

# IPD paves the way for the import of legal and sustainable tropical timber from Peru



The Import Promotion Desk (IPD) and its partners in Peru support responsibly operating companies in their efforts to export certified timber products to Europe. An essential part of IPD's work is to create awareness of European quality and sustainability standards in Peru's private and public sectors. At the same time, the IPD provides German importers with an alternative buying market, which will allow them to optimise their purchasing activities and increase their product variety. In this way, international development cooperation and import promotion go hand in hand.

Peru belongs to the top 10 countries with the largest forest area worldwide. After Brazil, it has the second largest portion of the Amazon rain forest. However, the potential of this natural resource – for the sustainable economic development of the country, as well as for global climate protection – remains largely untapped. The causes: unresolved land rights, illegal logging and poor forest management. Yet Peru's timber sector is experiencing important changes. A new forestry law, new environmental strategies and growing commitment within politics and society are driving this important reform process.

## SUSTAINABLE TIMBER PRODUCTS FROM PERU

Many Peruvian communities and companies have already committed themselves to sustainable and certified forestry and have chosen a certification for their concessions and manufacturing facilities. They have realised that the best way to protect Peru's tropical rainforest is to ensure it can be used sustainably, thereby providing a long-term source of income for the inhabitants of the region.

This is the very idea behind the 2013 EU Timber Regulation (EUTR), which bans illegal timber in the EU and obliges any importer who places timber or timber products on the European market for the first time to ensure the legality of their products by means of a due diligence system. Consequently, importers become dependent on sustainably operating supplier. →



IPD's goal is to eliminate bottlenecks so that the interests of German importers can be consolidated with those of the exporters from Peru and other selected partner countries.



“In order to permanently strengthen sustainable forestry and the timber industry in Peru and to fundamentally change this sector, it is vital that Peruvian companies have access to the European market, which plays a leading role due to its large demand for legal and sustainable timber products.”

Frank Maul, IPD Expert Sourcing + Purchase

**IPD BRINGS  
TRANSPARENCY TO EUTR  
SUSTAINABILITY GOALS**

The IPD has worked hard to convince the Peruvians and to clarify EUTR sustainability goals. The IPD has been heavily supported by the GIZ (German Agency for International Cooperation), which is promoting sustainable environmental and forest management in Peru. Peruvian timber exporters can only break into the German and European markets successfully if they observe the provisions in the EUTR.

The IPD launched a number of different measures to begin the process of informing the key players. The IPD initiated a dialogue with Peruvian companies, as well as public institutions and authorities, including the export agency PromPerú, which up to this point had not designated the timber trade as an area worth supporting. In the course of various workshops and training sessions, the IPD provided comprehensive information regarding the preconditions and opportunities for exporting to Europe. They also developed a manual for timber exporters to serve as a go-to source. This manual presents European quality and sustainability standards, as well as the most important elements of the EUTR in a clear, practice-oriented manner.

The IPD also organised two study tours to Germany, which gave representatives of Peruvian ministries, PromPerú and timber companies a direct insight into the German market. These groups visited spoga, an international garden trade fair, and met with German timber importers, where they were able to learn about demand and quality requirements in Germany.

**THE COURSE IS SET  
FOR TIMBER EXPORTS**

And the IPD's efforts have paid off! They gained PromPerú as a new partner and were able to convince the agency of the potential of a legal, sustainable timber industry, which was subsequently included in PromPerú's incentive programme. These actions have set the course for the structured export of timber. PromPerú has allocated funds and hired a new employee specifically in charge of the timber sector. They also defined the goals of the incentive programme as follows:



- 1.) To establish sustainable structures in the timber sector
- 2.) To improve timber trade with the EU
- 3.) To provide direct support to companies which only export products that have been proven to come from legal and sustainable timber trade and forestry..

The IPD will continue to support PromPerú in this process until they have expanded their expertise in the timber sector and are able to implement projects promoting export on their own.

The IPD is introducing Peru as a new timber supplier in Germany and Europe with a range of activities. Together with PromPerú and the GIZ, they are arranging for Peru to participate in trade shows in Germany. In addition, the three agencies offer business trips to Peru, which will allow European timber companies to establish sustainable business contacts with reliable Peruvian producers and examine the quality and range of timber on site.



For further information on the Import Promotion Desk go to [www.importpromotiondesk.com](http://www.importpromotiondesk.com)

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