

Call for Interest



Published July 26th, 2019

sequa gGmbH is a globally operating non-profit development organisation. Since 1991 sequa has carried out programmes and projects of international cooperation in close collaboration with the German private sector. sequa offers know-how and long-term experience in capacity development for chambers and associations (BMOs), vocational education and training, private sector development and trade. The organisation is based in Bonn, Germany. sequa employs more than 100 persons (2022) and reported a turnover of 58 million EUR (2021).

To complement our pool of consultants, we are looking for a

Short-term expert for sourcing and purchase in the field of “Fresh fruit and vegetables“ (m/f/d)

Location: Europe and our partner countries

Duration of Assignment: 1 Week ... 1 Year (depending on assignment)

The Project

We implement the project “**Import Promotion Desk (IPD)**” jointly with the **Federation of German Wholesale, Foreign Trade and Services (BGA)**, **Germany Trade & Invest (GTAI)** and other partners. The project is financed by the Federal Ministry of Economic Cooperation and Development (BMZ) and aims to promote selected export sectors of selected developing and emerging market countries through improved access to the European market. Sustainable trade relations of exporting SMEs are expanded by IPD in selected developing and emerging market countries.

Your Tasks/Responsibilities

- Selection, preparation and support of small and medium-sized enterprises from developing and emerging countries for the entry into the European market, with a focus on companies from the fresh fruit and vegetable sector;
- Organisation and on-site supervision of sourcing missions in the IPD partner countries;
- Organisation and application of capacity building measures;
- Cooperation with partner organisations and ministries in the IPD countries;
- Preparation and on-site supervision of exporters at international trade fairs as well as backstopping in the follow-up process;
- Organisation and implementation of study tours for exporters in Germany and procurement trips for importers in the partner countries;
- Documentation and monitoring of the activities.

Our Requirements / Your Qualifications

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- Long-term professional experience in trade promotion between developing and emerging countries and Germany / Europe;
- Consolidated experience in value chain development in the agricultural sector;
- Agricultural and forestry expertise, in particular regarding production techniques, product certification (e.g. Global G.A.P., Organic, ISO 22000, Fair Trade) as well as market contacts and developments;
- Comprehensive know-how in the field of agronomy and quality management;
- Competent knowledge of the German import industry, especially of the food industry;
- Excellent networking skills with export promotion organisations and institutions in the partner countries as well as in the German private sector;
- Strong strategic thinking and ability to implement new knowledge and strategies in export promotion;
- Excellent organisational skills, high flexibility and intercultural competence;
- Experience in working with CRM tools (or readiness to do so);
- Readiness to travel regularly worldwide on a regular basis;
- Knowledge of the (business) culture and in our partner countries is an advantage (currently Colombia, Côte d'Ivoire, Ecuador, Egypt, Ghana, Kenia, Morocco and Peru);
- Written and excellent oral skills in English (knowledge of French, Spanish, Arabic is an advantage).

If you are interested, please send your application (cover letter, CV, certificates, fee expectation and availability) via e-mail to:

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