



Success story

Successful entry into the European cosmetics market

From production to trade: Import Promotion Desk connects the right partners.

CaryO is a Colombian company that specialises in producing cacay oil. Extracted from the nuts of the cacay tree in the Amazon region, this oil is considered a high-quality ingredient for modern skin care products. With the support of the Import Promotion Desk (IPD), CaryO has successfully entered the European market. Today, the company exports 95 per cent of its production, primarily to Europe, and maintains long-term business relationships with partners in Germany, France, Spain and the Benelux countries.



Produkte

- Cacay oil
- Cacay flour
- Cacay scrubs

Zertifizierungen

- COSMOS NATURAL
- NATRUE
- PETA
(Cruelty Free and Vegan International) Verification

An anti-ageing remedy from the Amazon

Cacay oil is extracted from the nuts of the Caryodendron orinocense tree, which is native to the Colombian Amazon and the Orinoquia region. Cacay oil has powerful anti-ageing, moisturising and skin-regenerating properties due to its high content of natural retinol (vitamin A) and vitamin E along with linoleic acid. thanks to its high natural retinol (vitamin A) and vitamin E content, as well as linoleic acid.

CaryO is committed to protecting the Amazon rainforest, promoting the sustainable management of wild Cacay trees by working with local communities and purchasing the nuts at fair prices. At the same time, the company co-developed the Wild Cacay Project together with the ProBosque II project, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), which promotes sustainable forestry and rainforest conservation.

Challenge



Foreign market

Despite the exceptional qualities of its unique cacay oil and its high-quality production processes, CaryO, being a small company from Colombia, lacked direct access to the European market. In particular, the company lacked in-depth knowledge of specific market requirements, including the relevant legal frameworks, technical specifications and current product trends. Furthermore, the company had hardly any contacts with importers or brands in Europe.

The IPD provided CaryO with targeted support in its preparations for a successful entry into the EU market. Thanks to individual consultations and training, the company became export-ready. Building on this, the IPD used its network to give CaryO access to relevant market players.





Camilo Bueno
Managing Director
of CaryO

»The IPD was a key enabler of CaryO’s growth. It supported us in becoming a competitive player in the European market while pursuing our mission to protect the rainforest. Thanks to the IPD, we were able to build trusting partnerships that would otherwise have been denied to us as a small company from the Amazon region.«



Approach



Matchmaking at international trade fair

The IPD accompanied CaryO to Europe’s most important cosmetics trade fair, ‘in-cosmetics global’. There, the company had the opportunity to present its oil to promising customers. The IPD team also arranged bespoke meetings with European buyers and helped establish trusting, sustainable business relationships.

Thanks to targeted preparation, including in the areas of marketing and presentation, CaryO was able to showcase its product to an international audience in the best possible way. CaryO has continuously expanded its network at subsequent trade fairs and now works with several European distributors and cosmetics brands.

Impact



Sales growth with social impact for the region

CaryO has achieved its goal of demonstrating to the European market the benefits of its oil. The company cooperates with businesses in Germany, France, Spain and the Benelux countries.

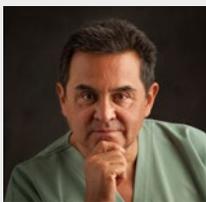
It has a special partnership with Sesderma, an international dermo-cosmetics supplier. The Spanish company uses cacay oil in a product line. With a presence in over 90 countries, Sesderma is a key player in raising the profile of cacay oil worldwide.

With rising export figures and growing sales, CaryO’s social influence in its region has also grown considerably. Over 80 families now collect and process cacay nuts, and this number has doubled in a short period of time. This protects over 4,000 hectares of the Amazon rainforest. The cacay tree is therefore becoming a sustainable economic factor that ensures its preservation while effectively contributing to the protection of the rainforest from deforestation.

Results



- Business deals 
- Export volume 
- Turnover 
- Number of collaborating families 



Prof. Dr Gabriel Serrano
Dermatologist, researcher & founder of
Sesderma Laboratories

»CaryO’s cold-pressed cacay oil is of exceptional quality and is ideal for our ‘Sescacay’ product line – an effective anti-ageing product for sensitive skin. We are particularly impressed by CaryO’s commitment to the Amazon rainforest, and by the well-thought-out structure of the supply chain – from wild cacay nuts to high-quality oil.«

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