



Success story

Fruit & Vegetables from Egypt

IPD successfully prepares young enterprise for the EU market

Creatick Pro was launched in 2017 with a lot of enthusiasm and a high-quality product range. Although their range was tailored for the EU market, a marketing strategy and contact to European partners were lacking. Creatick joined the IPD programme in autumn 2019, and the Egyptian enterprise is now rapidly conquering the European market.



Products

- Sweet potatoes
- Onions (red & white), spring onions, garlic
- Peppers (red, green & yellow)
- Green beans
- Oranges (Marine & Valencia), guava, physalis, pomegranate
- Fresh herbs (coriander, mint, parsley & rosemary)

Certifications

- EU organic label
- GLOBALG.A.P.
- Risk Assessment on Social Practice (GRASP)
- BRC

A young enterprise with great momentum

The young business, Creatick Pro in Giza/Egypt, cultivates various types of vegetables and fruits as well as fresh herbs. The enterprise grows its products using both conventional and organic methods. One focus is on sweet potatoes, for which Creatick has founded its own brand „Freshious“. Many years of experience in agriculture, a wealth of ideas and a lot of dynamism characterise the business. Already in its first year as part of the IPD programme, the company achieved above-average success and made significant progress in certification, quality management, and marketing.

Challenge



Supporting entry into the EU market

With sweet potatoes, Creatick meets a special demand on the EU market. The other products in its range are also of high quality and offer great potential. However, the company initially lacked the experience and contacts as well as the necessary GLOBALG.A.P. certification to gain a foothold in the EU market. This should change with the support of IPD.





Linda Mense
IPD Expert
Sourcing + Markets
(Fresh produce)

»Creatick Pro has been working very ambitiously and is already fit for the EU market after a very short time. The company has very quickly revised processes, got its products certified and improved its marketing. The response at the first international trade fairs was consistently positive. We, the IPD team, have great pleasure in accompanying Creatick Pro on its way.«



Promotion

Fulfilling export requirements and building a network

Since autumn 2019, IPD has been supporting Creatick in its rapid development. During their first onsite visit, the IPD experts had already recommended the GLOBALG.A.P. certifications as well as the EU organic guidelines as important export requirements. In addition, IPD introduced Creatick to the "Foreign Trade Training Centre", whose training concept is supported by IPD. The enterprise took part in a course on digital marketing and revised its website. Furthermore, IPD organises the company's participation in important international trade fairs, such as Fruit Logistica in Berlin and Fruit Attraction in Madrid, and networks the ambitious exporter with several European importers.

Effect

Successful cooperation between Creatick and IPD

The enterprise is developing rapidly and the support from IPD is paying off: Creatick's product range, especially the organic sweet potatoes, is well received by buyers. After the trade fairs, the firm was able to sign its first business deals. Creatick is exporting its products to, for example, the Netherlands, Germany, Great Britain, Italy, and Spain. Creatick is expanding its cooperation with small farmers and is signing contracts with other farmers from rural Upper Egypt. With the certifications, the internationally oriented marketing material and the initial trade fair contacts, the course for further growth has already been set within the first year of cooperation with IPD.

Further information about Creatick Pro can be found at: <https://creatickpro.com>

Results

- Business deals 
- Export volume 
- Cooperation with small farmers 
- Operational improvements 

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