

Press Release

Import Promotion Desk presents diversity from Africa at Fruit Attraction 25 producers from Egypt, Côte d'Ivoire, Ghana, Kenya and Morocco as well as from four other IPD partner countries present a diverse range of fresh produce

Bonn/Berlin, 08.09.2022 – Mangoes, avocados, sweet potatoes, green beans and fresh herbs: the range of fruit and vegetables from Africa is growing continuously. The Import Promotion Desk (IPD) will provide an insight into the diverse and high-quality offer from Africa at its booth at Fruit Attraction, taking place in Madrid from October 4 to 6. 14 companies from Egypt, Côte d'Ivoire, Ghana, Kenya, and Morocco will showcase their fresh produce and highlight the advantages of Africa as a sourcing market. The producers have been carefully screened by IPD experts and meet international standards, European quality requirements and necessary delivery quantities. From Ecuador, Colombia and Peru, the import promotion initiative accompanies another eight companies to the international trade fair. As part of a special program, IPD, funded by the German Federal Ministry for Economic Development and Cooperation (BMZ), also supports exporters from Ukraine in establishing trade relations with Europe despite the war.

For the first time, four companies from the new IPD partner country Kenya will be represented at Fruit Attraction. They will bring a wide selection of fresh herbs, including basil, oregano, tarragon and thyme. In addition, they will showcase avocados and fine beans, among others. Mangoes come from Ghana. Thanks to two mango harvests a year, Ghanaian producers can offer their fruit from May to July as well as from December to February. Fresh mint and lemongrass, as well as goji berries, which are in high demand, are products from Morocco at this year's Fruit Attraction. From Côte d'Ivoire, a company specializing in growing organic coconuts will be represented. A wide range of fresh produce will be presented by six companies from Egypt: in addition to strawberries, pomegranates and grapes, there are many vegetables, such as yellow and red onions, sweet potatoes, artichokes and sugar snap peas. "Apart from variety and quality, seasonality and geographic proximity to Europe are further arguments for importers to expand their trade network and take on new African partners," Dr. Julia Bellinghausen, head of IPD, summarizes. "Through sourcing, testing and matchmaking at trade fairs such as Fruit Attraction we support European importers in opening up new procurement markets."

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Special program Ukraine: support for foreign trade

As part of the Special Program Ukraine, IPD is accompanying five Ukrainian companies to Fruit Attraction. They offer a great variety of apples as well as pears and blueberries. "We are very pleased to be able to support new companies from Ukraine in the short term through the BMZ-funded special program and to network with European trading partners," says Dr. Belinghausen. "Previous trade shows and virtual B2B events have shown that the need and demand both do exist."

The South American IPD partner countries are showing a wide range of subtropical and tropical fruits in particular: Limes, physalis and passion fruit from Colombia, and granadillas, red and yellow pitahayas from Ecuador. Organic ginger and turmeric from Peru will also be presented.

IPD at the "Fruit Attraction": Hall 6 E08

Information about the producers: https://www.importpromotiondesk.de/fileadmin/Messebroschueren/221004_IPD_Exporters_at_Fruit_Attraction_2022.pdf

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 16 countries: Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Indonesia, Colombia, Kenya, Madagascar, 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 Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at www.importpromotiondesk.de

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