



sequa gGmbH

Partner of German Business



twinning

Social Dialogue

Private Sector Development

Business Membership Organisations

CSR

consulting

mobility

innovation

trade

impact

development

LED

nucleus

qualification

anti-corruption

project management

programme management

Vocational Education and Training

gender

Our strategy.

Hub between the private and the public sector.

It is sequa's clear-cut strategy to act as a hub between international cooperation and the private sector. Thus sequa mobilises the know-how of the German private sector for international cooperation. sequa supports and advises all partners in the planning and implementation of projects.

- To national and international donor organisations sequa offers efficient and effective management services for international cooperation programmes and projects.
- German partners from the institutionalised private sector are enabled by sequa to introduce and implement their ideas for partnership-based projects into development cooperation via the Business Membership Organisations- (BMO) Partnership Programme and the Vocational Education and Training Partnership Programme.
- The company supports foreign partners in regard to the establishment of future-oriented business and vocational education structures by providing comprehensive expertise.
- European enterprises which want to contribute to the development in transition and developing countries as well as emerging economies can receive support via the developPPP.de programme.
- To trainees as well as skilled personnel and training professionals from Germany sequa offers co-funding for occupational traineeships abroad via the mobility programmes SINDBAD, TRANSDUAL and move-it.

Our claim.

sequa stands for service and quality.

A better business environment in partner countries. More effective business membership organisations. Sustainable social standards. A better access to vocational education and training.

sequa supports these and other objectives in a client-oriented and professional fashion through its programmes and projects. The guiding principle for all these activities is the promotion of the social market economy model as well as vocational education all over the world – both in developing and transition countries and in emerging economies.

sequa is a globally operating development organisation. Since 1991, it has supported the development of the private sector and its bodies as well as the qualification of skilled personnel and executives. In close collaboration with the German private sector, sequa's international cooperation programmes and projects receive both public and private funding. sequa is a non-profit company located in the city of Bonn. sequa's shareholders are Germany's top four business organisations (51%) as well as the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) (49%).

Our business segments.

Capacity building worldwide.

sequa's business segments are Business Membership Organisations, Private Sector Development, Vocational Education and Training, as well as Social Dialogue.



Business Membership Organisations

sequa is an internationally respected centre of competence in the field of capacity building for business membership organisations (BMOs). The company possesses long-standing and varied experience in the cooperation with business chambers and associations. Through service- and dialogue-related consulting, coaching and know-how transfer, sequa provides sustainable support to BMOs regarding the establishment and further development of self-governing private sector institutions in transition, developing and industrial countries as well as in emerging economies.



Private Sector Development

sequa's private sector development activities are based on the social and ecological market economy model: a dynamic private sector is the foundation for economic growth and sustainable development. Thus, sequa supports private sector-oriented framework conditions to strengthen entrepreneurial initiatives. In addition, sequa cooperates with a large number of partners to implement "development partnerships with the private sector" (develoPPP.de) that promote the economic, social and ecological development in transition and developing countries as well as in emerging economies.



Vocational Education and Training

In Germany, BMO organisations and their vocational training centres are the main players in vocational education and training. sequa uses this network to offer project management and process backstopping services for vocational education projects. It identifies and organises the assignment of short-term and long-term experts as well as twinning projects with German vocational education and training centres or qualification measures in Germany. sequa's guiding principle is to integrate theoretical school-based and practical in-company vocational education measures following the example of Germany's dual vocational education and training system.



Social Dialogue

In the business segment Social Dialogue sequa designs projects and programmes with the aim to establish and advance modern, tailor-made dialogue structures both on the company level and the inter-company level. The implementation of these projects and programmes is actively supported by sequa's network partners (especially the support of the sector and regional associations of the shareholder BDA) in Europe as well as in developing and transition countries. It is sequa's goal to create reliable framework conditions for the business activities of both individuals and companies.

Our fields of activity.

Support from an idea to a project.

sequa's core competences comprise the following fields of activity:
Programme Administration, Project Management, and Consultancy.

