MEET RELIABLE SUPPLIERS FROM EGYPT & ETHIOPIA
BERLIN | 7 – 9 FEBRUARY 2018
### Contents

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Finder</td>
<td>4</td>
</tr>
<tr>
<td>Import Promotion Desk (IPD)</td>
<td>6</td>
</tr>
<tr>
<td><strong>PARTNER IN EUROPE</strong></td>
<td></td>
</tr>
<tr>
<td>Austria: Import Austria (IHA)</td>
<td>8</td>
</tr>
<tr>
<td><strong>EGYPT</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Partner:</strong> Agricultural Export Council (AEC)</td>
<td>9</td>
</tr>
<tr>
<td><strong>Suppliers:</strong></td>
<td></td>
</tr>
<tr>
<td>Bio Land for Modern Agriculture</td>
<td>10</td>
</tr>
<tr>
<td>Egyptian Growers’ Organization (EGO)</td>
<td>11</td>
</tr>
<tr>
<td>FinBi for Land Reclamation &amp; Agriculture Development</td>
<td>12</td>
</tr>
<tr>
<td>Makar Farms</td>
<td>13</td>
</tr>
</tbody>
</table>
## ETHIOPIA

<table>
<thead>
<tr>
<th>Partner</th>
<th>Supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopian Horticulture Producers Exporters Association (EHPEA)</td>
<td>Alemye Agricultural Investment PLC</td>
</tr>
<tr>
<td></td>
<td>Almeta Impex PLC</td>
</tr>
<tr>
<td></td>
<td>GreenPath Food</td>
</tr>
<tr>
<td></td>
<td>Koga Veg Agricultural Development PLC</td>
</tr>
<tr>
<td></td>
<td>Meki Batu Fruits and Vegetables Producers Cooperatives Union</td>
</tr>
<tr>
<td></td>
<td>Metrolux PLC</td>
</tr>
<tr>
<td></td>
<td>Raya Horti Farms</td>
</tr>
</tbody>
</table>

## FRUIT LOGISTICA 2018

- Exhibition centre
- Opening hours
FRESH FRUITS

(Hass) Avocados: GreenPath Food 17
Citrus: EGO 11
Dates: EGO 11
Grapes: Bio Land 10, FinBi 12, Raya Horti 20
Mangoes: EGO 11
Melon & watermelon: Raya Horti 21
Papayas: Meki Batu Union 19
Physalis: Koga Veg 18
Pomegranates: EGO 11, FinBi 12
Raspberry: Raya Horti 21
Strawberries: Alemye 15, Almeta 16, Metrolux 20, Raya Horti 20
Table grapes: Almeta 16, EGO 11

FRESH VEGETABLES

Asparagus: GreenPath Food 17
Baby corn: Koga Veg 18
Baby eggplants: Makar Farms 13
Baby sweet peperoni: Makar Farms 13
Bell peppers (green & red): Bio Land 10, Koga Veg 18, Raya Horti 21
Cabbage: Raya Horti 21
Cherry tomatoes: Bio Land 10, GreenPath Food 17
Chili peppers (green & red): Bio Land 10
Chioggia beets: GreenPath Food 17
Eggplant: GreenPath Food 17
Endive: Makar Farms 13
Fine beans: Almeta 16
Green beans: Bio Land 10, EGO 11, Meki Batu Union 19, Raya Horti 21
Green sprouts: Makar Farms 13
Head cabbage: Meki Batu Union 19
Hot peppers: Almeta 16
Kales: GreenPath Food 17
Kohlrabi: GreenPath Food 17
Lettuce: Makar Farms 13, Raya Horti 21
Mesclun: Makar Farms 13
Mini cucumbers: Bio Land 10
Multicoloured Broccoli: Makar Farms 13
Onions: Almeta 16, Bio Land 10, Meki Batu Union 19
Spring onions: Bio Land 10
Sweet peppers: Raya Horti 21
Snow peas: Bio Land 10, Koga Veg 18
Sugar snap peas: Almeta 16, Koga Veg 18, GreenPath Food 17
Tomatoes: Meki Batu Union 19, Raya Horti 21
Zucchini: GreenPath Food 17

