

# Made for Germany

SUCCESSFUL SOURCING  
FROM EMERGING GROWTH MARKETS



IMPORT PROMOTION DESK

# Selected Partners – Individual Matching



## OPENING MARKETS

We work with small and medium-sized enterprises (SME) in countries with large low-income populations. Through the transfer of entrepreneurial competencies and the promotion of competitiveness, we help our partner countries establish sustainable economic relations with Germany and Europe.

## ARRANGING CONTACTS

Reliable structures on the local level are essential for successful sourcing from developing countries and emerging markets. Efficient communication channels are equally important. The IPD provides German importers with business contacts to reliable suppliers in the partner countries through targeted matching. We provide support for trade fair visits and the organisation of selling and buying missions.

## WE OFFER

- + trade fairs
- + selling/buying missions
- + study tours
- + direct matchmaking
- + market intelligence
- + coaching/capacity building

## HANDLING DEMANDS

We operate in a demand-orientated manner and offer German importers a customised service portfolio – exactly suited to their individual requirements. By providing sector and country information (market intelligence), the IPD enables interested buyers to open up new markets.

# Sustainable Import Promotion

## CONSOLIDATING INTERESTS

The Import Promotion Desk (IPD) serves as a platform for the promotion of the import activities of the Federal Republic of Germany. The IPD links the German import community with international trade players. We consolidate the interests of German importers with those of exporters from selected developing and emerging markets in a targeted manner.

## STIMULATING SUSTAINABILITY

Our goal is the sustainable and well-structured import promotion for products from selected partner countries – under compliance with high environmental, social and quality standards.

## UTILISING PARTNERSHIPS

The IPD has been initiated by the globally active development organisation sequa in close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA). The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ). Another partner is Germany Trade & Invest (GTAI).





## New Markets – Alternative Products

### **TAPPING NEW MARKETS**

We open up new, profitable supply chains in selected developing countries and emerging markets to German importers.

### **INCREASING PRODUCT DIVERSITY**

Our current partner countries Egypt, Indonesia and Peru are of increasing importance to the German import market – especially with regard to high-demand products such as tropical fruit, spices, nuts, natural food ingredients, plant extracts and oils for the cosmetic and pharmaceutical industry as well as raw timber and wood-based materials.

### **OPTIMISING PURCHASING**

Only about 10 percent of Germany's import total stem from emerging markets and developing countries (excluding BRICS). By establishing new trade relations with these countries, German importers can optimise their purchasing processes and increase product diversity.





# International Network

## **POOLING KNOW-HOW**

We are part of an international network and can thus efficiently pool information and know-how from a multitude of organisations.

## **MARKET-DRIVEN OPERATION**

We have the expertise of experienced actors of international trade and economic development at our disposal. This allows us to optimally adjust our service portfolio to the requirements of the market.

## **COOPERATING WITH EXPERTS**

The IPD advisory board is composed of selected business partners and relevant trade associations. The IPD profits from the active support of Germany's business membership organisations and closely cooperates with the private sector as well as a pool of experts from a great number of sectors.





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