

**EMBASSY OF INDIA
BANGKOK**

No. Ban/Com/207/01/2021

07th September 2021

Dear Sir/ Madam,

Embassy of India, proposes to conduct a market study on "Opportunities for Indian Agricultural products in Thailand and way-forward".

The objective and scope of the proposed Market study shall be as under.

Objectives of the market study

1. To estimate the size of Thailand's Market in Agricultural products sector such as fruits, vegetables etc.
2. Analysis of present Thai imports in these sector
3. To identify specific products where India has a definite advantage and market demand of the Indian Agricultural products and suggest potential markets for the Indian Agricultural products.
4. To determine target customers and their preferred choices
5. Demand pattern of Agricultural products at the hypermarket/supermarket in Thailand which are produced and can be exported from India.
6. To provide a better understanding of registration process for export of Agricultural products to Thailand.
7. Major supermarket importers of Thailand which may be interested in import from India
8. Possibility of trade link at provincial level (states in India) for promoting export of Agricultural products.
9. Identifying Non-tariff barriers and other restrictions on Agricultural products import in Thailand
10. Recommendation/Suggestion for tackling the Non-Tariff Barriers/Market Access of Agricultural products
11. Any other important local factor affecting trade/import of Agricultural products into Thailand.
12. Suggest ways to target customers and factors determining purchase decisions.

Outcomes of the market survey

1. Market Entry Strategy
2. Export Potential for Indian Agricultural products in Thailand
3. Key Competitors
4. Tariff/Non-tariff Barriers for Indian exporters in Agricultural sector
5. SWOT Analysis
6. Opportunities for Indian Exporters

7. Conclusion and recommendations

We invite you to send proposal/quotation with details of costs, terms and conditions & expected time for the completion of the survey study. The proposal must be sent in sealed envelope to the following address latest by 10th October, 2021.

The Marketing Officer
Economic & Commercial Wing
Embassy of India, Bangkok
46 Prasanmitr, Soi Sukhumvit 23,
Klongtoey Nua, Wattana, Bangkok-10110
Tel: +66 2 2580300-5 ext. 151
E-mail: com.bangkok@mea.gov.in, com1.bangkok@mea.gov.in

The quotation should be sent at the above address in sealed envelope. The Embassy of of India, Bangkok reserves the right to any prospective applicant without assigning any reason.

Regards,

Economic & Commercial Wing
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