

Supported by



Federal Ministry
for Economic Cooperation
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In the context of



Partners in
Transformation
Chambers and
Associations

Implemented via



BMO Partnership Programme

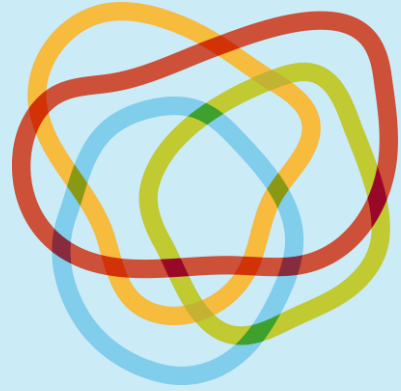
Bettina Müller

Lahore, 20.02.2025

Content

1. **Company Profile - sequa gGmbH**
2. **The BMO Partnership Programme**
3. **The Typical BMO Partnership Project**



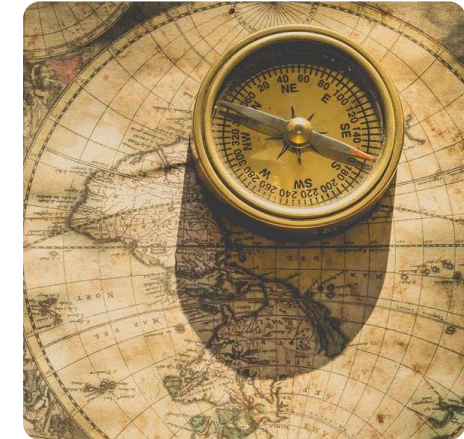


1. Company Profile - sequa gGmbH



Shareholders and Partner network

sequa is a company with a private-public shareholding



Confederation of German Employers' Associations

- 48 Sector associations
- 14 Regional associations



Federation of German Industries

- 40 Sector associations
- 15 Regional associations
- 100,000 Enterprises



German Chamber of Commerce and Industry

- 79 Chambers of commerce and industry
- 250 Trades
- ~ 800,000 Trainees
- 15,000 Trainers
- 300 VET centres
- 3,6 m Enterprises
- 140 Offices in 94 countries



Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)

- 120 International Offices
- 24,900 Employees



German Confederation of Skilled Crafts (ZDH)

- 53 Chambers of skilled crafts
- 12,000 Trainers
- 500 VET centres
- 363,000 Trainees
- 1 m Enterprises
- 49 Branch confederations
- > 130 Trades

Company Profile - sequa gmbH

1.500 projects in over 100 countries

Shareholders



Facts

- Non-profit
- Private-public company
- Founded in 1991
- HQ in Bonn
- Turnover of EUR 71 m in 2022
- 100 staff members

Services

- Programme Management
- Project Management
- Consulting

Topics

Private Sector Development

- Business Membership Organisations
- Vocational Education and Training
- Trade Promotion

Strengths

- Business orientation
- Service and quality
- International experience
- Worldwide networking
- Short distances

