

Market orientation regarding a research on the EU market for processed rice and added value rice products

Part of the Export Coaching Program on Food Ingredients in Pakistan (and Cambodia) set up by the Centre for the Promotion of Imports from Developing Countries (CBI), part of the Netherlands Enterprise Agency.

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) encourages entrepreneurs in sustainable, agrarian, innovative and international business. It helps with grants, finding business partners, know-how and compliance with laws and regulations.

The aim is to improve opportunities for entrepreneurs and strengthen their position. The Agency works at the instigation of ministries and the European Union.

RVO is part of the Ministry of Economic Affairs.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

More information about CBI and CBI's programmes in Pakistan and Cambodia can be found on www.cbi.eu.

Purpose of the market orientation

The purpose of this market orientation is to inquire whether there are experts available with very good knowledge of the European market for organic rice/processed rice products.

Extent and duration

The research is planned to be conducted during the first few months of 2017, approximately January to March.

Background information

The overall CBI program in Pakistan includes sector programs and a Business Support Organisation Development (BSOD) program. CBI runs several sector programs in Pakistan, one of which is on the Food Ingredients sector.

One specific subsector in the Food Ingredients program is the rice sector. There are many rice exporters in Pakistan that are successfully exporting bulk rice to Europe. However, over the past few years, rice export for bulk rice from Pakistan to Europe has stagnated. Therefore, CBI intends to start a program for the export of processed rice/rice with value addition from Pakistan to Europe. In specific, this means that Pakistani exporters will have to put more emphasis on value addition to their rice products. This can be done by means of organic/sustainable production of rice through which certain certificates/standards can be acquired making it a more luxury product. A second option is to look into further rice processing, for example processing rice into rice flour, rice starch or rice bran oil.

At the same time, CBI is looking into the possibilities of starting a rice programme in Cambodia. Cambodia currently still benefits from an Everything But Arms (EBA) agreement with the EU that lifts all import tariffs, but it is likely that this agreement will end in the near future. Therefore, also Cambodian rice exporters have to look into new ways of adding value to their rice products.

In order to better prepare for the programmes, CBI wishes to have deeper insight in relevant market trends and market access requirements for rice products and more specifically products based on further rice processing. This insight is to be shared among Pakistani and Cambodian rice exporters in order to assess which products and market segments to focus on when considering further value addition and targeting the EU market. The average level of technology and quality standards among Pakistan and Cambodian (SME) companies is to be taken into consideration.

General objective

To have an understanding of the European market for processed rice and added value rice products in order to decide whether it is worth to start a new program for rice exporters from Pakistan and Cambodia.

Objective(s) of the Assignment

To gain a profound overview of the European market (for/of) rice and especially processed rice and rice with added value (for example organic rice) in order to determine whether exporters from Pakistan and Cambodia may focus on these processed rice products for their exports.

Scope of work

The actual market research will be conducted by a third party and will ask the consultant for input. The consultant is expected to perform the following type of work for this assignment:

- Provide valuable input of knowledge to the market research;
- Answer specific questions relating to the market for rice in Europe;
- Revision of draft versions of the market research;
- Travel to Pakistan to present and discuss research results.

Expected Results

1. CBI gains a profound overview of the European market for organic/sustainable rice products
2. CBI gains a profound overview of the European market for processed rice products;
2.a CBI gains knowledge of these specific processed rice products and relevant market access requirements.

Required Skills/ Experience

The supplier is required to have :

- Demonstrated knowledge in the global and EU market for rice and more specifically processed rice products;
- At least 6 years of relevant knowledge and / or experience in the European market over the last 8 years in the sector of food ingredients/ rice.
- Excellent market contacts in the European market for rice and processed rice.
- Acquainted with the distribution channels to / in the EU market for food ingredients.
- Acquainted with EU market standards, EU regulations and logistics in the food ingredients sector as well as relevant topics on Corporate Social Responsibility and sustainable supply chains.
- Knowledge of relevant EU laws on import tariffs and non-tariff barriers
- Excellent network of EU buyers in the Food Ingredients/ Rice sector.

Demonstrable analytical and interpersonal skills including coherent oral and written communication. Fluency in written and spoken English is required.

Application

Market players who are interested in this assignment and feel to meet the above requirements are invited to show their interest to by sending a CV and motivation to Netherlands Enterprise Agency at the latest on November 20, 2016, by email: jstaffhorst@cbi.eu

Depending on the outcome of this market orientation, RVO / CBI will decide which correct procedure to follow regarding the procurement.