

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 41 m in 2020.

We are offering a project-based assignment as

Short-term expert for match-making in the field of “Sustainable Tourism” (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 and tour operators.

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

- Matchmaking between tourism SMEs from developing and emerging countries and European tour operators at international trade fairs and digital matchmaking events;
- Preparation and on-site supervision of partner companies at international trade fairs, roadshows and other promotion activities as well as backstopping in the follow-up process
- Assistance to project manager regarding the provision of relevant information to tour operators in Germany and tourism SMEs in partner countries
- Organisation and application of capacity building measures

- Preparation and implementation of tourism sector studies
- Documentation and monitoring/ evaluation of activities
- Acquisition of tour operator contacts, promotion of the IPD program and its services

Our Requirements/ Your qualifications

- Long-term professional experience in the tourism sector and as a tourism consultant and strong network in the European tourism industry
- Strong strategic thinking and ability to implement new knowledge and strategies in tourism promotion between developing and emerging countries and Germany / Europe;
- Readiness to train SME virtually – individual coachings or webinars
- Consolidated experience in value chain development in the tourism sector;
- Competent knowledge of the European travel industry, especially of outbound tour operators; knowledge of/ experience in the partner countries inbound travel sector is an advantage;
- Excellent networking skills with destination marketing organisations and institutions in the partner countries as well as in the German private sector;
- Ability to work in a team and with several stakeholders and partners in a complex context;
- Work- experiences and knowledge of the (business) culture in one of the partner countries of IPD (Tunisia, Ecuador, Nepal, Uzbekistan) is an advantage;
- Very good organisational skills, high flexibility and intercultural competence;
- Excellent presenter and discussant;
- Excellent computer and layout-skills (Excel, Word, PowerPoint) to provide meaningful graphs and diagrams;
- Readiness to travel regularly worldwide;
- Excellent written and oral skills (knowledge of English, French, Spanish is an advantage).

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

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