



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 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

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

- **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

Subject to comparable qualification, persons with handicap will be preferred