

PUBLIC NOTICE

FACILITATION FOR PHARMACEUTICAL EXPORTS

In addition to 50% cost sharing for registration of pharma products in export markets announced in last year Trade Policy, government is introducing a scheme to offer marketing support to the pharma exporters in shape of financial support to place medical representatives in export markets.

Short title and Commencement:

2. This scheme to be called “facilitation for pharmaceutical exports” will come into operation with immediate effect. In terms of Trade Policy 2005-06, export enterprises selected for financial assistance under this scheme, will be provided facility of 3-medical representative for a period of 2-years @ US\$ 500/- per medical representative per month. For designated high cost countries, this support will be 30% higher.

3. Eligibility & Conditions:

- i. All manufacturer 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.
- iii. Medical representative so appointed must be science graduate, with at least 3-years experience with reputable pharma firms.
- iv. Cases will be processed upon proof of submission of registration abroad.
- v. Period of appointment will be two years and will commence from date of issuance of approval letter by TDAP and appointment abroad (copy of contract would be required).
- vi. Payment will be made in Pakistani rupee at the prevalent US\$ rate on monthly basis.
- vii. Proof of medical representatives stay in the foreign country would be required in the form of certification by our embassy and an affidavit by the company that medical representative is staying abroad and working for every quarter.

viii. Firms using the facility would be required to furnish monthly progress report about promotional activities of medical representatives.

4. **Procedure:**

Interested exporters may apply to the Trade Development Authority of Pakistan with following particulars:

- i) Profile of the firm
- 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 the Director General (PPI), Trade Development Authority of Pakistan, 5th floor, Finance & Trade Centre, Sharea Faisal, Karachi, prior to posting 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:**

Claims will be processed and amounts will be disbursed on quarterly basis

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Director (PPI)