



Press release

Seafood Expo Global: Import Promotion Desk presents offerings from the sustainable seafood industry Import promotion initiative introduces new trading partners from South Africa and Peru to European buyers: Stand 5 L200

Bonn/Berlin, 12.03.2026 – Sea bream, yellowtail mackerel and hake from South Africa as well as shrimp, squid and scallops from Peru are among the products offered by the companies that the Import Promotion Desk (IPD) is bringing to Seafood Expo Global (SEG). At the international trade fair for fish and seafood, which takes place in Barcelona from 21 to 23 April, the IPD will present small and medium-sized companies from South Africa and Peru that operate sustainable fisheries. As an import promotion initiative, the IPD supports European buyers in expanding their portfolio. The IPD is a project of the German Federal Ministry for Economic Cooperation and Development (BMZ) and offers its services to European companies neutral and free of charge.

Wide range of fishery products from South Africa

The South African company "Abalobi" offers a variety of sought-after fishery products. The selection includes, for example, sea bream (Cape Bream and Carpenter Bream) and yellowtail mackerel. "Abalobi" works closely with small-scale fishers. The offerings are wild-caught and fully traceable.

Prawns, squid and scallops from Peru

From Peru, the companies "Langostinera Victoria", "Aquanova" and "Mangiare Seafood" will present a range of shrimp, squid products and seafood mixes. The offer includes vannamei and Argentine red prawns, as well as fillets of the giant squid and squid rings. The shrimp are sourced from aquaculture, while the squid products come from sustainable wild catch. Peruvian producers of scallops will also be present at the SEG in Barcelona.

IPD at the SEG: Booth 5 L200



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 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).

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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