

Embassy of India

Minsk

Request for Proposal (RFP): Market Survey to Promote Indian Exports to Belarus

Embassy of India, Minsk invites proposals from qualified and authorized market-survey agencies to conduct a comprehensive study identifying practical opportunities and barriers for Indian exports to the Republic of Belarus. The final report must include specific, evidence-based remedial measures and recommendations for exporters.

1. Objectives and scope

The study should assess the following areas, with product-level analysis wherever possible.

A. Market access and compliance

- Map the applicable Belarusian and EAEU import, sanitary and phytosanitary (SPS), food-safety, conformity-assessment, packaging and labelling requirements for each product category.
- Identify product-specific documentation and controls, including pesticide maximum-residue limits, phytosanitary or veterinary certificates, cold-chain conditions, and applicable requirements for information in Russian and/or Belarusian.
- Verify whether QR codes or other traceability information are required or commercially advisable; distinguish mandatory requirements from buyer or retailer preferences.
- Assess the scope, utility, procedures, costs and limitations of using the Belarusian Universal Commodity Exchange (BUCE) for Indian products, including rice, nuts, tea, coffee and dried fruits. BUCE describes online trading and accreditation options, including trading through an exchange broker; the study should verify which product categories and trading arrangements are currently suitable for Indian sellers.
- Assess demand and import requirements for handicrafts. Confirm likely HS classifications, applicable duties and any relevant certification or origin-related requirements, including GI considerations where applicable.

B. Product-market fit and competition

For each product group, assess market size and demand, import trends, price points, existing suppliers and competitors, routes to market, buyer requirements, and potential Indian positioning.

- **Food products:** rice, nuts, tea, coffee, dried fruits, spices and ready-to-cook mixes, with particular attention to shelf-stable and value-added products.
- **Fresh and processed produce:** fruits and vegetables, frozen products and pulps, including phytosanitary requirements, potential buyers, reliable cold-chain partners, route options and cost-effectiveness.
- **Handicrafts and home furnishings:** carpets, blue pottery and brass décor, as well as home textiles such as bed linen, towels and curtains.
- **Textiles:** technical and industrial textiles, including coated fabrics, geotextiles and filtration textiles; and ethnic or fashion fabrics, including printed cottons, embroidered fabrics and dress materials.

C. Supply chains and unit economics

Recommend commercially viable ways to improve supply reliability and landed cost. For agri-food products, assess the costs and benefits of pre-cooling, grading, packing and cold-chain logistics, along with potential regional consolidation hubs and routes through Russia or other CIS markets. Identify expected lead times, spoilage risks, handling costs and the scale at which each option becomes economical.

For handicrafts and textiles, identify Belarusian or EAEU buyer expectations for finishing, quality, export packaging and product presentation. Recommend ways to reduce damage in transit and improve sales readiness, including professional product photography and digital catalogues.

D. Market-entry channels and promotion

- Identify the requirements, costs and practical steps for listing suitable Indian food products on BUCE and engaging Belarusian state trading entities.
- Recommend trade fairs, B2B meetings and other suitable business-promotion activities, with estimated participation costs and expected buyer relevance. For example, the organisers describe BELPRODUCT as a regional food and beverage exhibition held alongside BELAGRO and BELFARM; the survey should verify current dates, costs and participation arrangements before recommending attendance.
- Assess digital B2B channels, including IndiaMART, TradeIndia, Global Sources and Wildberries, and recommend which are appropriate for each product and

buyer type. Examine targeted outreach through LinkedIn and other channels where suitable.

- Propose a practical buyer-validation process, including company-registration checks, trade references, payment-risk assessment and other due diligence. Include relevant approaches used by comparable exporting countries, where evidence is available.

2. Required outputs

The proposal should set out a clear methodology and deliverables. At a minimum, the study should provide:

- An inception report confirming scope, methodology, sources, work plan and interview targets.
- A product-by-product market and regulatory assessment, including relevant HS codes and compliance checklists.
- A map of potential buyers, importers, distributors, retailers, logistics providers and other relevant stakeholders, with a description of how they were identified and verified.
- A comparison of market-entry channels, including BUCE, direct importers, trade fairs and digital B2B platforms.
- Product-level supply-chain and landed-cost analysis, stating assumptions and indicating where estimates require confirmation by suppliers or logistics providers.
- A prioritised set of recommendations and remedial measures, with suggested implementation sequence, responsible stakeholders and indicative costs where practicable.
- A draft report for review and a final report incorporating the Embassy's comments.
- A presentation of key findings to the Embassy.

The study should distinguish verified facts from estimates and assumptions, cite sources, and flag any areas requiring confirmation from Belarusian authorities, buyers or specialist compliance advisers. EAEU food labelling is governed by a common technical regulation, while phytosanitary requirements can be amended; bidders should therefore explain how they will verify the rules in force for each product at the time of the study.

3. Proposal requirements

Proposals should include:

- Agency profile, legal status and evidence of authorization or relevant qualifications.
- Relevant experience in market research, Belarus/EAEU trade, food or agricultural SPS compliance, textiles, handicrafts, logistics or export promotion.
- Proposed methodology, sources, fieldwork and interview plan.
- Names and qualifications of the project team, including any local Belarusian or EAEU-based experts.
- Work plan and schedule, including milestones and reporting arrangements.
- Itemised financial proposal, identifying taxes and any travel, translation, data or third-party costs.
- At least two relevant client references, where available.
- Disclosure of any actual or potential conflict of interest.

4. Timeline and payment terms

Proposals must be emailed to hoc.minsk@mea.gov.in **within 15 days of publication of this RFP**. The proposal should state the time required to complete the assignment; the selected agency's schedule and milestones will be agreed with the Embassy.

Payment will be made as follows:

- 50% at commencement of work.
- 25% upon submission of the first report.
- 15% upon submission of the final report.
- 10% 30 days after completion of the project.

The RFP should specify the publication date and time zone before issue, so that the submission deadline can be calculated unambiguously. The Embassy reserves the right to seek clarifications and to accept or reject any proposal in accordance with its requirements.