



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 60 m in 2023.

As of 01.03.2025 we are looking for a

## Short-term B2B Sales Expert (Matchmaker) in the field of “Natural Ingredients for Cosmetics” (m/f/d)

Location: European Union  
Assignment Period: 03/2025 – 12/2025 (we intend to conclude a frame-contract with a budget of days)  
Project: Import Promotion Desk

### The Project

Together with the German Wholesale, Foreign Trade and Services Association (BGA) and other partners, we are implementing the "Import Promotion Desk (IPD)" project. The project gives small and medium-sized enterprises from the partner countries access to the European market and supports them in establishing trade relations.

The aim is to integrate the partner countries into global trade and thus make a contribution to sustainable economic development in these countries. The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The IPD is part of the "Partners in Transformation - Business & Development Network", in which BMZ's activities for economic actors are organised.

### Your Tasks

As a Short-term B2B Cosmetic Sales Expert (Matchmaker), you will work closely with pre-selected suppliers from developing countries, who are part of the IPD project, helping them find and secure business opportunities with clients in Europe. Your role will involve understanding both the suppliers' needs and the specific market requirements in Europe to facilitate successful partnerships and long-term business relationships.

Key responsibilities include:

- Engage with IPD-selected cosmetic SMEs from developing countries to understand their product offerings, production capabilities, and business goals.
- Identify relevant European market trends and the specific needs of European businesses, including retailers, distributors, and beauty brands.
- Match IPD-selected cosmetic SMEs with suitable European clients based on product quality, pricing, and market demands.

- Facilitate effective communication and negotiations between IPD-selected cosmetic SMEs and European clients, ensuring smooth business transactions.
- Track and report on the success of matchmaking efforts, ensuring high levels of satisfaction for both suppliers and clients.

## Your Profile

- A minimum of 5 years of experience in B2B sales, matchmaking, or business development, within the cosmetics or beauty industry.
- In addition to relevant experience, a strong network within the cosmetics sector is a must for this role, as it is considered an essential requirement.
- In-depth understanding of the cosmetics market, including suppliers from developing countries and the European market.
- Familiarity with international trade, logistics, and regulatory requirements within the European cosmetics sector.
- Strong communication, negotiation, and interpersonal skills, with the ability to work across cultures and geographies.
- Proven ability to build and maintain long-term B2B relationships.
- Fluency in English is required; additional languages such as French, Spanish, or German are an advantage.
- Excellent organizational skills, adaptability, and intercultural competence.
- Ability to work effectively with diverse stakeholders in complex, fast-paced environments.
- Familiarity with IT tools (e.g., MS Teams, Zoom, ownCloud, GetFeedback) and willingness to adopt new tools.
- Willingness to travel regularly, particularly within Europe, with occasional international travel.
- No conflicts of interest with counterparts, partner organizations, or other target groups, such as European importers or exporters from IPD partner countries.

## Our offer

We offer you the opportunity to work in an extremely committed team in an international environment and a responsible area of responsibility with short decision-making processes.

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 January 30th, 2025 to Angie Martinez: [martinez@importpromotiondesk.de](mailto:martinez@importpromotiondesk.de)