

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 sourcing expert in the Natural Ingredients sector in Tanzania (m/f/d)

Location: Tanzania
Assignment Period: 04/2024 – 12/2024 (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). The project started with its initial phase on October 1st, 2012. Beginning on July 1st, 2021, it is active in its fourth project phase. This phase will last until December 31st, 2024. An extension of the project duration by further three years is expected.

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 German and other 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, Tanzania, 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

- **Sourcing missions:** support IPD's "Experts Sourcing + Markets" in the preparation of sourcing missions, which consist of visiting the production and processing facilities of companies, in assessing their potential to become part of the IPD program, in writing reports and in filling in evaluation sheets and validated results forms. In addition, participate in meetings with local partner organisations and potential project partners (ministries, associations, export promotion agencies) on site.
- **Coaching of companies:** support the Expert Sourcing + Markets in planning activities for exporters including trainings in relevant topics related to the EU market (quality, marketing, technical information regarding products and processes).
- **Preparation of exporters** for international matchmaking activities such as trade fairs.
- **Documentation** and monitoring of activities.

Your Qualification / Skills

- At least 10 years of **practical sector-specific experience in natural ingredients** (food and cosmetics) in Europe and/or experience in IPD partner countries (experience in Tanzania is an asset);
- Experience with **audits for common certifications**, knowledge of quality and other requirements in the European market;
- **Strong network** within the natural ingredients sector in Tanzania;
- Long-term experience in implementing **sector strategies** in developing countries;
- Strong organisational skills;
- Willingness to work as part of a team with various stakeholders and partners under complex conditions;
- Capability and flexibility to use various tools (e.g. CRM, MS Teams, Zoom, OneDrive, GetFeedback) and willingness to apply the respective associated usage guidelines;
- Excellent command of written and spoken **English**;
- 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 suggested daily rate, and relevant resumes.

Subject to comparable qualification, handicapped persons will be preferred.

Please send your application by **no later than March 14, 2024** to Nicole Schauer:
schauer@importpromotiondesk.de