

**Representative Office of India
Ramallah**

No. RAM/202/02/2023

21 August 2023

The Representative Office of India in Ramallah proposes to conduct a market study on “Opportunities for Indian Agricultural products in Palestine and the way-forward”.

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

Objectives of the Market Study

- To estimate the size of Palestinian Market in Agricultural products sector
- Analysis of present Palestinian imports in the sector
- 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.
- To determine target customers and their preferred choices.
- Demand pattern of agricultural products at the hypermarket/ supermarket in Palestine which are produced in India and can be exported from India.
- To provide a better understanding of registration process for export of Agricultural products to Palestine.
- Major importers of Palestine which may be interested in importing from India.
- Identifying non-tariff barriers and other restrictions on agricultural products import in Palestine.
- Recommendations/ suggestions for tackling the non-tariff barriers/ market access of agricultural products.
- Any other important local factor affecting trade/ import of agricultural products into Palestine.
- Suggestions of ways to target customers and factors determining purchase decisions.

Outcomes of the Market Study

- Market entry strategy
- Export potential for the Indian agricultural products in Palestine
- India’s key competitors in the sector
- Tariff/non-tariff barriers for Indian exports in agricultural sector

- SWOT analysis
- Opportunities for Indian exporters
- Conclusions and recommendations

3. The Representative Office of India in Ramallah invites proposal/quotation with details of costs, terms and conditions and expected time for the completion of the market study. The proposal must be sent in sealed envelope to the following address **latest by 31 August 2023**.

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The Representative Office of India reserves the right to appoint any prospective applicant without assigning any reason.
