



Press Release

Import Promotion Desk: One Stop and discover the diversity of Arabica coffee from South America and Africa

IPD is presenting 18 producers from Ethiopia, Ecuador, Colombia, Peru, Rwanda and Tanzania at the "World of Coffee" industry event: booth 1429

Bonn/Berlin, 28.04.2025 - Buyers can experience the diversity of coffee from South America and Africa at the Import Promotion Desk (IPD) stand at the World of Coffee. IPD is accompanying 18 coffee producers from Ethiopia, Ecuador, Colombia, Peru, Rwanda and Tanzania to the international trade fair, which is taking place in Geneva from 26 to 28 June. During just one stop at the trade fair, interested visitors can learn about the wide range of Arabica varieties from well-known coffee countries.

Coffee from the South American highlands

The exhibitors from Ecuador, Colombia and Peru bring Arabica beans, which are grown at altitudes of up to 2,300 metres. The small, often family-run companies offer different varieties of the highest quality: Many coffee farmers from **Ecuador** have specialised in speciality coffee - for example the company "Chorora Farms". It offers green coffee of different varieties. From **Colombia**, IPD supports companies that grow varieties such as Castillo, Caturra, Pink Bourbon and Geisha. The company "A Coffee Family" places a special focus on sustainable cultivation. Its organic coffee comes from five regions in Colombia. **Peru** is a pioneer in the production of organic coffee. Many coffee varieties here can be traced back to the plot of land. The company in the IPD programme "Perunor" also offers certified coffee. It grows beans of the Caturra, Typica, Pache, Catuai and Catimor varieties.

From the birthplace of coffee

Producers from the Kaffa region in **Ethiopia**, the birthplace of coffee, will also be present at the IPD stand at the World of Coffee. The company "Diamond Enterprise" produces speciality coffee using wild Arabica varieties from the Kaffa Biosphere Reserve. Tega & Tula Coffee Estates" also processes wild Arabica varieties such as Kaffa and Limu from nature reserves. The companies also offer cascara, the dried pulp of the coffee cherry. Cascara tea is valued as a caffeinated fruit tea and its demand is growing in the European market. Coffee cultivation also has a long history in **Tanzania**. For generations, many small farmers have grown mainly Arabica, but also Robusta varieties at lower altitudes. This includes the IPD company "Ngila Estate" with a history stretching back over 100 years. The company grows its Arabica coffee on the slopes of the famous Ngorongoro Crater, 3 degrees south of the equator.



Event information: Buying mission to the coffee country Ethiopia

As an import promotion initiative, IPD is inviting European buyers to a sourcing trip to Ethiopia. From 19 to 26 October 2025, company visits to IPD-approved producers of Arabica coffee are on the agenda. During the IPD sourcing trip, importers will have the opportunity to inspect the entire coffee bean supply chain on site and meet their potential business partners in person.

IPD at the World of Coffee: Stand 1429

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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