

TRADE PROMOTION

IPD Engagement in Ukraine

Focus: Ukraine Special Programme (UASP)

The Import Promotion Desk (IPD) forms a link between small and medium-sized enterprises in selected developing and emerging countries and European importers. The aim is to integrate the partner countries into global trade and thus **contribute to sustainable economic development** in these countries. IPD gives exporters from the partner countries **access to the EU market** and **supports them in establishing trade relations**.

For German and European importers, IPD opens up **new sources of supply in the partner countries** and puts them in touch with suppliers of certain products.



BACKGROUND

IPD has been active in Ukraine since 2018 in the product groups Fresh Fruits & Vegetables, Natural Ingredients, and Sustainable Wood Products and **supports Ukrainian producers** in their entry into the European market.

Since the beginning of the war, IPD experts have remained in **close contact** with the companies in the IPD programme, **knowing their needs** and **supporting their export efforts**.

Many Ukrainian companies **continue to produce** and are looking for markets in Europe for products that are not in demand or needed in Ukraine. At the same time, European importers are very interested in Ukrainian products and want to **establish trade relations** in these difficult times.

In this context, IPD has launched the **Ukraine Special Programme (UASP)** on behalf of the BMZ to expand its engagement in Ukraine:

- + IPD can take on new Ukrainian companies¹ at short notice and connect them with **European trade partners through targeted matchmaking measures**, e. g. at trade fairs such as Biofach or Fruit Logistica.
- + The goal is to bring the companies together with interested buyers **as quickly and easily as possible** and thus support them in closing **business deals**.

IPD ENGAGEMENT IN 2022

- + **On-site support** for producers in the area of quality management, e. g. HACCP
- + **Advising local partners** in the field of **digitalisation**: IPD partner "Organic Standard" – an internationally recognised certification body for organic certification in Ukraine – was able to further expand its digital services, the issuing and registration of organic certificates and exports, despite the war situation.
- + **Establishing contacts with potential business partners** at trade fairs such as Biofach, Fruit Logistica, SIAL, Fruit Attraction, Food Ingredients Europe etc. as well as virtual b2b events initiated by the IPD, such as "Herbs & Spices" and "Fresh Produce".
- + **Informing European importers** about the possibilities of production and supplies from Ukraine. The aim is to **create transparency** and build trade relations.

¹ These are exclusively producers of fresh fruit & vegetables and natural ingredients, since there is an export ban on wood products by the European authorities as the work of the control authorities in Ukraine is currently not reliable.



SUCCESS STORIES – THANKS TO IPD MATCHMAKING

- + Dvipa company: sale of **20 tonnes of organic amaranth flakes to Germany** and sale of **10 tonnes of organic amaranth to the Netherlands**
- + Blueberry producer Big Blue sale of **the entire berry harvest to Poland**.
- + Danube Agrarian sale of **140 tonnes of organic green lentils to France**.
- + Gadz sale of **40 tonnes of apples to Great Britain** and **300 tonnes of apples to Sweden**.

RESULTS IN NUMBERS

- + Intensive **export support for a total of 42 companies** from Ukraine
 - 15 exporters from Ukraine are participants in the IPD programme².
 - 27 other companies are supported by the IPD within the framework of the UASP.
- + Around **860 business meetings (“matches”)** arranged
- + **30 business deals closed** so far
- + Approximately **4.8 million euros in export volume**

Update: 02/2023

Currently, the producers are **negotiating** with interested buyers and **sample deliveries** are being made, so that **further business deals** can be expected. Due to a continuous follow-up process, subsequent orders can also be anticipated.

In 2023, IPD continues its commitment and supports Ukrainian companies at further trade fairs with its matchmaking activities.

² In the IPD programme, 18 companies were supported before the start of Russia's war on Ukraine. Seven companies are currently no longer able to export (partly because their fields in the east of the country were destroyed).

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