

Press Release

Import Promotion Desk strengthens direct trade with cut flower producers from developing and emerging countries

Carnations from Colombia, Summer Flowers from Kenya and tropical bouquets from Ecuador – the import promotion initiative will present a wide range of cut flowers at IFTF.

Bonn/Berlin, 12.10.2023 – In one month, the International Floriculture Trade Fair (IFTF) will start in Amsterdam: The Import Promotion Desk (IPD) will be present with 16 producers of cut flowers from Colombia, Ecuador and Kenya at the three-day fair from 8 to 10 November. A major focal point will be carnations from Colombia and Ecuador. From Kenya, Summer Flowers and Hypericum, among others, will be on display at the IPD stand. New to the programme are companies from Ecuador and Colombia offering special bouquets, for instance with heliconias or proteas. The import promotion initiative, a project funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), works with small and medium-sized companies and supports direct trade from IPD partner countries. At the IPD stand A 4.24, European buyers can get to know the companies from those three partner countries in person and discover their bloom.

Carnation variety

Colombia is known as the country of cloves and impresses with great variety and high product quality. The company “Ecoflor”, for example, offers cloves in outstanding quality, as well as in large quantities. Until now, the product range of “Ecoflor” was only available through intermediaries, but now direct trade is possible. Additionally, Ecuador is also emerging as a producer of cloves: “M&J Flowers”, located at the foot of the Cotopaxi volcano, produces around 25 different varieties. Moreover, this clove specialist has six types of the mini variety in its range.

Procurement country Kenya

In Kenya, IPD works with owner-managed companies, too. They are located away from the well-known growing areas, around Lake Naivasha, Mount Kenya or Nakurur, and are flexible and reliable partners with a high-quality range. They will show their large selection of Summer Flowers at the IFTF. The company “Florenica Blooms”, for example, supplies varieties such as Anigozanthos (kangaroo paw), Echinacea, Carthamus or Limonium, and can flexibly respond to customers requests regarding packaging and delivery quantity. The flower farm “Mount Kenya Alstromenia” produces Alstromenia in high quality. But also, Hypericum and roses in bright

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colours are offered by evaluated companies from Kenya, of which the buyers can convince themselves at the IPD stand.

Exotic bouquets

Flower farms from Ecuador and Colombia will also be presenting their special bouquet range at IFTF. Tropical bouquets will be put together by the Ecuadorian companies "Native Farms" with heliconias and "Proteassolandino" with proteas. "Flores de Oriente" from Colombia is a specialist in chrysanthemums. The company grows 15 different varieties and creates artistic bouquets out of them as well.

IPD at the IFTF: A 4.24

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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