FRESH HERBS & SPICES
Basil: GreenPath Food 17
Chillies: Koga Veg 18
Chive: GreenPath Food 17
Coriander: GreenPath Food 17
Garlic chive: GreenPath Food 17
Lavender: GreenPath Food 17
Lemongrass: GreenPath Food 17
Mint: GreenPath Food 17

Oregano: GreenPath Food 17
Parsley: GreenPath Food 17
Rosemary: GreenPath Food 17
Sage: GreenPath Food 17

OTHERS
Edible Flowers: Makar Farms 13
Import Promotion Desk presents selected exporters from Egypt and Ethiopia at Fruit Logistica 2018.

For the first time, Ethiopia takes part with its own country pavilion at Fruit Logistica 2018, organized jointly by the IPD and the Ethiopian Horticulture Producer Exporters Association (EHPEA).

In hall 26/B-04, the promising Ethiopian companies exhibit their diverse range of high-quality products to the German and European market.

Additionally, the IPD introduces innovative companies from Egypt who showcase their wide offer of fruits and vegetables at the Egyptian pavilion in hall 2.1/A-01.

All companies were carefully selected and then readied by the IPD to commence export to the European market. They meet international quality standards and are equipped with the necessary certificates. Additionally, we work with a network of international organisations in Europe and our partner countries.

On the following pages you will find detailed information about these companies and our partners. The IPD establishes direct contact to these new suppliers and organises b2b meetings at the trade fair.

GET IN TOUCH WITH US.

LINDA MENSE
IPD Expert Sourcing + Purchase
Phone +49 (0) 30 590 099 564
mense@importpromotiondesk.de

FERRY BÖHNKE
International Consultant
Mobile: +49 (0) 177 245 1670
boehnke@importpromotiondesk.de

TORSTEN PIECHA
International Consultant
Mobile: + 49 (0) 170 571 4731
piecha@importpromotiondesk.de

HUSAM AL DAKAK
International Consultant
Mobile +49 (0) 176 717 537 78
aldakak@importpromotiondesk.de
The IPD is your partner for import promotion in Germany.

We connect European importers with exporters from selected developing countries and emerging nations.

The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business. The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Our goal is the sustainable and well-structured import promotion of special products from selected partner countries – under compliance with high quality, social, and environmental standards. We have the contacts, information and communication channels to reliable suppliers in our partner countries. Additionally, we work with a network of international organisations in Europe and our partner countries.

By connecting you to the right exporters, we help you to profit from time-, cost- and risk-optimized sourcing.

You can find detailed information about the IPD and its individual services at WWW.IMPORTPROMOTIONDESK.DE
Import Austria (IHA)

Import Austria is a program office set up by the Austrian Retail Association (Österreichischer Handelsverband) and the Austrian Development Agency, with the aim to support Austrian and European Importers facing bottlenecks of identified sectors and supporting developing countries’ export strategies through targeted matchmakings of exporters with European importers and capacity building.

– Matchmakings between EU importers and partner countries’ exporters are brought about through trade fair participation and organised study tours and buyer missions.

– Capacity building ranges from sales training to quality management and integration of digital knowhow in the procurement processes.

– As a platform Import Austria offers both importers and exporters a vast array of information with regards to market information, news and interlinkage to legal and digital solutions as well as seminars on international procurement challenges and changes.

For more information please visit the website www.importaustria.at
Established in 1997 by the Egyptian Minister of Trade and Industry, the Agricultural Export Council (AEC) is considered the authorised representative of the agricultural export sector. It is committed to attracting international buyers and increasing Egyptian exports worldwide.

