



EUROPEAN COMMITTEE FOR STANDARDIZATION  
COMITÉ EUROPÉEN DE NORMALISATION  
EUROPÄISCHES KOMITEE FÜR NORMUNG

This document contains two calls:

**Call for Expert for the Position of a Seconded European Standardization Expert in China (Phase VI – SESEC VI)**

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**Call for a Beijing-based provider of furnished office space, HR support, and other support services in the framework of SESEC VI**

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## **IMPORTANT:**

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**The tenderer can provide his/her application to either or both calls.**

## TERMS OF REFERENCE

### For the selection of a Seconded European Standardization Expert in China

#### **I) BACKGROUND INFORMATION**

SESEC VI (Seconded European Standardization Expert in China) builds on nearly 20 years of EU-China cooperation in standardization (since 2006). Its core objective is to strengthen mutual understanding, promote the European Standardization System in China, and support technical alignment to reduce barriers to trade and enhance regulatory convergence. The project fosters dialogue between European and Chinese stakeholders, delivers strategic intelligence, and supports policy development through targeted engagement and outreach activities.

In 2022, the EU unveiled its Standardization Strategy, aimed at enhancing Europe's role in shaping global standards for emerging technologies and industries. The strategy focuses on ensuring that European values, such as sustainability, safety, and fairness, are reflected in international standards, particularly in areas like digitalization, artificial intelligence, and green technologies. One key goal is to increase Europe's influence in global standard-setting bodies, reducing reliance on non-European countries for standards development. The EU also aims to streamline and modernize its own internal processes for creating and adopting standards, making them more agile and responsive to technological advancements.

The strategic importance that China gives to standardization in support of its industrial and technological global leadership ambitions has made the topic of standardization more relevant than ever in Europe and elsewhere. The Belt and Road Initiative, Made in China 2025, China Standards 2035, the new National Standardization Development Outline, to name a few, are the various initiatives that China has undertaken. Standardization has never been so close to power politics or so high up on political agendas. China sees that standardization can play a pivotal role in strengthening its research and development ecosystem by increasing the capacities of the sectors, especially in critical and emerging industries like AI and quantum. The incentive is to create policies to improve the oversight and guidance of the standardization process.

The three European Standardization Organizations (ESOs) - CEN, CENELEC and ETSI - therefore propose to continue with a sixth phase of the Seconded European Standardization Expert in China (SESEC VI) to provide consistency and continuity of Europe's presence in this major trading partner country going through significant changes that have implications for the whole world. Strengthened intelligence gathering and high-quality analysis as well as bridge building between relevant bodies are considered crucial for Europe to deal with challenges under the above-mentioned new context. The SESEC VI project is co-funded by EC and EFTA who are part of the Steering Committee for this project.

## **II) OBJECTIVES OF THE POSITION**

Note: Pending the signature of the corresponding contract between European Commission and CEN.

### **Scope**

As the previous SESEC projects, SESEC VI is seeking a European standardization expert to operate in China with the task to channel the interests of the European standardization community in China as a whole. SESEC VI's emphasis is on intelligence gathering and analysis on development of standardization strategies, planning and priority topics in China. The SESEC VI project will also continue to support European standardization-related policies and market access issues for European stakeholders.

### **Objectives**

The overall objectives of SESEC VI will be:

- To monitor, gather and analyse regulatory and standardization information in order to raise level of awareness in EC, EFTA, and ESOs and provide recommendations whenever possible,
- To improve contacts between the Project Partners and relevant players in the Chinese administration, industry and standardization bodies,
- To promote the value and principles of the European Standardisation System (European Regulatory Model) in China and facilitate dialogues
- To facilitate technical discussions to remove technical barriers to trade.

