

**EMBASSY OF INDIA, BOGOTA**

**INVITES QUOTATIONS**

**FOR**

**COMMISSIONING OF DEFENCE SECTOR OF COLOMBIA - MARKET RESEARCH**

**REPORT**

**TENDER NOTICE**

**TENDER NO. 3-BOG/202/8/2021**

LAST DATE FOR SUBMISSION OF BIDS: 22 AUGUST 2022 1700 hours

DATE OF OPENING THE BIDS: 23 AUGUST 2022 1100 hours

PLACE OF OPENING OF BIDS: EMBASSY OF INDIA, Bogota, Calle 116#7-15, Torre  
Cusezar, Bogota - 110111

EMBASSY OF INDIA

Bogota

Notice inviting Quotation/Bids

Subject : Invitation of Bids for Commissioning of Defence Sector Market Research Report

The Embassy of India, Bogota invites sealed quotations from reputed consulting firms for commissioning of Defence sector market research report, as per the scope of work and terms and conditions given in this Tender Notice:

Scope of Work :

Report may include the following Terms of Reference:

**a)** Brief analysis about Indian defence industry

- SWOT analysis
- Main products
- Top 10 exporters and importers of defence products

**b)** Analysis of Defence market in Colombia

- Market situation
- SWOT analysis
- Main products
- Top 10 exporters and importers of defence products, including tariff rates
- SWOT analysis of India's major competitors in the Colombian market and competitive advantages
- Case study of successful foreign defence product entry into C o l o m b i a n market

- Colombia's local players in the market and their cooperation with other countries
- Analysis of Colombia's security and defence systems and potential for Indian products
- Analysis of defence market in Colombia and main players (national and international) and India's potential and comparison with top competitors detailing the advantages and disadvantages India faces with its competitors.
- Challenges faced by Indian defence products for market entry
- Surveys/interviews of defence companies are encouraged for the report

### **c) Industry regulations**

- defence regulation in Colombian market and related ministries and government organizations for approval and certification
- Registration and Licensing processes and procedures, entry requirements and time taken for the processes involved.
- Trade regulation, labeling requirement and procedures for export to Colombia
- Analysis of India's defence trade and growth potential with Colombia
- India's Top products, segments in defence exports
- Trade barriers (tariff, non-tariff, etc.) and other entry level barriers for Indian defence products in Colombia

### **d) Strategy for Indian defence products in Colombia**

- USP of Indian companies in the Colombian Defence market and positioning strategy
- India's strategy for effectively entering Colombian defence market
- Forecast of future growth opportunities of Indian defence businesses in Colombia

## Objectives of the Study.

- a) To Estimate Colombia's market in Defence and Civilian sector for products of both lethal and non-lethal category.
- b) Analysis of present range of defence products being imported by Colombia and identify the products that can be taken up for procurement from Indian Industry.
- c) Analysis of industrial manufacturing capability in Colombia and identify the technological challenges being faced by Colombian Defence Industry which can be mitigated by collaboration with Indian Defence Industry.
- d) **To provide a list of products that can be taken up for export from India.**
- e) Analysis of Colombian Defence and civilian procurement procedure including timelines and various steps involved.
- f) To provide a better understanding of registration process for Indian companies to participate in commercial bids in Colombia.
- g) To provide a better understanding on incentives provided by Colombian Govt under BOI for investments in Colombia.
- h) **To suggest measures to be taken to ensure a successful participation by Indian Industry in future procurement bids.**
- i) **To identify a list of potential local companies (item and sector wise) in Colombia that could participate with Indian Defence Industry for promotion and sale of Indian products in Colombia (both as local coordinators and as Distributors)**
- j) To identify the sectors with demand for niche defence technology including the areas where such niche technology exists with Colombia.
- k) **To provide a list of companies and products suitable for Joint Venture (JV) model with Indian defence industry.**
- l) To determine and provide a better understanding of JV business model in Colombia.
- m) To suggest ways to expand the present range of engagements with Colombian Defence industry with an aim of making Colombia a Latin American hub for Indian defence products.

### **Intended Outcome of Market Study**

- i. Export potential for Indian Defence products in Colombia.
- ii. Market Entry Strategy
- iii. Key checkpoints / drivers / risks
- iv. SWOT Analysis
- v. List of potential industry partners in Colombia with their range of products.
- vi. Conclusion and Recommendations

### **Eligibility Criteria :**

- a) The firm should possess all necessary registration and certificates required under local regulations.
- b) The firm should have minimum 5 years of work experience in the market study field and the history of working on the Colombian market report.
- c) Period of completion for the work is 45 days 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 all levies/taxes, where applicable, should be clearly specified.
- e) Agency shall be bound to remove/rectify/replace any defects/defective work which is noticed at his own risk and cost.
- f) The Embassy of India would not be responsible for any dues other than the agreed contract amount.
- g) Bidders should quote for all the scope of work altogether, done from one company.
- h) Quotations should remain valid for acceptance for 90 days from date of closing without any price escalation for whatever reasons.

