



Call for Interest

Published April 2021

sequa gmbH 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 100 persons (2021) 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 coaching SMEs in b2b sales and intercultural communication

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

Your tasks:

- Organisation and application of b2b and intercultural communication 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, the fresh fruits & vegetable sector, the cut flowers sector, and the sustainable technical wood sector
- Prepare and hold presentations on hints and recommendations for a successful sales negotiation (elevator pitch, USP development, b2b etiquette, etc.) including how to improve intercultural communication skills (these presentations can be both ad hoc or take place at trade fairs on-site 1 day beforehand, relevant trade fairs will be for example: ANUGA, Food Ingredients Europe, Fruit Attraction, International Floriculture Trade Fair, InCosmetics, Interzum or Biofach)
- Organise and host group sessions to practice some of these hints and recommendations
- Prepare and realise individual sales talks / on-the-job training sessions with exporters
- On-site guidance of exporters at B2B events to give ad hoc feedback based on witnessed sales talks



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- Coaching of international partner institutions (business support organizations, e.g. chambers of commerce, trade associations, etc.) on how to approach importers and to improve the marketing of their services
- Readiness and ability to record videos (webinars) on sales and communication topics for IPD online learning platform for exporters
- Documentation, monitoring and reporting of activities including feedback and recommendations per exporter

We expect the following qualifications and experiences:

- At least 5 years of practical sector experience (trade fair trainings, sales trainings) in Europe and ideally developing / emerging markets
- Proven track record in sales negotiation, intercultural communication consulting and in marketing consulting for start-up to experienced businesses from developing/emerging markets aiming to export to Europe
- Excellent computer and layout-skills (Powerpoint, Excel, Word)
- Ability to work in a team and with several stakeholders and partners in a complex context
- Very good organizational skills, high flexibility, and intercultural competence
- Skills and readiness to train virtually (individual coaching and/or webinars)
- Readiness to travel regularly (mainly to on-site trade fairs once again possible)
- Excellent written and oral skills in English
- Knowledge of German, French, Spanish, Russian and/or Arabic is an asset
- Competent knowledge of the German / European import industry is an asset
- Knowledge of the (business) culture in our partner countries is an advantage (currently: Indonesia, Sri Lanka, Nepal, Uzbekistan, Egypt, Tunisia, Morocco, Ghana, Ivory Coast, Ukraine, Ethiopia, Peru and Colombia)
- No "conflicts of interest" vis-a-vis counterparts or partner organisations of target groups (e.g. being employed full-time by German/European importers or wholesalers)

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

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