

Press release

Sustainable travel offers from developing and emerging countries

Import Promotion Desk supports exhibitors from Ecuador, Nepal and Tunisia at ITB 2020

Bonn/Berlin, 04.02.2020 – Sustainable tourism offers from selected emerging and developing countries are in the focus of the trade fair presentation of the Import Promotion Desk (IPD) at the ITB 2020. The German initiative for import and tourism promotion will present new tour operators from Ecuador, Tunisia and Nepal at the international tourism trade fair, taking place in Berlin from 4 to 8 March. The travel offers particularly consider aspects of sustainability and environmental and social compatibility. They range from ecological tours in the unknown north of Tunisia to bicycle tours in Nepal and the community-based tourism project Yunguilla in Ecuador. Around 20 travel companies from the three developing countries will be represented at the IPD stand (hall 5.2A | stand 113) and at the country stands of Ecuador (hall 23A | stand 110) and Tunisia (hall 21B | stand 216/217).

"In developing and emerging countries, the tourism sector as a job-creating industry contributes significantly to economic development," says Dr Julia Hoffmann, Head of IPD. "By promoting sustainable tourism, the IPD supports the partner countries in expanding their infrastructure, creating jobs, establishing fair working conditions, increasing income and preserving natural resources. We assist the European tour operators in the complex process of searching for new partners, sustainable products and unusual destinations. The tour operators can reduce time, costs and risks through our cost-free service".

Wide variety of sustainable travel offers - three examples:

Ecuador offers a great variety of attractions for sustainable tourism: volcanic mountain landscapes, extensive beaches, the original Amazon region with its indigenous people, the city of Cuenca and the famous Galapagos Islands. The provider "Latinamerica for all" is aiming to enable people with disabilities to experience the country in all its facets. With its own equipment and a good ten years of experience, the company provides barrier-free travel.

In Nepal, IPD supports the company "Sasane Sisterhood Trekking", which trains women who have been victims of human trafficking as tourist guides and strengthens their independence. The tours run through Kathmandu, into the surrounding area with views of the Himalayas and into the Annapurna Mountains.

Tours into the dunes of the Sahara on foot, by camel or bicycle are offered by the company "Tunisa Ecotourism". It organises birdwatching tours, hiking and trekking tours, horse and camel safaris, among other activities.

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Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

IPD fulfils a hinge function between small and medium-sized enterprises in selected emerging markets and developing countries on the one hand and European importers on the other. The objective is to integrate the partner countries into global trade, thereby contributing towards sustainable economic development in these countries.

IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, the IPD opens up new supply sources in the partner countries and assists them in the procurement process for specific products.

IPD is currently active in 13 countries: Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kyrgyzstan, Colombia, Nepal, Peru, Sri Lanka, Tunisia, and Ukraine.

The IPD focusses on specific product groups: fresh fruit and vegetables, natural ingredients for foods, pharmaceuticals and cosmetics, technical wood, cut flowers and sustainable tourism.

IPD has been established and implemented by sequa gGmbH – the globally operating development organisation of German industry. It collaborates closely with the Federation of German Wholesale, Foreign Trade and Services (BGA.).

IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at www.importpromotiondesk.de.

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