



SERVICES FOR IMPORTERS

Tap new markets, find reliable business partners

- + All-round support in international sourcing – neutral, quality-conscious and free of charge
- + Direct contact to tried and tested exporters in 16 partner countries
- + Ongoing search for new suppliers and products for your corporate success

Take advantage of the free offers from
Import Promotion Desk (IPD), your
initiative for import promotion!



Your partner for long-lasting trade contacts

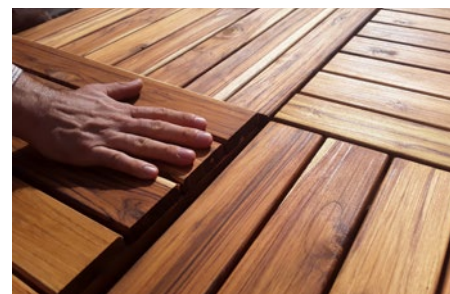
If you are an importer looking for reliable business partners and want to tap new supply sources, then IPD is there to support you with its expertise. We identify suitable suppliers for you in 16 selected developing and emerging countries. We examine all companies intensively and put you in direct contact with these carefully evaluated producers. In this way, you can build long-lasting business relations that help you achieve your corporate objectives.

WITH AN EYE ON DEMAND

We specifically promote the demand-oriented import of products that European companies need for production and trade. The focus of our engagement is on these product groups:



- + Fresh produce
- + Natural ingredients for food, pharmaceuticals and cosmetics
- + Sustainable wood products
- + Cut flowers
- + Sustainable tourism



PROMOTING TRADE SUSTAINABLY

Since 2012, IPD has been opening up access to the European market for small and medium-sized enterprises in selected developing and emerging countries. Our goal is to integrate these companies into global trade and contribute to sustainable economic development in our partner countries. This way, we form an important interface between development cooperation and foreign trade.



OUR SERVICES FOR IMPORTERS

We mediate suitable import partners for you – neutrally and free of charge

The international purchase of products and raw materials is time-consuming and cost-intensive, and contact with unknown producers is always risky. That is why IPD supports you in all aspects of this important task.

FIND AND EXAMINE SUITABLE PARTNERS

We are continuously looking for potential suppliers for you in our partner countries. In doing so, we pay particular attention to short and therefore transparent supply chains without middlemen, in order to also meet the due diligence requirements of the Supply Chain Act (LkSG). We therefore visit the companies on site and select them according to strict IPD criteria. In the process, we take into account compliance with high social and environmental standards as well as the factors of product quality, export potential and compliance with international standards and certifications.



We carefully prepare the companies for the European market, advise them individually and provide sales coaching and trainings on export-related topics. We also train our partners intensively in the area of corporate social responsibility (CSR).

Thanks to these measures, our suppliers are well prepared for the European market, so that we can provide you with competent trading partners.

YOUR ADVANTAGE: IPD MATCHMAKING

As part of our diverse matchmaking activities, we network you with selected exporters, for example ...

- + at trade fairs in Germany and Europe;
 - + at virtual B2B events;
 - + on our exclusive procurement trips to the partner countries;
- or, at your request, we can take care of an mediation for you.

Thanks to our preparation, you will meet reliable business partners on all matchmaking channels who know what is important to European importers. This helps you get the goods you need faster.



A powerful partner initiative



IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA e.V.) and sequa gGmbH – the development organisation of German industry. IPD is funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

In line with our development policy objectives, we want to increase exports from the partner countries and to drive innovation and greater added value in order to create jobs and new sources of income for the low-income population. This is development cooperation from which you as an importer also benefit.

Get in touch with us.

We connect you with the right exporters.

Detailed information about IPD and its services is available at:

www.importpromotiondesk.de



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In cooperation with



BGA

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