

Press Release

Diversity from Africa: Tropical fruits, fresh herbs and a large selection of vegetables

Fruit Logistica 2022: The Import Promotion Desk (IPD) highlights the potential of trade partnerships with producers from Egypt, Côte d'Ivoire, Ghana, and Morocco

Bonn/Berlin, 15.03.2022 – The Import Promotion Desk (IPD) presents tropical fruits, fresh herbs and a large selection of vegetables – partly in organic quality – from its African partner countries at Fruit Logistica, which takes place in Berlin from 5th to 7th April. The producers from Egypt, Côte d'Ivoire, Ghana, and Morocco have been carefully selected by IPD experts and are certified according to international standards such as GLOBALG.A.P. "As an import promotion initiative, we make sure that the companies in the IPD program meet the quality requirements of European buyers and can supply necessary trade volumes", says Dr Julia Bellinghausen, head of IPD. "Other good arguments for importing from Africa are its seasons, the associated strategically favourable harvest periods for fruit and vegetables, as well as short distances." At this year's Fruit Logistica, IPD supports around 24 producers from developing and emerging countries – in addition to African exporters, also companies from Ecuador, Colombia and Peru.

Many of the African IPD producers at Fruit Logistica focus on organic cultivation. Companies from Côte d'Ivoire and Ghana, for instance, offer mangoes, papayas and pineapples in organic quality. In both countries, the quantity of mangoes destined for export is growing and the producers can offer very high fruit quality. The new IPD partner country Morocco, which the IPD is accompanying to Fruit Logistica for the first time, supplies fresh herbs such as mint and lemongrass as well as goji berries in organic quality. An Egyptian company of the IPD program will be presenting its organic strawberries. The range of conventionally grown produce comes mainly from Egypt and Ghana and includes next to citrus fruits, grapes, pomegranates and mangoes a large selection of vegetables such as sweet potatoes, eggplants, shallots, okras and chillies.

In addition to that, the IPD also establishes contacts with producers from South America at Fruit Logistica: companies from Colombia offer passion fruits, pineapples and avocados as well as physalis, gooseberries and blueberries. Peruvian companies present fresh ginger and turmeric. From Ecuador, the banana supplier par excellence, IPD supports a producer who has specialised in organic and Demeter quality bananas.

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Import Promotion Desk (IPD)

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 14 countries: Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Indonesia, Colombia, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine, and Uzbekistan.

IPD focusses on specific product groups: fresh produce, natural ingredients for foods, pharmaceuticals and cosmetics, sustainable wood products, cut flowers and sustainable tourism.

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

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

Further information at www.importpromotiondesk.de

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