

Press Release

ISM/ProSweets Cologne:

New partners for fine flavour cocoa from Ecuador and Colombia

Import Promotion Desk (IPD) presents wide range of cocoa products and arranges contacts with new trading partners from Ecuador and Colombia

Bonn/Berlin, 04.04.2023 – Cocoa beans are the Import Promotion Desk (IPD) stand's focus at ProSweets Cologne, which is taking place simultaneously to ISM Cologne from 23 to 25 April. At the international supplier fair for the confectionery and snack industry, the IPD, a project of the German Federal Ministry for Economic Cooperation and Development (BMZ), will present cocoa producers from Ecuador and Colombia. In addition to cocoa beans, they offer a wide range of cocoa products, including cocoa fruit pulp, powder, paste, butter, nibs and chocolate in the form of bars, pralines and couverture. As an import promotion initiative, the IPD supports European buyers in getting to know new trading partners and sustainably expanding their network.

The exhibitors at ProSweets Cologne specialise in the production of fine flavour cocoa. In addition to cocoa beans, they also offer semi-finished products such as liqueurs, cocoa butter, fruit pulps, powder and pastes. They also produce finished products such as milk and dark chocolate bars, special bars, pralines and couvertures.

In Ecuador, the small and medium-sized companies process the *Arriba Nacional* cocoa variety. It is known for its special taste and is registered as a trademark in Ecuador. The Colombian producers use the *Criollo* and *Trinitario* cocoa varieties. In Colombia, the two varieties are distinguished by their diversity of organoleptic profiles since the cocoa comes from many different regions of Colombia. Depending on the growing region, the flavours vary and this diversity is appreciated.

The companies in the IPD programme offer high product quality and ensure the traceability of their products. The range includes products from conventional cultivation as well as products in organic quality.

IPD at ISM/ProSweets Cologne: Stand C053

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

Further information at www.importpromotiondesk.de.

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