MEET RELIABLE SUPPLIERS FROM ETHIOPIA, EGYPT AND TUNISIA
BERLIN | 8 – 10 FEBRUARY 2017
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FRESH FRUITS

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Dates: EGO 15
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FRESH VEGETABLES

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Asparagus: GreenPath Food 12
Beans: Almeta 11, Bio Land 16, Meki Batu Union 13
Bullseye beets: GreenPath Food 12
Cherry-tomato: Bio Land 16
Garlic: EGO 15
Kale: GreenPath Food 12
Mini cucumber: Bio Land 16
Onions: Almeta 11, Bio Land 16, EGO 15, Meki Batu Union 13
Peas: Almeta 11, Bio Land 16
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Potatoes: Meki Batu Union 13, GDA Young Farmers 19
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Soybeans: Meki Batu Union 13
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Sweet potatoes: Fruitchana 17
Tomatoes: Meki Batu Union 13, GDA Young Farmers 19
Zucchini: GreenPath Food 12, GDA Young Farmers 19

FRESH HERBS

Basil: GreenPath Food 12
Coriander: GreenPath Food 12
Chives: GreenPath Food 12
Mint: GreenPath Food 12
Parsley: GreenPath Food 12
Rosemary: GreenPath Food 12
Sage: GreenPath Food 12
Import Promotion Desk (IPD)

The IPD is your partner for import promotion in Germany. We connect European importers with exporters from selected developing and emerging countries.

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 with reliable suppliers in our partner countries. Additionally, we work with a network of international organisations in Europe and our partner countries.

By connecting you to the right exporters, we help you to profit from time-, cost- and risk-optimized sourcing.

You can find detailed information about the IPD and its individual services at www.importpromotiondesk.de
Fruit Logistica 2017:
Reliable exporters of fruit and vegetables
from Ethiopia, Egypt and Tunisia

The Import Promotion Desk presents selected exporters from Egypt, Ethiopia and Tunisia at Fruit Logistica 2017.

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 and our partners. The IPD establishes direct contact with these new suppliers and organises b2b meetings at the trade fair.

GET IN TOUCH WITH US.
WE CONNECT YOU WITH THE RIGHT EXPORTERS.
Centre for the Promotion of Imports from developing countries (CBI)

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 programmes, 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)

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’ interests; 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.

Hall 3.2 | C-18

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 two major global certificates (GLOBALG.A.P., BRC).

PRODUCTS & SERVICES
Alemye produces premium quality strawberries in soilless cultures. The company 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 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.
Almeta Impex PLC

Hall 3.2 | C-18

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 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 GLOBALG.A.P. certification.

MISSION & VISION
Almeta Impex PLC 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.
GreenPath Food

Hall 3.2 | C-18

FACTS & FIGURES
GreenPath Food is Ethiopia’s first EU Organic certified fruit, vegetable, and herb company. Working with 60 smallholder partner farmers and 15 staff members in the country’s southern region, the company adopts permaculture practices to increase production, reduce the environmental impact of agriculture, and improve long term soil health. Each plot of land features biodiverse intercropping of plants that are gradually transforming the area into a truly sustainable “food forest.” With an eye toward social impact, the company’s partner farmers receive purchase guarantees and above-market prices from GreenPath.

PRODUCTS & SERVICES
GreenPath offers more than 20 certified EU Organic fruits, vegetables, and herbs. Relying on daily air freight deliveries and its end-to-end cold chain, the company provides the freshest products available.

MISSION & VISION
GreenPath Food envisions a future in which consumers world-wide have access to high-quality, fresh produce, grown in a socially and environmentally conscious manner. To achieve this, GreenPath works with and empowers Ethiopian smallholder farmers to adopt sustainable, organic production methods that promote farm-level profitability and resilience. The company partners with international retailers and wholesalers who share this vision.

PRODUCTS
Organic fruits, vegetables (e.g. hass avocados, purple kohlrabis, bullseye beets, kales, zucchinis, asparagus), organic herbs (e.g. parsley, coriander, basil, sage, rosemary, mint, chives)

CERTIFICATION
ORGANIC EU

ADDRESS
GreenPath Food
Dembel City Center, Bole
Addis Ababa
Ethiopia
www.greenpathfood.com

CONTACT
Ms. Jacie Jones
Phone: + 251 966 685 872
team@greenpathfood.com
Meki Batu Union

Hall 3.2 | C-18

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 their potential for 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 serves, 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.
FACTS & FIGURES
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.

PRODUCTS & SERVICES
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 programmes and acquisition of food safety and other international certifications.

MISSION & VISION
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.
Egyptian Grower Organization (EGO)

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, mangoes, 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 GLOBALG.A.P. 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.

EGYPTIAN GROWER ORGANIZATION (EGO)
Hall 2.1 | A-07

PRODUCTS
Table grapes, pomegranates, mangoes, dates, pumpkins, beans, onions, garlic, citrus

CERTIFICATION
BRC, GLOBALG.A.P.

ADDRESS
Egyptian Grower Organization (EGO)
2, Tara Compound, Nozha Str.
Sheikh Zayed, Giza
Egypt
www.egygrowers.com
www.haggangroup.com

CONTACT
Mr. Khaled El-Haggan
Phone + 20 2122 105 631
haggan@egygrowers.com
Bio Land for Modern Agriculture

Available at the Egyptian country stand (AEC) hall 2.1 | A-07

FACTS & FIGURES
Bio Land For Modern Agriculture, whose farm is located in Belbis, Sharkia Governorate, 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.

