

Join MATICLINE Côte d'Ivoire – Regional Trainee Program

Location: Yamoussoukro, Côte d'Ivoire (*You do not need to live in Yamoussoukro — we welcome candidates from across Côte d'Ivoire*)

Languages Required: French (fluent) + English (working proficiency)

CV Required in: English

What We Do

MATICLINE is a **Chinese-owned** company specializing in turnkey production lines for bottled water, soft drinks, juices, and other liquid products across Africa.

We design and engineer our solutions in China, manufacture there, and export to markets across the continent. Our headquarters and main production facilities are in China, and we have regional operations in Ethiopia, Nigeria, Tanzania and now Côte d'Ivoire.

Our approach is different: we start with consumers, not machines.

Before we design a production line, we study the market — what sells, why consumers choose certain brands, and what makes products succeed or fail. We then translate those insights into technical solutions that help our clients produce better products than their competitors.

This means we don't just look for salespeople. We look for people who are naturally curious about how markets work, who notice what consumers buy and why, and who want to understand the entire value chain from retail shelf to factory floor.

This is not a desk job. You will spend significant time in the field — visiting wholesale markets, traveling to production facilities, and meeting clients face-to-face.

The Opportunity

You will be based in Yamoussoukro, but your work will extend across the entire Francophone African region — from West Africa to North Africa (Algeria) to East Africa (Madagascar) and beyond.

This is a regional role, not a local one. Your work will not be limited to one country or one market. You may also travel to assist colleagues in other countries, even if those are not "your" markets. You will learn to adapt to different business environments, regulatory contexts, and client expectations across the continent.

Based on your performance and preference, you will grow into one of three paths:

- **Business Development** – client acquisition, market expansion, relationship building
- **Project Management** – project coordination, delivery, client follow-up
- **HR / Administration** – recruitment, office management, team support

What You Will Gain

- Exposure to multiple African markets and a truly regional perspective



- Training in market research, sales, and project coordination
- A career that grows horizontally across regions, not just vertically within one country
- Real responsibility from day one — learning by doing, with guidance from experienced colleagues

You will also meet and build relationships with business owners, investors, and industry leaders across the region. Many of our clients are well-respected figures in their countries. You will represent MATICLINE in front of them, help shape partnerships, and over time, build connections that go beyond business. For someone who enjoys engaging with people at all levels, this is one of the most valuable and unique aspects of the role.

As you grow, you will not only understand the beverage industry from the inside — you will also become part of a network that spans industries, countries, and cultures.

Real Growth, Real Support

This is not a "sink or swim" program. We invest in our people.

- **Your recruitment and initial interviews will be conducted by experienced team members from our Ethiopia and Nigeria offices** — proof that MATICLINE is a truly regional operation with a track record, not a startup with no experience.
- **You will receive intensive training** – Our most experienced team members from Ethiopia and Nigeria will come to Côte d'Ivoire to train you in person, and they will accompany you into the field to show you how we approach markets, observe consumers, and engage with clients.
- **You will have direct access to company leadership** – I (the founder, Chinese) will personally visit Côte d'Ivoire regularly to conduct training sessions, share experience, and work alongside the team. When I am not there, we will have regular video calls to discuss market observations, solve problems together, and share lessons learned.
- **You will have opportunities to travel and learn** – Top performers will be invited to join our experienced team members on market visits to other countries — not as observers, but as active participants in understanding new markets and developing new business.

A real example: One of our trainees in Ethiopia joined the company with no prior experience in the beverage industry. Three years later, he wrote and led the entire market entry proposal for Zambia — a detailed 20-page plan covering market analysis, competitor mapping, client targeting, and a phased execution strategy. He is now opening new markets for us in Southern Africa.

We don't just want employees. We want people who will grow into the leaders of our regional expansion.

What We Are Looking For

We are looking for trainees who demonstrate:

- **Curiosity about how markets work** – you notice what people buy and why, and you ask questions that others don't
- **Willingness to be in the field** – you are not afraid of wholesale markets, long drives, or meeting strangers. You understand that real market knowledge comes from being there
- **Structured thinking** – you can take observations from the market and translate them into business insights: "If a brand is losing market share due to inconsistent packaging, then the factory likely needs better filling technology"
- **Basic technical curiosity** – you don't need to be an engineer, but you are genuinely interested in how things work: how a filling machine operates, why water treatment matters, what makes a production line more efficient than another. You are willing to learn the technical side of our products because you understand it makes you better at your job
- **Self-driven learning** – you don't wait for instructions to figure things out. You proactively identify what information is needed and find ways to get it
- **Cross-cultural adaptability** – you are comfortable working across countries, adapting to local business practices, and building relationships with people from different backgrounds
- **Willingness to travel** – across Francophone Africa, sometimes for extended periods

Compensation

- Competitive base salary + performance-based commission
- All trainees start with the same structure; those not suited for sales can transition to administrative roles after the initial period

How to Apply

Send your **CV in English** to: careers@maticline.com

Please note: this is a field-based, travel-intensive role. If you prefer a strictly office-based job, this is not for you.

For Reference

- Office: Yamoussoukro, Côte d'Ivoire (*You do not need to live in Yamoussoukro — we welcome candidates from across Côte d'Ivoire*)
- Company: MATICLINE Industries – Beverage & Liquid Food Turnkey Solutions