IPD at Fruit Logistica 2016

MEET RELIABLE SUPPLIERS FROM COLOMBIA, EGYPT, ETHIOPIA AND TUNISIA
BERLIN | 3 – 5 FEBRUARY 2016
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The Import Promotion Desk presents selected exporters at Fruit Logistica 2016.

All companies were carefully selected and then readied by the 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.

The IPD establishes direct contact to these new suppliers and organises b2b meetings at the trade fair.
ABOUT US
The IPD is the service provider for import promotion in Germany. It connects European importers with exporters from selected developing countries and emerging nations.

The 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.

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

Our goal is the sustainable and well-structured import promotion of special products from selected partner countries – under compliance with high quality, social, and environmental standards.

We have the contacts, information and communication channels to reliable suppliers in our partner countries. By connecting you to the right exporters, we help you to profit from time-, cost- and risk-optimized sourcing.

GET IN TOUCH WITH US.
You can find detailed information about the IPD and its services at www.importpromotiondesk.de

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CBI is an agency of the Ministry of Foreign Affairs of the Netherlands. CBI (Centre for the Promotion of Imports from developing countries) contributes to sustainable economic development in developing countries through the expansion of exports from these countries. CBI is THE expert in export development and export promotion from developing countries.

For more information please visit the website www.cbi.eu

CBI approaches the value chain as a system in which all stakeholders are interconnected.

To optimally improve export promotion CBI works on:

+ Export Coaching
+ Institutional Development
+ Human Resource Development

Moreover, Europe offers lots of opportunities for exporters. CBI offers EU market information for exporters to take advantage of these opportunities.

If you wish to have more information about the running programs, have questions about exporting to the EU or how CBI operates, please contact CBI via www.cbi.eu and fill out the contact form.
ETHIOPIAN HORTICULTURE PRODUCERS EXPORTERS ASSOCIATION (EHPEA)

Hall 3.2 | C-18

FACTS & FIGURES
The Ethiopian Horticulture Producers Exporters Association (EHPEA) is a pioneer association for horticulture development in Ethiopia, established by five companion growers in 2002. As a business membership organization, EHPEA counts over 110 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.

PRODUCTS & SERVICES
EHPEA plays the role of safeguarding the rights and benefits of its members; represents its members’ interest; facilitates market access and business linkage; supports the promotion of a socially and environmentally responsible mode of production; organizes and supports capacity building for members and pertinent partners; and initiates partnership and networking among stakeholders.

MISSION & VISION
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, networking, 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.
Alemye Agricultural Investment P.L.C.

FACTS & FIGURES
Located at 2,400 meters above sea level in Holeta, Alemye cultivates about 1 million of 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. The project is export-oriented and has 2 major global certificates (Global GAP, BRC).

PRODUCTS & SERVICES
Alemye produces premium quality strawberries in both soil-in and soilless cultures.
Alemye does its best to produce the highest quality crops, and that’s why Alemye uses beneficial insects instead of insecticides and pesticides to provide chemical-free products.

MISSION & VISION
Alemye Agricultural Investment strives to produce the best high quality strawberries both locally and globally through advanced technicality 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.
Almeta Impex

FACTS & FIGURES
Almeta Impex PLC has been involved in horticulture farming and trading activities for the past seven years. Being specialized in the export of horticultural products from its own farm, the company has two farming sites at Koka and Awassa with a total land holding area of 90 and 146 hectares. In addition, Almeta Impex PLC also has a pharmaceuticals and floor tiles trading business under its commercial wing.

PRODUCTS & SERVICES
Almeta Impex PLC offers a variety of products: From table grapes and strawberries to fine beans, onions, sugar snap peas and hot pepper. The quality of these products is ensured by the Global GAP certification.

MISSION & VISION
Almeta Impex PLC’s intends to offer products in conformity with its customers’ preferences. This entails farming according to international standards and constantly monitored quality control mechanisms. Almeta Impex PLC is dedicated to provide the best quality to its clients worldwide.
Ethio Vegfru

Hall 3.2 | C-18

FACTS & FIGURES
Ethio Vegfru horticulture farm was established in year 2000. Located at Koka area, 90km south of Addis Ababa and at an elevation of 1600 M.A.S, Ethio Vegfru is also part of the great African rift valley. The company employs around 700 seasonal and 40 skilled and semi-skilled permanent workers. Modern irrigation and fertigation systems have been installed on 100 hectares of production land to ensure a maximum productivity level and to attain an excellent product quality.

PRODUCTS & SERVICES
The farm is producing different types of mid-highland and lowland vegetables and fruit types. Most of the vegetables are exported and include mange tout, sugar snap peas, beans (fine & extra fine & bobby), iceberg lettuce and chili. In addition Ethio Vegfru is an important hybrid maize seed producer. The maize production contributes to a crop rotation cycle for vegetable crops. In compliance with international market regulations, Ethio Vegfru obtained the GlobalGAP, BRC and ETI certification.

