

EMBASSY OF INDIA

SEOUL

Notice inviting Quotation/Bids

Subject : INVITATION OF BIDS FOR commissioning of seafood market research report

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

1. India having natural advantages in the fisheries sector, is the second-largest exporter of seafood after China. According to the Food and Agriculture Organization of UN (FAO), India accounts for roughly 6 percent of the world's fish production and 7 percent of the world's farming fish production. Furthermore, as per recent government of India data, the total catch for the 2017-18 fiscal year was 12.59 million tons, which grew by 10.14 percent from 11.43 million tons the previous year. Out of this, the inland catch and marine catch totaled 8.9 million tons and 3.69 million tons respectively. In terms of export performance, 1.38 million tons were exported in 2019, an increase of 21.35% compared to the previous year. Owing to growing demand, the resources and infrastructure of the India's fisheries industry has been developing rapidly.

2. Korean's consumption of fishery products is the highest among the world's major countries, so exports of Indian fisheries products are seen having much potential. In 2018, Korea's seafood imports from all origins amounted to US \$5.79 billion, up 16.2 percent from US \$4.98 billion in 2017. The largest seafood supplying country in 2018 was China at US \$1.5 billion, followed by Russia at US \$910 million, Vietnam at US \$850 million, Norway at US \$408 million, USA at US \$261 million, Thailand at US \$177 million, Peru at US \$161 million, Chile at US \$149 million, Japan at US\$144 million, and Canada at US \$119 million. These ten countries accounted for 80 percent of Korea's total seafood imports in 2018.

3. India with its core competencies in the export for marine and seafood products, could establish itself as one of the top exporters of Korea. India's major export destinations have been the US, South East Asian countries led by Vietnam and Thailand, Japan, West Asian countries and China. Korea imported US 76 million worth of seafood products from India in 2018, an increase of 31 percent from US \$58 million in 2017. India with coordinated strategy can make considerable inroads into the Korean market.

4. With this backdrop information, the mission proposes to prepare a report based on market research and analysis on seafood sector for expanding share in seafood market of the Republic of Korea. The following are terms of reference for the report:

- 1) Analysis of the trend of seafood industry in RoK
- 2) Identify major seafood importing countries in RoK
 - Major competitor countries of India

- o Tariff comparison of competitors
 - Major seafood products
 - Identification of top buyers/retailers, industry associations
- 3) Trade regulation/barriers to entry for India seafood product
- Trade regulations, Customs procedure etc
 - Existence of any non-tariff barrier for market access
- 4) SWOT analysis of seafood market in RoK
- 5) India's strategy for securing competitiveness and effectively entering Korean seafood market
- 6) Surveys related to this study may also included
- 7) Flow chart for import of foreign seafood product for sale in Rok market with timelines for regulatory clearances.

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 sea food market research report":

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(Kriti Das Thokchom)

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