



AT WORK IN 13 COUNTRIES AND 5 SECTORS

Import Promotion Desk steps up its activities

In its third project phase, the Import Promotion Desk (IPD) has expanded activities to cover 13 partner countries and five sectors. Five new countries joined the IPD programme last summer: Ecuador, the Ivory Coast, Ghana, Sri Lanka, and the Ukraine. The IPD continues to be active in its existing partner countries Colombia, Egypt, Ethiopia, Indonesia, Kyrgyzstan, Nepal, Peru, and Tunisia. The tourist sector has been added to the existing IPD focus on natural ingredients for foods, pharmaceuticals and cosmetics, fresh fruit and vegetables, cut flowers, and technical wood.

SUSTAINABLE TOURISM

IPD activities now extend to the tourism sector. In promoting sustainable tourism, the IPD supports its partner countries in developing their infrastructures, creating jobs, and increasing incomes.

As a labour-intensive segment, the tourist sector makes an important contribution towards effective economic development. What is more, sustainable tourism also helps conserve natural resources.

IPD experts have already begun the task of identifying appropriate tourism offers on fact-finding missions to the selected partner countries Ecuador, Nepal, and Tunisia. The IPD will present the first travel businesses at the Ecuadorean country stand at "ITB Berlin", the world's leading travel trade show, connecting them with European tour operators.

SRI LANKA

Sri Lanka is well-known for its spices, especially cinnamon and pepper, essential oils, and tea. A further agricultural emphasis in Sri Lanka is on coconut plantations. Products such as coconut oil and coconut blossom sugar have huge export potential. And the monarch of the coconuts is grown in Sri Lanka too: "King coconut" is a high-quality drinking coconut. In an initial IPD fact-finding mission to Sri Lanka, the working focus was on the organic sector. Local partners were identified and the first companies evaluated.

THE UKRAINE

Companies from the IPD's new partner country, the Ukraine, are already scheduled to attend the "Biofach" exhibition in the spring. In the course of the sourcing mission in October, the IPD team visited twelve producers of natural ingredients. They offer a broad portfolio of processed fruit and vegetables, nuts, honey, medicinal and aromatic plants. There is also vast potential in what the Ukraine has to offer in the fresh fruit and vegetables sector. In addition, use was also made of this first sourcing mission to the Ukraine to strengthen contacts to the "Ukrainian Chamber of Commerce and Industry" and to the "Berry Producers' Association".

GHANA AND THE IVORY COAST

Fresh fruit such as mangoes and pineapples are important export goods for the two neighbouring African countries of Ghana and the Ivory Coast. But there are further fruit and vegetables and natural ingredients with export potential too, such as passion fruit and sweet potatoes, or essential oils, herbs, and spices. Fact-finding missions are currently taking place. In addition, the IPD experts operate in close contact with the Dutch "Centre for the Promotion of Imports from developing countries" (CBI) and "Deutsche Gesellschaft für Internationale Zusammenarbeit" (GIZ), both of which have already gained experience in these countries. This establishes the parameters for the IPD's decisions as to the sectors it will focus on in Ghana and the Ivory Coast.

ECUADOR

Ecuador is one of the countries with the greatest biodiversity worldwide, and it is home to a wide range of natural ingredients and tropical fruits. The various climatic zones of the Andes and the fertile soil in the coastal regions of Ecuador provide ideal conditions for the cultivation of a huge variety of agricultural produce. In addition, more than 3,000 species of medicinal and aromatic plants are to be found in the Amazon rainforest. Besides, both exotic fruit rarities such as pitahaya (dragon fruit) and granadilla and more familiar fruits such as mangoes and maracujas are grown in Ecuador. On their fresh fruit and vegetables fact-finding mission, the IPD experts got to know a number of enterprises with enormous potential, some of them already GlobalG.A.P.-certified or on their way towards certification.

In the tourism sector as well, Ecuador has some highly interesting natural and active destinations to offer. The IPD has already included the first Ecuadorean tourism providers in its programme.

Ecuador has a large portfolio in the wood sector, including balsa, plantation-grown teak, and bamboo. Thus, for example, Ecuador is the key exporter of balsa wood. However, the market is dominated by large international corporations. The IPD has set itself the goal of helping local balsa processors enter the market. In addition, there are numerous teak and balsa processors in Ecuador for whom the IPD would like to open up access to the European market for garden furniture, panel material, and floor coverings.



