



## IPD ENCOURAGES TRADE

*with its partner countries*

### COOPERATION WITH EGYPT

The Import Promotion Desk (IPD) is expanding its cooperation with Egypt. An agreement to this effect (Memorandum of Understanding) was signed in February by representatives of the IPD and the Egyptian Agricultural Export Council (AEC) at Fruit Logistica in Berlin, the leading trade fair for the fruit and vegetable industry. A central element of the Memorandum is that the IPD will help Egyptian producers enter the German and European markets. This includes support in the certification of products and training in export marketing. "With this Memorandum of Understanding we want to encourage sustainable and structured imports from Egypt and strengthen the country's private economy. Because supporting imports successfully benefits not just importers but exporters, too", says IPD head, Dr. Julia Hoffmann.

Egypt offers promising export companies, a wide range of products and a year-round selection thanks to cultivation in various climate zones.

### SOURCE MARKETS FOR TROPICAL TIMBER

For the third time in a row the IPD, in cooperation with Fairventures Worldwide FVW GmbH, provided information on the legal requirements of importing tropical timber at a practical workshop in the middle of April. The EU Timber Regulation (EUTR) obliges everyone placing timber or timber products onto the European market for the first time to provide evidence of the legal origin of the goods. The aim of the workshop was to provide comprehensive details on the EUTR and to tackle the misconceptions and information gaps of timber importers on the import of tropical woods. "Because

### ABOUT IPD UPDATE

*With the IPD UPDATE we want to ensure that you are kept constantly up to date with our activities. You are welcome to pass the information on to other interested parties and use the text elements in your own professional communications. We would be happy to provide further details and image material on request.*

*Your IPD-Team*

supporting the export of sustainable tropical timber is only possible if the exporters can achieve long term business relations with Germany and the EU", explains IPD expert Frank Maul. "If natural forest areas have no further economic value, there is a risk of deforestation for instance to make way for considerably less environmentally-friendly agricultural uses." In order to support these source markets, the IPD offers incentives in the form of specific information and practical workshops to encourage the import of legal and sustainable tropical timber.

### FIRST NATIONAL EXHIBITION STAND FOR ETHIOPIA

The IPD helps business support organisations (BSO) in its partner countries, such as export support organisations or associations, to develop and implement individual initiatives and projects to encourage exports. These include for instance Ethiopia's first national exhibition stand at Fruit Logistica. The IPD supported the Ethiopian Horticulture Producer Exporters Association (EHPEA) in the organisation, financing and implementation of their presentation on the European exhibition stage. "Our goal is to help developing countries to better integrate into global trade. For this we rely on BSOs like EHPEA which are intended to continue providing our support services for companies in the long term", says IPD expert Husam Al Dakak.

## IPD OFFERING SUSTAINABLE SUPPORT *for economic cooperation*

The presentation by Ethiopian exhibitors at Fruit Logistica was very successful. Some initial very promising discussions took place and EHPEA is already planning to contribute to the exhibition again next year. In order to prepare for the event, EPHEA will be participating in IPD training for BSOs to be held in Bonn in June.

### NEW IPD-WEBSITE

The new website has been online since April. At [www.importpromotiondesk.com](http://www.importpromotiondesk.com) interested exporters and importers will find

detailed information on the IPD's events and range of services as well as market information on the product groups. The highlight is that the website offers exporters and importers individually customised information in clearly defined and separate sections. All content is also available in English, ensuring that exporters can access important information on all aspects of the German market. "With our new online portal we provide an essential interface between exporters and importers", says Dr. Julia Hoffmann on the aim of the new website.

## IPD NETWORKING SUPPLIERS FROM GROWTH MARKETS

*with German and European importers*

### DEMAND-ORIENTED EXPORT SUPPORT

In March this year, the IPD brought nine producers of essential oils and extracts from Nepal, Indonesia and Tunisia to Germany for a "Study Tour". In the course of this educational trip, the suppliers were able to learn about market conditions in Germany at first hand from leading manufacturers of cosmetic products. Many exports from developing countries remain excluded from access to

the EU market purely because they lack knowledge of the legal requirements and export regulations, and the necessary certifications. And this is where the IPD Study Tour comes in: the exporters received important information on the standards and legal requirements for the export to Europe of natural ingredients for cosmetic products. This study tour included, in particular, the European Regulation on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). The exporters learned

about product innovations on the European market during the two-day visit to in-cosmetics in Paris – the leading global event for ingredients of cosmetic products. Here too the IPD had arranged talks with suitable importers. "The exporters recognised that their products have unique features and that there is enormous potential for them to export to Germany and Europe. The realisation of how marketable their products are is essential for their entry into Europe", stated IPD expert Angie Martinez.

### MARKET POTENTIAL IN KYRGYZSTAN

In Kyrgyzstan the IPD, together with German Association for International Cooperation (GIZ), is helping suppliers with direct access to the German market. The goal is that exporters themselves will undertake the further processing of their products, thus enabling them to sell their goods directly and without intermediaries to the European market. This creates new value-adding chains, and in turn additional purchasing sources and jobs in Kyrgyzstan. Kyrgyz manufacturers now offer a wide range of high-quality natural ingredients for the food and cosmetics industries which satisfy the quality standards of the EU market. The IPD is bringing these exporters to international trade fairs to present the certified products to German importers. Thus the IPD showcased organic walnuts from Kyrgyzstan for the first time in Germany at the BIOFACH exhibition in Nuremberg.



The Cooperative of Bio Farmers from Kyrgyzstan presented organic quality walnuts at the BIOFACH exhibition.

These sustainably produced products have been received with great interest by German importers." The IPD is particularly keen to

facilitate access to the German market for suppliers who produce sustainably", says IPD head Dr. Julia Hoffmann.

### Imprint

Publisher:

**Import Promotion Desk**  
 c/o sequa gGmbH  
 Alexanderstr. 10  
 D-53111 Bonn

Tel.: +49 (0) 228 965 05 890  
 Fax: +49 (0) 228 926 37 989  
 info@importpromotiondesk.de  
 www.importpromotiondesk.com

Editing and Layout:

Kohl PR & Partner GmbH  
 www.kohl-pr.de