

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 (2021) and reported a turnover of EUR 58 m in 2021.

We are offering a project-based assignment as

## Short-term expert for capacity building and matchmaking in the field of “Natural Ingredients for Cosmetics and Pharmaceuticals” (m/f/d)

Location:	Europe
Assignment Period:	15.02.2023 - 31.12.24 (we intend to conclude a frame-contract with a budget of days)
Duration of Assignment:	1 Week ... 1 Year (depending on assignment)
Project:	Import Promotion Desk

### The Project

In close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA) sequa gGmbH is implementing the project **Import Promotion Desk** (“IPD” or the “project”). It is funded by Germany’s Federal Ministry for Economic Cooperation and Development (BMZ). The project started with its initial phase on October 1st, 2012. Beginning on July 1st, 2021, it is active in its fourth project phase. This phase will last until December 31st, 2024. An extension of the project duration by further three years is expected.

The IPD project aims to facilitate and to sustainably increase imports from developing and emerging countries to Europe. Likewise, the project contributes to strengthening small and medium-sized enterprises (SMEs) and to building sustainable economic structures in the partner countries. At the same time, new or alternative sourcing opportunities and contacts are being offered to German and other European importers.

Several analyses have been carried out to determine the demand for imports from developing and emerging countries to Europe for different sectors (currently fresh fruits & vegetables, natural ingredients, cut flowers, sustainable wood products and sustainable tourism). Based on these results, the IPD is working in the following partner countries: Colombia, Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kenya, Madagascar, Nepal, Peru, Sri Lanka, Tunisia, Morocco, Uzbekistan and Ukraine.

IPD’s core team is based in Bonn and Berlin (Germany). Regional hubs are located in Quito (Ecuador), Taschkent (Uzbekistan), Colombo (Sri Lanka), and Abidjan (Ivory Coast).

### Your Tasks / Responsibilities

- Organization and application of capacity building measures for small and medium-sized enterprises from developing and emerging countries, with a focus on companies from the natural ingredients for cosmetics and pharmaceuticals sectors;

- Acquisition of importer contacts, promoting of the IPD program and its services;
- Matchmaking between enterprises from developing and emerging countries and European importing companies at international trade fairs and digital matchmaking events;
- Preparation and on-site supervision of exporters at B2B events as well as backstopping in the follow-up process;
- Organization and implementation of study tours for exporters in Germany and procurement trips for importers in the partner countries;
- Documentation and monitoring of activities.

## Your Qualification / Skills

- At least 10 years of **practical sector-specific experience** in Europe and/or experience in IPD partner countries;
- Proven experience in **trade promotion** between developing countries and Germany / Europe with contacts to European market players;
- Excellent professional **networking skills** with strong communication and analytical skills;
- Long-term experience in **consulting natural cosmetic/pharmaceutical ingredient production companies**, knowledge of quality and other essential requirements in the European market for cosmetic/pharmaceutical natural ingredients;
- Cosmetic/pharmaceutical ingredient expertise, in particular regarding **production techniques, product certification** (e.g. Organic, GMP, ISO, Cosmos, Fair Wild, etc.). Comprehensive know-how in the field of **documentation and quality management** in cosmetic/pharmaceutical ingredient processing
- Experience in implementing **sector strategies** in developing countries is an asset;
- Very good **organizational skills, high flexibility and intercultural competence**;
- Willingness to work as part of a team with various stakeholders and partners under complex conditions;
- Willingness to use various IT tools (e.g. MS Teams, Zoom, ownCloud, GetFeedback) and apply the respective associated usage guidelines;
- **Willingness to travel** regularly, especially within Europe but also worldwide if needed;
- Excellent command of written and spoken **English**. Knowledge or command of additional languages (French, Russian, Spanish, etc.) is an advantage;
- No conflict of interest with counterparts and/or partner organisations (e.g. German sector associations, other import promotion programmes) and other target groups (e.g. German/European importers or exporters of IPD partner countries).

If you are interested, please send us a cover letter, your CV and relevant certificates (written in English).

Subject to comparable qualification, handicapped persons will be preferred.

Please send your application by **no later than 15 February 2023** to Caroline Moraza:

[moraza@importpromotiondesk.de](mailto:moraza@importpromotiondesk.de)