



IMPORT PROMOTION DESK –

# THE BEST WAY TO TAP THE EUROPEAN MARKET

**EXPORT SERVICES FOR SMALL AND MEDIUM-SIZED COMPANIES**

## Establishing sustainable trade relations in Europe

- + Comprehensive preparation for the European market – neutral, competent and cost-optimised
- + Information on and contacts to a large network of importers in Europe
- + Increasing your international market presence

**Benefit from the services of  
Import Promotion Desk, the German  
initiative for export promotion!**



## IMPORT PROMOTION DESK

# Your reliable partner for entering the lucrative European market



With more than 500 million potential buyers, the European market is one of the most profitable trading centres in the world. Tens of thousands of companies, wholesalers and importers are constantly on the lookout for both high-quality and new products.

For you, as a small or medium-sized enterprise from one of our partner countries, entering the lucrative European market is now a whole lot easier.

Import Promotion Desk (IPD), an initiative of the Federal Ministry for Economic Cooperation and Development (BMZ), puts you in touch with suitable trade partners and supports you in your export business to Europe.

We have the expertise and the communication channels to your new business partners.

## OUR PRODUCT GROUPS

- + Fresh produce
- + Natural ingredients for food, cosmetics and pharmaceuticals
- + Sustainable wood products
- + Cut flowers
- + Sustainable tourism

## IPD PARTNER COUNTRIES

Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine, Uzbekistan

## SUSTAINABLE TRADE PROMOTION

Since 2012, IPD has been opening up access to the European market for small and medium-sized enterprises in selected developing and emerging countries. Our goal is to integrate these companies into global trade and contribute to sustainable economic development in our partner countries. This way, we are an important interface between development cooperation and foreign trade.

# IPD assists you in Europe

Quality regulations, necessary certificates, contact to potential buyers – on the way to Europe, there are many hurdles for exporters to overcome. Together, we will remove these obstacles.

First, various criteria have to be fulfilled before your cooperation with IPD can start. To make sure your company meets our requirements, IPD experts will visit and evaluate your business in advance. As an IPD partner company, you benefit from the following services.

## CONSULTATION & QUALIFICATION

We offer small and medium-sized companies advice and trainings on topics, such as:

- + Basic international standards, norms, and certificates
- + Process and product documentation
- + Action plans for accessing international markets
- + Sales and communication with international clients
- + Corporate Social Responsibility – requirements, support in implementing a CSR strategy

## NETWORKING & MATCHMAKING

IPD connects you with interested importers on-site in Europe, virtually or in your home country. Our matchmaking events are:

- + Export market orientation missions to Europe
- + Trade fairs in Europe
- + Virtual b2b events – organised by IPD and its partners
- + Selling missions to Europe
- + Buying missions in your home country
- + Individual b2b meetings with interested importers

We stay in close contact with you throughout the entire internationalisation process, visiting you regularly to offer assistance in your further developments. Our goal is to prepare you as best as possible for the European market.

## IPD PROGRAMME – CRITERIA FOR APPLYING

- Are you located in one of our partner countries?
- Do you offer products from one of our five product groups?

Contact us if this applies to you.

**We will provide you with details about the IPD evaluation process.**



# Promoting global trade with our partner countries



IPD is funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ) and is initiated by the Federation of German Wholesale, Foreign Trade and Services (BGA e.V.) and sequa gGmbH – a globally active development organisation.

Through our commitment, we aim to integrate small and medium-sized enterprises from developing countries into international European supply chains and increase exports from our partner countries.

Our goal is to drive innovation and support value addition in order to create jobs and new sources of income for the low-income population.

The IPD programme is development cooperation from which you as an exporter benefit.

Do you want to gain a foothold in Europe with your products?  
Are you located in one of our partner countries?  
Your products belong to one of our product groups?

**If yes, let us get to know each other. Get in touch with us!**



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