

Background Information

Cut flowers from Ecuador and Colombia enrich the offer

IPD introduces cut flower producers to the EU market and connects them with European importers

Import Promotion Desk (IPD) has reorganised its services in the cut flower sector and supports producers from Ecuador and Colombia in entering the European market. The initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ) thus takes into account the great importance of the sector for economic development in both countries. Importers benefit from the on-site pre-selection and examination of the product range by the IPD experts and can thus reduce their own sourcing costs.

What does IPD offer in the cut flower sector?

IPD is the German initiative for import promotion that brings European buyers together with carefully selected exporters from developing and emerging countries. It presents companies from Ecuador and Colombia with their wide range of cut flowers such as roses, chrysanthemums, callas, hydrangeas and rarities such as unusual cut green varieties. IPD works closely with the Association of the German Flower Wholesale and Import Trade (BGI) in order to jointly support the German wholesale trade in opening up new procurement markets and to build up a diverse assortment for the market.

What are the advantages for European importers of cooperating with IPD?

As a partner in import promotion, IPD supports buyers in the complex sourcing of new partners and high-quality products. In both Ecuador and Colombia, there are many small and medium-sized producers with an exceptionally high product quality. IPD cooperates with these small farms and introduces them to the EU market. For this purpose, IPD has carefully prepared the companies for the requirements of the European market, especially in Germany. The small producers are also well positioned in terms of logistics and shipping so that they can reliably meet the seasonal demand on the EU market.

IPD currently arranges contact with local producers for European importers within the framework of virtual B2B events and in individual discussions. As soon as it will be possible again, IPD will present the partner companies at trade fairs. In addition, IPD organises procurement trips to the IPD partner countries for importers so that buyers can get a first-hand

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impression of product quality and production conditions directly on site. IPD presents to the importers only producers who have been checked and evaluated according to defined criteria. This qualitative pre-selection saves traders time and costs and can reduce the risks when looking for new business partners. The services provided by IPD are free of charge for European importers.

What makes these two countries so special as cut flower producers? Why is IPD active in Ecuador and Colombia?

Ecuador and Colombia offer excellent climatic conditions for flower growing: Equatorial sun, high altitude and Andean climate not only provide strong and long stems, but also large flower heads with intense colours.

Ecuador is known as a land of roses and offers a very high quality. Colombia is even less known in Europe as the country of origin of cut flowers. But here too, the variety of flowers on offer and their good quality are particularly convincing.

The IPD experts are convinced of the development potential of the cut flower sector in both countries. The sector is of great economic importance, as cut flowers are among the most important export goods in Ecuador and Colombia. They are an important source of income, especially in rural regions. Many workers – especially women – are employed in production. Due to the lack of market access, many small producers have to sell their cut flowers to larger farms, which results in lower prices. This is where IPD comes in by preparing the small farms for export to Europe. In training courses and through customised information offers, IPD imparts knowledge and skills so that the companies can successfully market their products and export them directly to Europe.

What are the specific cut flowers offered by IPD producers from Ecuador and Colombia?

Ten producers of cut flowers from Ecuador and Colombia are currently in the IPD programme. At the beginning of the year, a sourcing mission to both countries took place, during which the producers were visited and selected.

From Ecuador, IPD supports five producers who are specialised in roses. Among them are, for example, the farms “Nikita Flowers”, which alone offers 90 different varieties of roses, and “Terra Nostra”, which grows 38 different varieties in the Andes. Other farms, such as “Milanflor”, produce roses and other high-quality cut flowers such as carnations, hydrangeas and callas.

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In Colombia, IPD works together with the farm “Yasa”, which specialises in chrysanthemums – including the variety “Anastasia”. “American Flowers” produces hydrangeas in a variety of colours. And the company “Rumhora Greens” cultivates a wide range of cut foliage on around 20 hectares.

Import Promotion Desk (IPD)

Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

IPD fulfils a hinge function between small and medium-sized enterprises in selected emerging markets and developing countries on the one hand and European importers on the other. The objective is to integrate the partner countries into global trade, thereby contributing towards sustainable economic development in these countries.

IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, IPD opens up new supply sources in the partner countries and assists them in the procurement process for specific products.

IPD is currently active in 13 countries: Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kyrgyzstan, Colombia, Nepal, Peru, Sri Lanka, Tunisia, and Ukraine.

IPD focusses on specific product groups: fresh fruit and vegetables, natural ingredients for foods, pharmaceuticals and cosmetics, technical wood, cut flowers, and sustainable tourism.

IPD was established and implemented by sequa gmbH – the globally operating development organisation of German industry. It collaborates closely with the Federation of German Wholesale, Foreign Trade and Services (BGA).

IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at www.importpromotiondesk.de.

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