- i) Once the tender is awarded, the winning bidder will have to complete the task within 45 days of award of work.
- j) No Advance or down payments. 25% of payment would be made on receipt of first part of the report, 25% on the receipt of second part of the report and remainder 50% on receipt of the final and completed report. All Payments to the selected bidder would be through bank transfer/ cheque only on satisfactory completion of work.
- k) The Embassy of India will have exclusive IP rights on the report.

### Bid System

- (a) The Company shall submit its quotations in two separate sealed envelopes, namely (a) First Envelope—super scripted “Technical Bid for Defence sector market research report” in format provided in Annexure - I; and (b) Second envelope—super scripted “Financial Bid for Defence sector market research report” in format provided in Annexure - II. It should also be super scripted at the bottom left corner of the envelopes with full name, postal address, fax, email, telephone number of the bidder.
- (b) The sealed bid shall be submitted to The Head of Chancery, Embassy of India, Bogota.
- (c) Any clarification on the scope and objectives of work may be sought by email at email id [sspol.bogota@mea.gov.in](mailto:sspol.bogota@mea.gov.in) before 22 August, 2022.
- (d) Bids may be sent by hand in person or by courier. Bids received by fax/email shall not be accepted.
- (e) Bids received after the closing date and time of 22 August, 2022 at 5:00 PM, respectively, as prescribed in the tender notice shall not be accepted.
- (f) Bids shall be opened on the date and time as given below in the presence of the authorized representatives of the companies, who may wish to attend. The technical bids shall be opened on 23 August 2022. Financial bids of only of those companies who have qualified in the technical bid stage shall be considered.

	<b>Date</b>	<b>Time(Colombia Local Time)</b>
Date of Publishing	02-08-2022	9:00 AM
Bid submission Start date	02-08-2022	9:00 AM
Bid Submission End date	22-8-2022	5:00 PM
Technical Bid opening Date	23-8-2022	11:00 AM
Financial Bid opening	23-8-2022	After opening of technical bids, tentatively at around 03:00 P.M.

Terms & Conditions:

- i. The Tender issuing authority reserves the right to withdraw / cancel the Tender for any reasons whatsoever after publication / award of contract.
- ii. The Tender notice issuing Authority reserves the right to accept or reject any or all the Tenders without assigning any reasons whatsoever.
- iii. The companies will be shortlisted for participation in the tender on the basis of their technical bids. The financial bids of only the eligible companies so shortlisted will be considered. All submitted bids shall be confidential and will remain with the Embassy. The decision of the Embassy in this regard will be final . The Embassy reserves the right to reject any bid without assigning any reasons.
- iv. The tendering authority reserves the right to accept any tender not necessarily the lowest, reject any tender without assigning any reasons.
- v. The Study to be conducted by the agency hired, for Embassy of India in Bogota, will be over viewed by Economic Diplomacy Division of the Ministry of External Affairs, Government of India. All research, results, suggestions, reports, etc. will be the property of the Embassy of India, Bogota and Embassy will use the material as appropriate.

Interested parties may forward their sealed quotations (Technical and Financial bid in separate sealed envelopes) on the letterhead of the company on or before Monday, 22 August 2022, 1700 hrs to :

Head of Chancery EMBASSY  
OF INDIA, Bogota, Calle 116#7-  
15, Torre Cusezar, Bogota -  
110111

Head of Chancery  
Embassy of India, Bogota  
Email: [hoc.bogota@mea.gov.in](mailto:hoc.bogota@mea.gov.in)  
[sspol.bogota@mea.gov.in](mailto:sspol.bogota@mea.gov.in)



To,  
Head of Chancery  
Embassy of India,  
Bogota

Dear Sir/Madam,

I/We, Representative(s) of M/S\_\_\_\_\_solemnly declare  
that:-

- a) I/We are submitting tender for COMMISSIONING OF Defence SECTOR MARKET RESEARCH REPORT against tender Notice No. 3 - B O G / 2 0 2 / 8 / 2 0 2 1 dated .....
- b) All information furnished by me/us in respect of fulfillment of eligibility criteria and other information given in this tender is complete, correct and true.
- c) All documents / credentials submitted along with this tender are genuine, authentic, true and valid.
- d) The Price – Bid submitted by me / us is “Without Any Condition”.
- e) I/We have not been banned /de-barred by any Government or Quasi Government agencies or PSU's.
- f) In any information or document submitted is found to be false / incorrect, Embassy may cancel my/our Tender and can take any action as deemed fit including termination of the contract, forfeiture of all dues and blacklisting of my/our firm and all partners of the firm etc.
- g) All the terms and conditions of the tender are acceptable to us.

Yours sincerely

(Signature of Tenderer) with  
company seal.

Proforma for Financial bid

To,  
Head of Chancery, Embassy of India, Bogota

Dear Sir,

Sub : Financial bid for COMMISSIONING OF DEFENCE SECTOR MARKET RESEARCH  
REPORT TENDER NO. 3-BOG/202/8/2021

\_\_\_\_\_ (Name of the Company) proposes to undertake the work of  
DEFENCE SECTOR MARKET RESEARCH  
REPORT at a cost of \_\_\_\_\_ (amount in words) payable after  
completion of the work. The cost is all inclusive of tax and rates.

2. We are bound by this offer if the Tender is awarded to us.

For and on behalf of:

Signature (Authorised Signatory)  
Designation: