



Press release

Seafood Expo Global: Import Promotion Desk introduces new suppliers from Peru and South Africa

For the first time German initiative presents producers of sustainable seafood at SEG: Hall 5 Stand L701

Bonn/Berlin, 11.03.2025 - The Import Promotion Desk (IPD) will be represented for the first time this year at Seafood Expo Global (SEG) (Hall 5 Stand L701), which takes place from 6 to 8 May in Barcelona. IPD will be presenting small and medium-sized companies from Peru and South Africa and their wide range of sustainable seafood. As an import promotion initiative, IPD supports European buyers in expanding their portfolios. IPD is a project of the German Federal Ministry for Economic Cooperation and Development offering its services to European companies neutrally and free of charge. "We visited all the companies on our stand in advance and selected them carefully", explains Lea Reinhardt, IPD Expert Sourcing + Markets and responsible for the 'Sustainable Seafood' sector. "When sourcing, we make sure that the producers fulfil EU standards, be it legal standards, import regulations or certifications. Sustainability and social responsibility also play a major role in our sourcing."

Abalone speciality from South Africa

The South African company 'Wild Coast Abalone' is bringing a speciality to SEG: sea snail abalone. "The sea snail is hardly known in Europe", says Lea Reinhardt. "It will benefit from the fact that shellfish from aquaculture can now be exported to Europe." Previously, South Africa was not allowed to export aquaculture products to the EU; this strict ban was relaxed in 2024.

"IPD promotes direct trade between producers from developing and emerging countries and European buyers", explains Lea Reinhardt. "When buyers buy directly from producers, rather than going through intermediaries, they have more transparency in the supply chain and can voice their demands directly. The producers in turn benefit from better prices."

Wide range of fishing products from South Africa

With 'Abalobi' and 'DC Fishing', two South African companies will be at SEG that offer a wide range of fishery products. The range includes sea bream (Cape Bream and Carpenter Bream), for example. They are very popular in Europe, but are almost exclusively available from aquaculture. The company 'Abalobi' offers wild-caught alternatives.

Hake is also in great demand in Europe and 'DC Fishing' offers excellent quality. The company is also presenting its range of tuna (yellowfin tuna) and yellowtail mackerel in Barcelona.



Paiche and shrimps from Peru

The companies 'Atisa' and 'Langostinera' from Peru will also be in Barcelona. They offer shrimps from aquaculture. Prawns from neighbouring Ecuador are already well-known on the European market, but Peruvian prawns are also of high quality. The Peruvian company 'Rainforest Aquafarms' specialises in the production of paiche. Paiche, also known as arapaima and pirarucú, is a 'new' fish on the European market.

Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. IPD forms a link between small and medium-sized enterprises in selected developing and emerging 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.

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

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