

Press release

Import Promotion Desk showcases biological diversity at FIE and HIE 2021

The initiative for import promotion presents exceptional herbs, spices, essential oils and plant extracts from developing countries and emerging nations

Bonn/Berlin, 27.10.2021 – With a variety of products highlighting the biodiversity of selected developing and emerging nations, the Import Promotion Desk (IPD) will be exhibiting this year at Food Ingredients Europe (FIE) co-located together with Health Ingredients Europe (HIE). Exceptional herbs, spices, essential oils and plant extracts will be presented by the 15 companies from the IPD programme at the 2-in-1 trade fair taking place in Frankfurt from the 30th of November to the 2nd of December and also virtually from the 22nd of November.

At FIE and HIE, IPD is co-exhibiting companies from its partner countries Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Indonesia, Sri Lanka and Ukraine. Many of these countries have an impressive biodiversity resulting in their special offer of natural ingredients for food, pharmaceuticals and cosmetics. One company supported by IPD from Colombia processes for example wild-harvested acai, as well as cocoa, coffee cherry, avocado, coconut, green coffee and tea from Colombian farmers. Using modern technology, it develops from these natural raw materials emulsion-like extracts for the cosmetics industry based on water- and oil-soluble plant components.

Ecuador is also widely known for its biodiversity. The different climate zones of the Andes and the fertile soils in the coastal region provide ideal conditions for a large variety of products. IPD's co-exhibitors at FIE produce extracts and powders for the food industry made from various raw materials. These extracts are made for example from mangold, parsley and alfalfa leaves and from passion fruit, mangoes, pineapples and guanabanas.

The flora of Indonesia and Sri Lanka is equally very diverse. Producers of natural ingredients give an insight into the South and Southeast Asian biodiversity producing for example high-quality spices as well as extracts from ginger and turmeric, coffee and cocoa, cinnamon and cardamom, galangal and vanilla. In addition, they also offer a wide range of essential oils, such as patchouli, eugenol, clove oil, nutmeg, vetiver and star anise.

IPD at FIE/HIE: 41A90

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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.

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