



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 01.01.2025 we are looking for a

## Short-term expert in the Sustainable Seafood Sector (m/f/d)

Location:	European Union or IPD Partner Country (e.g. Peru, South Africa)
Assignment Period:	01/2025 – 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

We are looking for sector experts in one or several of the following areas:

- **Fact Finding / Sourcing missions to IPD partner countries:** Support IPD's "Experts Sourcing + Markets" in the preparation and implementation of fact finding & sourcing missions especially in South Africa, Peru and/or other IPD partner countries. Goal of these missions are to find, evaluate and select suitable exporters for the IPD programme in the sustainable seafood sector via virtual discussions and onsite visits. Main tasks of the consultant will be to search for suitable companies, and coordinate the company 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 (e.g. quality, marketing, certification, sustainability).

- **Matchmaking:** Bring in and build a network of European buyers for exporters from IPD partner countries, select and prepare IPD exporters, match IPD exporters at European trade fairs and other matchmaking events.
- **Follow-up:** Carry out periodic follow-up of companies' progress and the status of business relationships with European companies.
- **Cooperation with Business Support Organizations (BSOs):** Implement export relevant services for SMEs within local BSOs in the Seafood sector in selected partner countries (especially South Africa, Peru and/or other IPD partner countries).
- Documentation and monitoring of activities.

## Your Profile

- At least **5 years of practical experience in the international Seafood sector** and the **demand side** in Europe with practical experience either in South Africa, Peru or at least one other IPD partner country;
- Profound knowledge on **sustainability aspects in the sector** and the current developments;
- Good **network** of European actors in the Seafood sector;
- Long-term experience in **trade promotion** between developing countries and Germany / Europe;
- 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; Knowledge of business culture in IPD partner countries;
- Excellent command of written and spoken **English**, other languages are an advantage (e.g. Spanish, French, Arabic);
- Strong communication and presentation skills;
- Capability and flexibility to use various tools (e.g. CRM, MS Teams, Zoom, ownCloud, b2match, GetFeedback) and willingness to apply the respective associated usage guidelines;
- Readiness to travel regularly worldwide;
- No conflict of interest against counterparts, 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).

## 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 15, 2025** to Lea Reinhardt:

[reinhardt@importpromotiondesk.de](mailto:reinhardt@importpromotiondesk.de)