

Press release

Virtual matchmaking: new partners for fresh produce

Import Promotion Desk invites European buyers to meet producers from Egypt, Ecuador, Kenya, Morocco and Ukraine at the virtual B2B meeting.

Bonn/Berlin, 23.05.2023 - Bananas from Ecuador, avocados from Kenya, berries from Morocco, sugar snap peas from Egypt as well as plums, cherries and apples from Ukraine – Import Promotion Desk (IPD) presents a wide range of fresh fruits and vegetables at the virtual B2B meeting from 26th of June to 1st of July. At the free online event, European importers will get to know suppliers from Egypt, Ecuador, Kenya, Morocco and Ukraine who have been selected and carefully evaluated by IPD. They will gain a comprehensive insight into the product range, quality management and corporate culture of the potential trading partners. Registration under: <https://forms.importpromotiondesk.de/form-63120/virtual-ipd-b2b-fresh-produce-registration-for-appointments>

The companies in the IPD programme produce a wide range of fresh fruits and vegetables - many also in organic quality. For example, companies from Ecuador are presenting organic bananas and mangoes at the online event. An Egyptian company specializes in organic cultivation and offers spring onions, green beans, sugar snap peas, chilies, mangos and lemons in organic quality. In addition, a company from Kenya that produces organic avocados presents itself.

There is also a wide range of fresh herbs from Kenya, as well as strawberries, raspberries and blueberries from Morocco. Three companies from Ukraine will also be present at the online meeting. They produce different varieties of apples, such as Golden Delicious, Gala Schniga, Gala Must, Fuji, Jeromine, Granny Smith, Jonagold, as well as black currants, cherries and plums. Despite the war, they continue to grow their products and are ready for export, as their products are not needed and demanded in Ukraine.

For more information on the fresh fruits and vegetables online event: <https://forms.importpromotiondesk.de/form-63120/virtual-ipd-b2b-fresh-produce-registration-for-appointments>

Funded by

Implemented by

Background information: Special Program Ukraine

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

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.

For more information please contact:

Import Promotion Desk (IPD)

Sandra Freiberg

IPD Coordinator Marketing /PR

Phone: +49 (0) 228 909 00 81 63

E-Mail: freiberg@importpromotiondesk.de

Press contact

Annegret Winzer

w communications

Phone: +49 (0) 30 23 99 72 14

E-Mail: a.winzer@w-communications.de

Funded by

Implemented by