The AEC promotes Egyptian producers and exporters of high quality products such as fruit and vegetables, dried herbs and spices, nuts and seeds. Members receive support in overcoming internal and external obstacles to agricultural export and dealing with governmental issues. The AEC promotes international trade relations and organises matchmaking events, trade fairs and conferences with various actors of the target markets. It also encourages corporate development by promoting training programs and acquisition of food safety and other international certifications.

The AEC aims to support Egyptian agricultural exports by promoting Egyptian products globally and increasing technical innovation and food safety awareness among Egyptian producers. The Council also represents members’ interests in governmental negotiations in order to increase investments in agriculture.
Bio Land For Modern Agriculture, whose farm is located in Belbis, Sharkia Governorate, north-east of Cairo, is one of Egypt’s leading companies for organic fruits, herbs, and vegetables. It has been operating in this field for more than a quarter of a century; for almost half of that time the company has been active in Europe. Bio Land holds a total of 75 hectares under cultivation and handles cooling and packing at its own on-farm refrigerated warehouse.

The company’s agricultural and food safety specialists control and supervise all stages and steps of the production process to provide their customers with premium-quality products at the lowest prices possible.

The company pays great attention to customer satisfaction. Bio Land strives to achieve the best results and services through responsible management of human and natural resources. The company is committed to the latest international food safety and quality standards ethically, socially as well as environmentally.

PRODUCTS

- Green beans
- Mini cucumbers
- Cherry tomatoes
- Spring onions
- Chili peppers (green & red)

- Bell peppers (green & red, yellow, orange)
- Mange tout
- Onions (yellow & red)
- Grapes (white & red)

CERTIFICATIONS

- GLOBALG.A.P.
- HACCP
- ISO 22000
- ORGANIC EU

ADDRESS

Bio Land for Modern Agriculture
Adlia Association,
District No. 4 – Piece No. 16
Belbis – Sharkia, Egypt
Phone + 20 102 260 0002
+ 20 109 233 3305
info@bioland-eg.com
www.bioland-eg.com

CONTACT

Ms. Heike Schumann
Phone + 20 1015 423 777
+ 49 176 270 872 84
heikeschumann@bioland-eg.com

Mr. Zaghlol Shabana
Phone + 20 102 260 0002
+ 20 109 233 3305
info@bioland-eg.com
Egyptian Growers’ Organization (EGO)

Hall 2.1 | Booth A-01

Established in 2015, 6 growers co-founded the Egyptian Grower Organization (EGO) to export directly their crops and that of similar high quality producers. EGO has many farms across Egypt from the South to the North providing different climate, soil and environmental conditions to allow the production of high quality crops throughout the year. The total number of hectares amounts to 800 with more than 80 persons working full-time and 200 seasonal workers in the agriculture production.

EGO cultivates table Grapes, Pomegranates, Mangoes, Dates (Medjool and Barhee), Green Beans, and Citrus. However, EGO is also able to do a contract based plantation. All products are selected for marketability, quality and shelf life. Located on the plantation, cold storage and packaging facilities guarantee the best possible freshness and quality of the harvested fruits. Product safety and traceability are ensured by GLOBALG.A.P. certified operations.

PRODUCTS & QUANTITIES PER YEAR
- Table grapes/1,200 mt
- Pomegranates/500 mt
- Mangoes/500 mt
- Dates/300 mt
- Green Beans/300 mt
- Citrus/500 mt

CERTIFICATIONS
- BRC
- GLOBALG.A.P.
- GRASP

Egyptian Growers’ Organization (EGO)

Hall 2.1 | Booth A-01

ADDRESS
Egyptian Growers’ Organization (EGO) 2, Bldg 141, 1st neighborhood, 8th district Sheik Zayed, Giza Egypt www.egygrowers.com

CONTACT
Mr. Khaled El-Hagan Phone + 20 2122 105 631 khaled@haggangroup.com

SUPPLIER
from Egypt
FinBi for Land Reclamation & Agriculture Development

FinBi for Land Reclamation & Agriculture Development, a joint stock company, was established with an export focus in mind; export mainly to European and international markets. To achieve this, FinBi is focusing its efforts on introducing the best practices and international standards to every step of the agricultural process.

