



## Press release

### **IPD presents organic diversity from Madagascar and South Africa**

**At the joint stand of Import Promotion Desk (IPD) and Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ), around 50 producers from 17 developing countries will be exhibiting their organic product range: Hall 1 Stand 251**

Bonn/Berlin, 13.01.2025 - The organic range from Madagascar and South Africa will be a focal point at the joint stand of Import Promotion Desk (IPD) and the Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) at this year's Biofach, which takes place in Nuremberg from 11 to 14 February. Madagascar will surprise with a wide range of organic products such as cocoa, dried fruit, moringa and essential oils. South Africa's flora is one of the most diverse in the world. South African exhibitors at Biofach will be showcasing this diversity - including endemic plants. Around 50 producers from 17 developing and emerging countries will be presenting their products and services at Biofach under the motto "Organic Sourcing for Development": Hall 1 Booth 251

#### **Plant and product diversity from Madagascar and South Africa**

South Africa is known for its biodiversity. The IPD exhibitors at Biofach provide a small insight into the country's plant diversity. The company 'Herbs-Aplenty' processes endemic plants and uses them to produce essential oils, extracts, dried herbs and flavourings. 'Inter-Agri Oils' is specialised in the production of essential oils such as tea tree, eucalyptus and rosemary oil.

Madagascar will also be showcasing its natural wealth at Biofach: the companies 'Floramad' and 'Moringa Wave' offer products such as ylang ylang, vetiver and ginger oil as well as moringa oil and moringa leaves. Dried exotic fruits such as pineapple, physalis and mango, as well as ginger and turmeric - in slices and in powder form - will be brought to Nuremberg by 'Lycheeland'. 'Sambirano' and 'UCLS' will present their range of cocoa beans and derivatives.

#### **Specialities from South America**

The company 'Nunalabs' from Ecuador represents the biodiversity of the Amazon region. It offers a wide range of natural extracts, such as guayusa, maca and hibiscus. Camu camu, maca and lucuma powder are produced by 'Pebani' and 'Peruvian Nature' from Peru. Another Peruvian speciality is the natural sweetener from the yacon root: the company 'Andean Roots' produces syrup and powder from the yacon root. The company '100% Amazonia' from Brazil will be presenting its acai powder at Biofach. Dried fruits from South America, such as mangoes, pineapples and physalis, will be presented by the companies 'Inka Fresh' from Peru and 'Maquita Comercio Justo' from Ecuador.



### Wide range of products from Africa

The African continent will be strongly represented at the joint booth of IPD and GIZ. In addition to the products from Madagascar and South Africa, there will also be cashew nuts and cocoa beans from Côte d'Ivoire, herbs and extracts such as aniseed, cumin and fenugreek from Egypt, honey from Ethiopia, cacao beans as well as orange and lemon peel from Ghana, avocado oil and macadamia nuts from Kenya, rose water from Morocco and cloves, cinnamon and cardamom from Tanzania.

### IPD at Biofach: Hall 1 Booth 251

#### 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](http://www.importpromotiondesk.de)

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