

Press release

Join us for a cup of tea – Import Promotion Desk at WTM in London and on roadshow in Manchester and Newcastle

Tourism promotion initiative presents over 15 sustainable tourism companies from Ecuador, Uzbekistan, Nepal and Tunisia at WTM.

Bonn/Berlin, 26.09.2023 – "High Tea Around the World" is the theme of the Import Promotion Desk (IPD) roadshow, which will take IPD experts and incoming agencies from Ecuador, Uzbekistan, Nepal and Tunisia to WTM and then on to Manchester and Newcastle. More than 15 tourism companies from IPD partner countries will be present at WTM in London from 6 to 8 November. Their offer includes individual and sustainable travel offers. At the IPD pavilion in the 'Experiences' area (N 10-606), international tour operators will have the opportunity to meet a wide range of incoming agencies as well as organisers of exceptional adventure and special tours. After WTM, British outbound tour operators can get to know IPD tourism companies better over a cup of tea in Manchester on 9 November and in Newcastle on 10 November. Tea plays an important role in UK, the host country of WTM. Tea tradition is also held high in Uzbekistan and Ecuador: oriental tea from the Silk Road and the ritual of sharing guayusa from the Ecuadorian Kichwa.

Diverse and exceptional travel offer

The companies in the IPD programme appeal with their individual and sustainable offers. **Tunisian companies** show the cultural, scenic and culinary diversity of the destination. For example, "Siroko Travel" offers a hike on the newly developed 194 km trail "The Great Crossing of the Dahar" through the fascinating Amazigh villages of the Dahar region. In **Ecuador**, "Link Experiences" provides authentic experiences off the beaten tracks at a high level and offers exclusive tours in Ecuador and the Galapagos Islands developed in cooperation with local communities. **Uzbekistan** is represented at WTM in London with classic cultural tours, as well as active walking and cycling tours and women-only tours. The companies in **Nepal** offer not only trekking and cultural tours, but also wellness and yoga holidays, e.g. by "Responsible Adventures". "We have carefully selected all the companies in the IPD programme and have prepared them for the requirements of the European market", explains Nora Eichkorn, expert for sustainable tourism at IPD. "One of the main criteria is that companies align their offer with the principle of sustainability. Our pre-selection process is designed to add value and reduce the workload for outbound tour operators. In addition, our services are neutral and free of charge. Our goal is to make the travel offer more ecologically and socially sustainable."

In high demand: community-based tourism

In Nepal, Uzbekistan and Ecuador, IPD supports tourism projects where travellers explore secluded regions and stay overnight with local people. The “Community Homestay Network Nepal” works with small communities throughout the country and allows visitors to become part of everyday village life. With “Responsible Travel Uzbekistan”, travellers can visit remote villages of the Nuratau Mountains and walk from homestay to homestay. In the “Kapawi Eco-Lodge” in Ecuador, guests live in a more luxurious setting and are part of the community at the same time. Here you meet the local population at eye level and can experience the foreign culture up close and authentically.

IPD at WTM London: Experiences N 10-606

IPD in Manchester and Newcastle on 9 and 10 November: [Registration](#)

Import Promotion Desk (IPD)

Import Promotion Desk (IPD) is an **initiative for trade 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 companies 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 and tourism companies from its partner countries to the EU market and assists them in setting up trading relations. For European importers and tour operators, 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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