

Press release

Import Promotion Desk presents premium-quality wood flooring from Peru Peruvian wood processors to present their products at DOMOTEX

Bonn, 18 December 2017. – Five Peruvian producers will present their innovative floor coverings at DOMOTEX, due to take place from 12 to 15 January 2018 in Hannover. They process premium-quality hardwood sourced from sustainable forestry. The Import Promotion Desk (IPD) supports the producers from Peru, introducing the high-grade wood to the European market as an alternative to established tropical hardwood.

“Until now, many wood purchasers are only aware of tropical hardwood from Brazil,” says Frank Maul, technical wood expert at the IPD, “but Peru offers enormous potential for sustainable wood products, with a forest area of more than a million hectares certified by the Forest Stewardship Council.” Special wood varieties from Peru are cumaru, garapa, and jatoba. Cumaru is regarded as one of the most robust wood types worldwide. It is an affordable alternative to Asian bangkirai, and with its reddish-brown grain, it is visually almost indistinguishable from it.

In addition to the familiar classic products, the Peruvian producers also offer innovative solutions, such as “Marine Floor”, which the company Maderera Bozovich produces by laying the floor with black sealing compound, lending it a ship’s deck flair. Another example is “Munay Deck”, produced by Maderacre and made from bonded wood offcuts.

Sourcing mission to Peru: getting to know the supply potential for oneself

From 1 to 7 July 2018, the IPD is organising a sourcing mission to Peru, during which interested wood buyers can gain their own impression of Peru and its supply potential. In the course of the trip, the importers will gain insights into timber cultivation and wood quality, as well as getting to know the local companies, processing operations, and products. A visit to the “Industria Peru”, a one-day cooperation event with more than 150 Peruvian exporters organised by the Peruvian export promotion organisation “PROMPERÚ”, will also be on the programme of the trip.

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Lightweight wood from Indonesia at the ZOW

Lightweight wood from Indonesia will be presented by the IPD from 6 to 8 February 2018 at the ZOW in Bad Salzflen, the supplier fair for the furniture and interior design industry. The joint Lightweight Construction Association (igeL) stand will present the range of lightweight wood products from Indonesia, demonstrating the advantages of the various types of lightweight wood and giving concrete examples for their use.

Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **import promotion initiative** in Germany. The IPD fulfils a hinge function between German importers and small and medium-sized export trade enterprises in selected emerging markets and developing countries. The objective is sustainable and structured import promotion of specific products from selected partner countries – in compliance with high quality, social, and environmental standards. The IPD consolidates the interests of European importers with those of exporters in the emerging growth markets of the partner countries. European importers are thus enabled to optimise their purchasing activities and increase their product diversity, and the private sector in the partner countries is invigorated.

The IPD is currently active in Colombia, Egypt, Ethiopia, Indonesia, Kyrgyzstan, Nepal, Peru, and Tunisia. The IPD focuses on particular sectors: fresh and semi-processed foods (from organic and conventional farming), natural ingredients for foods, pharmaceuticals and cosmetics, and technical wood (planed goods, wood-based materials, building components, furniture parts).

Responsibility for the development and implementation of the IPD lies with the globally active development organisation sequa gGmbH in close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA). The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at: www.importpromotiondesk.de.

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