



sequa gGmbH  
Partner of German Business

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## sequa's range of services

sequa offers competence and experience in its four business segments BMO Capacity Building, Private Sector Development, Vocational Education and Training, and Social Dialogue.



### BMO Capacity Building

In the field of capacity building for business membership organisations (BMOs) sequa is an internationally respected centre of competence. The company possesses long-standing and varied experience in the cooperation with chambers and business associations as well as the promotion of self-governing bodies of the private sector. sequa's expertise comprises:

- Organisational development of BMOs
- Advocacy and political dialogue of BMOs such as identification and communication of private sector interests, development of reform proposals targeted at improving framework conditions for the private sector implementation of public support programmes, performance of Business Climate Surveys (BCS), creation of a network of civil society structures
- Development and implementation of a range of services for BMO member companies such as technical and commercial trainings, start-up consultancy, information services, business matching services, trade promotion and promotion of trade fairs, office services, access to funding options and market surveys
- Mobilisation of companies through the team of specialists/Nucleus Approach, development and enhancement of corporate social responsibility and/or anti-corruption initiatives of BMOs
- Establishment and promotion of business women associations
- Support of BMOs in conflict and post-conflict countries
- Qualification of BMOs for an active role in local economic development
- Assessment and evaluation of BMOs for project cooperation



### Private Sector Development

sequa's private sector development activities are based on the social and ecological market economy model: sequa supports private sector-oriented framework conditions that promote entrepreneurial initiatives. sequa's services comprise the topics:

- Development of corporate services (Business Development Services)
- Creation of conducive framework conditions
- Trade promotion
- Promotion of small and medium-sized enterprises
- Local and regional economic development
- Cleaner production
- Value-added chains

sequa's range of services



## Vocational Education and Training

In Germany, BMOs and their vocational training centres are the main players in vocational education and training. sequa uses this network to offer project management and process back-stopping 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 company-based vocational education measures following the example of Germany's dual vocational education and training system. sequa's range of services comprises:

- Development, introduction and adaption of curricula
- Establishment of certification systems including implementation of task analysis and development of competence-based standards
- Practice-oriented training of trainers and teachers
- Set-up, adaption and reorganisation of training workshops
- Establishment and consultancy of dialogue structures between the public and the private sector
- Organisational consulting for educational institutions
- Occupational orientation and consultancy measures
- Design und implementation of preparatory vocational measures
- Measures for specific target groups such as the socially disadvantaged, the disabled or migrants
- Implementation of mobility programmes for trainees, skilled personnel and training professionals.



## Social Dialogue

In the business segment Social Dialogue, sequa designs projects and programmes which 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 or regional associations of the shareholder BDA) in Europe as well as in developing and transition countries. sequa's offers cover the following topics:

- Wage autonomy
- Industrial relations
- Participation rights
- Occupational health and safety
- Industrial environmental protection