



## Press Release

### Import Promotion Desk:

### Getting to know new cut flower suppliers on a buyer's trip to Ecuador

### Partner country South Africa: Successful sourcing from proteas and fynbos producers

Bonn/Berlin, 09.04.2024 - The Import Promotion Desk (IPD) is inviting European importers to a buyer's trip to Ecuador from 7 to 12 October. The range of South American cut flower farms includes roses, carnations, hydrangeas and proteas. All companies in the IPD programme were visited in advance by IPD experts and evaluated in terms of product quality, export capacity and social and ecological standards. The owner-managed companies in Ecuador not only offer a wide range of varieties and high quality, but can also respond flexibly to customer requirements, such as packaging and delivery quantities.

In addition to visits to around ten farms, the buyers' trip also includes a guided visit to the "Expo Flor Ecuador". Here, the buyers are given an overview of market trends and innovations in the flower industry in South America.

Registration deadline: 30 June 2024 (early bird: 22 May 2024)

Further information: <https://www.importpromotiondesk.de/en/news-detail/buying-cut-flowers-in-ecuador/>

### Successful sourcing mission to the new IPD partner country South Africa

IPD is expanding its range of cut flowers and has now added South Africa to its programme after Ecuador, Colombia and Kenya. On the first sourcing mission to South Africa in March, IPD experts visited various cut flower farms in the Cape region. Many of the companies visited impressed with their high product quality and showed great potential for direct trade. After careful examination, IPD will include those producers in its programme who meet the high demands of the European market. The new partner companies will be presented to the European flower trade at the trade fairs in autumn.

South African flower farms have specialised in the cultivation and wild collection of Proteas and Fynbos varieties and offer a large variety, some of which are exclusive, previously unknown varieties. Dr Andreas Gemählich, Sourcing + Markets Specialist at IPD, is convinced: "There is still a lot of undiscovered cut flower potential in South Africa, as the diversity of varieties is hardly known on the European market."



### **Import Promotion Desk (IPD)**

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. The IPD forms a link between small and medium-sized enterprises in selected developing and newly industrialising countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

The IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh fruit and vegetables, natural ingredients for food, pharmaceuticals and cosmetics, sustainable fish and seafood, cut flowers, sustainable tourism, and IT outsourcing.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

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

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