

## Press release

### WTM: Import Promotion Desk gives new impulses for sustainable travel

**Tourism promotion initiative connects European tour operators to new partners in emerging destinations.**

**Bonn/Berlin, 17.10.2022 – The Import Promotion Desk (IPD) will once again be present at the international tourism trade fair World Travel Market (WTM) in London. From 7<sup>th</sup> to 9<sup>th</sup> November, the IPD will present selected tourism companies from Ecuador, Nepal, Tunisia and Uzbekistan that specialise in innovative and sustainable tourism products. Their offer includes unique accommodations, extraordinary tours and high-quality services combining cultural and nature highlights and meet the latest sustainable tourism requirements.**

The IPD, as a tourism promotion initiative, has carefully selected its partner companies and prepared them for the European market requirements. At WTM London, international tour operators can get to know the diverse offer in the four IPD partner countries and expand their portfolio of eco-friendly travel offers. The IPD's matchmaking services are free of charge.

Exhibiting companies at WTM London include companies from **Tunisia** specialising in cultural tourism and eco-lodges. **Nepal** offers not only hiking tours through the Himalayan Mountain region and cultural walks to the historic sites of the Kathmandu Valley, but also stays with local host families. **Uzbekistan**, a destination on the Silk Road, also has great potential for sustainable travel. Besides historical and cultural tours through Samarkand, Bukhara and Khiva, the offer includes botanical tours, bird watching, community-based tourism and trekking tours. **Ecuador** has a wide variety of attractions for sustainable tourism - be it the famous Galapagos Islands, the impressive mountain landscapes of the Andes or a visit to an Achuar community in the Amazon rainforest.

**IPD at WTM: IH 255**

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**Event note:**

**Networking event "Unlocking the potential of the tourism sector in emerging economies":  
8.11.2022 - 4 p.m. at the IPD booth: IH-255**

The evaluated IPD partner companies will exclusively present their country's special experiences and give authentic insights into the destinations. In addition, the IPD will provide information about its services to European tour operators (e.g. organisation of FAM trips to selected partner countries).

Link to registration: <https://forms.importpromotiondesk.de/form-55634/form>

**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).

**For more informationen please contact:**

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