



Press release

Import Promotion Desk introduces Brazil as a new partner country at Fruit Attraction in Madrid

Over 30 producers from Egypt, Brazil, Côte d'Ivoire, Ecuador, Kenya, Colombia, Morocco, and Peru to showcase a wide variety of fresh fruit and vegetables: Hall 12 Stand D11

Bonn/Berlin, 13 August 2025 – The Import Promotion Desk (IPD) is expanding its portfolio of fresh fruit and vegetables and is proud to present Brazil as a new partner country at Fruit Attraction, taking place from 30 September to 2 October in Madrid. The Brazilian offering includes mangoes, grapes, limes, lychees, and yams. A total of seven Brazilian companies will be present in person at the fair – providing an excellent opportunity for buyers to engage directly with producers on topics such as product range, cultivation practices, quality management, logistics, and delivery conditions: **Hall 12 Stand D11**.

Expanding the mango offering

Among the newly represented Brazilian companies are mango producers who will complement IPD's existing supplier base from South America and Africa. The Brazilian exporters specialise in varieties such as Palmer, Tommy Atkins, Kent, and Keitt. Two of these companies operate plantations in the São Francisco Valley in the northeast of the country. There, mangoes grow in calcium-rich soil – which, according to the producers, contributes to a firmer peel and consequently longer shelf life for the highly perishable fruit.

Mango producers from Egypt will also be exhibiting at the IPD stand. With a long-standing tradition of mango cultivation, these experienced producers offer consistently high-quality fruit, including varieties such as Keitt, Naomi, R2E2, and Crimson.

Wide variety of grape cultivars

Brazilian grape producers in the IPD programme contribute an extensive selection of cultivars, including Sugar Crisp, Cherry Crush, Sweet Celebration, and Autumn Crisp. These varieties complement the grape offerings of IPD partner companies from Ecuador and Egypt, who will likewise be present at Fruit Attraction.

A new fruit in the IPD portfolio: Brazilian lychees

For the first time, a Brazilian producer will introduce lychees under the IPD programme. At Fruit Attraction, the company will present its product range, which is expected to grow to encompass up to eight different lychee varieties.



Strong demand for limes

Lime producers from Brazil and Colombia will also be represented at Fruit Attraction. Rising demand for limes has coincided with reduced supply due to "citrus greening," a bacterial disease affecting citrus plants. One of the Brazilian companies operates plantations in the states of Rio Grande do Norte and Bahia – regions not currently affected by the disease. Colombian companies also continue to supply the market and offer potential for establishing new trade partnerships.

Yams – a root crop with market potential

The yam is gaining increasing relevance in the international marketplace. A Brazilian company will showcase the variety *Dioscorea alata* at Fruit Attraction. To make the tuber more appealing for export markets, it is cleaned of fine hairs and offered in various sizes. As a result, the yam closely resembles the popular sweet potato, both in taste and appearance.

Event Announcement

Global Network Panel by "Global Women Fresh" – 1 October at 5:25 pm (Fruit Forum Nucleo 1-3)

As part of Fruit Attraction, "Global Women Fresh" – the international network for women in the fresh produce sector – will host its first Global Network Panel. The discussion will bring together women leaders from across the industry to explore market trends, global cooperation, and women's empowerment. Among the speakers will be Priscilla Nasrallah from IPD partner company "Lina Frutas" in Brazil. The Import Promotion Desk is a supporting partner of the event.

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 produce, natural ingredients for food, pharmaceuticals and cosmetics, sustainable fish and seafood, cut flowers, sustainable tourism, and digital services & products.

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).



Federal Ministry
for Economic Cooperation
and Development



**Partners in
Transformation**
Import Promotion Desk

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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