of certification of their products in SMETA.

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Blix S.A.

Visitor available in hall 23 | F-14

Blix S.A. is a 25-year-old company exporting fresh mangoes to Europe, USA, Canada, Mexico and Chile since 1997. They export their own fruits produced in their Saint Judes farm in the northern region of the province Guayas in Ecuador.

Four different mango varieties are growing in their fields: Tommy Atkins, Kent, Keitt and Ataulfo. The company is able to supply fresh mangoes to Europe, both in full container loads by sea, as well as by air shipments.

**PRODUCTS & QUANTITIES PER YEAR**
+ Mango / 2,400 t
  - Tommy Atkins / 850 t
  - Kent / 610 t
  - Ataulfo / 470 t
  - Keitt / 470 t

**CERTIFICATIONS**
+ HACCP
+ GLOBALG.A.P.
+ PRIMUS LAB
Finca Procel

Visitor available in hall 23 | F-14

Finca Procel specialises in growing the exotic tropical fruit pitahaya (or “yellow dragon fruit”). At the same time, they export directly to many countries all over the world. Their farm is located in the heart of the Ecuadorian Amazon rainforest, near the small town called Palora. Palora became famous for the best yellow pitahaya in the world during the last years.

The company produces and exports high-quality fresh fruits according to the international standards. In 2015, their business expanded from local to international markets and they built a brand new fruit collection and packing plant. Now they are exporting around 20 000 kg of fresh fruits per week in the high season and looking forward to opening new international markets. Their mission is to supply unique exotic fruits to countries all over the world while supporting their local indigenous communities.

PRODUCTS & QUANTITIES PER YEAR

- Yellow dragon fruit (pitahaya) / 400 t
- Granadilla / 50 t

CERTIFICATIONS

- GLOBALG.A.P.
Alpha is an agricultural company that was established in 1994. They produce and export fresh fruits and vegetables with high standards of packaging and quality control.

The company is accredited with the GLOBALG.A.P. and BRC Organic certification. They are also approved by the UN peace troops (MFO) as a sanitarily approved food establishment and strictly comply with all Egyptian quality standards.

As they are growing fruits and vegetables with a high standard of organic food, they are responsible for everything that has to do with the products: from sowing seeds to packing and exportation.

**PRODUCTS & QUANTITIES PER YEAR**
- Green beans / 5,475 t
- Spring onions / 3,650 t
- Mangetout and sugar snap / 3,650 t
- Fresh garlic / 3,650 t
- Strawberries / 2,555 t
- Pomegranate / 3,650 t

**CERTIFICATIONS**
- GLOBALG.A.P.
- BRC
FinBi for Land Reclamation & Agriculture Development, a joint stock company, was established with an export focus in mind; export mainly to European and international markets. To achieve this, FinBi is focusing its efforts on introducing the best practices and international standards to every step of the agricultural process.

FinBi started its project in 2010 in the “Regwa – Wadi el Faregh” region, along the Cairo-Alexandria Desert Road. The project involves 84 hectares of grapes (flame and superior) and pomegranates (wonderful).

To add to its value chain, FinBi built its own handling area in the farm. Both the farm and the handling area are GLOBALG.A.P.-certified, and the company is a member of SEDEX. Their brand is called “Nates ‘n Grapes by FinFarm”. The company exported some of the produce to the United Kingdom.

### PRODUCTS & QUANTITIES PER YEAR
- Pomegranate wonderful / 1,000 t
- Flame grapes / 700 t
- Superior grapes / 200 t

### CERTIFICATIONS
- GLOBALG.A.P.
- SEDEX
Bio Land for Modern Agriculture, whose farm is located north-east of Cairo, is one of Egypt’s leading companies for organic fruits, herbs and vegetables. It has been operating in this field for more than a quarter of a century. For almost half of that time the company has been active in Europe. Bio Land holds a total of 75 hectares under cultivation and handles cooling and packing at its own on-farm refrigerated warehouse. The company’s agricultural and food safety specialists control and supervise all stages and steps of the production process to provide their customers with premium-quality products at the lowest prices possible. Bio Land pays great attention to customer satisfaction. They strive to achieve the best results and services through responsible management of human and natural resources.

