



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 01.01.2027 we are looking for a

Short-term sourcing expert(s) in the cut flower sector (m/f/d)

Location:	European Union or IPD Partner Country (currently Colombia, Ecuador, Kenya, and/or South Africa)
Assignment Period:	01/2027 – 12/2027 (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

- **Sourcing missions to IPD partner countries:** Support IPD's "Experts Sourcing + Markets" in the preparation, organisation, and implementation of sourcing missions in xxxx. 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). This can include general coaching of exporters in the cut flower sector in relevant topics related to the EU market (quality, marketing, technical information, etc.).



- **Matchmaking:** Match IPD partner companies with European importers interested in cut flower products. Acquisition of contacts, promotion of IPD services, selection of suited matchmaking events for participation, preparation of partner companies, accompaniment in business meetings, documentation and monitoring of meetings, carrying out of periodic follow-ups of companies' progress and the status of business relationships with European companies.
- **Cooperation with Business Support Organizations (BSOs):** Coordinate and exchange with relevant sector BSOs in Europe or IPD partner countries, implement services for SMEs with a focus on preparing them for the European market.

Your Profile

- At least 10 years of practical sector experience in Europe and/or at least one IPD partner country (In-depth and up-to-date knowledge on quality requirements, trade channels, and prices in the cut flower industry);
- Broad industry network in Europe and/or at least one IPD partner country;
- At least 5 years experience in consulting SME's in market access;
- Good knowledge of Colombia's different geographic areas, local transport systems, and options for logistical preparations of business trips to flower farms in the country;
- Very good knowledge of English (at least C1 level); very good knowledge of Spanish (at least C1 level) for assignments in Spanish-speaking countries;
- 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).

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.

If you are interested, please send us a cover letter (optional), your CV, your suggested daily rate, and relevant resumes. Subject to comparable qualification, handicapped persons will be preferred. Please send your application to Tim Erdmann: erdmann@importpromotiondesk.de