



Press release

Pineapples, mangoes, figs - freeze-dried fruits at FIE 2024

Import Promotion Desk presents natural ingredients from 11 countries in Hall 4.1, booth D81

Bonn/Berlin, 30.10.2024 – Freeze-dried fruits, seeds and kernels as well as natural food colourings are among the products the Import Promotion Desk (IPD) will be showcasing at this year's Food Ingredients Europe (FIE), which takes place in Frankfurt from 19-21 November. Companies from 11 countries – Egypt, Côte d'Ivoire, Ecuador, Ghana, Kenya, Madagascar, Peru, Rwanda, Tunisia, Ukraine and Uzbekistan – will be represented at the IPD stand.

Wide range of dried fruits

The Egyptian company 'Tagfeef Food Processing' will be presenting a wide range of freeze-dried fruits at the FIE. Their selection includes pineapples, mangoes, citrus fruits, strawberries and figs. Specialised in freeze-drying, the company also offers processed vegetables such as broccoli, peas and tomatoes. 'Maquita Comercio Justo' from Ecuador is bringing another selection of dried and freeze-dried fruits to Frankfurt, including bananas, physalis, dragon fruits and passion fruit. And for those who prefer a spicier option, the Ghanaian company 'Grow it Green' offers dried chilli peppers as well as ginger and turmeric.

Flavoured seeds and kernels from Ukraine and Egypt

The Ukrainian company 'Natur Svit' will showcase its range of aromatic seeds and kernels. In addition to mustard, coriander, fennel, and dill seeds, the company also produces essential oils. The Egyptian companies 'Apotec Bay Botanical Solutions' and 'Egyptian Gulf Group' enhance the seed and kernels selection with anise, caraway, cumin, and sesame. They also produce extracts from aniseed and cumin as well as spices such as basil, marjoram and garlic.

Annatto-based food colouring

Two companies from Côte d'Ivoire and Kenya – 'Natafin' and 'Kenya Bixa' – offer annatto seeds. 'Kenya Bixa' processes the spice into natural food colourings based on annatto (norbixin and bixin).

15 companys from 11 countries

Furthermore, visitors at the IPD stand will find fruit and vegetable powders from Peru, moringa products from Madagascar, medicinal and aromatic plants as well as extracts from Côte d'Ivoire, Tunisia and Uzbekistan. **IPD at the FIE: Hall 4.1, booth D81**



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

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