Granadilla: An exotic fruit rarity from Ecuador

IPD PROMOTES TRADE

with partner countries

VISIT FROM EGYPT AND TUNISIA: EXPORTERS OF NUTS AND DATES

The IPD organised a selling mission for three Egyptian and two Tunisian suppliers to Germany and the Netherlands. In the course of their five-day stay, the international delegation visited ten companies in Frankfurt, Cologne, Hamburg, and Amsterdam accompanied by IPD experts. Peanuts, dates, various date products, and dried pomegranate seeds in organic quality aroused great interest amongst the importers. Both the exporters and the European importers

were highly satisfied with the outcome of the individual meetings. "The fact that they visited our company in person allowed us to communicate our needs and requirements to the suppliers without pressure of time. Thanks to the pre-selection work done by the IPD, we were also able to rest assured that these suppliers were indeed reliable business partners," summed up importer Michael Hebedanz, Managing Director of Delphi Organic GmbH.



Selling Mission: A delegation from Egypt and Tunisia

ETHIOPIAN FRUIT AND VEGETABLES ALL YEAR ROUND

Together with the "Ethiopian Horticulture Producers Exporters Association" (EHPEA), the IPD organised a buying mission to Ethiopia in November for fresh fruit and vegetables. Three companies from Germany, the Netherlands, and Spain visited six selected producers in the Butajira, Meki, Holeta, and Bahir Dar regions, and they were surprised at the rich variety on offer. The importers recognised great potential for the EU market, especially in the organic production and in the high-grade production of berries and fresh herbs. The participants of the buying mission were agreed in planning to set up business relations with the Ethiopian partners in the short term.

LIGHTWEIGHT WOOD FROM INDONESIA

Plantations for fast-growing wood – such as balsa, jabon, and albasia – were the destinations of the buying mission to Indonesia for technical wood. In less than a week, the importers visited ten producers of innovative lightweight timber products in Central and East Java. The four visitors were impressed by the modern facilities and the high quality of the products. The Indonesian producers' manufacturing range includes plywood, blockboard, and chipboard panels. The importers from Denmark, France, and Belgium also had the opportunity to intensify their contacts to potential suppliers as well as conducting first-time negotiations at the "International Lightwood Conference" in Surakarta.

BUSINESS FORUM IN KYRGYZSTAN

Three companies from Germany took up the invitation of the Kyrgyz export promotion agency, the Kyrgyzstan programme of the „Deutsche Gesellschaft für internationale Zusammenarbeit“ (GIZ), and the IPD to visit the business forum in Bishkek.

In the context of the business forum, the IPD invited importers to get to know the Kyrgyz producers and their offers more closely. The mission led the visitors to the Bishkek, Osh, and Jalal-Abad regions. The German companies expressed keen interest in walnuts and dried fruit from the south of the country.

SUSTAINABLE WOOD FROM PERU

In the course of a buying mission to Peru, five importers from Europe met together with nine selected suppliers of parquet flooring, decking boards, and timber. Their trip took them to the Lima, Madre de Dios, and Ucayali regions.

The importers also paid a visit to the "Industria Perú" industrial fair, at which the IPD had arranged for personal talks with further timber producers.

The IPD had organised the tour together with the Peruvian export promotion agency Prom-Perú. A number of the importers extended their stay, spending a night in an FSC-certified rain-forest concession. Frank Maul, IPD expert sourcing and purchasing technical wood, put it this way: "The companies were able to gain a good impression of the sustainable wood industry in the various regions of Peru and to engage in exchange with potential suppliers."



Peru: On-site quality check by importers

SUCCESSFUL COOPERATION IN SOUTHERN AFRICA

Collaboration with "Deutsche Gesellschaft für internationale Zusammenarbeit" (GIZ) in southern Africa is running successfully. In this GIZ project, the IPD assists the long-term promotion of exports of natural ingredients from Namibia, Mozambique, and Botswana. The IPD organised workshops in Mozambique and Namibia to inform companies of the opportunities and requirements for exporting to the EU market. The training sessions were very well attended and the participants were particularly appreciative of the practical orientation towards the food and cosmetics sectors.

The sourcing mission also went very successfully: It proved possible to identify 13 companies for exporting to Europe. That is double the anticipated figure. The IPD supports the African producers by means of training sessions and matchmaking at European trade fairs and within the scope of study trips to Europe.

Two exporters were already present at "SIAL" 2018 in Paris, the leading exhibition for the food industry. They brought cashew nuts, papayas, and lychees from Mozambique. At "Biofach" in Nuremberg in the spring of 2019, the IPD will also be presenting African companies with export potential to the European retail trade.

