



Federal Ministry
for Economic Cooperation
and Development



**Partners in
Transformation**
Import Promotion Desk

Import Promotion Desk

María Gómez, Expert Sourcing + Markets / Berlin. February 2025

Data and facts



INITIATORS

- sequa gGmbH
- Federation of German Wholesale, Foreign Trade and Services (BGA)



BUDGET VOLUME

- 1,7 Mio. euro (pilot phase)
- 7 Mio. euro (2nd phase)
- ca. 14 Mio. euro (3rd phase)
- ca. 25 Mio. euro (4th phase)
- ca. 25 Mio. euro (5th phase)



PHASES

- Pilot phase: 01.10.2012 – 31.12.2014
- Second phase: 01.01.2015 – 30.06.2018
- Third phase: 01.07.2018 – 30.06.2021
- Fourth phase: 01.07.2021 – 30.06.2024
- Fifth phase: 01.07.2024 – 30.06.2027



FUNDING

- Federal Ministry of Economic Cooperation and Development (BMZ)

Objectives



Strengthening the international competitiveness of partner countries

through sustainable import promotion in selected sectors

Increase employment

through export growth and establishment of long-term trade relations

Project components and target groups



MICRO LEVEL

Exporting & Importing Businesses

„Companies in the partner countries adopt social responsibility and have established **long-term relations** with the new **European importers**.“



MESO LEVEL

Business Support Organisations (Chambers of Commerce, Branch Associations, Export Promotion Agencies)

„The export promotion capacities of selected **Business Support Organizations** (BSOs) in partner countries are **strengthened**.“

Sustained import promotion



„Right from the start, the cooperation between all partners has been **extremely trusting**. When the IPD certifies the **reliability** and the high **product quality** of an exporter, you can be sure that the **risk is manageable**.“

Josefine Staats, Managing director of KULAU GmbH

Sustained export promotion



„The most important thing for any new companies like us is to tap into the market. IPD has enabled this access and **introduced us to most of our customers** and taught us to train our staff **to meet the expectations of our European customers.**”

Yury Rahubin, CEO Sun Planet Organic

Sustained export promotion



„One of the biggest challenges for African producers is to establish **stable business relations with buyers**. IPD is bridging that gap for us.“

Edao Abdi, Managing Director

The background features a composition of large, overlapping geometric shapes. A light blue shape occupies the upper left and top center. A dark green shape is positioned on the right side, overlapping the blue one. A yellow-green shape is located at the bottom left and bottom center, overlapping both the blue and green shapes. The word "STRUCTURE" is printed in a bold, black, sans-serif font within the light blue area.

STRUCTURE

Partners in Transformation



The IPD is part of the newly founded development policy network **"Partners in Transformation – Business & Development Network"** established by the German Federal Ministry for Economic Cooperation and Development (BMZ).



**Partners in
Transformation**
Import Promotion Desk



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Transformation
Agentur für Wirtschaft
und Entwicklung



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und Menschenrechte

IPD in the international network



CBI

- Import promotion agency of the Netherlands
- Provision of sector-relevant information and support of exports of SME and partner organizations in selected program countries

SIPPO

- Swiss import promotion programme
- Promotion market access for exporters in partner countries via Business Support Organizations (BSOs)

ITC

- Joint development agency of the WTO and UN
- Supporting the internationalization of SMEs in developing and transition economies

GIZ

- Support of the Federal Government in achieving its goals in the international cooperation for sustainable development



TRIC network

The European TRIC network (Trade Related Instruments Connected) is a network of governmental (or governmentally mandated) organizations in EU and EFTA countries. The members operate in the fields of trade promotion and focus on capacity building of local organizations to improve the (international) market access of developing and emerging countries.





COUNTRIES AND SELECTION

IPD – Project Structure



IPD experts are in **close contact** with the companies and BSOs in our partner countries. **Regular visits** guarantee **successful cooperation**.



