

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 export marketing expert in the natural ingredients sector

Location: Home-Office

Assignment Period: 05/2024 - 12/2025 (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 1<sup>st</sup>, 2012. Beginning on July 1<sup>st</sup>, 2021, it is active in its fourth project phase. This phase will last until December 31<sup>st</sup>, 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, Tanzania, 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

- **Coach exporters** of the Natural Ingredients Sector who have worked on their Export Marketing Plans with the support of an E-Learning course on IPD's learning management system.
- **Participate in kick-off and exchange sessions** with exporters to support the IPD Capacity Building Team during the e-course's execution.
- **Document the progress** of IPD companies in developing the export marketing plan and formulate recommendations for possible follow-up support.
- **Share feedback** with the participants and the IPD team.

## Your Qualification/Skills

- At least **5 years of practical experience in the natural ingredients sector** in the EU and partner countries;
- Longtime experience in **trade promotion** between developing countries and Germany/Europe;
- Longtime experience in the **implementation of sector strategies** in developing countries;
- Proven records in the development of **Export Marketing Plans**,
- Excellent **computer and layout-skills** (Excel, Word, PowerPoint) to provide meaningful graphs and diagrams;
- Willingness to use various IT tools (e.g. MS Teams, Zoom, ownCloud, GetFeedback) and apply the respective associated usage guidelines;
- Good written and oral skills (English);
- Excellent presenter and discussant;
- Ability to work in a team and with several stakeholders and partners in a complex context;
- No conflict of interest against counterparts, partner organizations (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 and your suggested daily rate.

Subject to comparable qualification, handicapped persons will be preferred.

Please send your application by **no later than the 15th of May 2024** to Angie Martinez, [martinez@importpromotiondesk.de](mailto:martinez@importpromotiondesk.de).