PRODUCTS
- Green beans
- Mini cucumbers
- Cherry tomatoes
- Spring onions
- Chili peppers (green & red)
- Bell peppers (green, red, yellow, orange)
- Mangetout
- Onions (yellow & red)
- Grapes (white & red)

CERTIFICATIONS
- GLOBALG.A.P.
- HACCP
- ISO 22000
- ORGANIC EU
Fruta Fresca

Visitor available in hall 26 | F-28

Fruta Fresca is a group of agriculture experts with more than 15 years of technical hands-on experience. They started their passion for agribusiness in 2002, when they worked for the biggest producers of fruits and vegetables in Egypt. In 2015, they decided to export their own crops, to have the full control on the whole supply chain ensuring best quality with best prices.

Quality, value and customer service has helped Fruta Fresca to attain consumers’ satisfaction. From inception, their mission was to produce an Egyptian product with European quality and technology. Achieving a sustainable business relationship with partners is their ultimate goal, thus they work on end consumer satisfaction through continuous improvement of quality and flexibility of delivery.

**PRODUCTS & QUANTITIES PER YEAR**

- Strawberries / 700 t
- Onions / 500 t
- Spring onions / 100 t
- Pomegranates / 300 t
- Grapes / 200 t
- Sweet potatoes / 250 t

**CERTIFICATIONS**

- ISO 9001
- GLOBALG.A.P.
ITC

Visitor available in hall 26 | F-28

ITC started as a fruit trading company with the aim to provide highest quality service and products to its partners. Supervising the fruit production sites ensures the compliance with latest food safety regulations. ITC has implemented highest quality control measures in its packinghouse in order to deliver supermarket quality fruits to its clients.

The company supplies fair trade grapes to COOP Switzerland, FT pomegranate to France, FT and conventional oranges to Portugal and mango, pumpkins and sweet potato to Italy and Croatia. This year, ITC launched the vegetables production program with ORGANIC and FAIRTRADE-certified sweet potatoes, a variety of organic vegetables including asparagus, courgettes, cucumber, beans and tomato will follow.

PRODUCTS & QUANTITIES PER YEAR
+
+ Sweet potatoes / 450t
+ Onions / 150t
+ Asparagus
+ Courgettes
+ Cucumbers
+ Tomatoes
+ Green beans
+ Pepper

CERTIFICATIONS
+
+ ISO 9001
+ GLOBALG.A.P.
+ ORGANIC EU
+ FAIRTRADE
Korra Agri

Visitor available in hall 26 | F-28

Korra Agri was established in 2001, with the goal of exporting hygienically safe food products, which are fully compatible with global food standards. To reach those high standards, it was imperative to adopt the latest scientific techniques of agricultural production and to ensure that our teams are well grounded in these topics through training courses both nationally and internationally.

Korra Agri is always looking for new developments and enhancements and is constantly testing and examining new varieties, which match the market’s taste as well as achieving high-yield production and quality.

PRODUCTS
+ Fresh and IQF strawberries

CERTIFICATIONS
+ HACCP
+ BRC
+ GLOBALG.A.P.
+ BSCI

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Makar Farms was established in the 1880s and has become a major vegetable provider for high-class hotels and the Egyptian tourism industry in general with a unique product range and a lot of experience in organic farming.

About 30 years ago, the company was the first in Egypt to introduce a hydroponic system to grow plants using nutrients in the water without soil. Throughout the years, Makar managed to launch rare high-quality products in Egypt relying on two key ingredients: creativity and imagination.

The mission of Makar Farms is to introduce healthy varieties to the Egyptian and European cuisine. Makar has become a reliable supplier of assortments of clean vegetables and herbs that are rarely found in the market.

**PRODUCTS & QUANTITIES PER YEAR**

+ Green sprouts / 100 t
+ Edible flowers / 100,000 packs (winter season)
+ Multicoloured broccoli / 100 t
+ Baby eggplant / 15 t
+ Baby sweet pepperoni / 15 t
+ Mesclun / 100 t
+ Endive / 100 t
+ Variety of lettuces / 100 t (winter season)

**CERTIFICATIONS**

+ ORGANIC EU
North Africa Co. for Food Industries (Norica)

Visitor available in hall 26 | F-28

Norica is a member of North Africa Group (NAG) of companies established in 1975. The company was founded in 2013 with the aim to be active in agriculture exports and food industries, specializing in exporting Egyptian herbs and spices, pulses, fruits and vegetables.

Norica’s mission is to provide the world with the superior agriculture produce that Egypt has to offer. They are committed to consistent quality, competitive prices and excellent service and promise to exceed their customers’ expectations through innovation and competitiveness. The company’s main target is to achieve a sizable share in the world market of agriculture produce.

