

Job Announcement

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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.

We are offering a project-based assignment as

Short-term international expert in the sector digital services & products (m/f/d)

Location: European Union or IPD Partner Country (Tunisia, Kenya)
Assignment Period: Jun 2026 - Feb 2027 (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

Support IPD's Experts Sourcing + Markets in the preparation, promotion and implementation of matchmaking activities (Business Delegations, Digital Delegations, Webinars, etc) within the Digital Services and Products sector in Kenya and Tunisia.

- Planning, organizing, and promoting Business Delegations, Digital Delegations, and webinars in the Digital Services & Products sector in Kenya and Tunisia, including agenda development, participant coordination, and collaboration with IPD and local partners.
- Identifying, recruiting, and supporting suitable companies and contacts through outreach activities, CRM documentation, follow-ups, and assistance with registration, participation, and business matchmaking.
- Facilitating onsite and online activities, including coordination of meetings and logistics, moderation of matchmaking sessions, and documentation of business opportunities, outcomes, and communication materials.
- Conducting post-activity reporting, participant feedback collection, and structured follow-up on B2B leads and business opportunities for up to three months after each event.

Your Profile

- At least 5 years of **practical sector-specific experience** in Europe and/or experience in Africa (Kenya and Tunisia preferable).
- Proven experience working with Associations in Germany or Europe (IT Associations preferable).
- At least 5 years of experience working with companies in the field of digital services and products.
- Long-term experience in **consulting IT companies**, especially in developing and emerging countries;
- Willingness to work as part of a team with various stakeholders and partners under complex conditions; Knowledge of business culture in IPD partner countries;
- Very good written and oral skills (German, English, French, Spanish, Russian, etc.); at least level B2/C1
- 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;
- 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).

If you are interested, please send your application (cover letter, CV and relevant resumes) not later than May 25, 2026 via e-mail to:

Stefan Schütze Tobar

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