



## Event Note

### Discover the flower country Colombia with the Import Promotion Desk IPD invites buyers to Colombia from 28 September to 4 October: Visits to flower farms in Medellín and Bogotá and the "Pro Flora" flower fair are planned

Bonn/Berlin, 03/04/2025 – Carnations, roses and chrysanthemums – Colombia is worth a visit. The Import Promotion Desk (IPD) invites European importers to a buyers' trip to Colombia from 28 September to 4 October. Buyers will be able to see the high quality range for themselves, gain an insight into production and quality management on the farms, and meet new trading partners face to face. The flower farms in the IPD programme are small and medium-sized enterprises. They have been carefully assessed in advance by IPD experts and prepared to meet the requirements of the European market.

Several visits to farms in Medellín and Bogotá are planned each day. These will include producers of carnations, roses and chrysanthemums, as well as suppliers of hydrangeas, tropical flowers such as heliconias and cut foliage. The buyers' trip will also include a visit to "Pro Flora", the Colombian cut flower trade show.

More information about the programme and registration:

<https://forms.importpromotiondesk.de/form-81729/buying-mission-cf-co-proflora-registration>

#### 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 produce, natural ingredients for food, pharmaceuticals and cosmetics, sustainable 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](http://www.importpromotiondesk.de)



Federal Ministry  
for Economic Cooperation  
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**Partners in  
Transformation**  
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