PRODUCTS & QUANTITIES PER YEAR
+ Red garlic / 3,000 t
+ White garlic / 2,000 t
+ Yellow onion / 4,000 t
+ Red onion / 3,000 t
+ Pomegranate / 1,000 t
+ Orange valencia / 200 t

CERTIFICATIONS
+ ISO 9001, 14001, 18000
+ GLOBALG.A.P.
+ ORGANIC (EU, NOP)
Oriental Fruit

Visitor available in hall 26 | F-28

Oriental Fruits was established in 2009 as a company that specialises in the export of fresh fruits, vegetables, citrus produce, dates, as well as a variety of frozen food products.

Their mission is to ensure consistent high-quality produce that reaches their customers on time.

PRODUCTS & QUANTITIES PER YEAR
+ Grapes / 1,000 t
+ Oranges / 1,000 t
+ Pumpkins / 500 t
+ Strawberries / 200 t

CERTIFICATIONS
+ GLOBALG.A.P.
+ BRC
+ FAIRTRADE

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Located at 2,400 meters above sea level in Holeta, Alemye cultivates about one million strawberry plants and produces almost 1.5 tons of fresh strawberries daily. Alemye has a professional team of 500 experienced local employees – who had intensive training on all agriculture practices – working in 10 greenhouses.

Alemye produces premium quality strawberries in soilless cultures. The company does its best to produce the highest quality crops, and this is why Alemye uses beneficial insects instead of insecticides and pesticides to provide chemical-free products.

Alemye Agricultural Investment strives to produce the best high-quality strawberries, both locally and globally, through advanced techniques and experience coupled with continuous development and hard work. Alemye’s vision is to be the leading high-quality crops exporter in the African region. International Fresh Produce is the exclusive marketing agent for Alemye Agricultural Investment P.L.C. and some other Ethiopian strawberry farms.

PRODUCTS & QUANTITIES PER YEAR

- Strawberries / 547.5 t
- Blueberries

CERTIFICATIONS

- BRC
- GLOBALG.A.P.
- SEDEX Ethical Auditing
- Tesco
Koga Veg was founded in 2013 to boost rural economic development in the area around Bahir Dar in the Amhara region of Northern Ethiopia. The area is characterised by smallholder agriculture and the production of crops for own consumption or sale into the local market. Koga Veg introduces peas and other export crops as a means of increasing farmer income. Koga Veg is part of FairFruit.

Koga Veg seeks to inspire the planet, meaning a new way of doing business – one that serves the interests of people, planet and profit equally.

FairFruit Group is an integrated company combining production and export companies in Latin America and Africa, and import and sales offices in Europe and the USA. FairFruit was founded by Durabilis, a Belgian impact investing company, to create economic opportunities for small scale farmers in developing countries and to propel sustainable rural economic growth.

PRODUCTS & QUANTITIES PER YEAR
+ Sugar snaps / 520 t
+ Snow peas / 520 t
+ Baby corn / 104 t
+ Physalis / 104 t
+ Chilis / 104 t

CERTIFICATIONS
+ GLOBALG.A.P.
+ HACCP
+ SEDEX-SMETA
Metrolux Flower P.L.C.

Hall 26 | F-28

Metrolux Flower P.L.C. is one of the biggest strawberry growers in the highland part of Ethiopia, with a 17 hectares production area (all under greenhouses). Their focus is on strawberries only. Currently, Metrolux provides San Andreas, Sweet Ann and Monterey varieties. All varieties are imported from California, USA. The availability of strawberries is all year-round.

Metrolux strives to be the leader in the sector, not only in production capacity, but also in implementing safe, environmentally friendly growing techniques and standards. The company has created an employment opportunity for 500 local residents.

PRODUCTS & QUANTITIES PER YEAR
+ Strawberries / 500 t

CERTIFICATIONS
+ BRC
+ GLOBALG.A.P.
Beles Agame PLC is the first and the only cactus pear-based agroindustry in East Africa. The company was established with the support of the United Nations Industrial Development Organisation and the Ethiopian Ministry of Industry.

The project is aimed to support the regional government in addressing the irregular migration of youth and women through creating employment opportunities and promoting rural economic growth. Beles Agame is also cooperating with and creating sustainable market for more than 500 smallholder farmers in the neighbouring rural districts.

Beles Agame PLC was founded in 2015 and has been operating business in fresh prickly pear fruits processing and marketing of premium quality to local and export markets. The product brand name of the company is “The Desert Gold”. Currently, the prickly pear fruits are under GLOBALG.A.P. + GRASP certification and expected to acquire the certificate in the production season in June 2019.

