

Press release

FAM trip to Uzbekistan:

Get to know sustainable travel offers and new partners

Import Promotion Desk invites European tour operators to Uzbekistan to experience exceptional tourism products on site

Bonn/Berlin, 19.06.2023 - The next FAM trip of the Import Promotion Desk (IPD) will lead to the country on the Silk Road: The initiative for import and tourism promotion invites European tour operators to discover the diversity of the destination Uzbekistan from 21 to 27 September. For those who decide quickly, there is an early bird offer until 14 July. Registration is possible until 14 August. Further information on the FAM trip and registration can be found here: <https://forms.importpromotiondesk.de/form-64298/fam-trip-to-uzbekistan-tre>

During the five days in Uzbekistan, the tour operators will get to know seven small and medium-sized tourism enterprises that been visited and carefully screened by the IPD experts. FAM trip participants will get a personal impression of unusual offers as well as destinations that are off the beaten track. The programme includes, for example, a visit to a community-based tourism project in the Nuratau mountains. Here, the company "Responsible Travel Uzbekistan" offers, among other things, homestay accommodation. "MarakandaTravel", a specialist for bicycle tours, takes the tourism experts on a tour through the Sarmysh region between Bukhara and Samarkand. Participants will also get an insight into the diverse cultural offerings of Uzbekistan. The companies "Uztravel" and "Sezam Travel" show them the art-historical and handicraft riches of Samarkand.

"With our services, we try to reduce the effort for European travel providers and thus offer them added value," says Marius Thümmrich, expert for Sourcing + Markets at IPD. "When selecting companies, we make sure that their offers are ecologically and socially sustainable. The FAM trip is an opportunity to get to know a diverse tourism offer, new facets of Uzbekistan, the tourism companies and the people behind them."

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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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