

## Press release

### Fruit Logistica: Import Promotion Desk presents alternative procurement markets for fruit & vegetables

Over 20 companies show the wide range of products from developing and emerging countries

**Bonn/Berlin, 10.01.2023** – Mangoes, berries, avocados, sweet potatoes, fresh herbs and ginger are just a few examples of the wide range of products on offer at the Import Promotion Desk (IPD) at Fruit Logistica, which takes place in Berlin from 8 to 10 February. Buyers will find many products that are in high demand at the stand. The import promotion initiative will present more than 20 companies that can supply these products reliably in high quality. They come from Egypt, Côte d'Ivoire, Ecuador, Ghana, Kenya, Colombia, Morocco, Peru, Senegal, Vietnam and Ukraine. "The current development on the markets shows the importance of diversified procurement management," says Dr Julia Bellinghausen, Head of IPD. "Developing and emerging countries in particular can be alternative procurement markets to counteract supply bottlenecks. IPD supports European companies in expanding their own trade network, taking on new partners in addition to existing suppliers and spreading their risk."

The demand curve for **berries** has been rising for years. Accordingly, IPD has included many berry producers in its programme. At Fruit Logistica, the project of the German Federal Ministry for Economic Cooperation and Development is presenting blueberries from Ukraine and Colombia. IPD has been active in Ukraine since 2018 and has further expanded its involvement during the war (*see background information*).

**Mangoes** and many other exotic fruits, such as pitahayas, granadillas, passion fruit, physalis, limes and bananas, come from the IPD partner countries Ecuador, Colombia and Peru. In addition, many African companies also grow mangoes, e.g. Egypt and Ghana. For **avocados**, too, IPD offers various procurement options with South American and African countries of origin. IPD accompanies producers from Kenya as well as from Colombia and Peru to Fruit Logistica.

The popular **sweet potato** enriches the Egyptian range. The producers will also bring a large selection of vegetables, including garlic, onions and sugar snap peas, as well as citrus fruits, grapes and strawberries to the trade fair. **Fresh herbs** and **ginger** are in particularly high demand. Companies from Kenya and Morocco will be presenting their range of fresh herbs in Berlin – including basil, thyme, sage, rosemary, mint and lemongrass.

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## Event information

Under the motto "Worldwide Sourcing for Europe", IPD invites you to join their networking event at its stand in Hall 25 C03 on 9 February at 5.30 pm. Get to know the concept, the sourcing strategy and the selection criteria of IPD and meet the IPD experts and especially the companies in the IPD programme.

### IPD at Fruit Logistica: Hall 25 C03

## Background information: Special Programme Ukraine

Since 2018, Import Promotion Desk (IPD) has been supporting Ukrainian producers of fresh produce in their entry into the European market. Since war started, IPD experts have continued to be in close contact with the companies in the IPD programme. In addition, IPD has expanded its engagement in Ukraine and is supporting new enterprises as part of a special programme funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The special programme enables IPD to take on new companies at short notice and network them with European trading partners, for example at trade fairs such as Fruit Logistica. In this way IPD can support companies that continue to produce despite the war and are looking for markets and trading partners in Europe for their products that are not in demand or needed on the Ukrainian domestic market.

### 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 German Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at [www.importpromotiondesk.de](http://www.importpromotiondesk.de).

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**For further information please contact:**

**Import Promotion Desk (IPD)**

Daniel Oppermann  
IPD Specialist Sourcing + Markets  
Phone: +49 (0) 49 30 590 099 575  
E-Mail: [oppermann@importpromotiondesk.de](mailto:oppermann@importpromotiondesk.de)

**Press contact**

Annegret Winzer  
w communications  
Phone: +49 (0) 30 23 99 72 14  
E-Mail: [a.winzer@w-communications.de](mailto:a.winzer@w-communications.de)

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