

## Press release

### **Fruit Attraction 2023: Avocados, fresh berries and herbs - getting to know new sourcing markets**

**The Import Promotion Desk (IPD) links European import companies with producers from developing and emerging countries that optimally complement the product portfolio.**

**Bonn/Berlin, 29.08.2023 – Avocados, fresh berries and herbs are in demand all year round. New procurement opportunities are offered by producers from developing and emerging countries, which the Import Promotion Desk (IPD) will present at Fruit Attraction, which takes place from 3 to 5 October in Madrid. For example, avocado producers from four countries – Peru and Ecuador as well as Kenya and Morocco – will be represented at the IPD stand. In addition, the import promotion initiative at Fruit Attraction will arrange contact with suppliers of berries from Egypt, Morocco and Jordan. And fresh herbs are brought to Madrid by producers from Egypt and Kenya. In total, the IPD, a project of the German Federal Ministry for Economic Cooperation and Development (BMZ), is presenting almost 30 companies from developing and emerging countries at its stand at Fruit Attraction: Hall 4 - 4 C27.**

#### **Hass avocados from four countries**

At the IPD stand, interested buyers will get to know producers of Hass avocados from four different countries. Peru is one of the largest and best-known avocado producers in the world. Ecuador is less established on the avocado market, but also offers excellent quality. Many of the small and medium-sized enterprises in the IPD programme produce their Hass avocados in organic quality. The South American IPD partner countries already complement each other well with their harvest windows. The African producers from Kenya and Morocco are expanding the availability of avocados on the European market. Kenyan producers, for example, can deliver from spring to autumn. Compared to Kenya, Morocco is not yet a well-known avocado producer. However, the IPD companies from Morocco can convince with their product quality and their proximity to Europe.

#### **Berry diversity from Egypt, Morocco and Jordan**

The IPD has also responded to the popularity of fresh berries and expanded its range. The IPD is accompanying strawberry producers from Egypt and Jordan to the Fruit Attraction. Moroccan producers will bring strawberries, blueberries and raspberries. The short distances to

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Europe are a strong argument in favour of Morocco, in addition to the high quality. The berry harvest in Morocco starts a few weeks earlier than in Europe as well. Because of this, Moroccan berries optimally complement the European offer.

### **Fresh herbs from Egypt and Kenya**

With seven companies, Egypt is again strongly represented at the IPD stand. Among other things, they will be presenting their wide range of fresh herbs such as basil, dill, mint, thyme and parsley. This is complemented by Kenyan producers who also meet the high European requirements for quality, cooling and logistics for fresh herbs. Their range includes, for example, lemongrass, oregano, rosemary, sage and tarragon.

IPD at the Fruit Attraction: **Hall 4 - 4 C27**

All information about the IPD stand at a glance: [https://www.importpromotiondesk.de/fileadmin/Messebroschueren/231003\\_IPD\\_Suppliers\\_at\\_FRUIT\\_ATTRACTION\\_2023.pdf](https://www.importpromotiondesk.de/fileadmin/Messebroschueren/231003_IPD_Suppliers_at_FRUIT_ATTRACTION_2023.pdf)

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

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

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