

EMBASSY OF INDIA, BRUSSELS

Request for Proposal (RFP)

Invitation of bids for a study on “Market Research for demand of Indian Seafood in the EU”

The Embassy of India to Belgium, Luxembourg and the European Union invites interested parties to carry out a research study on “Market Research for demand of Indian Seafood in the EU”

The Terms of Reference of the study are:

The context: Aqua-food is an important source of animal protein supply in European diets. As the demand far outstrips the domestic production, EU-27 is world’s top import market for fisheries and aquaculture, with the average import volume of 5.37 million tonnes (2017-2019), equivalent €25.66 billion. India has about 3% share in the EU markets, comprising of mostly crustaceans and molluscs. The Government of India has set an export target of US\$ 965 Mn to the EU during the current financial year for which impetus to aquaculture exports is absolutely necessary.

In order to strengthen the existing market, the awareness on up-to-date market changes or shift in product demand is of innate importance. This will provide necessary insights to the established Indian exporters to take a quick decision on changing the product lines based on the consumer preferences or short-term demands.

Purpose of the study is to gather in-depth information on Belgium market situations (coverage of BENELUX region is welcome), in order to strengthen the existing position of India in the seafood market globally, and also to further penetrate into new markets.

Scope of work:

1. Marine products market of Belgium (or BENELUX region)
 - a. Consumer behavior (Preferences & buying behavior)
 - b. Seafood Market Segments
 - c. Seafood distribution channels in the country during pre COVID and post COVID era.
2. Marine product imports of Belgium (or BENELUX region)

- a. Market positioning of Indian seafood in that country vis-a-vis that of competitors
 - b. Gap analysis on the above.
 - c. Competition Analysis of seafood suppliers (exporters) to Belgium (or BENELUX region).
 - d. Market Size (USD Billion), Market Share (%), CAGR (%) of competitors.
 - e. Market Dynamics: Growth Drivers, Challenges and Opportunities
 - f. Market potential- Detailed market segmentation study.
 - g. Business and marketing strategies (Product, pricing, promotion and channel strategies)
3. The MRA (Market Research Agency) shall have the freedom to submit any more findings which will be beneficial for promotion of Indian seafood and allied products.

Deliverables:

1. A comprehensive report is to be submitted which covers points mentioned in scope of study.
2. Details of Seafood importing companies/retailers, online platforms, food service companies etc. regarding their location, contacts, products and import patterns of previous years etc. The directory may be submitted in ready to publish format as soft copy.

Schedule of completion of work: The study must be completed within 45 days (1.5 months) of the award of the contract or 30th March, 2022, whichever is earlier.

Intellectual Property Rights The intellectual property rights of the study would rest with the Embassy of India, Brussels, Ministry of External Affairs, Government of India.

Procedure for submission of proposal: Interested parties may send a proposal within 3 weeks of the advertisement of the proposal with objectives, approach, proposed outcomes, research methodology, financial cost of the study (separate from the technical proposal) and relevant annexes.

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 is 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 technical content and financial proposal will be given weightage of 80% and 20%, respectively. Only those proposals which qualify from the technical aspect will be considered from evaluation from financial angle also. An internal evaluation committee will select the successful proposal.

Standard format for technical and financial proposals: The technical 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 with their brief CV, supporting documents establishing the academic excellence of the Institution, 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 Institution to whom the contract is awarded. Discretion with regard to external parties must be applied by the selected consultancy in conducting this work, with the content of the finished study belonging to the Ministry of External Affairs, GOI.

Procedure for midterm review and final draft: A presentation of a preliminary outline and approach of study is expected within 7 days of the award of the contract. A review will take place 1 month after the launch of the contract, in which the lead consultants will present the research conducted till then. 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 1.5 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 to: Dr Smita Sirohi, Adviser, Embassy of India, Brussels (adviser2.brussels@mea.gov.in). All queries can be sent to the email address given above.