

**Embassy of India  
Ljubljana**

**E&C Wing  
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**SUBJECT: Advertisement for Selection of Agency for  
Conducting Market Survey**

**A) Introduction**

The Embassy of India, Ljubljana invites quotations from reputed local consulting firms for commissioning of Republic of Slovenia's economic and commercial market report, as per the background and scope of work given below.

India and Slovenia share good trade and commerce relations. To understand the Slovenian business market, and trading environment better in order to enhance the relations between the two countries, the Embassy of India proposes to commission a market study report on economic and business climate in Slovenia and identifying new business opportunities of Slovenia.

**B) Scope of Work**

Report should include the following:

- a) Background
  - Overview of Slovenian economy, analyze historical and current trend
  - Market potential
  
- b) Market study based on authenticated survey, empirical and factual data
  - Demand of imported products
  - Trend by industry
  - Distribution channels & market structure & key retailers
  - Slovenia's import from the world
  - Slovenia's import from India and tariff lines where it can be enhanced
  - India's export to the world (comparison with Slovenia's import from India)
  - Analysis of India's exports to Slovenia
  
- c) Business environment
  - Legal environment to do business
  - Incentives for businesses to be established in Slovenia
  - Regulatory frame work and mechanisms in Slovenia
  - Market opportunities

- Information on local business rules and regulations
  - Differences in doing business with national level or local partners
- d) Industry Regulation
- Legislation and regulations/import requirements/restrictions, customs procedures and documentation
  - Comparison with other EU countries/ trade barriers
  - Roadmap for market entry strategy by product
- e) Findings & Survey
- Advantages and challenges faced by Indian exporters of food products/ Market opportunities and Potential for India
  - Survey with key importers, retailers
- f) Suggestions / Recommendations
- Reports on competitive environment/market entry strategies
  - Identification of sales and distribution channels
  - Agent and distributor search
  - Advice on advertising and public relations

**C) Eligibility Criteria**

- a) The firm should possess all necessary registration and certificates required under local regulations.
- b) Have minimum 5 years of work experience in the market study field and history of working on the Slovenian market.
- c) Period of completion for the work is 3 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.
- f) The Embassy of India would not be responsible for any dues other than the agreed contract amount.
- g) Bidders should quote for the entire scope of work, done by one company and not subordinatedly.
- h) Quotations should remain valid for acceptance for 90 days from the date of closing without any price escalation for whatever reason.
- i) Once the work is awarded, the winning bidder will have to complete the task within 3 (three) months of award of work.

- j) Payments to the selected bidder would be through bank transfer on satisfactory completion of work.
- k) The content of the survey shall belong to Embassy of India and Ministry of External Affairs Government India and not to the consultancy agency.

4. Interested parties may forward their sealed quotations, on the letterhead of the company on or before **24.00hrs 13 January 2022** at the following address, clearly mentioning on the envelope "Quotation for commissioning of Republic of Slovenia Market Survey".

Mr. Raj Kumar  
Head of Chancery  
Embassy of India Ljubljana  
Železna cesta 16  
1000 Ljubljana, Slovenia  
(E-mails are to be marked to [hoc.ljubljana@mea.gov.in](mailto:hoc.ljubljana@mea.gov.in)  
CC to [ma.ljubljana@mea.gov.in](mailto:ma.ljubljana@mea.gov.in)  
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