

No. TDAP-5(116)/TP/PPI/07

Karachi dated the 17TH May 2008.

EXPRESSION OF INTEREST

Subject: 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. Scheme provided financial support to the extent of 50%, 25% and 10% respectively, for a period of three years subject to caps of \$50,000, \$25,000/- and \$10,000/- per annum, respectively. Based on feedback of end users, Trade Policy 2007-8, has enhanced support levels for this scheme as per detail below:

- i. Financial assistance will be available for 4 years.
- ii. Approved companies will be provided 75%, 50%, 25% and 10% of the rental cost in the 1st, 2nd, 3rd and 4th years respectively, with suitable caps on case to case basis.

Eligibility conditions:

- i. Companies/ exporters either having exports in excess of US\$ 1.0 million in last year or running at-least 3 outlets in major cities in Pakistan
- ii. The outlet must be established exclusively by one company. Joining of 2 or more companies / exporters will not be admissible
- iii. At least 50% of products at the outlet 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.

Expressions of interests are invited from the exporters/manufacturers from all sectors fulfilling above eligibility conditions:

For further details, please contact

(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 Website: www.tdap.gov.pk