

No: Yer/Com/1/2018
Embassy of India
Yerevan

REQUEST FOR PROPOSAL (RFP)

Subject: Engagement of a '**Consultant**' for promoting & expanding trade, marketing and economic interaction between India and Armenia

Requirement:

With a view to promoting and expanding trade, marketing and economic interaction between India and Armenia, this 'Request for Proposal' (RFP) is for engagement of a competent, experienced and result oriented Company / individual to provide **Marketing Consultancy Services** to the Embassy of India in Yerevan, Armenia. The period of initial engagement is six months w.e.f. 01/10/2018. The selected consultant would be required to submit a detailed report on the activities carried out during the period of consultancy and targets achieved. Further extension would be considered on the basis of performance and results.

Extensive experience in dealing with governments at a senior level, with local Chambers of Commerce, Trade associations, importers, agents etc. is essential. The consultant should have thorough Knowledge of international trading norms, rules and regulations. Thorough Knowledge in the fields of economics, law, business management, commerce, international trade, international economics, international law or other related disciplines is essential. At least 10 years' marketing experience in areas of import / export and sectoral strategy development; market development and trade facilitation is desirable.

Scope of work:

- i. To respond effectively, in a time bound manner, to the expectations of Indian private sector and to handle routine trade and investment enquiries.
- ii. To assist Indian Companies investing in Armenia with local registration procedures, arranging meetings with regulators, industry associations etc.
- iii. To provide information on economic and business environment in Armenia and to monitor, analyze and report on major country-based and regional trade initiatives.
- iv. To identify new business opportunities by undertaking promotional activities such as market surveys, seminars, workshops, outreach activities targeting Chambers of Commerce, Industry Associations etc.
- v. To organize branding and publicity events relating to promotion of Indian products / handicrafts/ product tasting / tourism etc. at exhibition/conference venues, departmental stores etc.
- vi. To identify potential local business partners, agents and distributors, secure information from local business chambers and arrange meetings with local companies for Indian businesses.
- vii. To develop and manage documents and disseminate analytical trade policy outputs on Armenian and regional trade issues;

- viii. To organize catalogue shows, buyer-seller meetings, India-focused trade events which showcase India's strength in emerging sectors of the economy, and for hiring space and publicity purposes.
- ix. To prepare reports on market opportunities on competitive environment / market entry strategies, identify sales and distribution channels; agent and distributor; advice on advertising and public relations; and information on local business rules and regulations.
- x. To organize meetings for visiting Indian delegations with local business chambers and prospective import houses and assisting them in organizing road shows, seminars, meetings with prospective investors/Institutional investors etc.
- xi. To perform advocacy work, which may include conducting visits to and arranging meetings for Indian businesses or their representatives with government officials / chambers of commerce for promoting Indian products, seeking information on potential areas of trade, understanding local custom regulations, trade arbitration, trade mark registration, traffic structures, sanitary and phytosanitary regulations, certification standards and other regulatory procedures etc.
- xii. To organize seminars / conferences / round tables etc., either on a stand-alone basis or in cooperation with the local business chambers, business schools, financial institutions etc., to disseminate information on opportunities in India to potential investors, business houses, media etc.
- xiii. To provide assistance to improve the export competitiveness of Indian products to Armenia.
- xiv. To devise sectoral strategy for market expansion and trade facilitation in conformity with international rules and conventions.
- xv. To provide to the Embassy on trade-related technical assistance
- xvi. To provide professional input in developing appropriate projects and to prepare concept papers and project assessments.
- xvii. To provide information and analysis on regional trade deals
- xviii. To implement and manage approved trade projects and programmes and to provide regular updates on their implementation. Vet, analyze, and prepare project completion reports;
- xix. To help in achieving strategic objectives of the Embassy and to prepare Project Design Documents (PDD's) assigned by the Embassy
- xx. To develop new partnerships in areas that could promote trade and economic activity between the two countries.
- xxi. To assist with work plans, finalizing publication projects of the Embassy.

