



PUBLIC NOTICE

BRAND PROMOTION SUPPORT FOR SURGICAL INSTRUMENTS, SPORTS GOODS AND CUTLERY

The Government of Pakistan, in Trade Policy 2009-10 has announced that Surgical Instruments, Sports Goods & Cutlery sector would be extended 25% subsidy on brand promotional expenses like advertisement in recognized trade journals, certification cost etc to achieve necessary value addition.

Terms & Conditions

- a. Term Surgical includes surgical, medical, dental, veterinary, beauty care (manicure/ pedicure etc) and like instruments.
- b. Exporter must be member of the respective association.
- c. Advertisements in recognized trade journals only will be eligible for the subject facility.
- d. Exporter will submit their claims along with original payment receipts (of advertisement / certification) through their respective association for availing the 25% subsidy.
- e. TDAP's funding will be on reimbursement basis.

In case of any further query, please contact to the following address:

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Director General

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