



Towards new markets!

EXPORTING TO EUROPE – WELL-ADVISED AND WELL-CONNECTED



Get closer to Europe

You want to export your products to Europe?
To increase your international market presence?

The Import Promotion Desk (IPD) will support you. We will furnish you with the skills and contacts to successfully sell to new markets in the long run – neutrally, well-founded and comprehensively.

Our present service portfolio is targeted at exporters from the following countries and with the following product groups:

COUNTRIES

- + Colombia
- + Egypt
- + Ethiopia
- + Indonesia
- + Kyrgyzstan
- + Nepal
- + Peru
- + Tunisia

PRODUCT GROUPS

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



A cooperation with the IPD requires the fulfilment of various criteria, among them an evaluation of your company by our experts. We will be pleased to provide you with the details.

The IPD is backed by the Federal Ministry for Economic Cooperation and Development (BMZ), the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business.



Who, how, what, where?

We provide you with counselling, qualification and contacts.

I. CONTACT-BROKERING

The IPD provides exporters with contacts to suitable buyers. To this end we organize European-wide:

- + Study tours
- + Selling missions
- + Trade fair participation

Get to know your target countries and potential clients directly. Create valuable contacts on site. And initiate concrete business deals.

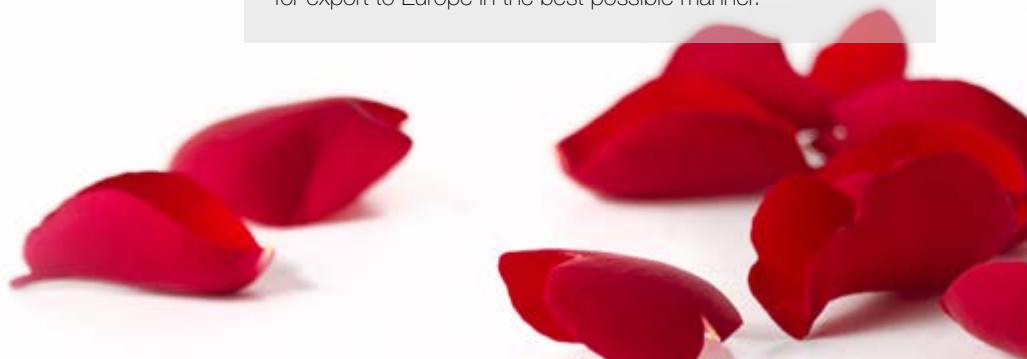


II. INFORMATION

Which products? On which terms and conditions? In which shape and form? The IPD provides you with the necessary information for your export business to Germany and the EU. You will receive:

- + Market and trade information
- + Product-specific information
- + Information on legal rules and regulations etc.

Take advantage of IPD's practice-oriented, up-to-date information. Always stay well-informed and be prepared for export to Europe in the best possible manner.



III. CONSULTANCY AND CAPACITY BUILDING

The IPD offers you personalised consulting and qualification services that allow you to successfully participate in international market action. We coach, train and support you in the following areas:

- QUALITY ASSURANCE
 - + Product quality assurance and improvement
 - + Basic international/national standards, norms und certifications
- DOCUMENTATION
 - + Process and product documentation
 - + Action plans
- EXPORT TRAINING
 - + Development and implementation of an export marketing plan (Export targets, budgets, strategy)
 - + Integration of the export marketing plan into your corporate strategy
 - + Export management training
 - + Costing
 - + Sales training

Take part in the individual IPD trainings and workshops. Learn how to establish a successful export strategy and develop your foreign trade management processes with our support.



Act now. We react at once.

IPD – Import Promotion Desk

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Get in touch with us. We will provide you with the support and network to tap new markets successfully.

You can find extensive information on the IPD and its service portfolio at: www.importpromotiondesk.com



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Federal Ministry
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and Development

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BGA
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