



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 (2025) and reported a turnover of EUR 56 m in 2024.

As of 01.01.2026 we are looking for a

Short-term cut flower sourcing expert(s) in Kenya and/or South Africa (m/f/d)

Location: Kenya and/or South Africa

Assignment Period: 01/2026 – 12/2026 (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

- Sourcing missions: Support IPD's "Experts Sourcing + Markets" in the preparation, organisation, and implementation of sourcing missions in Kenya and/or South Africa. Goals of these missions are to find, evaluate and select suitable exporters for the IPD program in the cut flowers and/or natural ingredients sectors via virtual discussions and onsite visits. Main tasks of the consultant will be to search for suitable companies, and coordinate the visits, of visits as well as the logistics
- Coordination of trainings for exporters: Coordinate and 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)
- Cooperation with Business Support Organizations (BSOs): Coordinate and exchange with relevant sector BSOs in South Africa



- Documentation and monitoring of activities

Your Profile

- Excellent knowledge of agricultural production in Kenya and/or South Africa, ideally a proven track record as an agricultural engineer or similar with experience in floriculture
- At least 5 years of practical experience in consultancy, trade promotion or sector development within the horticulture, ideally floriculture, agroindustry
- Strong organisational skills
- Own network within the cut flower sector in Kenya and/or South Africa is a strong asset
- Practical sector-specific experience in cut flowers; experience with audits for common certifications, knowledge of quality and other requirements in the European market is an asset
- Long-term experience in implementing sector strategies in developing countries
- 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 with 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 resumes. Subject to comparable qualification, handicapped persons will be preferred. Please send your application by no later than January 15, 2026 to Caroline Moraza: moraza@importpromotiondesk.de