Clients





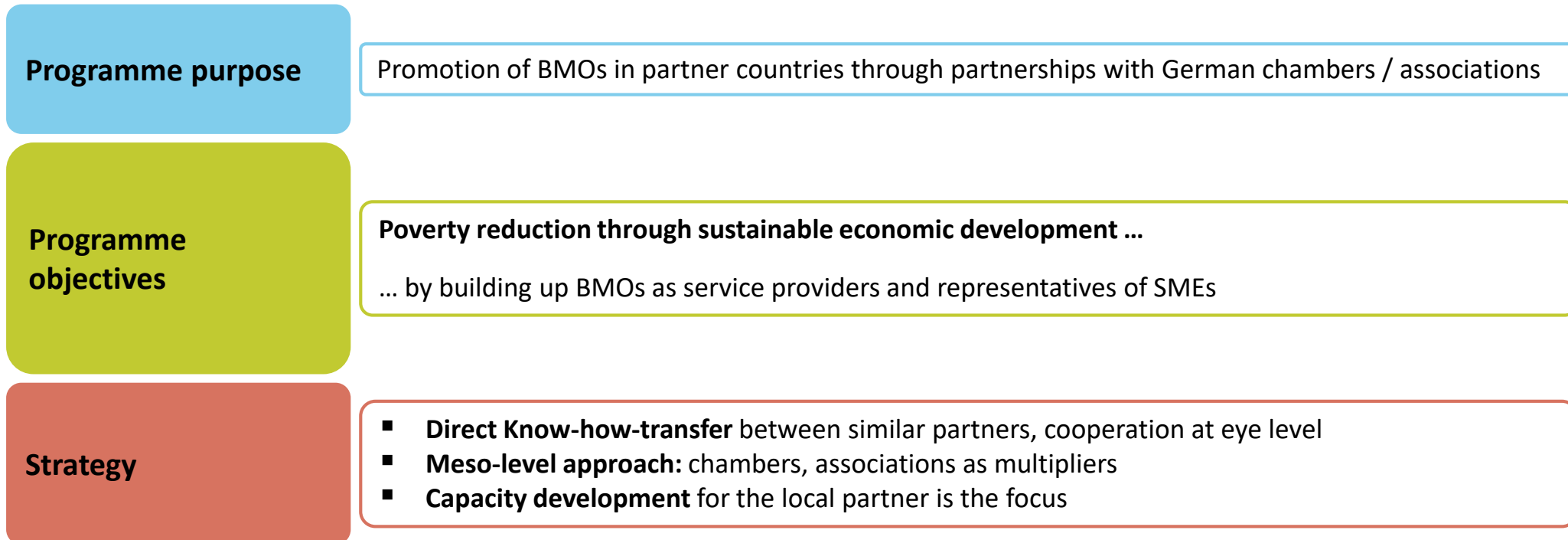
2. The BMO Partnership Programme



2. The BMO Partnership Programme

Programme concept

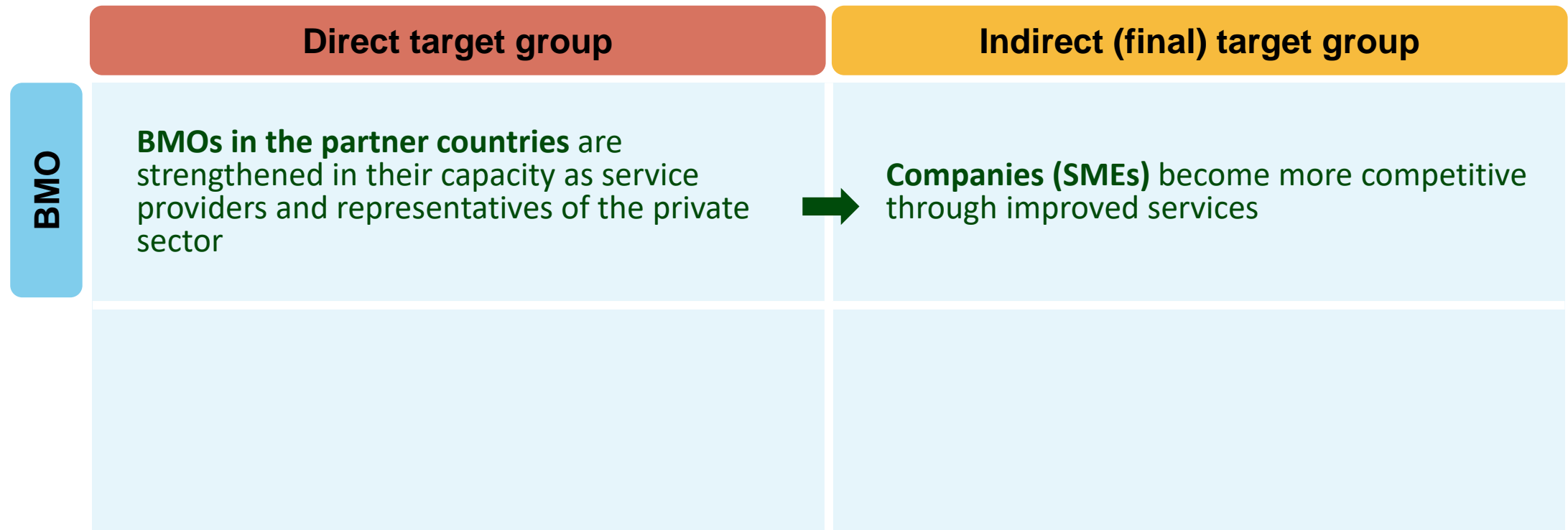
Contribution to poverty reduction through sustainable economic development



