



# Made for Europe

COST- AND RISK-OPTIMIZED SOURCING  
FROM NEW MARKETS



## More Imports for Europe's Economic Success



**IMPORTS COUNT, TOO** Foreign trade. To the public and in politics this mainly means export. Germany is proud of its export prowess, and foreign trade promotion is a central concern of any federal government. The importance of imports, however, is often underestimated and the search for new foreign suppliers is as yet neglected.

This is changing. The import of goods is indispensable when it comes to securing the resources required by the European private sector.

## Well-informed, risk-optimized and easy international buying



**STRONG PARTNERS** German companies need import promotion. And that is what they receive from the Import Promotion Desk (IPD). The IPD is the service provider for import promotion in Germany. It connects European importers with exporters from selected developing countries and emerging nations.

The IPD focuses on four product groups: Fresh fruit and vegetables. Natural ingredients for foods, cosmetics and pharmaceutical products. Technical Wood.

The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business.

### PRODUCT GROUPS

- + Fresh fruit & vegetables
- + Natural ingredients for foods, cosmetics and pharmaceutical products
- + Cut flowers
- + Technical wood

**OUR SERVICE PROMISE** International buying which is well-informed, risk-optimized and low-effort – this is IPD's service promise. Companies in Europe profit from a neutral, free-of-charge and comprehensive support covering the entire purchasing process.



## More trade for more prosperity

### PROMOTING SUSTAINABILITY

The IPD has a development aid agenda and is funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

### BECAUSE EVERYONE PROFITS FROM PROSPERING TRADE

The IPD supports sustainable import promotion from selected developing countries and emerging nations. Increasing demands there generate important impulses for more added value, more jobs and the development of business infrastructure.

## Who supplies? How fast? At which price? Which Quality?

### FINDING AND WINNING EXPORTERS

Research. Travel. Negotiations. Quality testing. Audits. International sourcing abroad is a process that intensive is in terms of time, manpower and costs. Decisions about tapping new supply sources are always risky.

Lower your initiation, negotiation and control costs with the IPD. Gain security and time. We have the contacts, information and communication channels to your new foreign suppliers.

### OUR SERVICE PORTFOLIO

- + Buying missions
- + Trade fairs
- + Business contacts
- + Market potential analyses
- + Training/consulting



# Customized services for importers

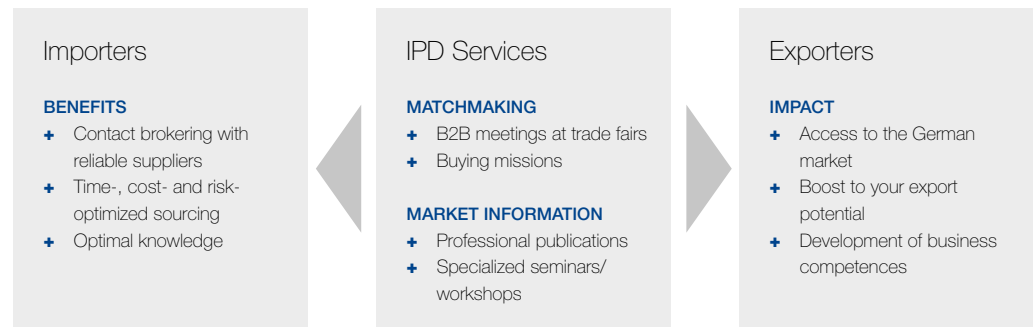
The IPD helps you identify and acquire the foreign exporters from our partner countries which suit you best.

## MARKET OBSERVATION AND DEVELOPMENT

The IPD provides you with market surveys, sector information and trainings. Interested buyers thus receive the knowledge and competence required to tap new growth markets.

## MARKET ACCESS AND EXPANSION

The IPD provides you with sustainable trade contacts. We organise trade fair visits and buying missions to the partner countries for you. This allows your buyers to gather information on product quality and productions conditions on site.



## Act now. We react at once.

### IPD – Import Promotion Desk

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Get in touch with us: we will connect you to the right exporters.

You can find detailed information about the IPD and its individual services at [www.importpromotiondesk.de](http://www.importpromotiondesk.de)



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