FinBi started its project in 2010 in the “Regwa – Wadi el Faregh” region, along the Cairo-Alexandria desert road, growing seasonal produce. All the crops were of top quality in appearance and taste. After this success, the company decided to establish a farm focusing on grapes and pomegranate of high standard. Production started in 2014, and the farm and handling area was certified Global G.A.P since then. The size of the farm is 208 acres. The brand is “Nates n Grapes by FinFarm”. This year, the company exported some of the produce to the United Kingdom.

PRODUCTS & QUANTITIES PER YEAR
- Pomegranate/900 mt
- Grapes Flame/600 mt
- Grapes Superior/180 mt

CERTIFICATIONS
- GLOBALG.A.P.
Makar Farms

Hall 2.1 | Booth A-01

Makar Farms was established in the 1880s and has become a major vegetable provider for high-class hotels and the Egyptian tourism industry in general with a unique product range and much experience in organic farming.

About 30 years ago, the company was the first in Egypt to introduce a hydroponic system to grow plants using nutrients in the water without soil. Throughout the years, Makar managed to launch rare high quality products in Egypt relying on two key ingredients: creativity and imagination.

The mission of Makar Farms is to introduce healthy varieties to the Egyptian and European cuisine. Makar has become a reliable supplier of assortments of clean vegetables and herbs that are rarely found in the market.

**PRODUCTS & QUANTITIES PER YEAR**

- Green Sprouts/100 mt
- Edible Flowers/100,000 packs/ winter season
- Multicolored Brocoli/100 mt
- Baby Eggplant/15 mt
- Baby Sweet Pepperoni/15 mt
- Mesclun/100 mt
- Endive/100 mt
- Variety of Lettuces/100 mt/ winter season

**CERTIFICATIONS**

- EU ORGANIC

**SUPPLIER**

Makar Farms
Sakkara Road – Mariouteya
Giza
Egypt
Phone: +202 23904667
marketing@makarfarms.com
www.makarfarms.com

**ADDRESS**

Makar Farms
Sakkara Road – Mariouteya
Giza
Egypt
Phone: +202 23904667
marketing@makarfarms.com
www.makarfarms.com

**CONTACT**

Mr. Mounir Makar
Phone + 2012 2210 21 46
marketing@makarfarms.com

**EMAIL**

marketing@makarfarms.com

**WEB**

www.makarfarms.com
Ethiopian Horticulture Producers Exporters Association EHPEA

Hall 26 | Booth B-04

The Ethiopian Horticulture Producers Exporters Association (EHPEA) is a pioneer association for horticulture development in Ethiopia, established by five companion growers in 2002. As a business membership organization, EHPEA counts over 119 members engaged in the production and export of flowers, fruits, vegetables and herbs. There are over 100 main export destinations for Ethiopian horticultural products with the main destination being Europe.

EHPEA plays the role of safeguarding the rights and benefits of its members; represents its members’ interests; facilitates market access and business linkage; supports the promotion of a socially and environmentally responsible mode of production; organizes and supports capacity building for members and pertinent partners and initiates partnership and networking among stakeholders.

The mission of EHPEA is to promote the competitive position of the Ethiopian horticulture sector within the global market. To achieve this objective, EHPEA provides its members with the needed technical, networking, market access and market intelligence support, in cooperation with relevant international institutions. EHPEA envisions obtaining a world class status in the international network of associations.
Located at 2,400 meters above sea level in Holeta, Alemye cultivates about 1 million of strawberry plants and produces almost 1.5 tons of fresh strawberries daily. Alemye has a professional team of 500 experienced local employees – who had intensive training on all agriculture practices – working in 10 greenhouses.

Alemye produces premium quality strawberries in soilless cultures. The company does its best to produce the highest quality crops, and that’s why Alemye uses beneficial insects instead of insecticides and pesticides to provide chemical-free products.

