

Press release

Import Promotion Desk paves the way for diverse offers from South America
Producers from Ecuador, Colombia and Peru as well as four more IPD partner countries to present their premium-quality fruit and vegetable offers at “Fruit Attraction”.

Bonn/Berlin, 31 August 2021 – Subtropical and tropical fruits are much in demand on the European market. And producers from South America offer an immense diversity of products as well as premium quality. Import Promotion Desk (IPD) will be presenting fresh fruit offerings from Ecuador, Colombia and Peru at the international “Fruit Attraction” trade fair scheduled for 5 to 7 October in Madrid. In addition to this, the import promotion initiative will be showcasing further specialities from Egypt, Côte d’Ivoire, Ghana and Ukraine. All in all, IPD supports a total of 30 companies from its partner countries, as well as further producers from Morocco and Ethiopia as part of its cooperation with GIZ, Germany’s association for international cooperation.

A large range of subtropical and tropical fruit is supplied by Colombia, including mangos, avocados, granadillas and maracujas. Colombian companies will also be introducing lesser-known varieties such as pitahayas, mangosteen and naranjilla at this year’s “Fruit Attraction”. The Colombian companies in the IPD programme will be offering their entire range of products in organic quality. “The offer from Colombia serves not only the demand for ‘exotic’ fruits, but also the desire for sustainable offers,” says IPD Sourcing + Markets Expert Daniel Oppermann. “Since our policy is to give consideration to importers’ needs, organic certification for fruit and vegetables is a high priority in our sourcing activities.”

Further IPD involvement in South America is to be seen in Ecuador and Peru. It assists small and medium-sized enterprises in accessing the EU market. In Ecuador, for example, IPD works together with an organic producer offering bananas not only in organic, but also in Demeter quality. IPD will also be accompanying Peruvian companies at “Fruit Attraction” who produce fresh ginger and curcuma – both of them very much in demand in organic quality.

“Fruit Attraction”: Ukraine as Guest Importing Country

Together with Brazil, Ukraine is “Guest Importing Country” at this year’s “Fruit Attraction”. And Ukraine will also be represented on the IPD stand at the fair. IPD has been actively involved in Ukraine since 2019, offering support, among others, to companies in the agricultural sector who will be presenting Hokkaido pumpkins, watermelons, plums, peaches and sweet potatoes at the exhibition. There is also a constant increase in Ukrainian organic produce on

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offer. “Ukraine is a good choice as guest country at ‘Fruit Attraction’,” says IPD expert Oppermann, “since it is one of the world’s major agrarian producers. The good quality of the agricultural products as well as the short distances to the EU market and the correspondingly reduced carbon footprint speak in favour of the offerings from Ukraine.

IPD at “Fruit Attraction”: 6E06

Further information: https://www.importpromotiondesk.de/fileadmin/user_upload/Publikationen/veranstaltungen/210825_IPD_Exporters_at_Fruit_Attraction_2021.pdf

Import Promotion Desk (IPD)

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

IPD fulfils a hinge or connecting function between small and medium-sized enterprises in selected emerging markets and developing countries and European importers.

The aim is to integrate the partner countries into global trading, thereby making a contribution towards sustainable economic developments in these countries.

IPD opens up access to the EU market for exporters from its partner countries and assists them in establishing business relations. For European importers, IPD harnesses new sources of supply in its partner countries and assists them in the process of procuring certain products.

IPD is currently actively involved in 14 countries: Colombia, Côte d’Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine and Uzbekistan.

The focus of IPD’s work is on specific sectors: fresh fruit and vegetables, natural ingredients for foods, pharmaceuticals and cosmetics, technical wood, cut flowers and sustainable tourism.

Responsibility for the development and implementation of IPD lies with the globally active development organisation sequa gGmbH in close cooperation 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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