4. The BMO Partnership Programme

Target groups

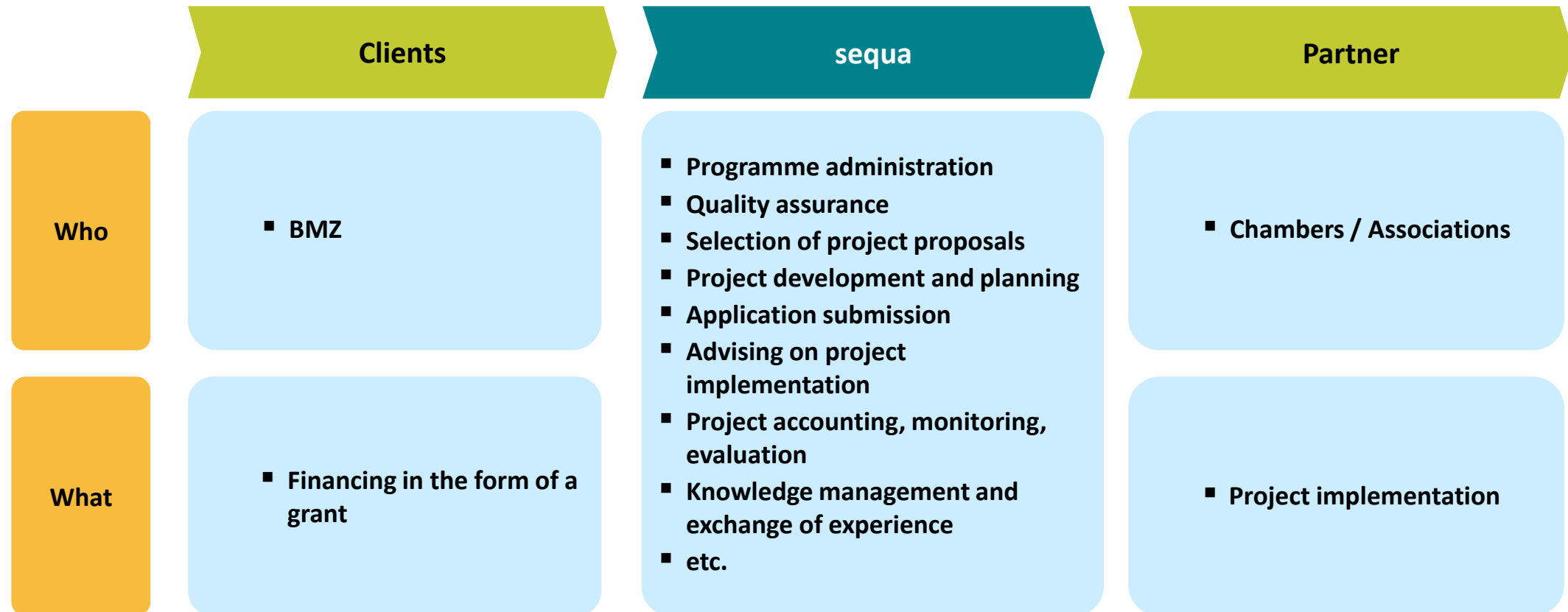
Broad impact through a meso-level approach

