

## Press release

### Diversity of South American fruits and flavours at SIAL in Paris

Import Promotion Desk presents producers of tropical and subtropical fruit pulps, frozen and freeze-dried fruits.

**Bonn/Berlin, 27.09.2022 – A wide variety of foods and flavours will once again be present at SIAL in Paris from 15 to 19 October. Tropical and subtropical fruits from South America are a focus at the booth of Import Promotion Desk (IPD). Companies from Ecuador and Colombia will present their range of fruits, such as pulps, frozen goods and freeze-dried products. In addition, the import promotion initiative, funded by the German Federal Ministry for Economic Development and Cooperation (BMZ), is accompanying other producers of natural ingredients from Egypt, Ethiopia, Ghana, Indonesia, Sri Lanka, Tunisia and Uzbekistan to the international trade fair.**

Mango, passion fruit, pineapple, physalis, prickly pear, feijoa, acai – Colombia is known for its vast fruit selection. Companies in the IPD programme have specialised in producing high-quality pulps from these fruits. The production process in modern facilities preserves flavour, colour and ingredients. "Through our sourcing, we ensure that the selected companies are able to meet the requirements of the EU importers in terms of quality, transparency, delivery volume and logistics," says Dr Julia Bellinghausen, head of IPD.

Avocado companies from Colombia will also be present at SIAL. They offer numerous avocado products, including pieces, halves and pulps – both deep-frozen and high-pressure pasteurised. The South American fruit variety at SIAL will be complemented by companies from Ecuador. Among others, they bring freeze-dried bananas, pitahayas and strawberries to Paris. Pulps made from pineapple, passion fruit, gooseberries and blackberries are also part of their range.

#### **Natural ingredients from developing and emerging countries**

Another speciality from South America are chilli peppers. A company from Ecuador specialises in processing different chilli varieties. They offer chilli pureed, dried, salted, smoked and in other forms. Sweet products will be offered by exhibitors from Egypt and Tunisia, such as different date varieties like date syrup. The two African countries are also known for their broad offer of dried herbs and spices.

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In addition, IPD will showcase companies from Sri Lanka specialising in coconut products such as oil, milk and flour. Uzbekistan presents a wide range of dried fruits and vegetables, such as beetroot, pumpkin and strawberries.

## IPD at "SIAL": Hall 8G 091

### 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](http://www.importpromotiondesk.de).

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