SUSTAINABLE EXPORT PROMOTION IN KYRGYZSTAN

The close cooperation with national organisations and trade associations is paying off: The "Kyrgyz Chamber of Industry and Commerce" used the occasion of the "SIAL" 2018 food exhibition to organise a trip to Paris for their member companies. The special service package included a workshop to prepare interested companies from Kyrgyzstan for the exhibition and giving them tips on how to conduct talks and initiate contacts. The IPD accompanied the process and has already evaluated it together with the "Kyrgyzstan Chamber of Industry and Commerce": On this basis, the next Kyrgyz trade fair delegation, which is due to take place this year, is now already being planned.

IPD GIVES SUSTAINABLE SUPPORT

for economic cooperation

COOPERATION WITH EUROPEAN PARTNERS



Since being founded in 2012, the IPD has worked together closely with its European import promotion partners – the Dutch "Centre for the Promotion of Imports from developing countries" (CBI) and the "Swiss Import Promotion Programme" (SIPPO). They exchange information and they support each other, for example, on buying missions and in matchmaking activities at trade fairs. The new

"Trade Promotion Collaboration" (TPC) initiative facilitates knowledge sharing between the programmes. The aim is to compile existing and new material relating to export promotion jointly and as efficiently and cost-effectively as possible. By this means, a pool of comprehensive information is created, allowing for coherent knowledge transfer to the national organisations in the partner countries. During the pilot phase, which took place in the second half of 2018, the TPC was launched with five working groups on topics such as corporate social responsibility, organic certification, and organising a national exhibition stand. New topics have already been defined for the current year, but these have still to be finalised in detail.



CSR workshops for enterprises in Nepal and Indonesia

Ginger from Nepal is in high demand. Besides product quality, further aspects play a major role in ensuring good, long-lasting business relations with European partners. The importance of corporate social responsibility (CSR) in international business contacts was therefore the topic of workshops hosted by the IPD in Kathmandu, Nepal, and Jakarta, Indonesia. The objective of the training sessions was to sensitise the participants to social, sustainable, and responsible-minded economic activities, and to demonstrate to them the need for CSR measures in their international business relations. On the basis of their company's value chain, the participants gave consideration to what CSR issues need to be addressed, and they drew up an initial action plan for their company with the help of an online tool.

IPD CONNECTS GERMAN IMPORTERS

with suppliers from growth markets



"Worldwide Sourcing for Europe": This was the motto of the booth of CBI and IPD at the "SIAL" 2018 in Paris

INTERNATIONAL DEMAND AT "SIAL" IN PARIS

With "Worldwide Sourcing for Europe" as its motto, the IPD in conjunction with the Dutch import promotion programme "Centre for the Promotion of Imports from developing countries" (CBI) presented 26 exporters from Egypt, Ethiopia, Colombia, Kyrgyzstan, Nepal, Peru, Tunisia, and Mozambique at the international food exhibition "SIAL" 2018.

A great deal of interest was shown in the diverse range of products presented on the individual and national exhibition stands: With 480 contacts to European importers, it proved possible to top even the positive outcome of the previous "SIAL". The Ethiopian producers were in particular demand. They had brought along with them to Paris teff, spices, pulses, and oilseeds, as well as essential and fatty oils. The European traders were also impressed by the Kyrgyz exporters' offer of pulses, dried fruit, and walnuts.

FOCUSED NETWORKING AT "FRUIT ATTRACTION"

Last autumn, the IPD accompanied eight enterprises from Egypt, Ethiopia, and Colombia at "Fruit Attraction", the international trade show for the fruit and vegetable industry. The IPD offered assistance to the companies, which attended the fair in Madrid as visitors, as they conducted talks with interested importers. The IPD also organised visits for the exporters to the Madrid wholesale market and to Spanish importing companies. The companies were thus able to learn about European product requirements and market trends in face-to-face talks.

MATCHMAKING FOR NATURAL INGREDIENTS

The IPD partners attracted a great deal of attention at "Health Ingredients Europe" (Hi Europe) in Frankfurt. At the end of November, the IPD provided guidance for five exporters from four countries at "Hi Europe", the international fair for natural and healthy ingredients, and arranged B2B meetings for them during the fair with importers from Europe. The carefully selected exporters presented a very wide range of products. The importers showed particular interest in the glucose, maltodextrin and rice protein products from Egypt.



Speciality from Ethiopia: Prickly pears

SPRING 2019 DATES

The Import Promotion Desk will be present at the following national and international trade fairs, offering "matchmaking" support to exporters from its 13 partner countries:

INTERNATIONAL GREEN WEEK
FRUIT LOGISTICA
BIOFACH
ITB BERLIN

18 January to 27 January 2019 in Berlin
6 February to 8 February 2019 in Berlin
13 February to 16 February 2019 in Nuremberg
6 March to 10 March 2019 in Berlin

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