

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 international expert to support IPD activities in the natural ingredients sector in Madagascar

Location: Madagascar

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 1st, 2012. Beginning on July 1st, 2021, it is active in its fourth project phase. This phase will last until December 31st, 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 the IPD Expert Sourcing + Markets in the preparation, organisation and implementation of sourcing missions in Madagascar. Goals of these missions are the evaluation and selection of exporters in the natural ingredients sectors via virtual discussions and onsite visits of production and processing facilities.
- **Cooperation with Business Support Organizations (BSOs):** Coordinate and exchange with relevant sector BSOs in the natural ingredients sector in Madagascar.
- **Documentation** and monitoring of activities.

Your Qualification / Skills

- At least **5 years of practical experience** in the international natural ingredients sectors and the demand side in Europe (experience in Madagascar is an asset);
- Long-term experience in **consulting agricultural production companies**, audits for common **certifications**, knowledge of **quality** and other **requirements in the European market** for natural ingredients;
- Long-term experience in **trade promotion** between developing countries and Germany/Europe;
- Experience in implementing sector strategies;
- Excellent command of written and spoken **English** and **French**;
- **Strong organisational skills** and high flexibility;
- Strong communication and presentation skills;
- 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;
- Readiness to travel to Madagascar;
- No conflict of interest with partner organisations (e.g. German sector associations, other import promotion programs) and other target groups (e.g. 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 9th of February 2024** to Charlotte Braquet, braquet@importpromotiondesk.de.