

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 71 m in 2022.

We are offering a project-based assignment as

## Short-term international expert in the Sustainable Seafood Sector (m/f/d)

Location:	European Union or IPD Partner Country (e.g. Sri Lanka, Peru)
Assignment Period:	1.1. - 31.12.24 (from few days for single assignment to larger framework contract)
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) and celebrated its 10<sup>th</sup> anniversary in 2022.

The IPD aims to facilitate and to sustainably increase imports from developing and emerging countries to Europe. Likewise, it 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 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 tourism, sustainable seafood and IT-Outsourcing). Based on these results, the IPD is working in the following partner countries: Brazil, Colombia, Cambodia, Ecuador, Egypt, Ethiopia, Ivory Coast, Ghana, Indonesia, Kenya, Madagascar, Nepal, Peru, South Africa, 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), Tashkent (Uzbekistan), Casablanca (Morocco), Nairobi (Kenya), and Abidjan (Ivory Coast).

### 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 exporters in the Seafood sector.
- **Coaching of companies:** Coach and train exporters in the Seafood sector (virtual, on-site, via IPD learning platform) on relevant topics related to EU market entry (e.g. quality, marketing, certification, sustainability).

- **Matchmaking:** Bring in and build a network of European buyers for exporters from IPD partner countries, select and prepare IPD exporters, match IPD exporters at European trade fairs and other matchmaking events.
- **Follow-up:** Carry out periodic follow-up of companies' progress and the status of business relationships with European companies.
- **Cooperation with Business Support Organizations (BSOs):** Implement export relevant services for SMEs within local BSOs in the Seafood sector in selected partner countries.

## Your Qualification / Skills

- At least **5 years of practical experience in the international Seafood sector** and the **demand side** in Europe;
- Profound knowledge on **sustainability aspects in the sector** and the current developments;
- Good **network** of European actors in the Seafood sector;
- Long-term experience in **trade promotion** between developing countries and Germany / Europe;
- 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 tools (e.g. CRM, 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:

Judith Emmerling

E-mail: [emmerling@importpromotiondesk.de](mailto:emmerling@importpromotiondesk.de)