MISSION & VISION
In providing best quality products that comply with international standards, Ethio Vegfru intends to become a leading ambassador for environmental related matters. As a result, the company maintains 40 hectares of environmentally protected forest area with Acacia and other indigenous trees.

PRODUCTS
Mange tout, sugar snap peas, beans (fine & extra fine & bobby), iceberg lettuce and chili

CERTIFICATION
BRC, ETI, GlobalGAP

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FACTS & FIGURES
Founded in 2006 by Ethiopian nationals, Luna Fruits is a fruit and vegetable producing company in Ethiopia. Its farm is located in the Oromia region, south east of Addis Ababa. The region is suitable for the production of fruits and vegetables, as it is endowed with good soil, rich irrigation water sources from both surface and ground water and an ideal agro-climate. Its land holding amounts to 200 hectares from which 150 hectares are under cultivation.

PRODUCTS & SERVICES
Luna Fruits is engaged in the cultivation of exportable fruits and vegetables such as table grapes, sweet melons, sugar snap peas, mange tout, bird eye chilies, fine beans and hot chilies. At the moment the company is even conducting trials to produce pomegranates and figs. In addition Luna Fruits produces onions, tomatoes, chilies and many types of assorted vegetables for the domestic market.

MISSION & VISION
Luna is dedicated to work towards maximizing the value of all stakeholders. For example the company has acquired GlobalGAP and SMETA certificates in order to enhance product safety and traceability and thus contributing to a customer’s full satisfaction.
FACTS & FIGURES
Meki Batu Vegetables and Fruits Grower’s Cooperative Union is operating its activities in the central rift valley of East Shoa Zone, Ethiopia in the following 5 districts: Ademi Tulu, Dugda, Bora, Ziway Dugda and Adama. These districts are known for their great water resources and the potential they have for the production of horticulture.

PRODUCTS & SERVICES
Meki Batu is producing and selling the members’ products to the local and foreign market. The product portfolio includes tomatoes, onions, peppers, potatoes, green beans, soybeans, haricot beans, papayas and a seed multiplication of vegetables and cereal crops. In addition, Meki Batu is facilitating credit services, delivering market information, machinery service and providing training and education.

MISSION & VISION
Meki Batu is dedicated to achieve a betterment of the members as far as the living conditions are concerned. In providing its members with a continuous training and education, in supplying improved agricultural technologies and services and in making the members produce products with good quality & quantity, Meki Batu strives to be a leading union with a good competing capacity in the free market economy.
AGRICULTURAL EXPORT COUNCIL (AEC)

Hall 2.1 | A-03

FACTS & FIGURES
Founded in 1997, the Agricultural Export Council (AEC) is the leading counselor entity to the Egyptian Minister of Trade and Industries for the agriculture sector.

PRODUCTS & SERVICES
The council strives to increase Egyptian agricultural exports in supporting and promoting Egyptian producers and exporters of high quality products such as fruits and vegetables, dried herbs and spices, nuts and seeds, and many more.

MISSION & VISION
The council intends to promote Egypt globally in the agricultural sector, to eliminate internal and external obstacles that hinder the export process of agricultural products and to raise the technology awareness of the Egyptian producers and exporters.
FACTS & FIGURES
Established in 2013, Haggan Group co-founded the Egyptian Grower Organization (EGO) in 2015. EGO has many farms across Egypt from the South to the North providing different climate, soil and environmental conditions to allow the production of high quality crops throughout the year. The total number of hectares amounts to 800 with more than 80 persons working full-time and 200 seasonal workers in the agriculture production.

PRODUCTS & SERVICES
EGO cultivates table grapes, pomegranates, mangos, dates (Medjool and Barhee), pumpkins, beans, onions, and garlic. However, EGO is also able to do a contract passed plantation. All products are selected for marketability, quality and shelf life. Located on the plantation, cold storage and packaging facilities guarantee the best possible freshness and quality of the harvested fruits.

Product safety and traceability are ensured by GlobalGAP certified operations.

MISSION & VISION
EGO’s mission is to provide potential markets around the globe with selected fresh and processed fruits and vegetables that meet the highest demands in quality, safety for human consumption, and taste all the year round, at the right value for money, yet in the most ethical business conduct manner.
Egytree for agricultural products

FACTS & FIGURES
Established in 2006 in Sadat City, one of the most strategic agricultural spots in Egypt, Egytree for Agricultural Products comprises about 42 hectares, where a variety of grapes and citrus are cultivated for export.

PRODUCTS & SERVICES
The farm covers about 15 hectares of Valencia citrus fruits and 27.5 hectares of seedless grapes.

As far as environmental sustainability is concerned, Egytree is applying an integrated quality control system that complies with the international GlobalGAP standards. Egytree is now expanding its business to reach a complete integration by building a post-harvest center to fully control processes (handling, packaging, cooling and shipping).

MISSION & VISION
Egytree intends to combine advanced techniques and strong marketing abilities to deliver premium products worldwide in conformity with environmental aspects. This requires the application of the latest technologies to maintain a high-level quality for both national and international markets, an efficient use of energy, water and other resources and the hiring of highly motivated professionals.