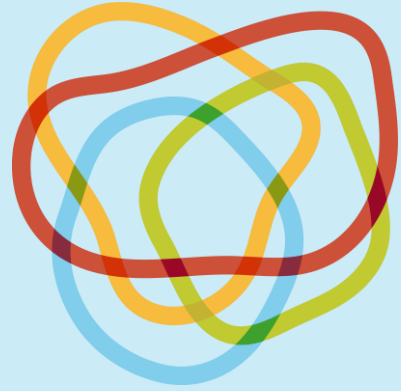


2. Partners in BMO Partnership Projects

Role of sequa

sequa is a programme coordinator for the BMZ





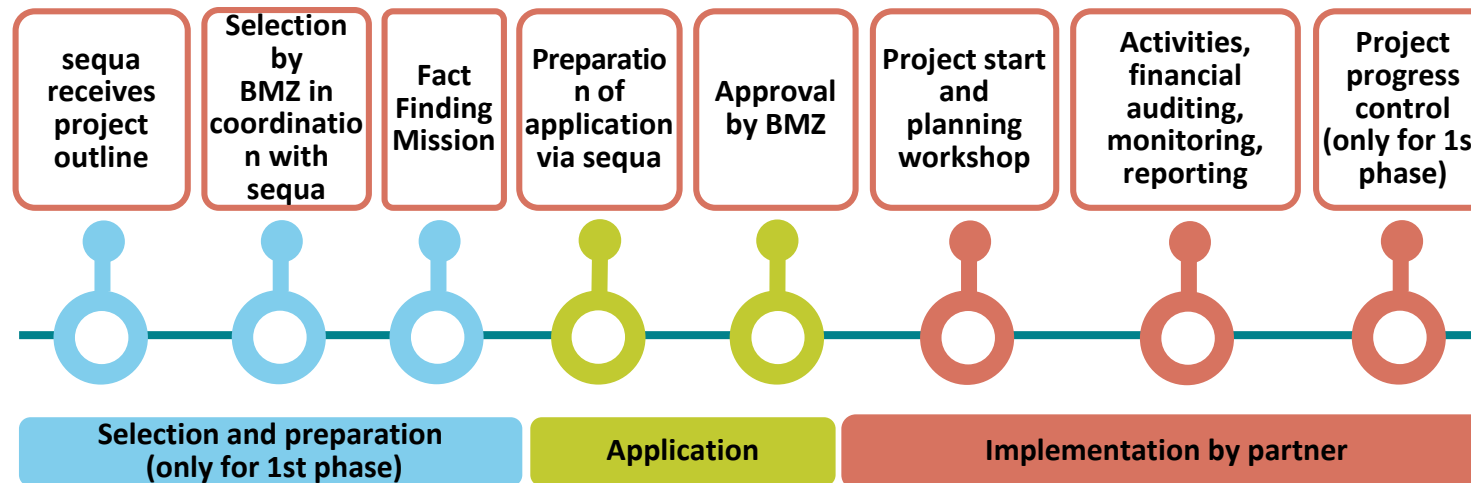
3. The Typical BMO Partnership Project



3. The Typical BMO Partnership Project

Project process

Partner's responsibility with built-in quality assurance



3. The Typical BMO Partnership Project

Basic facts

Long-term cooperation of similar partners at eye-level

Duration

- Up to two phases of e.g. 2-3 years

Areas of Cooperation

- Improvement of internal structures and management of local partner(s) /
Development of (new) services offered to members /
Support for advocacy and policy dialogue /

Measures financed

- Long- and short-term consulting
- Trainings and workshops
- Study and delegation trips
- Equipment (limited)
- Public relations

3. The Typical BMO Partnership Project

Possible areas of cooperation in a BMO Partnership Project

Know-how transfer and capacity building as focal points

Organisational development

- E.g. improvement of organisational infrastructure, improvement of communication with/between members (membership management and recruitment, newsletters, forums), development of management systems

Demand-oriented services

- Needs analysis among SMEs
- Development of income-generating services: e.g., training, trade fair visits, business exchanges, matchmaking, economic data, legal advice, etc.

