



Federal Ministry
for Economic Cooperation
and Development



Partners in
Transformation
Import Promotion Desk

Export services for small and medium-sized companies

Establishing sustainable trade relations in Europe

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

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



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 high-quality products and services.



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 seafood
- Cut flowers
- Sustainable tourism
- IT outsourcing

IPD partner countries

IPD is active in countries in Africa, Asia, South America and Eastern Europe and is constantly examining the product offer in new partner countries.

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 and service providers 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 (CSR) – requirements, support in implementing a CSR strategy

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 six product groups? Contact us if this applies to you. **We will provide you with details about the IPD evaluation process.**

Networking & Matchmaking

IPD connects you with potential clients 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





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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.

IPD 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.

Through this 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.

Get in touch with us!

Do you want to gain a foothold in Europe with your products and services? Are you located in one of our partner countries? Your offers belong to one of our product groups? If yes, let us get to know each other.

www.importpromotiondesk.de



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