Job Announcement

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 expert for matchmaking in the field of "Sustainable Tourism" (m/ f/ d)

Location:	Europe
Assignment Period:	01.01.25 - 31.12.26 (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

Together with the Federal Association of Wholesale, Foreign Trade and Services (BGA) and other partners, we are implementing the project "Import Promotion Desk (IPD)". The project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and aims to strengthen promising sectors in selected developing and emerging countries by improving access to the European market, and thereby promoting trade and tourism in the partner countries.

The IPD is part of the 'Partners in Transformation - Business & Development Network', in which the BMZ programmes for economic actors are organised.

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

sequa gGmbH, Alexanderstraße 10, D-53111 Bonn, Tel. +49 (0) 228 - 98 23 8 - 0, Fax + 49 (0) 228 - 98 23 8 - 19, www.sequa.de

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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:

Marius Thümmrich for Uzbekistan and Sri Lanka
thuemmrich@importpromotiondesk.de
+49 (0) 228 909 0081-321

Nora Eichkorn for Ecuador, Nepal, Tunisia
eichkorn@importpromotiondesk.de
+49 (0) 30 590 099 -462

sequa gGmbH, Alexanderstraße 10, D-53111 Bonn, Tel. +49 (0) 228 - 98 23 8 - 0, Fax + 49 (0) 228 - 98 23 8 - 19, www.sequa.de

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