**PRODUCTS & QUANTITIES PER YEAR**

+ Cactus pear fruits / 9,125 – 10,950 t
+ Cactus pear seed oil
+ Cactus pear pulp

**CERTIFICATIONS**

+ GLOBALG.A.P. / GRASP (in process)
+ HACCP (to be obtained soon)
+ GMP (to be obtained soon)
GreenPath Food produces and sources premium, organic fresh food products. Based in Ethiopia’s southern highlands since 2015, GreenPath works with a network of over 100 smallholder partner farmers and connects their produce to international markets.

GreenPath is Ethiopia’s first and only EU-certified organic fresh produce exporter. The company offers a portfolio of avocado, chili pepper, beans, peas, turmeric, dried and fresh herbs. Their products are currently purchased by retailers, wholesalers and premium hotels in Europe and the Middle East.

Their mission is to build sustainable supply chains, farms and livelihoods for thousands of smallholders across East Africa via exceptional quality produce. They are looking for international buyers who share their vision to join them.

**PRODUCTS**
- Avocados
- Chili peppers
- Fine beans
- Turmeric
- Peas
- Fresh cut herbs
- Dried herbs for tea

**CERTIFICATIONS**
- ORGANIC EU

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Carthage Limitada

Visitor available in hall 26 | F-28

Carthage Ltd. was established as the Mozambican sister company of Neofresh, the leader in papaya production and marketing in South Africa. From the outset of the company, the core business was the production, value-adding and marketing of papaya. By now, they also added other products, such as lychee and mango to their production.

The company grows, packs, markets and delivers all of its own products to the major retailers and municipal market outlets in South Africa. Furthermore, roughly 2,000 cartons of papaya per week are exported to the EU and UK markets. A major change has taken place recently, when the company started making use of sea freight to export papaya. Most of the lychee volume is exported to the EU, UK, Middle East and Canadian markets, while mango is currently supplied locally, until the volume allows to start exporting as well.

The business philosophy is based on sustainable farming, optimising yield and quality, while also adhering to social responsibility.

PRODUCTS & QUANTITIES PER YEAR

+ Papaya / 12,000 t
+ Lychee / 700 t
+ Mango / 500 t
+ Blueberries / 160 t
+ Macadamia / 40 t

CERTIFICATIONS

+ GLOBALG.A.P.
Nativa Organics S.A.C.

Hall 25 | B-14

Nativa is formed by a young professional team who are natives from the Amazon region and are committed to produce and export the best products from their home area. The Amazon region offers a natural environment which allows growing truly organic products with a superior flavour, which, combined with farmers’ dedication, makes it possible to get the best quality for organic products.

They are committed to export the best products from the Amazon rainforest and their operations consider environmental, social and economic aspects to create a positive impact on the communities around their working area. Improving the standard of living of native people from the Amazon who have less opportunities to develop, due to their remote location and difficult access to goods, is one of the company’s goals.

PRODUCTS & QUANTITIES PER YEAR

+ Fresh organic ginger / 1,500 t
+ Fresh organic turmeric / 500 t
+ Fresh organic granadilla / 104 t

CERTIFICATIONS

+ ORGANIC (EU, US)
+ GLOBALG.A.P.
Patt Fresh S.A.C.

Visitor available in hall 25 | B-14

Patt Fresh S.A.C. is a small Peruvian family business with over 15 years in the market dedicated to the marketing and production of plantains and bananas. They are working with associations of small farmers in different regions of the Peruvian jungle. Their flagship product is the variety musa acuminata AA (group baby banana).

The company is dedicated to the production and marketing of organic products, committed to the care of nature, environmental and social responsibility. Patt Fresh S.A.C. wants to become a leading agricultural export company, nationally and internationally recognized for the excellent quality of its products, its service, its commitment to the environment and its superior social responsibility, generating maximum customer satisfaction.

**PRODUCTS & QUANTITIES PER YEAR**

+ Baby bananas / 52–104 t

**CERTIFICATIONS**

+ BCS
Since 1986, Sadira has specialised in fruit production and is thus also known as one of the first Tunisian fruit operators. Cultivating more than 800 hectares in several areas from very early to late season, Sadira already exports to Southern and Northern Europe, Middle East and North Africa.

As its slogan “Innovating your taste” indicates, Sadira is always looking for new product varieties and innovative technologies. The company strives to achieve this goal in maintaining partnerships with cultivators from all over the world. However, Sadira is not only committed to the production of innovative products, but also of products that meet international quality standards. The GLOBALG.A.P. and BRC certifications, for example, are the proof of Sadira’s commitment to food safety and environmental respect.