- xxii. To ensure timely delivery of quality outputs and analysis on existing commercial and economic situation specific to Armenia and in general, to the region. Prepares written reports, papers and briefings and make oral presentations.
- xxiii. To prepare and send regular weekly, monthly and quarterly economic and commercial reports to the Embassy.
- xxiv. To perform any other consultancy related assignment to be entrusted by the Embassy from time to time.

Important Notes:

This RFP relates only to being contracted as a 'Consultant' to the Embassy on matters incorporated in this RFP. Financing aspects for various activities, projects etc. would be discussed separately with the successful bidder and provided for by mutual agreement. **Thus, at this stage, prospective bidders should restrict their bid amount only repeat only to be in contract with the Embassy for providing services as a 'Consultant' on the matters listed in this RFP.**

The bids (4 copies) may be submitted at the Embassy of India, Yerevan latest by August 31, 2018. The bids should be submitted in two separate sealed covers. One marked 'Technical Bid' and the other 'Financial Bid'. The 'Technical Bid' envelop should incorporate details of the credentials, experience, expertise, achievements, recommendations etc. of the service provider, including the terms and conditions (non-financial), supporting documents etc. The 'Financial Bid' envelop should only contain the financial part, viz. the total financial quote for the services as 'Consultant'. **The figures should be quoted both in Armenian Dram with their equivalent US Dollars (only US Dollars for international bidders).**

- The bid should be valid for at-least two months from closing date.
- The evaluation / selection exercise would involve two stages - 'Technical' followed by 'Financial'. The sole objective of the two-stage bidding is to weed out companies failing to satisfy the quality parameters.
- The two sealed envelopes should have date and signature of the authorized signatory of the company with company's seal;
- In no case, the date on the quotation should be prior to the date of publication of this Tender Notice;
- Quotations in local languages should be accompanied by their English translations (4 copies);
- The last date for receipt of the bids is **August 31, 2018**. In the first stage, only the envelopes containing the "Technical Bids" would be opened in the presence of the representatives of all the bidding companies at 1100 hours on the September 1, 2018. These technical bids would be evaluated by the evaluation committee at the Embassy. **Opportunity would also be given to the bidders whose technical bids are found satisfactory, to make a power point presentation (in English language) before the evaluation committee on the 12th of September, 1500 hrs at the Embassy premises.**

- In the second stage, "Financial Bids" of only those companies whose technical bids / power point presentations had been found to be satisfactory would be opened at 1500 Hrs on the 14th of September, 2018 in the presence of bidders whose technical bids / power point presentations had been found satisfactory. They would be informed in advance. Normally, the contract would be awarded to the lowest bidder. However, the Embassy retains the right, without providing any explanation, to make alternative choice/s under exceptional circumstances.

Penalty Clause: In case the company fails to provide the desired services or breaches the contract during the course of work, the company will be liable to pay reasonable compensation.

Arbitration: Any dispute that may arise out of the contract would be resolved amicably by mutual discussion.

Invitation for bids:

- **Embassy** of India in Yerevan now invites bids from interested companies of repute for provided the aforesaid services as 'Consultant'.
- The bids (4 copies) may be submitted to the Embassy of India, Yerevan located at 50/2, India Street (formerly Dzorapi Street), Yerevan, Armenia 0015, latest by 1700 Hours of August 31, 2018.
- The bids should be submitted in two separate sealed covers. One marked 'Technical Bid' and the other 'Financial Bid'. The two sealed envelopes should have date and signature of the authorized signatory of the company with company's seal;
- Quotations in local languages should be accompanied by their English translations (4 copies)
- The bid should be valid for at-least two months from closing date, viz. August 31, 2018.

Important Timelines:

Purpose	Date	Time
Last Date for submission of both Technical and Financial Bids	31 th August, 2018	1700 Hrs
Opening of Technical Bids	September 1, 2018	1100 Hrs
Power point presentation	September 12, 2018	1500 Hrs
Opening of Financial Bids	14 th September, 2018	1500 Hrs

Contact persons at the Embassy (only e-mails please):

Mr. Nikhilesh M. Dhirar at hoc.yerevan@mea.gov.in
Mr. Hovhannes Simonyan at commerce.yerevan@mea.gov.in



(Nikhilesh Mohan Dhirar)
Head of Chancery
Embassy of India
Yerevan, Armenia
August 7, 2018

