



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 promotion. The organisation is based in Bonn, Germany. sequa employs more than 100 persons (2023) and reported a turnover of EUR 60 m in 2023.

We are offering a project-based assignment as

## Short-term international expert for matchmaking in the cut flower sector (m/f/d)

Location: European Union  
Assignment Period: 01.10.22 - 31.12.24 (we intend to conclude a frame-contract with a budget of days)  
Project: Import Promotion Desk

### The Project

Together with the German Wholesale, Foreign Trade and Services Association (BGA) and other partners, we are implementing the "Import Promotion Desk (IPD)" project. The project gives small and medium-sized enterprises from the partner countries access to the European market and supports them in establishing trade relations.

The aim is to integrate the partner countries into global trade and thus make a contribution to sustainable economic development in these countries. The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The IPD is part of the "Partners in Transformation - Business & Development Network", in which BMZ's activities for economic actors are organised.

### Your Tasks / Responsibilities

- **Tailor-made matchmaking in the cut flower sector for B2B-Matchmaking events:** connect exporters of cut flowers from the IPD programme with European importers by using IPD's network and own contacts. Select importer contacts from contact list provided by IPD and add additional importer contacts not yet on IPD contact list according to own desk research and own professional network; call importers to promote IPD's participation and participation of exporters supported by IPD and call additional suitable importer contacts from own network; arrange B2B meetings for IPD exporters at matchmaking events and if requested by importer also arrange virtual B2B meetings before/after fair

- **Preparation and on-site supervision of exporters at matchmaking events:** accompany exporters to their meetings with importers; make outbound visits alone or with exporters to importers' pavilions to promote IPD and IPD exporters; helping less experienced exporters in finding and approaching suitable buyers
- **Follow-up:** discuss most important business leads during the last day of the event, nudge exporters to do a timely follow-up, actively support companies to prioritize leads and accompany the follow-up, e.g. via debriefings or virtual meetings; call selected European buyers to support individually business relationships.

## Your Qualification / Skills

- At least 10 years of **practical experience in the cut flower sector** in Europe and/or experience in IPD partner countries Ecuador, Colombia and Kenya;
- Excellent knowledge of **quality and other requirements, of prices and minimum quantities, and sales channels** in the European market for cut flowers
- Proven record of **own network among European cut flower importers and wholesalers**. Willingness to make use of own network in the promotion of IPD exporters and share contacts with IPD (at least 20 contacts unknown to the IPD).
- Long-term experience in **consulting agricultural production companies**, especially in the subtropics and tropics
- Long-term experience in **trade promotion** between developing countries and Germany / Europe is an asset;
- Willingness to work as part of a team with various stakeholders and partners under complex conditions;
- Capability and flexibility to use various IT tools (e.g. MS Teams, Zoom, ownCloud, b2match, GetFeedback) and willingness to apply the respective associated usage guidelines;
- Excellent command of written and spoken **English** (command of German or Spanish is an asset)
- Strong communication skills;
- Good presentation skills;
- Full computer literacy.
- No conflict of interest against counterparts, partner organisations (e.g. German sector associations, other import promotion programs) and other target groups (e.g. German/European importers or exporters of IPD partner countries).

Please send us a cover letter, your CV and relevant resumes.

Please send your application to Dr Andreas Gemählich: [gemaehlich@importpromotiondesk.de](mailto:gemaehlich@importpromotiondesk.de)

Subject to comparable qualification, persons with handicap will be preferred.