

Embassy of India, Berlin

Tender notice of 10/12/2021: Invitation of bids for a study on "Germany's Leather & Leather goods Sector and the Potential for Increasing Indian Exports of Leather & Leather goods to Germany"

1. The Embassy of India, Berlin invites interested parties to do consultancy work regarding the above mentioned market study report.
2. The study needs to analyze the current performance of India's exports of leather and leather goods in Germany also vis-à-vis India's competitors and provide an assessment from German importers on various trade aspects such as quality, pricing etc. as well as highlight areas of improvements which German importers/ traders would like to see so that they get more encouraged to increase quantum of their imports from India. The study should address the following aspects:
 - German market for leather and leather goods & trends (trade/demand/consumption/preferences etc.)
 - Leather goods which Germany imports, source of supply and SWOT analysis.
 - India's ranking.
 - Changes, if any, in trade dynamics due to Covid 19.
 - Significant Trends in German imports of leather & leather goods, over the last decade.
 - What does the Indian leather industry need to additionally undertake in order to increase Indian exports of leather and leather goods to Germany.
 - Suggested Action Plan/ Roadmap to achieve this.
3. Interested parties may send a proposal (of not more than three pages) with research methodology, time-line and cost for the study.
4. The study must be completed within two months of the award of the contract or 28 February 2022, whichever is earlier.
5. Only parties who have experience in conducting similar studies will be considered. Past research articles and publications will be taken into account.
6. The intellectual property rights of the study would rest with the Embassy of India, Berlin, Ministry of External Affairs, Government of India.
7. The consultancy would involve suitable monetary compensation on delivered work based on outcomes agreed by both parties.

8. All interested parties may please respond latest by 31st December 2021, directing all proposals to: Mr. Ashok Khanduri, Second Secretary (Economic & Commercial), Embassy of India, Tiergartenstrasse 17, 10785 Berlin, Email: com1.berlin@mea.gov.in All queries can be sent to the email address given above.
