

Press release

Import Promotion Desk arranges contact with selected cut flower producers

Import promotion initiative presents large variety of cut flowers from Ecuador, Kenya and Colombia at IFTF

Bonn/Berlin, 18.10.2022 – Roses, Alstromeria and a large variety of summer flowers will be showcased by Kenyan cut flower producers at this year's International Floriculture Trade Fair (ITFF), taking place from 9 to 11 November in Vijfhuizen. The Import Promotion Desk (IPD) is accompanying five companies from the new partner country Kenya to a flower trade fair for the first time. In addition, flower farms from Ecuador and Colombia will present their special offer at the IFTF. Their offer includes roses, baby's breath, chrysanthemums, hydrangeas and rarities such as heliconias and proteas.

As an initiative to promote imports, IPD has carefully selected the companies, checked them according to criteria such as product quality, export readiness and capacity as well as fulfilment of international standards and certifications, and prepared them for the European market. At IFTF, European buyers can get to know the diverse and high-quality product range from the three IPD partner countries, expand their assortment or optimise their purchasing. The IPD's matchmaking services are free of charge.

Just this summer, IPD experts were on a fact-finding mission in **Kenya** and met promising producers of cut flowers. Besides roses and alstromerias, they offer a wide variety of summer flowers, such as hypericum and kangaroo paw. From **Ecuador**, IPD supports rose growers, but also producers of carnations and callas. In addition, one farm has specialised in the cultivation of proteas, which are otherwise mainly grown in South Africa. **Colombia** is still less known in Europe as a country of origin for cut flowers. But here, too, the diverse range of chrysanthemums, baby's breath and hydrangeas and the good quality are particularly convincing. All three IPD partner countries offer excellent climatic conditions for flower cultivation: a constant warm climate and many hours of sunshine not only ensure strong and long stems, but also large flower heads with intense colours.

IPD at IFTF: A4 22

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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 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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