



# **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**