Alemye Agricultural Investment strives to produce the best high quality strawberries both locally and globally through advanced techniques and experience coupled with continuous development and hard work. Alemye’s vision is to be the leading high quality crops exporter in the African region.

International Fresh Produce is the exclusive marketing agent for Alemye Agricultural Investment PLC and other Ethiopian strawberry farms.

**PRODUCTS & QUANTITIES PER YEAR**
- Strawberries/300–400 mt

**CERTIFICATIONS**
- BRC
- GLOBALG.A.P.
- Sedex Ethical Auditing
Almeta Impex PLC has been involved in horticulture farming and trading activities for the past seven years. Being specialized in the export of horticultural products from its own farm, the company has two farming sites at Koka and Awassa with a total land area of 90 and 146 hectares.

Almeta Impex PLC offers a variety of products: From table grapes and strawberries to fine beans, onions, sugar snap peas and hot pepper. The quality of these products is ensured by the GLOBALG.A.P. certification.

Almeta Impex PLC intends to offer products in conformity with its customers’ preferences. This entails farming according to international standards and constantly monitored quality control mechanisms. Almeta Impex PLC is dedicated to provide the best quality to its clients worldwide.

PRODUCTS
- Table grapes
- Strawberries
- Fine beans
- Hot pepper
- Sugar snap peas
- Onions

CERTIFICATIONS
- GLOBALG.A.P.
GreenPath Food

Hall 26 | Booth B-04

GreenPath Food produces and sources premium, organic fresh food products. Based in Ethiopia’s southern highlands since 2015, GreenPath works with a network of smallholder Partner Farmers and connects their produce to international markets.

GreenPath is Ethiopia’s first and only certified organic fresh produce company, under the EU Organic standard. GreenPath offers a portfolio of fruits, vegetables and herbs – including five international varieties of avocados.

All of our products are sown by hand, organically grown and harvested without machinery. Our products are currently purchased by retailers, wholesalers and premium hotels in Europe, the Middle East and Addis Ababa.

As a premier global supplier of smallholder-grown food products, we are on a mission to build sustainable supply chains, farms and livelihoods for thousands of smallholders across East Africa. We are looking for international buyers who share our vision.

PRODUCTS

- Avocado, including Hass
- Fruits and vegetables
- Herbs and hot peppers

CERTIFICATIONS

- ORGANIC EU

ADDRESS
GreenPath Food
#815B Dembel Business Centre, Africa Avenue
Addis Ababa
Ethiopia

team@greenpathfood.com
www.greenpathfood.com

CONTACT
Ms. Ele Gower
Phone +251 944 775 506
ele@greenpathfood.com
Koga Veg was founded in 2013 to boost rural economic development in the area around Bahir Dar in the Amhara region of Ethiopia. The area is characterized by smallholder agriculture and the production of crops for own consumption or sale into the local market. Koga Veg introduces peas and other export crops as a means of increasing farmer income. Koga Veg is part of FairFruit.

Koga Veg seeks to inspire the planet, meaning a new way of doing business – one that serves the interests of people, planet and profit equally.

FairFruit Group is an integrated company combining production and export companies in Latin America and Africa, and import and sales offices in Europe and the USA. FairFruit was founded by Durabilis, a Belgian impact investing company, to create economic opportunities for small scale farmers in developing countries and to propel sustainable rural economic growth.

**PRODUCTS & QUANTITIES PER YEAR**
- Sugar snap/10 mt
- Snow pea/10 mt
- Baby corn/2 mt
- Physalis/2 mt
- Chillies/2 mt

**CERTIFICATIONS**
- GLOBALG.A.P.
- HACCP
- SEDEX-SMETA
Meki Batu Fruits and Vegetables Producers Cooperatives Union is operating its activities in the central rift valley of East Shoa Zone, Ethiopia in the following 6 districts: Ademi Tulu, Dugda, Bora, Ziway Dugda, Adama and Arsi Negelle. These districts are known for their great water resources and their potential for horticulture.

