

Press Release

Seasonal planning with the Import Promotion Desk:

Meet new suppliers on buying mission to Kenya

Import promotion initiative invites buyers to Kenya from June 6 to 10, including a visit to the national cut flower show IFTEX

Bonn/Berlin, 15.02.2023 – With Valentine's Day, the cut flower industry mastered a seasonal highlight yesterday. Now is the time to make further seasonal planning and think about the expansion of the supplier network. The Import Promotion Desk (IPD), together with its partner “Kenya Flower Council”, is inviting buyers to Kenya from June 6 to 10 for a buyers' trip. While Kenya has a long tradition as a flower country, usually only the large farms are internationally known. IPD takes a different approach: the import promotion initiative works with small and medium-sized enterprises that have settled away from the well-known growing areas, around Lake Naivasha, Mount Kenya or Nakuru. The farms have gained many years of experience in the production of cut flowers and produce high-quality roses and summer flowers. The programme of the buyers' trip also includes a visit to IFTEX, the Kenyan trade fair for cut flowers.

During the buying mission in June, the importers will visit at least ten farms that the IPD experts have visited and carefully screened in advance. This way, important criteria such as high quality, minimum quantities and good logistics via Nairobi airport are ensured. In addition, the farms are owner-managed, flexible and willing to develop new and exclusive products with their European trading partners and also to meet special requirements, e.g. for packaging, products and delivery times. "The companies are excellent partners for direct trade and can optimally expand the supplier network", says Dr Andreas Gemählich, IPD expert for Sourcing + Markets for cut flowers. "We know the companies in Kenya and can thus establish personal contact very quickly. Visiting the farms on the buyers' trip is also a chance to get to know cut flower cultivation and quality management on site, as well as the people behind it."

For more information on the buyers' trip and to register, click here: https://www.importpromotiondesk.de/fileadmin/Importeurs_VA/230605_IPD_Cut_flower_Buying_Mission_Kenya.pdf

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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.).

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Further information at www.importpromotiondesk.de.

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