



Federal Ministry
for Economic Cooperation
and Development



Partners in
Transformation
Import Promotion Desk

IPD services and requirements for small and
medium-sized companies from partner countries

Well prepared and well connected to Europe



Do you have Europe in focus? Do you want to export or sell your services? Then become a part of the IPD programme!

Import Promotion Desk (IPD) assists you in accessing the European market.
On the way to Europe, there are many hurdles for exporters and services providers to overcome.
Together, we will remove these obstacles.

Throughout your entire internationalisation process for Europe,
IPD is at your side offering support and advice – **neutral, well-founded, cost-optimised**.

A number of criteria need to be fulfilled for you to work together with IPD –
in addition to an evaluation conducted by our experts. The aim of IPD is
to connect you as a competent partner to suitable buyers and clients.

To that end, we offer you a range of services ...

Networking and matchmaking

IPD brings you together with interested companies who are constantly on the lookout for high-quality products and services. Both in Europe and at your own home base. For this purpose and for you, we organise:

Export market orientation mission

You want to tap the European market? But you still lack important information about that market? You want to assess your market potential accurately? And check whether an investment in foreign trade will be worthwhile? Gather that information on the spot. We organise export market orientation missions to Europe for you and provide you with an overview of the market.

We will accompany you to key trade fairs in Europe and, on the fringes of the fair, arrange for you visits to import companies, logistics centres or control institutions. In a short space of time, you will meet those market players who are relevant for your situation. And so, you will gain comprehensive information on product sectors, customer requirements, trends, and prices. At the same time, you can establish initial contacts to potential business partners. In extra workshops, our experts will inform you of European market requirements such as certificates, import conditions, quality standards, etc.

Our export market orientation missions enable you to gain practical knowledge and understanding of the European market and its opportunities, and of your competition. An important prerequisite for you to export and sell successfully to the new market.

Trade fair participation

You are already well prepared for selling to the European market? You meet all the requirements? Now is the time to present yourself to the European trade sector. Whether as a visitor or as an exhibitor on the IPD trade fair stand or a country stand – IPD prepares everything for your appearance at key trade fairs in Europe. We network you directly to your potential customers and maximise your success at the trade fair.

PR/Promotion

IPD will implement PR and promotional measures advertising your trade fair appearance (e.g. media marketing, direct mailings, telemarketing, presentation of your company in the IPD trade fair brochure). That way, we ensure that your target group is made aware of your presence at the fair.

Targeted matchmaking

In advance of the fair and during its course, we will identify suitable business partners who could be interested in your products and services and arrange concrete appointments for B2B meetings at the trade fair. We will also be glad to accompany you to the meetings during the fair.

Pre-fair workshop with sales coaching

In the context of a workshop prior to the trade fair, we will provide you with relevant information on the market, trends, competition, etc., and train you in professional trade fair presentation. Thus, for example, you will learn from our sales coaching how to conduct your sales talks effectively and successfully. Our experts will show you methods and strategies that will quickly enable you to present your products persuasively and engage in negotiations with European business partners.

Follow-up

IPD will also support you in the follow-up, alerting you to the key essentials to be dealt with once the exhibition is over. In addition to this, we also offer to contact those new business leads once again after the fair with whom you had successful talks. That way, subsequent to the fair, we assist you in consolidating the established contacts, removing possible business obstacles and setting-up long-term trade relations.





Selling mission

You wish to sell directly and personally to Europe? You would like to reinforce existing business relations and establish new contacts?

We organise selling missions to Europe for companies with export potential. To that end, we arrange for you to visit European companies. You will conduct sales talks with companies who have a clear interest in your products and services. You will have sufficient opportunities to present your products and offers at length and without being pressed for time, and to negotiate in detail. Needless to say, we will accompany you throughout the entire selling mission and will be at your side with support and advice as you conduct your talks.

In addition to the full logistics of the trip within Germany and the EU, we make every effort to offer you further services during the selling missions, such as visits to trade fairs or the option of specialist workshops. These can assist you in expanding your knowledge of the European market. The offers are determined by the date and time of the trip.



Buying mission

Targeted matchmaking also takes place during our buying missions. We bring potential business partners from Europe directly to you and your company. We invite European entrepreneurs and buyers to visit your companies. They can see for themselves the quality of our products and working methods. Here too, we match suitable partners and their interests with each other in advance, and prepare them thoroughly for successful sales talks.

Consultation and qualification

Import regulations, quality specifications, requisite certificates – exporting and selling to Europe is demanding and bureaucratic. In order that you can engage successfully in the activities of the European market, IPD offers capacity building for your qualification.

Our services are selected in accordance with and individually attuned to the suppliers' needs. We advise and train you in group workshops or coach you individually – either in Europe or directly on site in your own company.

Our experts pay regular visits to the exporters and service providers in the IPD programme. This allows for mutual or collective discussions, consultations and solutions for shared challenges. We are thus able to evaluate your progress more accurately and to customise our services accordingly.

As required, we can support you and provide you with information in the following areas:

Individual consulting and training on

- Basic international / national 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

Market information

- Market and trade information (trends, requirements, current market situation)
- Specific product information (trends, statutory provisions and regulations)

Furthermore, in its capacity building, IPD works together closely with local business support organisations in the respective partner countries – thereby lending lasting reinforcement to the export services in your country.



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IPD product groups

The IPD service portfolio currently targets exporters and service providers in the following 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.

To find out if the IPD is active in your country, please visit our website or contact us.

We provide you with details about the IPD evaluation process.

That way, we get together and stay together

Selection criteria for the IPD programme

We show great commitment towards you – we therefore expect of our partners an equally high degree of commitment and a willingness to work together constructively.

Important criteria are...

- the evaluation of your operations by IPD:
We will be glad to inform you personally of the details of the process and of our criteria
- an existing demand for your products and services on the European market
- a willingness to engage in regular, smooth, and transparent communication with IPD
- the provision of information (such as contacts, products, quantities, and export turnover) for the documentation of results
- social responsibility and compliance with national and international legislation

Costs

As a rule, the IPD's consultation and networking services are free of charge. We charge a participation fee for all additional overheads such as attendance at trade fairs, hotels, logistics and other outlay, determined by the length and expense of the activities.

IPD – 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!

You can find extensive information on IPD, its service portfolio and partner countries at:

www.importpromotiondesk.com

Import Promotion Desk (IPD)

Berlin: + 49 30 590 099 563

Bonn: + 49 228 909 0081-0

info@importpromotiondesk.com

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