

**Embassy of India, Berlin**

**Request for Proposal (RFP)**

**Invitation of bids for a study on**

**“Germany’s Marine Products Sector and the Potential for Increasing Indian Exports of Marine Products to Germany”.**

The Embassy of India, Berlin invites interested parties to conduct a market study on **“Germany’s Marine Products Sector and the Potential for Increasing Indian Exports of Marine Products to Germany”**.

2. The Terms of Reference of the study are:

3. **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 the rapid growth of exports. The Department of Commerce, Government of India, has set an export target of US \$ 400 billion for the Financial Year (FY) 2021-22 (i.e. from April 2021 to March 2022). Germany is India’s largest trading partner in the EU and was India’s 7th largest trading partner in 2020-21. Of the export target of US \$ 400 billion, the target set for Germany for the FY 2021-22 is USD 11 billion. Marine Products is one of the leading exports from India to Germany. During the last three FYs starting from FY 2018-19, India had exported marine products to Germany worth USD 26.5 million, USD 31.1 million, and USD 22.1 million, respectively. The target set for India’s exports of marine products to Germany for the FY 2021-22 is USD 38.1 million.

4. **Purpose of the study** is to understand the current performance of Indian marine products in the German market. In addition, the study needs to analyse its strengths, weaknesses, and opportunities and accordingly prepare a road map with suggestions across the entire value chain for India’s policymakers/exporters to help them take necessary steps to increase India’s exports of marine products Germany. Furthermore, as the study is being done at the end of the current FY, the study needs to help increase India’s exports to Germany in the coming years.

## **Scope of work:**

5. The study needs to analyse the current performance of India's exports of marine products in Germany also vis-à-vis India's competitors and assess various trade aspects such as quality, pricing etc. The study also needs to highlight areas of improvement that German importers/ traders would like to see so that they get more encouraged to increase the volume of their imports of marine products from India. The study should deal/answer the following aspects:

- German market for marine products & trends (trade/demand/ consumption/preferences etc)
- Seafood which Germany imports and the supplying countries & their strengths
- Changes, if any, in trade dynamics due to Covid 19
- Where does India rank currently in overall German imports
- What are the strengths, weaknesses, opportunities and threats for Indian seafood in Germany
- What does the Indian industry need to additionally undertake to increase Indian exports of seafood to Germany.
- Action Plan/ Roadmap to achieve this

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

7. Schedule of completion of work: The study must be completed within three months of the award of the contract or by 28<sup>th</sup> February 2022, whichever is earlier.

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

9. Procedure for submission of proposal: Interested parties may send a proposal latest by 1<sup>st</sup> December 2021 with objectives, approach, proposed outcomes, research methodology, the financial cost of the study and relevant annexes. The award of the contract to the selected consultant will be completed by 3<sup>rd</sup> December 2021.

10. 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.

11. 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 that qualify from the study content aspect will also be considered from evaluation from a financial perspective. An internal evaluation committee will select the successful proposal.

12. 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 timeline, 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.

13. 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. The selected consultant must apply discretion concerning external parties in conducting this work, with the content of the finished study belonging to the Ministry of External Affairs, Government of India.

14. Procedure for midterm review and final draft: A presentation of a preliminary outline and study approach is expected within ten days of the contract award. 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 Mission will vet the final draft, and feedback, if necessary, will be provided to the consultancy to be incorporated into the final version of the study.

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

Mr. Saketa Musinipally  
Second Secretary (Economic & Commercial)  
Embassy of India  
Tiergartenstrasse 17  
10785 Berlin  
Email: com.berlin@mea.gov.in

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