



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.

As of 01.06.2024 we are looking for a

Short-term local expert to support IPD activities in the natural ingredients/ fresh produce sector in Ghana (m/f/d)

Location: Ghana
Assignment Period: 06/2024 – 12/2024 (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)" programme. 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 the BMZ programmes for economic actors are organised.

Your Tasks

- **Identification of potential IPD exporters:** Identify potential exporters that meet the IPD requirements by consulting existing databases, contacting local institutions, and using your own networks.
- **Sourcing missions:** Support the IPD Expert Sourcing + Markets in the preparation, organisation and implementation of sourcing missions in Ghana, including the agenda, logistics and coordination of visits. Goals of these missions are the evaluation and selection of exporters in the natural ingredients sectors via virtual discussions and onsite visits of production and processing facilities.
- **Coordination with exporters:** Support the IPD Expert Sourcing + Markets in ongoing coordination and follow-up with exporters, as well as planning activities, including training on relevant topics related to the EU market (e.g. quality, marketing, certifications).



- **Cooperation with Business Support Organizations (BSOs):** Coordinate and exchange with relevant sector BSOs in the natural ingredients sector in Ghana.
- **Documentation** and monitoring of activities.

Your Profile

- **Excellent knowledge of agricultural production** in Ghana;
- At least **5 years of practical experience** in consultancy, trade promotion or sector development within the agroindustry/natural ingredients sector in Ghana;
- **Good network with Ghanaian actors** in the natural ingredients and fresh produce sector;
- Experience in working in and for **development cooperation projects** (German development cooperation is an asset);
- Excellent command of written and spoken English;
- **Strong organisational skills** and high flexibility;
- 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, etc.) and willingness to apply the respective associated usage guidelines;
- Readiness to travel regularly within Ghana;
- No conflict of interest with partner organisations (e.g. German sector associations, other import promotion programs) and other target groups (e.g. European importers or exporters of IPD partner countries).

Our offer

We offer you the opportunity to work in an extremely committed team in an international environment and a responsible area of responsibility with short decision-making processes.

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 April 26, 2024 to Nicole Schauer: schauer@importpromotiondesk.de