The following elements are carried forward in the current project for meeting the above overall objectives:

- SESEC VI will ensure continuity in as far as the SESEC represents the European Standardization Organizations (CEN, CENELEC, and ETSI), the European Commission and EFTA.
- SESEC VI will prioritize the provision of intelligence services and ensure efficient and effective communication to enable partners and European stakeholders to acquire a deep understanding of the Chinese standardization and related landscape.
- SESEC VI will support to catalyse EU-China cooperation at both technical and policy level in relation to standardization.
- SESEC VI will respond to European businesses' enquiries in support of their access to the Chinese market.
- SESEC VI will rely on information about European standardization to Chinese counterparts and revert Chinese feedback to partners.

## **III) DESCRIPTION OF THE POSITION**

### **General**

The candidate for the SESEC Expert position will have to be at ease and confident with various different types of responsibilities and roles, in particular the following ones by order of priority:

1. **Advisor:** monitor policy and strategic developments in China that may have an implication for standardization and analyse their impact on European interests; necessitates an expert equipped with deep knowledge on the Chinese legislative, regulatory and political environment, effective network to navigate and source information, strategic mind to plan project activities along different time-lines, as well as proactive initiative to approach European stakeholders to discuss and advise on the impact.
2. **Representor:** act as a face, contact point and representative on all standardization and relating issues both for European stakeholders approaching China and for Chinese counterparts as a first entry point to the European system; necessitates an expert with an overarching, yet detailed understanding of the interests of the parties he/she represents and the willingness to continuously learn and stay up to date with the changing issues, rules, and interests of the partners.
3. **Networker:** ensures that cooperation between European and Chinese counterparts improve, through the development, maintenance and deepening of contacts to the right layers of governance (be it on the regulatory, standardization or technical levels); necessitates a captivating character, who can approach people of all levels, gender and background with the view of expanding the contact-base of the European parties for possible future cooperation.
4. **Promoter:** undertakes promotional and visibility activities that are aimed at improving the visibility of the European standardization system in China; necessitates a confident and charismatic expert, who can convey complicated messages to any audiences, plan and execute the publication of promotional material, keep the SESEC website updated and deliver the right message at the right time to the right people.

## Job description

The SESEC Expert will act as de facto extended arms of Project Partners in Beijing and fulfil the following functions:

- Conduct research about policy and strategic developments in China that impact standardization priorities, identify opportunities for European businesses, plan actions to exploit the opportunities when requested, provide information and strategic advice to partners and industry, and attend relevant meetings of ESOs' advisory bodies where appropriate
- Forward information regularly about the Chinese standardization and related policy landscape to relevant stakeholders through deliverables and stakeholder events such as webinars, newsletters, special reports and direct mailing
- Act as a focal enquiry point of the European standardization community for both Chinese and European stakeholders and represent the ESOs at events, trainings and meetings
- Establish links between ESOs and relevant bodies in China and contribute to shaping the terms of the dialogue, both at institutional level as well as in specific

industry sectors

- Identify, establish, categorize, maintain and improve contacts with Chinese government agencies, standardization organisations and relevant market players on an evolving basis to enable policy and technical influencing
  - Promote the uptake of international and global standards, identified European standards (particularly Harmonised standards), the European regulatory model supported by standardization (the New Legislative Framework) with above-mentioned contacts, during all types of encounters with them
  - Make use of the staff from the EU/Member States (MSs) projects, chambers of commerce and European companies to form part of a European influencing community
  - Work closely with the EU Delegation to China and EC (e.g. DG GROW) and provide support to various EU-China dialogues (standardization issues) by giving strategic/technical input when requested or establishing effective people-to-people connection when necessary
  - Provide operational support to ESOs, EU, and EFTA activities in China
  - Manage, timely update and promote the SESEC website with the support of the assistant(s), and when necessary with the guidance and support of the Project Management Partner
  - Organize networking events
  - Manage the Project Team (support staff)
  - Regularly inform/report the CEN Project Manager on project activities and status
  - Report activities to the Steering Committee and act upon its specific requests
  - Manage incidental budget in a responsible manner and provide upon request of CEN the details/evidences on the expenditures
- **Specific Requirements**
    1. University degree minimum, preferably in economics or engineering
    2. Fluent in English (both spoken and in writing)
    3. Business level Chinese language proficiency
    4. Substantial knowledge of the standardization system at European and International level
    5. Substantial knowledge of the Chinese standardization system and up to date knowledge of Chinese standardization strategies and policies
    6. Profound knowledge of China's industrial and trade policies
    7. More than 10 years of working experience within/dealing with Chinese government institutions and/or businesses
    8. Substantial exposure to the Chinese culture, society, education, and work life
    9. Experiences of working in a European and/or international environment
    10. Legal authorization to work in China

