

No. TDAP-5(119)/TP/PPI/07

Karachi dated the 17<sup>th</sup> May 2008

**PUBLIC NOTICE**

**Assistance for British Retail Consortium (BRC) Certification**

**PREAMBLE:**

BRC Food Technical Standards are introduced by the British Retail Consortium (BRC), a lead trade association representing the whole range of retailers in UK. Designed originally to evaluate manufacturers' products, majority of retailers in UK and other countries now demand BRC Certification for Food products.

In order to promote export of branded rice and food products, Trade Policy 2007-8, has envisaged to share 50% cost of BRC Certification with exporters who obtain this certification.

**2. Eligibility Conditions:**

All exporters /manufacturers of food products are eligible.

**3. Financial Assistance:**

A fixed amount of Rs 75,000/= will be paid to exporters/manufacturers, upon getting BRC certification.

**4. Procedure:**

Interested exporters/business establishments, are requested to apply on prescribed format, (available at [www.tdap.gov.pk](http://www.tdap.gov.pk)) The procedure for receipt of applications and release of payment would be as follows:

- i. Applicant firm selects a certification agency accredited by (UKAS) finalizes terms and conditions with it and submits application to TDAP along with name , particulars and profile of the exporting establishment,

including Export performance duly certified by bank , and description of the products to be exported.

- ii) Acceptance of the request by Technical Committee of TDAP.
- iii) Completion of certification requirements by the applicant firm leading to award of certificate by the certification agency.
- iv) Submission of the certificate by applicant company along with relevant Documents

**5. Reimbursement:**

Reimbursement of Rs75,000/= will be made after approval of case by a Technical Committee.

Applications on the prescribed form may be sent to the following address:

( Syed Tajammal Hussain )  
Deputy Director, Trade Development Authority of Pakistan  
Government of Pakistan Finance & Trade Centre, Block "A"  
Sharea Faisal, Karachi Ph: 92-21-9201505, Fax: 92-21-9206497  
Email: [tdap@tdap.gov.pk](mailto:tdap@tdap.gov.pk) Website: [www.tdap.gov.pk](http://www.tdap.gov.pk)