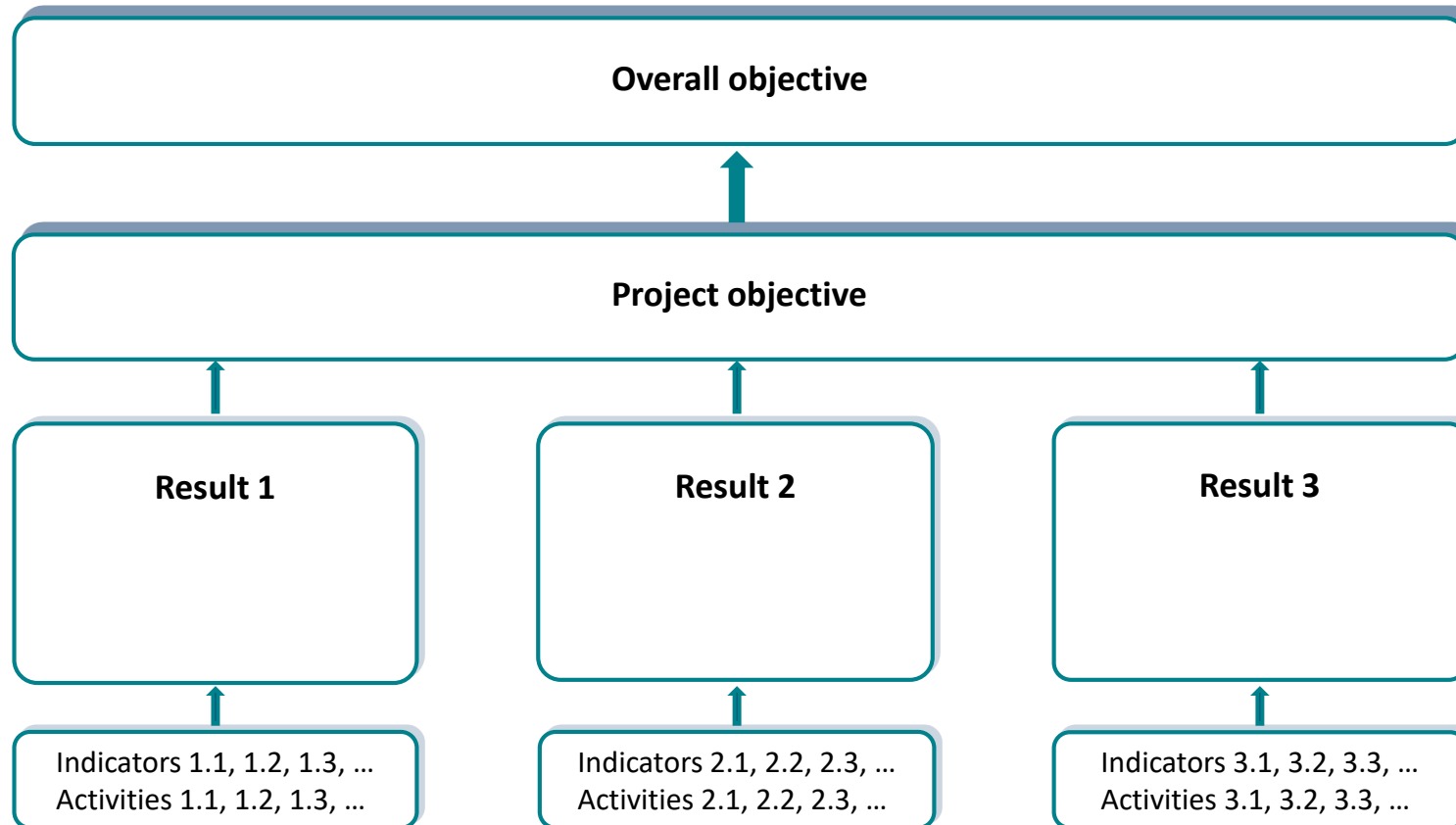
Strategy

- Formation of a partner network for joint advocacy
- Identification of new network partners
- Establishment of a regional contact point for SMEs

3. The Typical BMO / VET Partnership Project

Project logic

The project planning matrix is a central monitoring instrument



sequa gGmbH

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