- **Generic Requirements**

11. Strong analytical skills
12. Effective reporting (oral & written)
13. Strategic thinking
14. Strong interpersonal and diplomatic skills, ability to communicate effectively with a wide range of contacts and public speaking skills
15. Management skills (time, planning, tasks, resources, people)
16. Good team player

## **Timeline**

The project runs for 12 months:

- 1) month 1 **Recruitment** phase (for 1 month)  
From the publication of the call for candidates to the recruitment of the expert. The Steering Committee can decide depending on the situation if the recruitment phase could be shortened.
- 2) month 2 **Training** phase (for 1 month)  
Expert training in Brussels (with CEN, CENELEC, EC, and EFTA) and Sophia Antipolis (ETSI) in standardization and regulatory matters; and establishing work methods, expectations and communication channels.

The first six months of the project will also ensure that the broad objectives are narrowed down into concrete, focused topics for the first year of the execution phase. Consequent planning for the following two years will take place during the execution phase.

- 3) month 3 - month 12 **Execution** phase (for 10 months)  
The expert is established in Beijing, undertaking the tasks according to the objectives of the project as described before. The expert is allocated a maximum of 240 service days for the operational year.

## **IV) METHODOLOGY**

The SESEC VI project will be managed by CEN and supported by a Steering Committee composed of representatives of EC, EFTA, CEN, CENELEC, and ETSI.

The CEN Project Manager shares the responsibility for the implementation and correct running of the project with the other ESO partners, CENELEC and ETSI. The CEN Project Manager is the main contact point for the project and will provide the secretariat of the Steering Committee, in addition to its role as a member of the Steering Committee.

The Steering Committee controls the implementation of the project. The Steering Committee provides guidance and strategic direction in order to maximize the returns of the project. It contributes to the setting of priorities and oversees the action plans.

The SESEC VI Project Team, composed of the Expert and the support staff, will be located

in Beijing in premises selected through a specific Call for Tender (see the second part of this document).

## **V) LOGISTICS AND TIMING**

### **Location**

The SESEC VI Expert will be located in Beijing, in the vicinity of the EU Delegation and the EU/EFTA related European Organizations (Chaoyang District).

### **Commencement date & Period of execution**

The contract between CEN and the successful SESEC VI Expert candidate is strictly conditioned to the signature of the SESEC VI specific agreement with the necessary project funding between CEN and the EC.

The commencement date of the SESEC VI project will be at the signature of the contract between CEN and the SESEC VI Expert. After the training period with project partners, the SESEC VI Expert will operate from Beijing for a period of up to 12 months.

The training period and content may be shortened or skipped upon decision by the Steering Committee.

## **VI) FINANCIAL INFORMATION**

A competitive financial budget (in Euros) has been dedicated to the SESEC VI project, in order to cover the SESEC VI Expert work (as well as the support staff, the office costs and other project related expenses which are covered by a separate call).

The price offer (in Euros) for the will be assessed based on the candidate's level of expertise, without exceeding the available budget as foreseen by the project. Invoicing and payments will be in Euros (€).

Shortlisted candidates will be invited for interviews. Interviews will primarily take place in virtual forms. In case of physical interviews for a second round, candidates have the possibility to contact the Project Manager CEN in order to request the reimbursement of flight (economy class) and hotel costs incurred for the participation in the SESEC VI interview. Strict conditions apply to this reimbursement, including an ex-ante approval by CEN of all planned costs. Eventually, only real costs justified by the adequate supporting documents will be reimbursed.