PRODUCTS & SERVICES
In its fields and greenhouses, Bio Land cultivates green beans, spring onions, bell peppers, chili peppers, mangetout, cherry tomatoes, yellow and red onions, green and red grapes, and a variety of herbs such as dill, parsley, coriander.

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.

MISSION & VISION
The company pays great attention to customer satisfaction: the needs and expectations of their clients are the main driving force behind Bio Land For Modern Agriculture since customer satisfaction means success. Bio Land strives to achieve the best results and services through responsible management of human and natural resources. The company is committed to the latest international food safety and quality standards ethically, socially as well as environmentally.
Fruiticana

Available at the Egyptian country stand (AEC) hall 2.1 | A-07

FACTS & FIGURES
With over 25 years of experience in the fresh produce business, Fruiticana operates 126 hectares in Egypt where it grows premium-quality fruit. The company implements state-of-the-art agricultural practices and its farm has been accredited by GLOBALG.A.P since 2000. Since 2015, Fruiticana has built the first mango packing house in Egypt based on the needs and standards of the European markets. In 2015, the export business kicked off with sample shipments. Today, Fruiticana is the first to export ready-to-eat mangoes to European markets.

PRODUCTS & SERVICES
Fruiticana grows a wide range of top-quality products and exports them to reputable retailers in Europe through specialized exporters in Egypt. In 2015, Fruiticana also started its own direct export business to widen its distribution channels even further. Fruiticana’s mango-specified packing house in Egypt implements harvest and post-harvest practices. In 2016, the company started exporting ready-to-eat mangoes to Switzerland, Germany and the Netherlands.

MISSION & VISION
Fruiticana intends to provide target markets with fresh fruits produced in accordance with the highest international standards that meet the customers’ needs. Fruiticana owns its own farms and also partners with other farms that achieve sustainability, operational excellence, and continuous development.
FACTS & FIGURES
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.

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 very much welcomes the opportunity to introduce German and European importers to profitable new trade opportunities with Tunisian suppliers at Fruit Logistica 2017.
GDA Young Farmers

Available at the Tunisian country stand (APIA) hall 1.1 | B-08

FACTS & FIGURES
GDA Young Farmers trains 10 technicians and engineers in agronomy. Each one of them holds 15 hectares of irrigated area which was rented to them in September 2007. Many kinds of crops are cultivated such as olives, peaches, apples, and various vegetables such as potatoes and tomatoes. Since the foundation of the association, several cultural practices as well as other crops were successfully established in the surrounding area. The GDA Young Farmers’ mission is to develop further and share its knowledge in regard to responsible, environmentally friendly as well as sustainable husbandry. The group strives to sell its produce at fair prices.

PRODUCTS & SERVICES
The Young Farmers produce high-quality Tunisian olive oil, peaches and almonds, potatoes, as well as fresh and dried tomatoes. It also offers other crops with high added value such as strawberries and zucchini.

Since the association specialises in agronomy, its members can offer services to neighbouring farmers such as technical assistance and mechanical equipment.

MISSION & VISION
The specialization of the Young Farmers makes them more responsible for the quality of their production, the production techniques, the use of pesticides and fertilizers in order to preserve the environment and to ensure sustainability.
Bio Andalous

Available at the Tunisian country stand (APIA) hall 1.1 | B-08

FACTS & FIGURES
Bio Andalous is known as the first Tunisian producer of organic vegetables and fruits and is controlled by the Italian Institute of Inspection and Certification for organic production CCPB.

The company was established in 2000 by Mr. Mohammed Belharcha and was authorized by the public institution Agence de Promotion des Investissements Agricoles (APIA). The professional team of Bio Andalous has sixteen years of experience in production as well as exports in the European Standards (CE) in close cooperation with companies specialized in the export of perishable products.

PRODUCTS & SERVICES
The company mainly exports apricots and focuses especially on the apricot variety Mogador, which flourishes precociously in early May. Bio Andalous markets the product in local supermarkets as well as abroad and collaborates with customers on the conditions of their choice. Production and innovative transformation processes are consistent with the regulatory standards of ISO 22000.

MISSION & VISION
The mission of Bio Andalous is to produce the best quality apricots both locally and globally in conformity with its customers’ preferences. Furthermore, the company provides potential markets around the globe with selected fresh fruits that meet the highest demands in quality, offering the right value for money.
Sadira

Available at the Tunisian country stand (APIA) hall 1.1 | B-08

**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 700 hectares in several areas from very early to late season, Sadira already exports to Southern and Northern Europe, 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 GLOBALG.A.P. certification, for example, is the proof of Sadira’s commitment to food security and environmental respect.
Exhibition centre

MESSE BERLIN  |  FRUIT LOGISTICA
Messedamm 1  ·  14055 Berlin
www.fruitlogistica.com

VISIT THE IPD EXPORTERS AT:

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Airport Shuttle

**AIRPORT TEGEL – FAIRGROUND – AIRPORT TEGEL (LINE M 2)**
7th February 2017 | 8.00 a.m. – 7.00 p.m. | every 30 minutes
8–10th February 2017 | daily 8.00 a.m. – 07:00 p.m. | every 15 minutes

**AIRPORT SCHÖNEFELD – FAIRGROUND* – AIRPORT SCHÖNEFELD (LINE M3)**
7th February 2017 | 8.00 a.m. – 7.00 p.m. | every 30 minutes
8–10th February 2017 | daily 8.00 a.m. – 7.00 p.m. | every 30 minutes

* Fairground – Entrance City Cube, Entrance South, Entrance North
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