



PUBLIC NOTICE

FACILITATION FOR PHARMACEUTICAL EXPORTS SUBSIDY ON MEDICAL REPRESENTATIVE SALARY

In the new Trade Policy for the year **2009-10**, Government of Pakistan has announced the continuation of Medical representative subsidy to the pharmaceutical companies for hiring medical representatives to promote their brands in foreign markets. This Scheme is meant to offer marketing support only to the pharmaceutical exporters of allopathic drugs in shape of financial support to place medical representatives in designated export markets. This Public Notice would also cover cases of medical representative with TDAP of all those companies who have already applied for subsidy claim.

2. Short title and Commencement:

This scheme to be called "facilitation for pharmaceutical exports" will come into operation with immediate effect. In terms of Current Trade Policy, export enterprises selected for financial assistance under this scheme, will be provided subsidy to 3- medical representative in each country for a period of 2-years @ US\$ 500/- per medical representative per month. For designated high cost countries, this support will be double i.e. US\$ 1,000.

3. Eligibility & Conditions:

- i. All manufactures and exporters having their products registered abroad will be eligible.
- ii. A maximum of 3 medical representatives per country to be authorized who will act as representatives of companies whose products are registered abroad only in the countries / markets proposed by TDAP.
- iii. Medical representatives so appointed must be science graduate, with at least 2-years experience with reputable pharma firms, however, relaxation will be given in some countries on the criteria of qualification.
- iv. Cases will be processed upon proof of submission of registration of Company / products abroad.
- v. Period of appointment will be two years and will commence from date of issuance of approval letter from TDAP. (copy of contract would be required).
- vi. Payment will be made in Pakistani rupee at the prevalent US\$ rate.
- vii. Proof of medical representatives stay in the foreign country would be required in form of an affidavit by the exporting company as well as by the distributor / importer in the foreign country that medical representative is working under the payroll of Pakistani company and working for every quarter.
- viii. Firms using the facility would be required to furnish monthly progress report about promotional activities of medical representatives for non-OTC products as well as export documentation such as Custom Invoice, duly endorsed Bill of Lading / Airway Bill, along with the monthly statement clearing showing the exports against the previous month.

All those companies who had earlier obtained approval from TDAP for hiring medical reps in foreign countries and the approval was expired on June 2009 need not to apply. However, they may apply for any new foreign market subject to the approval of case for medical representative hiring by the TDAP.

4. Procedure:

Interested pharmaceutical exporting companies may apply to the Trade Development Authority of Pakistan with following particulars:

- i) Profile of the local firm as well as distributor / importer abroad.
- ii) Name of the product registered along with the name of the country
- iii) Export Performance
- iv) Particulars of the medical representatives which company intends to hire.

5. All applications supported by relevant documents, be sent to Trade Development Authority of Pakistan, 3rd floor, Finance & Trade Centre, Shara-e- Faisal, Karachi, prior to the appointment of the medical representatives abroad.

Based on the credentials of applicant, Trade Development Authority of Pakistan will select the exporting establishment for this facility and will also approve the names of the medical representatives.

6. Disbursement:

Payment will be disbursed on quarterly basis.

Applications may be sent at the following address:

Last date for submission of application is 30th November, 2009

Muhammad Rashid
Director General (Engineering)

Trade Development Authority of Pakistan
MINISTRY OF COMMERCE
GOVERNMENT OF PAKISTAN

