



PUBLIC NOTICE

ASSISTANCE FOR OPENING RETAIL SALES OUTLETS ABROAD

To promote Pakistan's export brands abroad and introduce retail operations in export markets, Trade Policy 2005-06 provided sharing of rental costs of outlets, established in potential export markets by exporters. This Scheme continued during the Trade Policy 2007-08 also under this initiative the Government is providing support to the extent of 75%, 50%, 25% and 10% of the rental cost of the retail outlet in the 1st, 2nd, 3rd, and 4th years respectively, with suitable caps on case to case basis. It has been decided to continue this initiative in the Trade Policy 2009-10.

Eligibility Conditions:

- i. Companies / Exporters either having exports in excess of US \$ 1 million in the last year or running at least 3 outlets in major cities of Pakistan.
- ii. The outlets must be established exclusively by one company. Joining of 2 or more companies / exporters will not be admissible.
- iii. At least 50% of the products at the outlets should be of Pakistani origin.
- iv. Outlets can be opened in any country / city of the world which is known to be a market for the product concerned.
- v. The financial support will be available only for space rentals and will not cover utilities, overheads or any other expenses.

Procedure for Application

Applications are invited from companies / exporters interested in availing financial assistance under this scheme, alongwith the following information / documents:

- a. Complete profile of the company
- b. Name of MD / CEO with contact details (Phone, Fax & E-mail)
- c. Name of the contact person with contact details (Phone, Fax & E-mail)
- d. Name of the country and city where company intends to set up outlet (s)
- e. Export performance of last year duly certified by Bank
- f. Attested copies of certificates of international standards.
- g. Items/ Products of exports

Applications may be sent at the following address:

Last date for submission of application is 31st October, 2009

Javed Anwar Khan

Director General

Trade Development Authority of Pakistan
MINISTRY OF COMMERCE
GOVERNMENT OF PAKISTAN



Block-A, 3rd Floor, Finance & Trade Centre, Shahrah-e-Faisal, Karachi-75350 UAN: 111-444-111
Tel: 92-21-9201501 Fax: 92-21-9206474 E-mail: javed.anwar@tdap.gov.pk URL: www.tdap.gov.pk

TRADE POLICY 2009-10

Business Procedure for Opening Retail Sales Outlets Abroad

- a. The outlets to be opened/ established, invariably, shall be in the sole ownership of the said firm/company.
- b. The firm/company will submit an undertaking on stamped/Judicial paper of Rs.100/- denomination, to the effect that their export performance is in the same product(s)/item(s) for which they have applied to TDAP to avail the facility.
- c. The firm/company will submit with their claim with original rental contract of sales outlet, notarized by the Notary Public and duly attested by the Pakistani Mission/Commercial Section/Consulate in the respective country of location.
- d. Pakistani Mission/Commercial Section/Consulate, henceforth, would only attest the notarized documents (rental agreement).
- e. The selected exporter would be required to follow the Law of Land of the country where they intend to open the outlet.
- f. The amount will be reimbursed on quarterly basis.
- g. In case it is found out at any stage that the selected firm/company has resorted to mis-declaration to claim the financial assistance, TDAP will cancel the selection and withdraw the facility extended to the firm/company. In such an event TDAP shall not only proceed against the exporter for the mis-declaration, as per prescribed rules, but they shall also be liable to return/ reimburse the amount already paid to them in this behalf.

This is also applicable to the exporters who have already applied against the subject scheme.