



Press release

Avocados, mangoes, grapes -

Import Promotion Desk presents alternative trading partners at Fruit Attraction

Around 30 companies from nine countries at the IPD stand: Hall 4 Stand C27

Bonn/Berlin, 09.09.2024 - The Import Promotion Desk (IPD) will be presenting a wide range of fresh fruit and vegetables at Fruit Attraction, which takes place in Madrid from 8 to 10 October. Around 30 companies from Egypt, Brazil, Ecuador, Ghana, Kenya, Morocco, Peru, Senegal, and Ukraine will be represented on the IPD booth in Hall 4 Stand C27. These include many companies from Africa and South America, whose harvest windows complement each other perfectly, ensuring a sustainable supply to the EU market.

Eight mango producers at one stand

Interested buyers will have the opportunity to meet mango producers from both Africa and South America at the IPD stand. Producers from Egypt and Senegal as well as Brazil, Ecuador and Peru will be showcasing their wide range of varieties (Tommy Atkins, Haden, Kent) as well as their organic and conventional offerings and their different seasons. Exporters from Africa and South America will also be presenting their supply of avocados and table grapes: the avocados come from Kenya, Ecuador, and Peru; the table grapes from Egypt, Brazil and Ecuador.

New partner countries: Brazil and Senegal

IPD is expanding its fresh produce offering with Brazil and Senegal. The import promotion initiative will present six companies from the new partner countries at Fruit Attraction. They will be bringing mangoes, grapes, and ginger to the international trade fair. "Senegal scores with its proximity to Europe", says Thomas Derstadt, Sourcing + Markets Specialist at IPD. The producers know how to use this advantage and have adapted their vegetable range to the European winter, which is an interesting import season for us. The delivery months for mangos are June and July.

Around 30 companies from nine countries

Visitors to the IPD stand will also meet Egyptian companies offering pomegranates, dates, and citrus fruits. Companies from Ecuador will be bringing dragon fruit, granadillas, and baby bananas. The Ghanaian company specialises in pineapples and papayas. Fresh herbs come from Kenya. Melons and pumpkins are among the products from Morocco. Peruvian companies are exhibiting ginger and turmeric. And an apple producer from Ukraine will be at Fruit Attraction.

IPD at Fruit Attraction: Hall 4 Stand C27



Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **initiative to promote imports** in Germany. IPD forms a link between small and medium-sized enterprises in selected developing and emerging countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh fruit and vegetables, natural ingredients for food, pharmaceuticals and cosmetics, sustainable fish and seafood, cut flowers, sustainable tourism, and IT outsourcing.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

Further information at www.importpromotiondesk.de

For further information please contact:

Import Promotion Desk (IPD)

Sandra Freiberg
IPD Coordinator Marketing /PR
Phone: +49 (0) 228 909 00 81 63
E-Mail: freiberg@importpromotiondesk.de

Press contact

Annegret Winzer
w communications
Phone: +49 (0) 30 23 99 72 14
E-Mail: a.winzer@w-communications.de