

Press release

Anuga 2023: Get to know natural sugar alternatives

Import Promotion Desk (IPD) presents special sweeteners and a wide variety of dried fruits from developing and emerging countries

Bonn/Berlin, 31.08.2023 - Sweet treats are on offer at the Import Promotion Desk (IPD) stand: Arenga palm sugar and coconut blossom sugar from Indonesia and Sri Lanka as well as date syrup and sugar from Jordan and Tunisia. At Anuga, which takes place from 7 to 11 October in Cologne, IPD will also present a wide variety of dried fruits, purees and fruit chunks. Producers from Egypt, Tunisia, Colombia, Sri Lanka and Uzbekistan will bring this fruity sweetness to Cologne. All in all, the import promotion initiative, a project of the German Federal Ministry for Economic Cooperation and Development (BMZ), is presenting over 40 companies from 13 developing and emerging countries at Anuga in Hall 4.1, booth C91. The screened producers have a very diverse range of natural ingredients in their luggage.

Sugar from flower nectar of the coconut and Arenga palm tree

An exclusive sweetness is extracted from flower nectar of the coconut palm and the Arenga palm, which is processed into sugar without the addition of additives. Both types of sugar have a malty, caramel-like aroma and are less sweet than household sugar. The producers from Sri Lanka and Indonesia offer their sugar varieties in organic quality. Moreover, the products are HACCP and ISO 22000 certified. Besides granulated sugar, the companies also have syrup and block sugar in their product range.

Exhibitors from Tunisia and Jordan process dates into syrup and sugar. The sweeteners have significantly fewer calories than household sugar. Syrup and sugar consist mainly of fructose and retain the typical date flavour. The producers also offer a wide range of date products - such as date coffee and date ketchup! The companies are HACCP, ISO or FSC 22000 certified.

Sweetness from special fruit variations

A wide range of processed fruits will be presented by the IPD companies at Anuga this year. Freeze-dried strawberries, raspberries, blackberries and currants come from Uzbekistan. An Egyptian company is using the freeze-drying process for strawberries, mangoes, citrus fruits

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and pineapples. Dried mangoes and pineapples come from Ghana. Tunisian producers offer dates and various types of figs. An IPD company from Sri Lanka provides special sweetness: it produces dried jackfruit. And a Colombian company presents juicy pieces of mangoes, papaya, pineapple, bananas and passion fruit and frozen fruit purees.

In addition, the IPD will be presenting carefully selected suppliers of these products at Anuga Cologne in **Hall 4.1, booth C91**: Spices, such as cinnamon, ginger, chili or vanilla beans, as well as a wide variety of nuts, oil seeds or oils such as argan, avocado or coconut oil.

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.

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