Meki Batu is producing and selling the members’ products to the local and foreign markets. The product portfolio includes tomatoes, onions, peppers, green beans, cabbage, papayas and a seed multiplication of vegetables and cereal crops. In addition, Meki Batu is facilitating credit services, delivering market information, machinery service and providing training and education.

Meki Batu is dedicated to achieve an improvement of the living conditions of its members and strives to be a leading union with a good competing capacity in the free market economy.

**PRODUCTS & QUANTITIES PER YEAR**
- Green beans/2,789 mt
- Tomatoes/72,409 mt
- Onion/80,987 mt
- Papaya/529 mt
- Head cabbage/2,722 mt
- Green pepper/2,262 mt

**CERTIFICATIONS**
- GLOBALG.A.P.
Metrolux Flower PLC is one of the biggest strawberry growers in the highland part of Ethiopia, with 17 ha production area (all under greenhouses). Our focus is on strawberries only. Currently Metrolux provides SAN ANDREAS, SWEET ANN and MONTERY varieties. All varieties are imported from California, USA. The availability of strawberries is year-round.

Metrolux strives to be the leader in the sector, not only in production capacity but also in implementing safe, environmental friendly growing techniques and standards.

Metrolux had created an employment opportunity for 500 local residents.

**PRODUCTS & QUANTITIES PER YEAR**
- Strawberries/720 mt

**CERTIFICATIONS**
- BRC
- GLOBALG.A.P.

**ADDRESS**
Metrolux Flower PLC
Kirkos Subcity
Woreda 10
House Number: 005
AFRICA AVENUE
P.O.Box 26086/1000
ADDIS ABABA
ETHIOPIA
www.metroluxflowers.com

**CONTACT**
Mr. Fitsum Aberra
Mrs. Emnet Kejelecha
Phone: + 251 966 33 43 95
Phone: + 251 935 40 18 20
fitsum@metroluxflowers.com
emnet@orchidbg.com
Raya Horti Farms is based in Tigray National region state, in the Northern part of Ethiopia and located at an altitude of 1,500 meter above sea level. The farm was founded by Amanuel Abraha in 2012 and now holds 100 ha of land, 6 ha of greenhouses and a large warehouse with offices, packing facilities and cold rooms.

The modern farm produces a large selection of fruit and vegetables such as strawberry, tomato, grape, raspberry, sweet pepper, chili pepper, green beans, lettuce, melon and cabbage. Their GLOBAL GAP certification ensures the quality of their products.

Raya Horti Farms strives to be the reliable partner for fresh products from Ethiopia, for both the local customers as well as for the international partners, ensuring fresh quality products all year-round.

**PRODUCTS & QUANTITIES PER YEAR**
- Strawberry/350 mt
- Raspberry/16 mt
- Lettuce/40 mt
- Cabbage/80 mt
- Grape/5 mt
- Melon and watermelon/100 mt
- Sweet pepper/20 mt
- Green beans/40 mt
- Tomato/starting
- Chili/starting

**CERTIFICATIONS**
- GLOBALG.A.P.
Exhibition centre
BERLIN EXPOCENTER CITY | CITY CUBE
Messedamm 22 · 14055 Berlin
www.fruitlogistica.com

Opening hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Year</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>February, 7</td>
<td>2018</td>
<td>9.00 A.M. – 6.00 P.M.</td>
</tr>
<tr>
<td>Thursday</td>
<td>February, 8</td>
<td>2018</td>
<td>9.00 A.M. – 6.00 P.M.</td>
</tr>
<tr>
<td>Friday</td>
<td>February, 9</td>
<td>2018</td>
<td>9.00 A.M. – 6.00 P.M.</td>
</tr>
</tbody>
</table>

HALL 26
BOOTH B-04
Ethiopia

HALL 2.1
BOOTH A-01
Egypt