

Medicinal and aromatic plants from the Himalaya

CO-OPERATION PROJECT BETWEEN GIZ AND IPD ENCOURAGES THE EXPANSION OF NEPALESE EXPORTS

June 2017



Trade in medicinal and aromatic plants is an important source of income for the Nepalese population and makes an important contribution to the national economy. In Nepal the Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) and the Import Promotion Desk (IPD) are working together to support enterprises with the marketing of these highly sought-after plants. One company to benefit from this co-operation is the exporter Satya International.

At the BIOFACH 2017 exhibition in Nuremberg, Satya International presented its exceptional product range on the joint IPD and GIZ exhibition stand. The portfolio of the Nepalese exporter includes a large range of rare medicinal and aromatic plants for product innovations in pharmacy, natural cosmetics and the spice industry. Particularly popular amongst German and European traders are jatamansi oil and Szechuan pepper in certified organic quality.

RARE TREASURES

“Jatamansi oil is a rare treasure. The oil is obtained from the spikenard, a plant which is now found only in the Himalayas,” explains Dietmar Wolz, owner of the pharmacy Bahnhof-Apotheke Kempten, which purchases the precious oil from Satya. The particular effect of this plant was already known in ancient times and it has been imported to the Mediterranean region since antiquity and used to prepare valuable oils and ointments. “We use jatamansi oil for high-quality body oils and natural perfumes which we manufacture according to our own formulations,” says Wolz. The oils are also very well-suited for use in Ayurveda medicine and aromatherapy.



Satya International specialises in the production of health-promoting plant products. Besides jatamansi oil, these include a number of other essential oils, such as valerian, lemongrass or wintergreen oils and various Ayurvedic healing plants such as *Berberis aristata*, kutaki (*Neopicrorhiza scrophulariiflora*), calamus (*Acorus calamus*) or swertia (*Swertia chirayita*). Exotic spices also form part of the company's product range. A particular highlight is here its Szechuan pepper. This is harvested from wild-growing pepper plants which can be found only in the forests of the Himalayas.

BIODIVERSITY – NEPAL'S NATURAL RICHES

Satya receives its raw materials directly from wild herb collectors and small farmers who cultivate various types of herbs under natural conditions. The company supports traditional agriculture, refuses the use of pesticides and thus contributes to maintaining biodiversity. In addition, Satya makes use of the herb gatherers' traditional knowledge on the effects and uses of the medicinal plants.



Rabindra N. Shukla,
CEO of
Satya International

»Natural medicinal plants from the Himalayas for contemporary uses in cosmetics and pharmacy – that is the concept of Satya International,» explains Rabindra N. Shukla. «At the beginning we had a small production for essential oils and some



Ayurvedic products. Today we are one of the region’s leading producers in the fields of medicinal and aromatic plants. Thanks to the support of the IPD we have now also managed to expand our export business into the European market.«

**IPD SUPPORTING
THE EXPANSION OF
NEPALESE EXPORTS**

Satya International joined the IPD’s export promotion programme in 2014. This initiative is enabling the IPD to make a substantial contribution to implementation of the Nepal Trade Integration Strategy (NTIS) developed by the Nepalese Ministry of Trade in cooperation with GIZ. The NTIS is intended to lay the foundations for sustainable development of export trade in Nepal. With its focus on supporting the export of medicinal and aromatic plants, the NTIS should expand ecological farming, establish new value chains and thus create new employment opportunities.

Dr. Julia Hoffmann, Head of the Import Promotion Desk, is convinced that “particularly for medicinal and aromatic plants there is growing demand on the German market.” In the past, she says, Nepal has usually exported these plants in their natural state. Further processing was done by intermediate traders, particularly large Indian firms, who then achieved far higher prices on the international market through sales of the finished products. “So the aim of the export promotion programme is to enable the Nepalese farmers to produce in larger quantities, to process the raw materials themselves and increase their competitiveness,» explains Julia Hoffmann.

Satya International has consistently developed its processing sector, modernised its production and improved its marketing structures. In 2016 Satya received the EU seal for certificated organic products. The IPD and GIZ have supported the company through capacity building. The IPD also provided expertise for development of marketing strategies, supported the company through the certification process, prepared it for trade fair participation and established contact to numerous European importers.



**TREASURE HUNT
IN NEPALGUNJ**

The importer Naturamus has visited the company in Nepalgunj to get a detailed picture of the local production conditions and the quality of the products. Peter Schmich, Purchaser of Essential Oils at Naturamus GmbH, is convinced that “the buying trip to Nepal was worthwhile. The vegetable oils from Satya International represent excellent raw materials for the production of natural cosmetics. Up to now sourcing has been a bit of a treasure hunt. Together with the IPD we have struck gold in Nepal.”

The visit to Nepalgunj followed on from the Nepalese company’s visit to the Nuremberg exhibition. Satya International brought two new and professionally trained export managers to BIOFACH in order to consolidate business contacts to German importers. With great success: Naturamus and Satya are currently negotiating the next orders of high-quality jatamansi oil.

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