



Federal Ministry  
for Economic Cooperation  
and Development



Partners in  
Transformation  
Import Promotion Desk



IPD services for tourism companies

# Towards new markets

Access the European tourism market –  
well-advised and well-connected

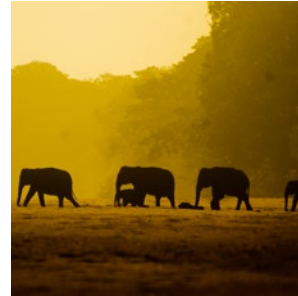
# Get closer to Europe

## You want to connect with the European tourism market? To increase your number of European clients?

The Import Promotion Desk (IPD) will support you. We will equip you with the skills and contacts to successfully sell to new markets in the long run – neutrally, well-founded and comprehensively. Our present service portfolio is targeted at small and medium sized tourism businesses from **Ecuador, Nepal, Sri Lanka, Tunisia and Uzbekistan.**

### IPD Partner countries

- Ecuador
- Nepal
- Sri Lanka
- Tunisia
- Uzbekistan



Exceptional destinations and innovative tourism packages are in great demand in Europe. And sustainability is playing an increasingly important role. Visitors pay attention to the cultural integrity, gender equality, the biodiversity or the livelihoods of the destination. Therefore, the IPD, the initiative for trade promotion in Germany, supports companies which are committed to fair and sustainable tourism practices and offer high quality products.

Our aim is to assist the tourism sector of the partner countries to grow and link up with European markets, create jobs and thus make a contribution to gender equality and sustainable economic development in these countries. A cooperation with the IPD requires the fulfilment of various criteria, among them an evaluation of your company by our experts. We will be pleased to provide you with the details on request. The IPD acts like a hinge between European buyers and small and medium-sized suppliers in selected emerging markets and developing countries.

IPD has a developmental objective and is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The project is part of the "Partners in Transformation – Business & Development Network", in which the BMZ programmes for economic actors are organized. The aim of "Partners in Transformation" is to drive forward socio-ecological and feminist economic transformation in the partner countries.

## Matchmaking

The IPD connects tourism partner companies with suitable European buyers. To facilitate this, we organize European-wide:

- Trade fair participation, e.g. ITB Berlin, WTM London
- Fam Trips/Educationals
- Roadshows
- Study Tours

Get to know your target countries and potential tour operators directly. Create valuable contacts on site. And initiate concrete business deals.

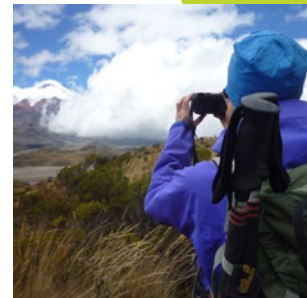
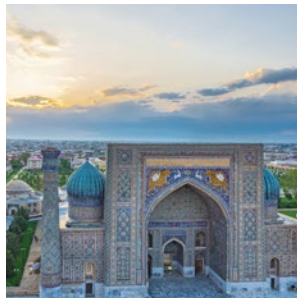
## Information

Which distribution channels work for your company? Which are the promising segments? How can your business become more sustainable? The IPD provides you with the necessary information for your international market access to Germany and the EU.

### You will receive:

- Market information
- Product specific information
- Information on European service, quality and sustainability requirements and rules and regulations affecting the tourism sector

Take advantage of IPD's practice-oriented, up-to-date information. Always stay well-informed and be prepared for doing business with European partners in the best possible manner.



# Act now. We react at once.

## Capacity building and coaching

The IPD offers you individual coaching and business development services that allow you to successfully participate in international market action. We coach, train and support you in the following areas:

- Meeting the needs and trends of the European travel market
- USP & product development
- (Digital) Marketing in tourism
- Tourism market access strategy
- Professional tour operations
- Contracting and rate calculation
- Introduction to sustainable tourism and certification
- Sales training
- Successful trade show preparation & participation

Take part in the individual IPD trainings, workshops and webinars. Learn how to establish a successful market access and develop your trade relationship with European target markets with our support.

## Import Promotion Desk (IPD)

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## Get in touch with us.

We connect you with the right business partners.

Find out more about  
IPD and its services:

[www.importpromotiondesk.de](http://www.importpromotiondesk.de)



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