

EMBASSY OF INDIA

SEOUL

Notice inviting Quotation/Bids

Subject : INVITATION OF BIDS FOR commissioning of Republic of Korea's Food market report

The Embassy of India, Seoul invites sealed quotations from reputed local consulting firms for commissioning of Republic of Korea's Food market report, as per the background and scope of work given below:

2. The Indian food and grocery market accounts for the sixth largest in the world, with retail segment contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 percent of the country's total food market and is ranked fifth in terms of production, consumption, export and expected growth. The Indian food industry is poised to grow significantly, the enhancing its contribution to the annual global food trade. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly in the food processing industry. It is estimated that by 2020, Indian Food and Retail market is projected to exceed US \$800 billion.

ROK is the 12th largest economy in the world, with a nominal GDP of US \$1.62 trillion in 2019. According to market data released by Ministry of Food and Drug Safety (MFDS), ROK's food production reached US\$ 6.67 bn in value in 2018, which was 5.1% higher than previous year. The food sector accounts for 16.3% of domestic manufacturing production value and 4.4% of ROK's GDP.

Korea's food imports exceeded US\$27 billion in 2018. The US, China, Australia, Vietnam are major exporter for Korean market. ROK's food imports are expected to grow significantly due to increase in single person household and aging population. India is world's largest producer, consumer & exporter of spices, world's largest processor, producer and consumer of cashew nuts, world's second largest producer of food grains, fruits, and vegetables. How can India emerge as ROK's major food and processed food exporter; how can India leverage its strengths in this regard? What are the existing trade barriers and how could these be addressed?

3. In this regard, the Mission proposes to commission a market study report for the food sector to tap the import opportunities in ROK.

Report should include the following:

1) Background

- Overview of Korean food industry, analyze historical and current trends
 - Food ingredients and processed food industry
- Market potential

2) Market study

- Demand of imported products
- Trends by industry (Food ingredient / Processed food)
- Distribution channels & market structure & key retailers/ Retail channel overview
- ROK's import from the world
- ROK's import from India and tariff lines where it can be enhanced
- India's export to the world (comparison with ROK's import from India)
- Analysis of India's exports to ROK
- SWOT Analysis under CEPA

3) Industry Regulation

- Legislation and regulations/import requirements/restrictions, customs procedures and documentation/ food safety and other food certification requirements
- Comparison with other countries under FTA/ trade barriers
- Roadmap for market entry strategy by product

4) Findings & survey

- Advantages & challenges faced by Indian exporters of food products/ Market opportunities & Potential for India
- ROK Food Market outlook & implications for Indian food products in ROK
- Survey with key importers, retailers (if required and necessary)

3. Eligibility Criteria :

- a) The firm should possess all necessary registration and certificates required under local regulations.
- b) The firm should have minimum 5 years of work experience in the market study field and the history of working on the Korean market report.
- c) Period of completion for the work is 6 months from the date of commencement, including the feedback sessions.
- d) Price quoted should be on an all-inclusive basis and shall include the cost of all services, personnel, material, delivery, etc. Inclusion/exclusion of VAT and other levies/taxes, where applicable, should be clearly specified.
- e) Agency shall be bound to remove/rectify/replace any defects/defective work which is noticed at his own risk and own risk and cost.
- f) The Embassy of India would not be responsible for any dues other than the agreed contract amount.
- g) Bidders should quote for all the scope of work altogether, done from one company.
- h) Quotations should remain valid for acceptance for 90 days from date of closing without any price escalation for whatever reasons.
- i) Once the tender is awarded, the winning bidder will have to complete the task within 6 months of award of work.
- j) Payments to the selected bidder would be through bank transfer on satisfactory completion of work.

4. Interested parties may forward their sealed quotations (Excluding VAT), on the letterhead of the company on or before **1600 hrs on Friday 18 September, 2020** at the following address, clearly mentioning on the envelop “Quotation for commissioning of Republic of Korea’s Food market report”:

Head of Chancery
Embassy of India, Seoul
101, Dokseodang-ro, Yongsan-gu, Seoul 04419
Republic of Korea


(Kriti Das Thokchom)
(Second Secretary(Political), Head of Chancery)
Embassy of India, Seoul
Tel: +82-2-798-4257
Email: hoc.seoul@mea.gov.in