



Success story

Fresh fruit & vegetables from the Ukraine

Ukrainian fruit growers impress with good quality and short delivery routes

The Ukrainian company Gadz provides high-quality fruit for the European market. Although it has only been in the IPD programme since 2020, Gadz has already convinced the British importer Fresh4U of the quality of its products and its value as a reliable supplier. This business relationship demonstrates the advantages of the Ukraine as a production location: besides geographic proximity, short transport routes and favourable farming conditions, the country also offers a wide range of fresh fruit & vegetables in high quality. IPD supports both exporters and importers to ensure that the collaboration is a success story for both sides.



Produkte

- Apples (Gala, Red Chief, Golden Delicious, Granny Smith, Fuji, Red Jonaprince, Simirenko, Idared, Champion, Jonagold Novayo)
- Pears
- Plums

Zertifizierungen

- GLOBALG.A.P.
- BRC

Apple specialist with a wide range

Fruit grower Gadz cultivates various types of fruit over an area in excess of 600 hectares. The main focus of the business is apples. As an apple specialist, Gadz offers a wide range of varieties, but alongside apples, Gadz also cultivates pears and plums. The plantations are situated in a unique microclimatic zone in the west of the Ukraine where conditions are ideal for growing fruit. The company's sorting, storage and refrigeration plants are state-of-the-art and the modernity of its facilities are underlined by its own refrigeration and storage plant with a regulated storage environment on the basis of a special RGS system (regulated gas environment). As well as the high quality, it is above all the uncomplicated lorry transport, the short delivery routes to the EU market, and the correspondingly low CO₂ footprint that represent the biggest advantages of Ukrainian products. Since its foundation in 2011, Gadz has grown steadily, invested in modern storage and refrigeration technology as well as sorting and packing lines to become one of the country's largest fruit growers.

Challenge



Support with entry to the European market

A broad range of excellent quality products is the best precondition for success on the European market. This means that Gadz has outstanding potential for exporting to Europe. But what the Ukrainian firm has been missing up to now is market expertise and, above all, contacts to European buyers. This is on top of the fact that Ukrainian exporters often have to overcome a basic reluctance. IPD therefore supports Ukrainian exporters to present their product quality in Europe, demonstrate their good service and, in particular, prove themselves reliable and trustworthy partners that fulfil the quality and delivery promises they make.



Hatim Raja
Procurement and
Sales Director of Fresh4U

»All our experiences to date with the firms IPD has matched us with have been positive. They are reliable and provide good products. The Ukraine is an unusual country of origin, but a good partner with positive quantities, high quality and uncomplicated logistics.«



Approach



Intense preparation for matchmaking talks

IPD has been supporting Gadz with its entry to the European market since the beginning of 2020. The Ukrainian company has received intensive training to prepare for the specific demands of European importers with regards to quality, communication, agreements, and reliability. In 2020, since matchmaking was done predominantly online due to the COVID-19 pandemic, the IPD's training programme was also meticulously adapted for virtual formats. The exporters were thoroughly trained for online sales meetings and how to best use the technology to present themselves.

At the start of the year Gadz was also physically present at the international trade exhibition Fruit Logistica in Berlin. This was followed by participation in a virtual buying mission, where the IPD organised individual B2B meetings between proven suppliers from Ukraine and European purchasers. Gadz also demonstrated its readiness at the virtual Fruit Attraction LIVEConnect, at which the IPD supported its presentation with targeted matchmaking.

Results



From expansion of business contacts to contractual conclusion

Thanks to IPD's intensive coaching programme and many B2B meetings, Gadz has established numerous new contacts in 2020, achieving high visibility among European importers in its very first year in the IPD programme.

Gadz has already managed to conclude a contract with British importer Fresh4U for the supply of Gala Royal apples. Following an initial delivery, more are now planned for 2021. Fresh4U offers a wide range of products and countries of origin and is planning a long-term partnership with Gadz.

Thanks to the IPD coaching, Gadz has expanded its online channels, like website and social media, and now has a firm foundation for further marketing. The many discussions with importers that Gadz was able to conduct during the various IPD matchmaking measures have also paved the way to the European market.

Bilanz



- Business deals 
- Export volume 
- Direct exports to Europe 
- Participation in Matchmaking-Events 

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