



**Consulate General of India  
Erbil**

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**NOTICE INVITING TENDER/ REQUEST FOR PROPOSAL**

Closed bids are invited from competent and experienced market research agencies :

***Market Study on Agriculture, Agricultural and Allied Products in Kurdistan  
region of Iraq and Opportunities therein for Trade for Indian companies***

Detailed Terms of Reference are available on Consulate General's website

[www.cgierbil.gov.in](http://www.cgierbil.gov.in)

For further queries, kindly contact the Consulate at Email: [vc.erbil@mea.gov.in](mailto:vc.erbil@mea.gov.in) or

Tel: +964 – 7517402101 (9:00 AM to 5:00 PM)

Last Date for Submission of Bids:

November 07, 2026 | 5.00 PM

## Consulate General of India

### Erbil

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#### Market Study on Agriculture, Agricultural and Allied Products in Kurdistan region of Iraq and Opportunities therein for Trade for Indian companies

##### TERMS OF REFERENCE

1. **Introduction**: The Consulate General of India, Erbil, hereinafter referred to as the 'Client' is seeking proposals from qualified firms, agencies and consultants, hereinafter referred to as the 'Bidder,' with experience in Market Research for conducting a study on 'Agriculture, Agricultural and Allied Products in Kurdistan region of Iraq and Opportunities therein for Trade for Indian companies'. The contents should be brief but fully informative for the purpose of increasing exports of Indian agro-machineries & parts thereof, chemicals, seeds, agro-products, technology, etc., in Kurdistan region of Iraq Market.
2. **Scope**: The market study will focus on the following aspects:
  - a. **Market Size and Segmentation**: Provide an overview on Iraq as well as Kurdistan region of Iraq's current agricultural production capacity, identify potential bottlenecks, and understand the crop diversification being pursued. (To be supported with data). Identify market demand for the various Indian agricultural products:
    - Types of agro-machineries (e.g. tractors, power tillers, irrigation pumps, value addition machinery, packaging machineries & materials, etc.)
    - Types of chemicals (e.g. fertilizers, pesticides, insecticides, fungicides, etc.)
    - Types of seeds (improved seeds of various products)
    - Types of agro-products (e.g. edible oil, sugar, canned products, etc.)
    - Types of technology (modern technology for pre- and – post harvesting – e.g. cultivation, harvesting, handling & transport, warehouses and cold storage, preserving, etc.)
    - Pricing analysis: wholesale, retail, import price trends for seeds, fertilizers, machinery, etc.
    - Distribution channels: structure, margins, size of informal sector, role of cooperatives.

Competitor analysis:

- Market share of major exporting countries
- Strengths/weaknesses of competitors

b. **Trade Policies and Regulations**

- Regional import regulations
- Tariff structures
- Non-tariff barriers
- Standards & Certification to ensure compliance for imported goods
- Incentives
- Registration requirements for fertilizers, seeds, and pesticides
- Customs clearance time and typical challenges
- Licensing requirements, its costs and timelines
- Packing & Labeling requirements for agri-products
- Any other

c. **Contact details and brief profiles of key players in Agricultural sector in Kurdistan region of Iraq**

- Government institutions/Authorities
- Cooperatives & crops boards
- Chambers and Associations
- Buyers/Importers/Dealers

3. **Eligibility & Evaluation:** Market Research Agencies who can establish credentials as a consultant in the concerned field, with documentary proof of having done similar work in the past, is eligible to be a 'Bidder' and participate in the bidding process. Brief eligibility criteria is as under:

| S No | Criteria                                                                                                                                                                                                        | Eligibility                                                                                        |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| 1    | The Company/Agency should be a registered agency.                                                                                                                                                               | Copy of License/Registration issued to be attached.                                                |
| 2    | The Bidder should not have been blacklisted by any state/ central agency/ Embassy /Consulate in the past for any corrupt/ fraudulent or breach of contract conditions or unethical/ corrupt business practices. | Declaration of same on the Letter Head of Firm                                                     |
| 3    | Company/Agency to provide a detailed quotation                                                                                                                                                                  | Quotation should contain all aspects including proposed time frame for completion of Market Survey |
| 4    | The bidder should have experience of the last 2 financial years of providing Market Research Studies to any Government/reputed Private Organizations/Embassies/UN Offices in Iraq in the market field.          | Details of experience to be enclosed                                                               |

#### **Additional Terms & Conditions:**

- a) The firm should possess all necessary registration and certificates required under local regulations.
- b) Period of completion for the work is one (1) months from the date of commencement, including the feedback sessions.
- c) 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.
- d) Agency shall be bound to remove/rectify/replace any defects/defective work which is noticed at his own risk and own risk and cost.
- e) The Consulate would not be responsible for any dues other than the agreed contract amount.
- f) Bidders should quote for all the scope of work altogether, done from one company.
- g) Quotations should remain valid for acceptance for three months from date of closing without any price escalation for whatever reasons.
- h) Once the work is awarded, the winning bidder will have to complete the task within one months of award of work.
- i) The Researcher should be available for Consultations with Commercial Wing of the Consulate General before, during and after the research for necessary additions or omissions to attain the final draft.
- j) The internal evaluation and decision of the 'Client' in this regard shall be binding, and no explanation is to be offered or expected.

4. Deliverables: Upon completion of the market study, the following deliverables will be expected by the Client:

- a. Brief but fully informative report, in English Language summarizing the research findings, including detailed analysis and recommendations.
- b. Statistical data, figures and charts, if any, and comparative analysis – Especially on advantage of cost for Indian products.
- c. Recommendations

5. Timeline: The market study is expected to be completed within 01 month of award of work, with the following key milestones:

- a. Research planning and methodology development.
- b. Data collection and analysis.
- c. Comparative analysis and report writing.
- d. Presentation of the final report.

6. Confidentiality: All data and information collected during the market study will be treated with strict confidentiality. Any personal data collected will be anonymized and used for research purposes only.

7. Custodian of Report: The end product that is the Market Research shall be the sole propriety of the Client (The Consulate General

of India in Erbil) and the Client will have the full freedom to use its contents as deemed appropriate. The report shall prominently carry the emblems and logos as provided and desired by the Client and shall not in any direct or indirect way carry endorsements, emblems, logos, credits or mention of affiliations with the Bidder and/or any agency or individual involved in generating/ printing the report.

8. Submission of Bids: Closed Financial Bids (in US Dollars only) for the Market Study on Agriculture, Agricultural and Allied Products in Kurdistan region of Iraq, covering all credentials as per Para 3, should be submitted in a large sealed envelope, marked as Tender for Market Study on Agriculture, Agricultural and Allied Products in Kurdistan region of Iraq and Opportunities therein for Trade for Indian companies. Addressed to Vice Consul (Commerce) Consulate General of India, 1010 Dream City, Erbil, Kurdistan region of Iraq, not later than November 07 2026 at 5.00 PM. Any offer/bid received after this date and time will not be considered.
9. Opening of Bids: Bids received will be opened on 10 November 2026. Bidders may send their representative(s), to be present during the opening of bids after obtaining prior appointment and permission from the Consulate General of India, Erbil.
10. Payment Terms: The payment for the services provided will be 100% upon completion of the assigned task and as such no advance payment shall be made. The payment will only be made to firm/agency name as provided by the Bidder.