Programme Administration

As programme administrator sequa coordinates, designs, and accounts for the entire programme implementation process for the respective donor.

Project Management

In Project Management sequa offers the professional implementation of a project or sub-project in all phases of the project cycle – from identification to assessment and planning to reporting, accounting, and impact monitoring. sequa regularly submits project progress reports to its clients and coordinates the activities in different projects and programmes.

Consultancy

sequa offers training and consultancy services for which both internal as well as external experts are assigned.



Our clients.

Institutions and companies.

sequa manages programmes and projects for its clients all over the world.

sequa's main clients are Germany's Federal Ministry for Economic Cooperation and Development (BMZ), other federal and state ministries, the European Commission, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Germany's Foreign Office. Other clients were and are the World Bank/IFC, Siemens, UNIDO as well as private sector-oriented foundations.

Our Advantage.

A strong network for successful projects.

Our network makes the difference: sequa closely cooperates with its shareholders and their member organisations and offices abroad. The company mobilises the know-how and the resources of its shareholders for a sustainable international cooperation.

BDA

The German Federation of Employers' Associations is the umbrella organisation of 48 national sector and 15 regional associations of private employers. BDA's central mission is to represent business interests especially in the field of social policy.

DIHK

The Association of German Chambers of Industry and Commerce, the central organisation for 80 chambers of commerce and industry, represents the economic interests of 3.6 million companies. Its network of offices can be found in over 80 countries.

ZDH

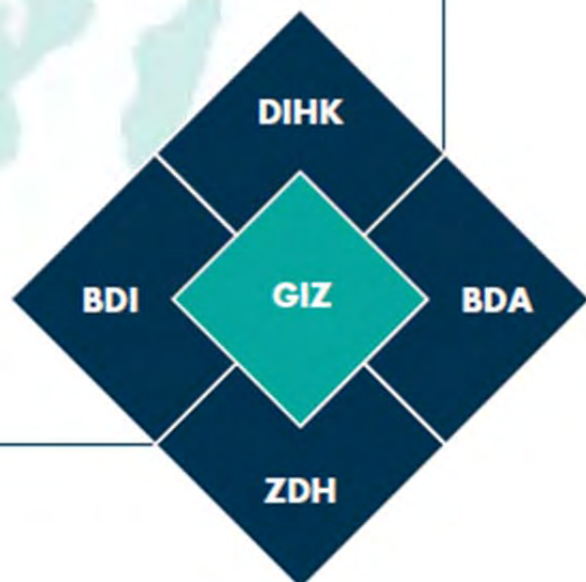
The German Confederation of Skilled Crafts is the apex body of 53 chambers of crafts with over 500 vocational training centres as well as of the small business associations of the skilled crafts sector. The ZDH represents the interests of some 950,000 companies with 5 million employees and 30 % of all German apprentices/trainees.

BDI

The Federation of German Industries is the apex body of industrial sector companies and service providers. It represents the economic interests of more than 100,000 companies with 8 million employees.

GIZ

The Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements development projects and programmes in more than 130 countries. In 66 of these countries GIZ has its own offices. In 2011 GIZ had a staff of some 17,000 employees.



Our strengths.

Business expertise for development.

▶ **Close ties to the private sector**

sequa has direct access to the know-how of the German private sector.

▶ **Service and quality**

sequa's employees work on their own responsibility and with short decision-making processes and offer clients tailor-made services.

▶ **International experience**

In the course of two decades and in more than 100 countries sequa has implemented 750 projects and programmes for a multitude of different donor agencies

▶ **Global network**

Due to many years of cooperation sequa possesses excellent and proven contacts to government institutions, civil society and the private sector all over the world.

sequa gGmbH
Alexanderstraße 10
53111 Bonn/Germany

Fon: +49 (0) 228 98238-0
Fax: +49 (0) 228 98238-19
Email: info@sequa.de

You can find more extensive information on our programmes, projects and funding options on our website.

www.sequa.de

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