

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 (2023) and reported a turnover of EUR 71 m in 2022.

We are offering a project-based assignment as

## Short-term sourcing expert(s) in South Africa (m/f/d)

Location: South Africa  
Assignment Period: 02/2024 – 12/2024 (we intend to conclude a frame-contract with a budget of days)  
Project: Import Promotion Desk

### The Project

In close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA) sequa gGmbH is implementing the project Import **Promotion Desk** ("IPD" or the "project"). It is funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ). The project started with its initial phase on October 1<sup>st</sup>, 2012. Beginning on July 1<sup>st</sup>, 2021, it is active in its fourth project phase. This phase will last until December 31<sup>st</sup>, 2024. An extension of the project duration by further three years is expected.

The IPD aims to facilitate and to sustainably increase imports from developing and emerging countries to Europe. Likewise, it 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 tourism, sustainable fish & seafood and IT-Outsourcing). Based on these results, the IPD is working in the following partner countries: Brazil, Colombia, Cambodia, Ecuador, Egypt, Ethiopia, Ivory Coast, Ghana, Indonesia, Kenya, Madagascar, Nepal, Peru, South Africa, 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), Casablanca (Morocco), Nairobi (Kenya), and Abidjan (Ivory Coast).

## Your Tasks / Responsibilities

- **Sourcing missions:** Support IPD's "Experts Sourcing + Markets" in the preparation, organisation, and implementation of sourcing missions in South Africa. 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);
- **Cooperation with Business Support Organizations (BSOs):** Coordinate and exchange with relevant sector BSOs in South Africa;
- **Documentation** and monitoring of activities.

## Your Qualification / Skills

- **Excellent knowledge of agricultural production** in South Africa: At least 5 years of practical experience in consultancy, trade promotion or sector development within the South African agroindustry;
- Strong **organisational skills**;
- **Own network** within the cut flower and/or natural ingredient sectors in South Africa is a strong asset;
- **Practical sector-specific experience** in **cut flowers** and/or **natural ingredients**; experience with **audits for common certifications**, knowledge of quality and other requirements in the European market is an asset;
- 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;
- Capability and flexibility to use various tools (e.g. CRM, MS Teams, Zoom, OneDrive, GetFeedback) and willingness to apply the respective associated usage guidelines;
- Excellent command of written and spoken **English**;
- Strong communication and presentation skills;
- No conflict of interest with partner organisations (e.g. German sector associations, other import promotion programs) and other target groups (e.g. German/European importers or exporters of IPD partner countries).

Please send us a cover letter, your CV, your suggested daily rate, and relevant resumes.

Subject to comparable qualification, handicapped persons will be preferred.

Please send your application by **no later than February 6, 2024** to Dr Andreas Gemählich:  
[gemaehlich@importpromotiondesk.de](mailto:gemaehlich@importpromotiondesk.de)