

Embassy of India, Berlin

Request for Proposal (RFP)

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"

The Embassy of India, Berlin invites interested parties to carry out a market study on **"Germany's Leather & Leather goods Sector and the Potential for Increasing Indian Exports of Leather & Leather goods to Germany"**.

The Terms of Reference of the study are:

Context: Exports play an important role in India's economic growth. The world economy is rebounding rapidly from the impact of the Covid pandemic and this provides an opportunity for India's growth to be accelerated through rapid growth of exports.

Germany is India's largest trading partner in the EU and was India's 7th largest trading partner in 2020-21. Leather and Leather Manufactures is one of the main commodity of exports from India to Germany. During the last three FYs, India had exported leather and leather goods to Germany valuing US\$ 624.2 million (FY 2018-19), US\$ 575.2 million (FY 2019-20) and US\$ 440.1 million (FY 2020-21). For the current FY 2021-22, Indian Leather Industry is aiming at an export amounting to US\$ 749.1 million to Germany.

Purpose of the study is to understand the current performance of Indian leather and leather goods in the German market, an analysis of its strengths, weaknesses, opportunities and threats, as well as prepare a road map with suggestions across the entire value chain for India's policy makers/exporters to help them take necessary steps to increase India's exports of leather and leather goods to Germany. As the study is being done at the end of the current FY, the study needs to contribute to help increase India's exports to Germany the year 2022 and future years.

Scope of work:

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 volume of their imports of marine products from India. The study should deal/answer the following aspects:

- German market for leather and leather goods & trends (trade/demand/consumption/preferences etc.)
- Leather goods which Germany imports, sources of supply and SWOT analysis-India's ranking
- Significant trends in German imports of Leather & Leather goods over the last decades.
- Changes, if any, in trade dynamics due to Covid19
- 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

The scope of work may also include any other relevant input/area of concern/suggestion/other details and analysis as deemed fit by the researcher.

Schedule of completion of work: The study must be completed within two months of the award of the contract or by 28 February 2022, whichever is earlier.

Final outputs: The intellectual property rights of the study would rest with the Embassy of India, Berlin, Ministry of External Affairs, Government of India.

Procedure for submission of proposal: Interested parties may send a proposal latest by 31st December 2021 with objectives, approach, proposed outcomes, research methodology, financial cost of the study and relevant annexes. The award of the contract to the selected consultant will be completed by 4th January 2022.

Eligibility: Only parties who have experience in conducting similar studies will be considered. Past research articles and publications will be taken into account. A list of key consultants who will be working on the study and their CVs are required to be submitted.

Bid evaluation criteria and selection procedure: The evaluation and selection of the successful proposal will be based on quality and cost-based criteria. The contents of the study and the financial proposal will be given weightage of 80% and 20%, respectively. Only those proposals which qualify from the study content aspect will be considered from evaluation from financial angle also. An internal evaluation committee will select the successful proposal.

Standard format for study content and financial proposals: The study content proposal must contain the broad and specific objectives of the study, proposed methodology, work plan indicating the time-line, expected outcome, details of the project team, supporting documents establishing the academic excellence

etc. The financial proposal should be prepared and submitted as a separate attachment, and must contain the breakdown of expenses relating to manpower charges and other relevant charges.

Proposed contract terms: Short term consultancy work. The responsibility of data collection, analysis and report writing will solely lie with the Consultant to whom the contract is awarded. Discretion with regard to external parties must be applied by the selected consultant in conducting this work, with the content of the finished study belonging to the Ministry of External Affairs, Government of India.

Procedure for midterm review and final draft: A presentation of a preliminary outline and approach of study is expected within 10 days of the award of the contract. A midterm review will take place 1.5 months after the launch of the contract, in which the selected consultant will present the research conducted so far. The Mission will provide feedback to this review which the consultancy is required to incorporate into the study. A final review and draft of the study is required 2.5 months (maximum) after the contract begins. The final draft will be vetted by the Mission and feedback, if necessary, will be provided to the consultancy, to be incorporated into the final version of the study.

Contact: All interested parties may direct proposals/queries to:

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