



Partners in  
Transformation  
Import Promotion Desk



# Job Announcement

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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 in the IT-Outsourcing sector (m/f/d)

Location:	European Union or IPD Partner Country (e.g. Kenya, Tunisia, Sri Lanka, Ecuador)
Assignment Period:	01.06. - 10.12.25 (from few days for single assignment to larger framework contract)
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

We are looking for sector experts in one or several of the following areas:

- **Sourcing Missions to IPD partner countries:** support IPD's "Experts Sourcing + Markets" in the preparation and implementation of sourcing missions. Goal of these missions are visits and the evaluation of service providers in the ITO sector for the IPD program.

- **Coaching of companies:** Coach and train exporters in the ITO Sector (virtual, on-site, via IPD learning platform) in relevant topics related to the EU market (quality, marketing, technical information regarding products and processes).
- **Matchmaking:** Match IPD partner companies with European companies interested in outsourcing IT services or business processes. Acquisition of contacts, promoting of IPD services, selection of suited matchmaking events for participation, preparation of partner companies, accompaniment in business meetings, documentation and monitoring of meetings.
- **Follow-up:** Carrying out periodic follow-up of companies' progress and the status of business relationships with European companies.
- **Cooperation with Business Support Organizations (BSOs):** Implement services for SMEs, with a focus on preparing them for the European market, within local BSOs in the ITO sector, involve BSOs when fitting in IPD's support activities for SMEs.

## Your Qualification / Skills

- At least 10 years of **practical sector-specific experience** in Europe and/or experience in IPD partner countries;
- Long-term experience in **trade promotion** between developing countries and Germany / Europe;
- Competent knowledge of the **European ITO sector** and the demand side, knowledge of quality and other requirements;
- Long-term experience in **consulting IT companies**, especially in developing and emerging countries;
- Willingness to work as part of a team with various stakeholders and partners under complex conditions; Knowledge of business culture in IPD partner countries;
- Excellent command of written and spoken **English**, other languages are an advantage (e.g. Spanish, French, Arabic);
- Strong communication and presentation skills;
- 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;
- Readiness to travel regularly worldwide;
- 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).

If you are interested, please send your application (cover letter, CV and relevant resumes) via e-mail to:

Stefan Schütze Tobar

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