

## Press release

### Survey among importers: Successful matchmaking through IPD

European importers appreciate the support of Import Promotion Desk (IPD) in finding suppliers and initiating business deals

**Bonn/Berlin, 10.11.2021 – Sourcing, contact brokering, closing deals – Import Promotion Desk (IPD) successfully brings European importers together with producers from developing countries and emerging nations. This has been shown in a survey among importers who have worked with IPD: Almost three quarters of the respondents state that they have already concluded a business deal with companies from the IPD programme. 60 percent of the importers surveyed have already included suppliers recommended by IPD with whom they have concluded a business deal in their buying portfolio. "Creating long-term trade relations with a sustainable effect for upcoming entrepreneurs in developing and emerging countries is the aim of IPD," says Dr Julia Bellinghausen, head of IPD.**

IPD supports European companies in their search for new suppliers and origins. At the same time, it provides access to the European market for small and medium-sized enterprises from selected developing and emerging countries, while accompanying these upcoming export companies on the so-called "last mile" to successfully exporting to Europe. At international trade fairs, buying and selling missions, IPD links importers and suppliers.

Many of the companies surveyed value the business relationships with the companies they have met through the IPD programme. They are satisfied with the quantities available (80 percent), the product quality (79 percent), the price-performance ratio (77 percent), the logistics (67 percent) and the reliability of the exporters (69 percent). Importers cite "time saving" as a major advantage of working with IPD. The mediation of selected exporters significantly reduces the time European importers spend on sourcing as 82 percent of the respondents have confirmed.

IPD is active in 14 countries and provides support in the product groups natural ingredients for food, pharmaceuticals and cosmetics, fresh fruit and vegetables, sustainable wood, cut flowers and sustainable tourism.

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This summer, IPD as Germany's import promotion initiative funded by the Federal Ministry for Economic Cooperation and Development (BMZ) and managed by the globally active development organisation sequa gGmbH in close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA), has entered its fourth project phase (2021-2024). With Morocco and Uzbekistan, IPD has added two new partner countries to its programme. At the same time, four regional IPD hubs were opened in selected partner countries to expand IPD's work on the ground and, above all, the cooperation with local export promotion organisations.

*Survey: 167 European importers were interviewed for the survey. The standardised interviews were conducted by telephone in the second quarter of 2021*

#### **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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