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PRODUCTS
Table grapes, oranges

CERTIFICATION
Global GAP, SEDEX & LEAFE
FACTS & FIGURES
Established in 1982, “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.

MISSION & VISION
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 importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at Fruit Logistica 2016.
Les Fruits de Carthage

Available at APIA stand Hall 1.1 | B-06

FACTS & FIGURES
Founded in 2012, Les Fruits de Carthage is a part of Poulina Group Holding (PGH), a leading company in Tunisia. The company cultivates more than 1000 hectares of land and has 200 full-time employees with over 500 seasonal workers in its agricultural division. The modern farms are adapted to the unique Carthago farming situation while incorporating the best technologies from across the world.

PRODUCTS & SERVICES
Les Fruits de Carthage produces apricots, peaches, plums, nectarines, table grapes, pomegranates as well as artichokes. Healthy, delicious fruit, the whole family can enjoy – that is what Les Fruits de Carthage offers.

MISSION & VISION
Les Fruits de Carthage is always looking for ways to maximize the value for stakeholders and to produce in an environmentally sustainable way. The company’s primary objective for example is to consistently meet the customers’ expectations in providing fresh, sweet and appealing fruits. Thus Les Fruits de Carthage strives to build up long-term customer relationships based on mutual trust and respect.
FACTS & FIGURES
Since 1986, Sadira has specialized in fruit production and is thus also known as one of the first Tunisian fruit operators. Cultivating more than 600 hectares, Sadira already exports to Europe, Norway, Middle East and North Africa.

PRODUCTS & SERVICES
Sadira offers a variety of fruits ranging from peaches, nectarines, flat peaches and plums, to apricots and table grapes. The product portfolio is completed by citrus fruits and pomegranates.

MISSION & VISION
As Sadira’s slogan “Innovating your taste” indicates, Sadira is always looking for new product varieties and innovative technologies. Sadira 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 GlobalGAP certification for example is the proof of Sadira’s commitment to food security and environmental respect.
Zina Fresh

FACTS & FIGURES
Zina Fresh is a company located in the southern part of Tunisia. Founded in 2007, Zina Fresh cultivates about 13.5 hectares of land and has a professional team of 200 employees. As an export-oriented company, the company’s main markets include Germany and France.

PRODUCTS & SERVICES
Zina Fresh is specialized in the geothermal production of high quality tomatoes and eggplants. Being able to produce different varieties of tomatoes, Zina Fresh especially focuses on the cultivation of cluster round tomatoes (Climberly variety) according to the request of its main German customer and the local market.

MISSION & VISION
Zina Fresh is dedicated to provide the best quality and value to its customers. Thus Zina Fresh is always eager to look for innovative product improvements, new technologies as well as good practices and methods to be able to more integrate into the foreign market. However, the company is not only striving to increase the ratio of its participation in the foreign market, but also in the local market. Zina Fresh’s philosophy is as follows “When we want, we will”.

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PRODUCTS
Tomatoes, eggplants

CERTIFICATION
Global GAP
Wolf & Wolf Latin America S.A.

Hall 23 | B-02 (Pro Colombia)

FACTS & FIGURES
Wolf & Wolf Latin America S.A. is a Bogota-based business group with wide experience in the global export of premium fruit and vegetables. Founded in 2000, it is a young company that can yet boast of European roots that reach back to the Netherlands of the early 1900s.

PRODUCTS & SERVICES
Wolf & Wolf has farms located throughout different climatic regions worldwide, which allows for the year-round production of a large variety of products including Hass avocados, Tahiti limes and mangos. The conglomerate owns top-of-the-range facilities such as pre-cooling chambers, cold stores as well as sorting and packing stations to handle its fruits & vegetables.

MISSION & VISION
Wolf & Wolf considers itself a partnership-based association that includes the entire supply chain, i.e. fruit and vegetable growers, packers as well as exporters. Through the exclusion of middlemen, it is able to keep immediate and non-stop control and monitoring of the product quality and fulfill international quality standards such as Global GAP.

Our experience for more than 20 years.
FRUIT LOGISTICA opening hours

OPENING HOURS FOR VISITORS

**Wednesday |** February, 3 | 2016  **9.00 – 18.00**  
**Thursday |** February, 4 | 2016  **9.00 – 18.00**  
**Friday |** February, 5 | 2016  **9.00 – 18.00**

Airport Shuttle

**AIRPORT TEGEL - FAIRGROUND - AIRPORT TEGEL (LINE M 2)**
2th February 2016, 8.00 a.m. - 07:00 p.m., every 30 minutes  
3 - 5th February 2016, daily 8.00 a.m. - 07:00 p.m., every 15 minutes

**AIRPORT SCHÖNEFELD - FAIRGROUND* - AIRPORT SCHÖNEFELD (LINE M3)**
2th February 2016, 8.00 a.m. - 07:00 p.m., every 30 minutes  
3 - 5th February 2016, daily 8.00 a.m. - 07:00 p.m., every 30 minutes  
* Fairground - Entrance City Cube, Entrance South, Entrance North