

Embassy of India, Berlin

Tender notice of 12/11/2021: Invitation of bids for a study on

“Germany’s Marine Products Sector and the Potential for Increasing Indian Exports of Marine Products 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 analyse the current performance of India’s exports of marine products 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 the quantum of their imports 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
3. Interested parties may send a proposal (of not more than three pages) with research methodology, timeline and Te4cost for the study.
4. The study must be completed within three months of the award of the contract or 28th 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 1st December 2021, directing all proposals to: Mr Saketa Musinipally, Second Secretary (Economic & Commercial), Embassy of India, Tiergartenstrasse 17, 10785 Berlin, Email: com.berlin@mea.gov.in. All queries can be sent to the email address given above.
