



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 natural ingredients sector (m/f/d)

Location:	European Union
Assignment Period:	asap until Jun 30, 2027 (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

- **Matchmaking IPD exporters in the natural ingredients sector with European buyers at different matchmaking events/activities (e.g. ANUGA, SIAL, Biofach, Incosmetics, ISM, World of Coffee, and/or Food ingredients Europe, 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 Profile

- At least 10 years of **practical experience in the natural ingredients for food & beverage, cosmetics and/or pharmaceuticals sector** in Europe and/or experience in IPD partner countries;
- Excellent knowledge of product **requirements, prices and minimum quantities, as well as sales channels** in the European market for natural ingredients for food & beverage, cosmetics and/or pharmaceuticals
- Proven record of **own network among European natural ingredients importers, distributors, and wholesalers**. Willingness to make use of own network in the promotion of IPD exporters and to share contacts with IPD
- Long-term experience in **consulting agricultural production companies**, preferably 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 Teams, Zoom, ownCloud, b2match, 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 is an asset)
- Strong communication skills;
- Good presentation skills;
- Full computer literacy.
- 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).

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 references. Subject to comparable qualification, handicapped persons will be preferred. Please send your application to María Paula Gómez gomez@importpromotiondesk.de