Partner countries



IPD – Product groups



FRESH FRUITS AND VEGTEABLES



NATURAL INGREDIENTS

for food, pharmaceuticals and cosmetics



SUSTAINABLE TOURISM



IPD – Product groups



CUT FLOWERS

CO EC KE SA



SUSTAINABLE SEAFOOD

PE



IT-OUTSOURCING

KE SN LK

Natural Ingredients – Sub-product groups



Essential and fatty oils as well as extracts



Dried fruits, vegetables and nuts



Spices and herbs



Processed fruits and vegetables



Pulses, seeds and cereals



Sweeteners



Thickeners



Tea



Identification of local producers = potential IPD exporters



Selection criteria



Few or none significant amount of **business contacts** to the EU



Small and medium-sized enterprises



Sufficient **production capacities**



Communication in **English** must be guaranteed



Demand for products on the European market



SERVICES

IPD services for exportes



COACHING & MARKET INTELLIGENCE

- Regular company visits by IPD experts
- Individual consultancy in export-relevant sectors (marketing, production, quality management etc.)
- Corporate definition of a work plan – tailored to a company specific needs
- Market and trade information, trends & product information, legal regulations etc.

TRAININGS

- Pre-Fair Workshops
- Export Market Orientation Mission
- Sales Communication
- CSR
- Cost calculation

IPD services for exportes



NETWORKING & MATCHMAKING

- At leading international trade fairs
- Through selling missions and buying missions
- On request of an individual importer or association
- At virtual B2B events



GOAL

- Establishment of sustainable, long-term business relations with German and European importers

IPD services for exportes

Individual adjustments of activities depending on company's needs



PHASE I: Preparation for export (Capacity Building)

BEGINNING OF IPD-PROGRAM



MEASURES I

- Individual consultancy
- Workshops
- Trainings
- Export Market Orientation Mission/Study Tours
- Market information

COMPANY IS „READY FOR EXPORT“



PHASE II: Matchmaking

MEASURES II

- Trade fair participation
- Selling Mission
- Buying Mission
- Matchmaking on demand
- Follow-up

LONG-TERM BUSINESS RELATIONSHIPS



Export Market Orientation Mission (EMOM)



GET TO KNOW THE EU MARKET & ESTABLISH FIRST CONTACTS, AND PREPERATION FOR TRADE FAIR

- Visit to a trade fair
- Individually arranged meetings
- Meetings all around the trade fair (e.g. with importers, whole sales markets)
- IPD Pre-fair workshop
- Sector specific workshop (depending on needs)
- Market insights
- Logistics in the country arranged by IPD
- Support in the follow-up process, assistance in strengthening the contacts made

Participation at trade fairs in Europe



1 BEFORE THE TRADE FAIR

- Preparation of IPD fair brochures
- PR activities
- Matchmaking: mailings & telephone-aquisition
- Individual preparation of the companies

2 DURING THE TRADE FAIR

- Pre-Fair workshop
- IPD collective booth for exportes
- Professional booth design
- Sales coaching
- Matchmaking: outbound & inbound
- Support by IPD experts

3 AFTER THE TRADE FAIR

- Support in the follow-up process

Selling mission



CUSTOMIZED ON-SITE B2B MEETINGS WITH SELECTED EUROPEAN IMPORTERS & ESTABLISH CONTACTS

- Clarify demands of exportes (target group, products, refresh existing contacts, establish new contacts)
- IPD identifies suitable importers
- IPD arranges B2B meetings
- Organization of the mission
- Matchmaking
- Add on: visit to selected trade fairs in Europe
- Support in follow-up process with importers

Buying mission



CUSTOMIZED VISITS OF EXPORTERS' PRODUCTION FACILITIES

- Individual B2B meetings
- Visits of production facilities directly on site
- Discover of new products and quality evaluation
- All companies are individually selected based on participants' needs
- IPD experts are accompanying the visits
- Logistics in the countries arranged by IPD

Corporate Social Responsibility (CSR)



PREPARING IPD EXPORTERS FOR EUROPEAN MARKET REQUIREMENTS

- Information on current trends and requirements (e.g. Act on Corporate Due Diligence Obligations in Supply Chains)
- Workshops and trainings on the development of CSR actionplans, codes of conduct, and marketing material
- Individual advice on CSR measures, certifications, and communication in the field of sustainability



IPD is **your partner** for
import promotion in **Europe.**



www.importpromotiondesk.de



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THANK YOU!

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