



Towards new markets!

ACCESS THE EUROPEAN TOURISM MARKET – WELL-ADVISED AND WELL-CONNECTED



Get closer to Europe

You want to get access to the European tourist market?
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 small and medium sized enterprises from **Ecuador, Nepal and Tunisia.**

Exceptional destinations and innovative tourism packages are in great demand in Europe. And sustainability is playing an increasingly important role. Visitors pay attention to the cultural integrity, the biodiversity or the livelihoods of the destination country.

Therefore, the IPD, the initiative for import promotion in Germany, supports sustainable and responsible tourism. We promote suppliers which are committed to fair and sustainable tourism practices and offer high quality products.

Our aim is to assist the tourism sector of the partner countries to grow and link up with European markets, create jobs and thus make a contribution to sustainable economic development in these countries.

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 fulfils a hinge function between European buyers and small and medium-sized players in selected emerging markets and developing countries.

It 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 members of the tourism sector with contacts to suitable buyers. To facilitate this, we organize European-wide:

- + Fam Trips/Educationals
- + Roadshows
- + Trade fair participation, e.g. ITB

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



II. INFORMATION Which distribution channels work for your company? Which are the promising segments? Which European trends offer opportunities for your business? The IPD provides you with the necessary information for your international market access to Germany and the EU. You will receive:

- + Market information
- + Product specific information
- + Information on European Standards, quality requirements and rules and regulations affecting the tourism sector

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



III. CONSULTANCY AND CAPACITY BUILDING

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

- QUALITY ASSURANCE
 - + Tourism product quality assurance and improvement
 - + Meeting the needs and trends of the European travel market
 - + International certifications in sustainable and responsible tourism

- DOCUMENTATION
 - + Process and documentation of services offered
 - + Strategy planning for successful entry into European markets

- TRAINING
 - + Sustainable and responsible tourism
 - + Development and implementation of a marketing plan
 - + International marketing
 - + Digitalization in tourism
 - + Professional trade fair preparation and participation
 - + Sales
 - + Product management & pricing
 - + Professional tour operations



Take part in the individual IPD trainings and workshops. Learn how to establish a successful marketing strategy and develop your trade relationship with European tourism source markets with our support.

Act now. We react at once.

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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



Funded by



Federal Ministry
for Economic Cooperation
and Development

Implemented by



BGA
Federation of German
Wholesale, Foreign Trade
and Services

