



Call for Interest

Published October 27th, 2020

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. The organisation is based in Bonn, Germany. sequa employs more than 90 persons (2019) and reported a turnover of 46 million EUR in (2019).

The **Import Promotion Desk** is a project funded by BMZ (German Federal Ministry for Economic Cooperation and Development) and implemented by sequa in close cooperation with BGA (German Federal Association of Wholesale, Foreign Trade, Services). The aim of IPD is to promote trade by strengthening selected export sectors in selected developing and emerging countries through improved access to the European market. To achieve these objectives, the IPD staff uses a wide pool of experts who possess specific industry and country knowledge.



To complement our pool of expert consultants, we are looking for a

Short-term expert for capacity building and matchmaking in the field of “Natural Ingredients for Food, Pharmaceuticals and Cosmetics”

Location: Europe and our partner countries
Duration of Assignment: 1 Week ... 1 Year (depending on assignment)

Your tasks:

- Organization and application of capacity building measures for small and medium-sized enterprises from developing and emerging countries, with a focus on companies from the natural ingredients for food, pharmaceuticals and cosmetics sectors;
- Acquisition of importer contacts, promoting of the IPD program and its services;
- Matchmaking between enterprises from developing and emerging countries and European importing companies at international trade fairs and digital matchmaking events;
- Preparation and on-site supervision of exporters at B2B events as well as backstopping in the follow-up process;
- Organization and implementation of study tours for exporters in Germany and procurement trips for importers in the partner countries;
- Documentation and monitoring of activities.



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We expect the following qualifications and experiences:

- Long-term professional experience in trade promotion between developing and emerging countries and Germany / Europe
- Consolidated experience in value chain development in the agricultural sector
- Agricultural and forestry expertise, in particular regarding production techniques, product certification (e.g. Organic, especially Demeter, ISO 22000, HACCP, Fair Trade) as well as market contacts and developments
- Comprehensive know-how in the field of quality management of food processing
- Competent knowledge of the German import industry, especially of the food and/or cosmetic industry
- Excellent networking skills with export promotion organizations and institutions in the partner countries as well as in the German private sector
- Strong strategic thinking and ability to implement new knowledge and strategies in trade promotion
- Very good organizational skills, high flexibility and intercultural competence
- Readiness to travel regularly worldwide
- Readiness to train virtually (individual coaching and/or webinars)
- Knowledge of the (business) culture in our partner countries is an advantage (currently Indonesia, Sri Lanka, Nepal, Kyrgyzstan, Egypt, Tunisia, Ghana, Côte d'Ivoire, Ukraine, Ethiopia, Peru and Colombia)
- Excellent written and oral skills in English (knowledge of French, Spanish, Russian, Arabic is an advantage)

If you are interested, please send your application (cover letter, CV and certificates) via e-mail to:

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