



Open Call

Train-the-Trainer Programme for Export Services in Cambodia

Strengthening Cambodia's Export Services

Implemented by sequa in cooperation with the Ministry of Commerce of the Kingdom of Cambodia within the framework of the GIZ programme *EU-German Global Access and Trade Expertise (EU-German GATE)*

1 Background and Objective

Within the project "*Strengthening Cambodia's Export Services*", sequa aims to strengthen the local ecosystem of export-related service providers by enabling Cambodian freelance consultants and representatives of business support organisations (BSOs) to **develop, professionalise, and commercialise high-quality export services** for Cambodian small and medium-sized enterprises (SMEs).

To this end, sequa will implement a series of **exclusive Train-the-Trainer (ToT) programmes**, each focusing on a specific export-relevant service area. The objective is to enable participants to **offer these services independently as a commercial, income-generating activity** to export-oriented companies, particularly those targeting ASEAN and EU markets. This Open Call invites qualified and highly motivated candidates to apply for **one or several of the planned ToT programmes**.

2 Planned Train-the-Trainer Programmes (Service Areas)

Applicants may apply for **one or multiple service areas**. Each service area represents a **stand-alone ToT programme**.

Planned service areas include:

- 1. Export Readiness Assessment (May 6th to 11th 2026 in Phnom Penh, including the weekend for company visits)**
Structured assessment of companies' export preparedness for the EU market, including organisational capacity, product quantity and quality, pricing, documentation, and standards, with clear recommendations for international market entry.
- 2. Sales & Communication Skills for International Markets (May 25th to 28th 2026 in Phnom Penh)**
Sales techniques, elevator pitches, value propositions, USPs, storytelling, intercultural communication, buyer understanding, and professional pitching for international buyers.
- 3. Digital Marketing & Online Presence for Export Promotion (June 8th to 12th 2026 in Phnom Penh)**
Supporting companies in improving websites, company profiles, digital marketing materials, social media presence (LinkedIn, Facebook, Instagram), and the use of AI tools for content creation and outreach.
- 4. Export Documentation Guidance (June 29th to July 3rd 2026 in Phnom Penh)**
Practical guidance on export procedures, documentation requirements, customs processes, packaging, shipment, and shipment of samples to European markets.

5. **AI Solutions for Export Promotion (August 17th to 28th 2026, entirely online, excluding the weekend)**

Practical application of artificial intelligence (AI) tools to support export promotion, including market research, process optimization, lead generation, customer targeting. Availability of very good internet connection is essential for participation in the course!

6. **Export Strategy (tbd)**

Support for companies in developing clear and realistic export strategies, including market selection, buyer analysis, positioning, entry modes, and prioritisation of target markets.

Applicants can indicate **clearly which training(s) they are applying for**. Selection will be conducted **per service area**.

3 What Participants Can Expect

- High-quality Train-the-Trainer programmes delivered by international experts
- Practical, hands-on learning with strong business orientation
- Individual coaching to refine service offers
- Increased visibility within the Cambodian export promotion ecosystem
- Opportunity to position themselves as professional service providers
- Certificate for top-performing participants (subject to final criteria)

The following **training format** can be expected:

- Format: Hybrid (onsite in Cambodia and online)
- Structure:
 - Group training sessions
 - Individual coaching sessions
- Duration:
 - Approximately 5 working days per training, including group sessions and coaching
- Language: English

These are **exclusive, intensive programmes**. Participation requires full commitment for the entire training duration.

Top-performing participants may receive a **certificate**, issued in cooperation with MoC and/or relevant business support organisations such as **CAMFEIA, CFF, and CSPF** (final modality to be confirmed).

4 Target Group and General Minimum Requirements

- Cambodian **freelance consultants**
- Representatives of **business support organisations (BSOs)**
- Participants from different regions of Cambodia
- **10 participants per training**

The programmes are designed for candidates who intend to **actively use the acquired skills as part of their professional career** and offer the respective services to companies.

Applicants must meet the following minimum requirements:

- Strong interest in developing **export-related services as a business opportunity**

- Willingness to:
 - Attend the **full training programme**
 - Pilot the first service offering (e.g. at a reduced price)
- English communication skills (working level)
- Freelance consulting experience is an advantage

Additional technical requirements apply **depending on the selected training(s)** and will be assessed during the application process.

5 Selection Process and Registration

Interested applicants are invited to apply online. All applicants will be asked to:

- Confirm that they meet the **general minimum requirements**
- Provide information on their **previous professional experience**
- Explain their **career alignment** with the selected service(s)
- Outline their **motivation** to participate and to offer the service commercially after the training

Applicants may apply for one or several Train-the-Trainer programmes. Each application will be assessed separately per training. Selection will be competitive. Participation is limited to ensure high quality and intensive coaching.

Detailed information on each training programme, including specific minimum requirements, training focus, time commitment and implementation details, is available via the respective registration link below.

1. Export Readiness Assessment

Train-the-Trainer Programme

🔗 Registration link: [Train-the-Trainer Programme on Export Readiness Assessment](#)

2. Sales & Communication Skills for International Markets

Train-the-Trainer Programme

🔗 Registration link: [Train-the-Trainer Programme on Sales & Communication Skills for International Markets](#)

3. Digital Marketing & Online Presence for Export Promotion

Train-the-Trainer Programme

🔗 Registration link: [Train-the-Trainer Programme on Digital Marketing & Online Presence for Export Promotion](#)

4. Export Documentation Guidance for EU Markets

Train-the-Trainer Programme

🔗 Registration link: [Train-the-Trainer Programme on Export Documentation Guidance](#)

5. AI Solutions for Export Promotion

Train-the-Trainer Programme

🔗 Registration link: [Train-the-Trainer Programme on AI Solutions for Export Promotion](#)

6. Export Strategy

Train-the-Trainer Programme

🔗 Registration link: [tbd, please let us know by email to the contact below if you are interested]

6 Contact

For questions related to the application process or technical issues with the registration, please contact:

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Please note that individual feedback on applications or pre-assessments of eligibility cannot be provided.