## **VII) TENDER DOSSIER**

Interested candidates, be they individuals or legal entities, should provide:

- A detailed expert CV, highlighting experience corresponding to the specific requirements of this call;
- A motivation letter, explaining how the candidate intends to meet the objectives, and showing that the candidate understands the overall aim of the project;

- A detailed budget offer (in Euro only) including number of man-days per year and total budget (in Euro);
- A declaration of availability, exclusivity and absence of conflict of interest: the proposed expert must declare his/her full-time availability for the planned period of the assignment, i.e. from November 2025 to October 2026 and that, if selected, the only remunerated activity in that period will be SESEC VI. Moreover, he/she will declare that any other private or public non-remunerated activity performed will not generate conflict of interest with the SESEC VI expert position
- Annexed Application Form below duly filled in

Reference letters will be taken into consideration only if relevant to the SESEC VI project.

The deadline for the submission of the candidatures is **Friday 31 October, 2025, 23h59 Brussels time (CET)**.

This deadline applies to the date/time indicated in the e-mail containing the electronic candidature.

Candidatures shall be sent in **electronic format ONLY to:**

Ms. Elke MARTENS  
CEN and CENELEC  
Project Manager International Policy  
[emartens@cencenelec.eu](mailto:emartens@cencenelec.eu)

Only applications that are sent by no later than the above indicated deadline and contain **complete dossier** required without any conflict of interest will be considered valid.

## **VIII) DURATION OF THE TENDER AND SELECTION CRITERIA**

This call for tender is published on the respective websites of CEN, CENELEC, and ETSI on 26 September 2025 and remains available for five calendar weeks, until 31 October 2025.

This call for tender is also distributed within the CEN, CENELEC, and ETSI networks in order to ensure maximal transparency and exposure. Other dissemination channels may be used by project partners, as deemed appropriate.

The candidatures for SESEC VI Expert will be examined and final candidate will be confirmed by a selection panel composed of representatives from CEN, CENELEC, ETSI, EC, and EFTA.

### **Selection methodology**

This selection will be made on the basis of the **best value for money** in order to respect a fair treatment between the candidates

## TERMS OF REFERENCE

### **For the selection of a local provider (in Beijing) proposing Support Services in the framework of the Seconded European Standardization Expert in China Project (SESEC VI)**

#### **I. General description of the project and rationale for the present call for proposals**

##### **SESEC VI project structure:**

The SESEC VI project is co-funded by the European Commission (EC), the European Free Trade Association (EFTA). The European Committee for Standardization (CEN) is the project lead. The Steering Committee is composed of the previously named Project Partners along with the European Committee for Electrotechnical Standardization (CENELEC) and the European Telecommunications Standards Institute (ETSI).

CEN, as SESEC VI Project Manager, is responsible for the implementation and the correct running of the project.

The SESEC VI Expert (subject to a separate call) will be located in Beijing in premises and with support services selected through this Call for Tender.

##### **Scope and objectives**

See Section III of the Terms of Reference of the Expert (page 3) for Project scope and objectives.

This call aims to select the Support Services needed by the Expert to ensure the proper execution of the SESEC VI Project in Beijing, including:

- Provision of furnished office space for max 3 people with associated services
- Provision of support staff
- Other general and administrative services

##### **Commencement date & Period of execution**

The expected duration of the provision of the relevant services is 12 months.

The contract between CEN and the successful Support Services provider is strictly conditioned to the signature of the SESEC VI specific agreement with the necessary project funding between CEN and the EC. The contract between CEN and the successful Support Services provider can therefore only be signed after the EC's contract signature.

