

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 for matchmaking in the fresh fruits and vegetables sector (m/f/d)

Location: European Union  
Assignment Period: 01.01.24 - 31.12.25 (we intend to conclude a frame-contract with a budget of days)  
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 fish & 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

- **Matchmaking IPD exporters in the fresh produce sector with European buyers at different matchmaking events/activities (e.g. Fruit Logistica and Fruit Attraction etc.):** contacting European buyers before the events, as well as arranging and accompanying meetings onsite during the event. Adding other suitable European buyers to the matchmaking activities from own network is expected.
- **Follow-up:** Carrying out periodic follow-up meetings with IPD exporters to determine the status of business relationships with European buyers.

## Your Qualification / Skills

- At least 10 years of **practical experience in the fresh produce sector** in Europe and/or experience in IPD partner countries such as Brazil, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ghana, Kenya, Morocco and Peru;
- Excellent knowledge of **quality and other legal and market requirements, knowledge of prices, and sales channels** in the European market for fresh produce;
- Proven record of **own network among European fresh produce importers, distributors, and wholesalers**. Willingness to make use of own network in the promotion of IPD exporters and share contacts with IPD;
- Long-term experience in **consulting agricultural production companies**, especially in the context of emerging and developing markets;
- Long-term experience in **trade promotion** between emerging and developing markets and Europe is an asset;
- Willingness to work as part of a team with various stakeholders and partners under complex conditions;
- Capability and flexibility to use various IT tools (e.g. MS Office & Teams, Zoom, Microsoft Dynamics, OneDrive, GetFeedback) and willingness to apply the respective associated usage guidelines;
- Excellent command of written and spoken **English** (command of other languages relevant to the IPD Partner countries and European importers is an asset);
- Strong communication and presentation skills;
- 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).

Please send us a cover letter, your CV, your daily rate and relevant references.

Please send your application to Thomas Derstadt: [derstadt@importpromotiondesk.de](mailto:derstadt@importpromotiondesk.de)

Subject to comparable qualification, persons with handicap will be preferred