**PRODUCTS & QUANTITIES PER YEAR**

- Stone fruits / 2,200 t
- Table grapes / 2,000 t
- Citrus / 1,500 t
- Figs / 100 t
- Pomegranates / 200 t

**CERTIFICATIONS**

- FSSC 22000
- ISO 9001, 22000
- HACCP
- BRC
- GLOBALG.A.P.
Founded in 2013, Tunisia Food Industry is a Tunisian company for fresh and processed fruits and vegetables. Since its creation, it has specialised in the export of Tunisian produce gaining a leading edge international reputation for dried tomatoes, fresh and preserved artichokes, potatoes, dates and olives.

With its portfolio of international clients, a great experience in export procedures and a strong network of local partners, Tunisian Food Industry develops its activities sustainably in an evolving global environment. Their team of specialists is committed to ensure the continued success of all your international trade operations in Tunisia.

PRODUCTS & QUANTITIES PER YEAR
+ Sun-dried tomatoes / 300 t
+ Artichokes / 60 t
+ Squash / 108 t
+ Watermelons / 250 t
+ Dates / 200 t

CERTIFICATIONS
+ ISO 9001
+ Gold medal in the Tunisian competition of local products 2017
Established in 1997 by the Egyptian Minister of Trade and Industry, the Agricultural Export Council (AEC) is considered the authorised representative of the agricultural export sector. It is committed to attracting international buyers and increasing Egyptian exports worldwide.

The AEC promotes Egyptian producers and exporters of high quality products such as fruit and vegetables, dried herbs and spices, nuts and seeds. Members receive support in overcoming internal and external obstacles to agricultural export and dealing with governmental issues. The AEC promotes international trade relations and organises matchmaking events, trade fairs and conferences with various actors of the target markets. It also encourages corporate development by promoting training programs and acquisition of food safety and other international certifications.

The AEC aims to support Egyptian agricultural exports by promoting Egyptian products globally and increasing technical innovation and food safety awareness among Egyptian producers. The Council also represents members’ interests in governmental negotiations in order to increase investments in agriculture.
The Ethiopian Horticulture Producer Exporters Association (EHPEA) is a pioneer association for horticulture development in Ethiopia, established by five companion growers in 2002. As a business membership organisation, EHPEA counts with over 119 members engaged in the production and export of flowers, fruits, vegetables and herbs. There are over 100 main export destinations for Ethiopian horticultural products with the main destination being Europe.

EHPEA plays the role of safeguarding the rights and benefits of its members, represents its members’ interests, facilitates market access and business linkages, supports the promotion of a socially and environmentally responsible mode of production, organises and supports capacity building for members and pertinent partners and initiates partnerships and networking among stakeholders.

The mission of EHPEA is to promote the competitive position of the Ethiopian horticulture sector within the global market. To achieve this objective, EHPEA provides its members with the needed technical knowledge, networking opportunities, market access and market intelligence support, in cooperation with relevant international institutions. EHPEA envisions obtaining a world class status in the international network of associations.
PromPerú, Peru’s Export and Tourism Promotion Commission, with headquarters in Lima, is a government agency connecting both public and private initiatives to create a competitive and diversified offer of products and services with the highest quality standards suitable for the international market.

PromPerú carries out a wide range of activities related to trade and tourism promotion, focusing on those linked with the expansion of businesses in foreign markets, thus contributing to generate job opportunities, and to spread the image of Peru as an successfully exporting country and an attractive tourism destination.

In the export sector, PromPerú acts as a key partner and adviser to potential and current exporters, organising trade promotion and market intelligence activities, such as tradeshows, trade missions and market research studies.

For more information please visit the website [www.promperu.gob.pe](http://www.promperu.gob.pe)
Agence de Promotion des Investissements Agricoles (APIA)

IPD partner – Hall 1.1 | B-08

Established in 1982, the Agence de Promotion des Investissements Agricoles (APIA) is a Tunisian public institution run by the Ministry of Agriculture that was created to promote private investment in the fields of agriculture, fisheries and related services.

Based on its dedicated expertise, APIA supports its members in successfully implementing their respective projects.

In this context, APIA offers diverse services such as obtaining financial and tax benefits, assisting promoters in the compilation of investment and managerial records, matching Tunisian operators with potential foreign counterparts and the participation in trade fairs and exhibitions in Tunisia and abroad.

APIA’s vision is to improve the competitive advantages of the sector and to strengthen the industry’s positive image in the world market. APIA would very much welcome the opportunity to introduce German and European importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at BioFach 2019.