

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 (2021) and reported a turnover of EUR 41 m in 2020.

We are offering a project-based assignment as

## Short-term international sourcing expert in the natural ingredients sector in Uzbekistan (m/f/d)

Location: European Union or Uzbekistan  
Assignment Period: 01.03.2022 - 31.12.2024 (frame-contract with a budget of days)  
Project: Import Promotion Desk

### The Project

sequa gGmbH realises in close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA) the **Import Promotion Desk** ("IPD" or the "project"). It is funded by the Federal Ministry for Economic Cooperation and Development (BMZ). The project started in October 2012. In July 2021 the project commenced its fourth phase. This fourth phase will last until December 2024. A prolongation of the project by further three years is expected.

The IPD project aims to facilitate and to sustainably increase imports from developing and emerging countries to Europe. Likewise, the project contributes to strengthening small and medium-sized enterprises (SMEs) and to building sustainable economic structures in the partner countries. At the same time, new or alternative sourcing opportunities and contacts are being offered to German and other European importers.

Several analyses have been carried out to determine the demand for imports from developing and emerging countries to Europe for different sectors (currently fresh fruits & vegetables, natural ingredients, cut flowers, sustainable wood products and sustainable tourism). Based on these results, the IPD is working in the following partner countries: Colombia, Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Nepal, Peru, Sri Lanka, Tunisia, Morocco, Uzbekistan and Ukraine.

### Your Tasks / Responsibilities

- **Realisation of Sourcing Missions in Uzbekistan:** support the Expert Sourcing + Markets in the preparation of sourcing missions, which consist of visiting the production and processing facilities of companies, assessing their potential to become part of the IPD program, writing reports, and filling in evaluation sheets and validated results forms. In addition, participate in meetings with local partner organizations and potential project partners (ministries, associations, export promotion agencies), on site.
- **Coaching of companies:** 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). Share existing IPD material and support exporters in understanding and using it (e.g. guides, product factsheets, E-Learning platform).

- **Follow-up:** carrying out periodic follow-up of companies' progress and coordination with Business Support Organisations (BSOs), if needed, about further activities.

## Your Qualification / Skills

- At least 10 years of **practical sector-specific experience** in Europe and/or experience in IPD partner countries (experience in Uzbekistan or any other Central Asian country is an asset);
- Long-term experience in **trade promotion** between developing countries and Germany / Europe;
- Long-term experience in **consulting agricultural production companies**, especially in the post-soviet developments, experience with **audits for common certifications**, knowledge of quality and other requirements in the European market for natural ingredients;
- 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;
- Willingness to use various IT tools (e.g. MS Teams, Zoom, ownCloud, GetFeedback) and apply the respective associated usage guidelines;
- Excellent command of written and spoken **English**, knowledge or command of Russian is an advantage;
- Strong communication and analytical skills;
- Good presentation skills;
- Full computer literacy;
- No conflict of interest with counterparts and/or partner organisations (e.g. German sector associations, other import promotion programmes) and other target groups (e.g. German/European importers or exporters of IPD partner countries).

Please send us a cover letter, your CV and relevant resumes in English language.

Please send your application to Shakhnoza Kurbanalieva by **no later than February 10<sup>th</sup>, 2022**:  
[kurbanalieva@importpromotiondesk.de](mailto:kurbanalieva@importpromotiondesk.de)

Subject to comparable qualification, handicapped persons will be preferred.