

## Press Release

### WTM: Import Promotion Desk introduces Uzbekistan as a new destination

The tourism promotion initiative supports European tour operators in their search for new partners.

**Bonn/Berlin, 05.10.2021 – Over 30 travel suppliers from Ecuador, Nepal, Tunisia and now Uzbekistan will be presented by the Import Promotion Desk (IPD) at the international tourism trade fair "WTM - World Travel Market" taking place from the 1st - 3rd of November in London and from the 8th – 9th of November virtually. All IPD partner companies offer sustainable trips, intended to lead tourists off the beaten track to experience cultural, natural highlights destinations in a new way. The tourism promotion initiative has carefully selected these special and highly individual travel offers, prepared the providers for European market requirements and is now presenting them to international travel marketers – both at the WTM exhibition stand in London and at the virtual WTM meetings.**

For the first time, IPD partner country and new destination Uzbekistan is present at an international trade fair. Located on the Silk Road, Uzbekistan has lots to offer as a tourist destination. This fact can be impressively demonstrated by the six Uzbek tourism companies which will be present at this year's WTM. They offer historical and cultural tours in the Fergana Valley, the capital Tashkent and the ancient cities of Samarkand, Bukhara and Shahrissabz, as well as botanical tours, bird watching and trekking tours through Uzbekistan's mountainous regions.

"Uzbekistan as a destination expands on what is currently offered to tourists and can be a great asset for European tour operators," says Shakhnoza Kurbanalieva, tourism expert at IPD. "In the search for exceptional tourism products in Uzbekistan, we provide support and arrange contacts to carefully vetted, sustainable tourism companies - independently and free of charge."

Additionally, the IPD will present around 25 travel providers from Ecuador, Nepal and Tunisia at the WTM. **Ecuador** is known for volcanic mountain landscapes, the pristine Amazon rainforest and the Galapagos Islands. IPD companies specialize in sustainable tourism and offer a variety of outdoor activities. Ecuador is also worth visiting for birdwatchers with its variety of tropical birds. In **Nepal**, tourism companies offer both cultural walks to Kathmandu's historic sites as well as trekking tours through the mountainous region of the Himalayas. These tour operators take special account of environmental and nature conservation aspects. Supporting

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local village communities also remains an important part of their objectives and goals. In **Tunisia**, the IPD companies take their guests to less developed destinations and show North Africa's natural beauty, far away from tourist hotspots.

### **IPD at "WTM": TP240**

#### **Import Promotion Desk (IPD)**

Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

IPD fulfils a hinge function between small and medium-sized enterprises in selected emerging markets and developing countries on the one hand and European importers on the other. The objective is to integrate the partner countries into global trade, thereby contributing towards sustainable economic development in these countries.

IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, the IPD opens up new supply sources in the partner countries and assists them in the procurement process for specific products.

IPD is currently active in 14 countries: Egypt, Ethiopia, Ecuador, Côte d'Ivoire, Ghana, Indonesia, Colombia, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine, and Uzbekistan.

IPD focusses on specific product groups: fresh produce, natural ingredients for foods, pharmaceuticals and cosmetics, sustainable wood products, cut flowers and sustainable tourism.

IPD has been established and implemented by sequa gGmbH – the globally operating development organisation of German industry and the Federation of German Wholesale, Foreign Trade and Services (BGA.).

IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at [www.importpromotiondesk.de](http://www.importpromotiondesk.de).

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