## **II. Description of the services requested in order to facilitate the implementation of the project**

### **1. Provision of furnished office space for max 3 people with associated services:**

- Location: Beijing, Chaoyang District (close to the European projects and the EU Delegation to China)
- Size: around 80 square meters (including meeting rooms)
- Office/pantry supplies and resources (external IT support, postage, maintenance, receptionist sharing, incidentals, etc)
- Standard office materials including desks, PCs and telephones for three persons
- Access and use of a photocopy machine(s), printer(s) and other office equipment as available
- Dedicated telephone number or extension line(s)
- Unlimited national telephone/fax
- Unlimited access to Internet
- All common utilities/charges (cleaning, electricity, heating/aircon, etc.)
- Access and use of meeting room facilities
- Secretarial answering service

### **2. Provision of a local employment structure for expert support staff (to be recruited):**

- Detailed simulation of all costs linked to the employment of expert support staff (max 2 persons, local) and insurance for interims working as volunteers in the SESEC VI Project team
- Proposed job descriptions and required qualifications for the support staff, who shall be able to support the SESEC VI Expert in both technical aspects and admin/financial aspects of SESEC VI Project activities
- Duration of the support staff: in line with office space provision, until the end of SESEC VI activities
- Support staff to be selected by the expert together with the service provider and the CVs and roles of the staff member(s) must be sent to CEN for approval
- Noninterference of the local service provider concerning the tasks and activities of

the support staff

- Support staff will be directly managed by the SESEC Expert in terms of job content
- Service provider shall handle any administrative work in relation to the employment contract (payroll management, payment of all applicable social contributions and taxes, communication with administration and authorities)
- Invoicing CEN on a monthly basis in Euros (€) for the work carried out by the SESEC VI support staff. Invoicing of office space provision and support staff provision can be combined in one invoice.

### **3. Other general and administrative services:**

- If needed, providing administrative and linguistic support to the SESEC VI Expert on site for getting any necessary permit or visa compulsory for him/her to settle in Beijing and start working in full respect with applicable Chinese legislation
- Managing and releasing a budget of incidental expenditures (as defined by CEN), upon request from the SESEC VI Expert and approval by CEN
- Preparing and sending to CEN a monthly financial reporting of projects expenses (incidental expenditures) and reconciliation with all provided supporting documents
- Invoicing CEN in Euros (€) on a monthly basis the incidental expenditures incurred locally by the SESEC VI expert (under CEN instructions and supervision and approval process)

## **III. Financial Information**

A competitive financial budget (in Euros) has been dedicated to the SESEC VI project, in order to cover the SESEC VI Expert work (separate call) as well as the support staff, the office costs and other project related expenses.

The price offer (in Euros) for the will be assessed based on the candidate's level of expertise, without exceeding the available budget as foreseen by the project.

Invoicing and payments will be in Euros (€).

## **IV. Tender Dossier**

Interested applicant should provide a detailed proposal and budget offer (in Euro only), in line with abovementioned description and criteria, including the filled [Application Form](#) and the listing of all services provided for the office and the rates for all relevant costs linked to the employment of the support staff (local).

The deadline for the submission is **Friday 31 October 2025, 23h59 Brussels time (CET)**.

This deadline applies to the date/time indicated in the e-mail containing the electronic

proposal.

Candidatures shall be sent in **electronic format ONLY to:**

Ms. Elke MARTENS  
CEN and CENELEC  
Project Manager International Policy  
[emartens@cencenelec.eu](mailto:emartens@cencenelec.eu)

Only proposals that are sent by no later than the above indicated deadline will be considered valid. Only shortlisted providers will be contacted.

### **v. Duration of the tender and selection criteria**

This call for tender is published on the respective websites of CEN, CENELEC, and ETSI on 26 September 2025 and remains available for five calendar weeks, until 31 October 2025.

This call for tender is also distributed within the CEN, CENELEC, and ETSI networks in order to ensure maximal transparency and exposure. Other dissemination channels may be used by project partners, as deemed appropriate.

The proposals for Support Services Provider will be examined and the selection will be carried out by a selection panel composed of representatives from CEN, CENELEC, ETSI, EC, and EFTA.

### **vi. Criteria used in order to assess proposals received and award the services:**

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- Adequacy of the location
  - Quality of the office environment (space, furniture, IT equipment, meeting room services, etc.)
  - Experience of working with European partners
  - Legal framework to hire support staff
  - Detailed financial proposal in euros (only)

### **Selection methodology**

This selection will be made on the basis of the **best value for money** in order to respect a fair treatment between the tenderers.