

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 (2022) and reported a turnover of EUR 58 m in 2021.

We are offering a project-based assignment as

## Local consultant in the sector Sustainable Tourism in Nepal (m/f/d)

Location: Nepal  
Assignment Period: 01.01.2023 - 31.12.2023 (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.

IPD's core team is based in Bonn and Berlin (Germany). Regional hubs are located in Quito (Ecuador), Tashkent (Uzbekistan), Colombo (Sri Lanka), and Abidjan (Ivory Coast).

### Your Tasks / Responsibilities

- **Realisation of Sourcing Missions:** support the Expert Sustainable Tourism with the sourcing of potential partner companies, assessing their potential to become part of the IPD program, assist with preparation of sourcing missions and 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), on site and represent IPD.

- **Logistical support:** support the Expert Sustainable Tourism with the logistic (car/ venue hire and preparation, accommodation, catering) of sourcing missions/ capacity buildings
- **Follow-up:** Ensure communication of IPD activity offered has been received by partner companies and partners, conduct follow-up calls for the preparation/ follow-up of the trade show/ the activity and all related preparation webinars, collect signed IPD forms from partner companies. Coordination with Business Support Organisations (BSOs) and selected sector associations, about further activities

## Your Qualification / Skills

- At least 5 years of **practical sector experience** in Nepal, proven interest in sustainable tourism is an advantage
- Excellent **knowledge of the Nepali tourism sector** and of development partners active in the tourism sector
- Existing **network** in the Nepali Tourism sector (e.g. NTB, TAAN, PATA)
- Excellent **computer and layout-skills** (Excel, Word, PowerPoint) to provide meaningful graphs and diagrams
- Willingness to use various **IT tools** (e.g. MS Teams, Zoom, ownCloud, b2match, GetFeedback) and apply the respective associated usage guidelines
- Good written and oral skills in **English and Nepali**; German is an advantage
- Excellent **presentation skills**; ability to explain complex topics in a practical, non-theoretical way to tourism SMEs
- ability to work in a team and with several stakeholders and partners in a complex context
- Willingness to jointly use the information from the CRM contact database and regularly and timely share new information with the IPD team via the CRM
- 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/ tour operators or exporters/ partner companies of IPD partner countries)

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

Please send your application to Nora Eichkorn by **no later than June 30<sup>th</sup>, 2022**:  
[eichkorn@importpromotiondesk.de](mailto:eichkorn@importpromotiondesk.de)

Subject to comparable qualification, handicapped persons will be preferred.