



# **PUBLIC NOTICE**

## **ESTABLISHMENT OF COLD STORAGE AND COOL CHAIN PROCESSES FOR HORTICULTURE PRODUCTS**

Establishment of cold storage/cool chain infrastructure is necessary to control post harvest losses and to preserve quality in fruits, vegetable and flowers. For this purpose, Government of Pakistan, in the Trade Policy 2009-10, has provided an incentive to horticulture exporter by allowing mark-up subsidy @ 8% or 50% whichever is lower on loans obtained for establishment of above process.

This scheme, to be called **“Establishment of Cold Storage and Cool Chain Processes for Horticulture Products”** will come into operation with immediate effect. Horticulture exporters selected for support under this scheme will be allowed the following incentive:

“Mark-up subsidy on loans @8% or 50% which ever is lower obtained by Horticulture exporters for establishment of Cold Storage and Cool Chain Processes will be picked-up by the Trade Development Authority of Pakistan.

### **3. Eligibility Criteria:**

- i. The loan has been obtained on market rates and does not have any element of subsidy whatsoever.
- ii. Tenor of the loan is not in excess of 7.5 years including grace period.

### **4. Procedure:**

Horticulture exporters who desire to avail support under this scheme are advised to get prior approval from TDAP before disbursement of loan. Payment of mark-up to eligible enterprises will be made by TDAP on reimbursement basis only. All applications should be supported by loan documents, project profile and a certificate from the financing bank confirming terms of the loan and receipt of markup. In case of default by the enterprise in repayment of bank loan, TDAP subsidy on markup will be terminated immediately.

Applications may be sent at the following address:

**Javed Anwar Khan**

Director General

**Trade Development Authority of Pakistan**  
**MINISTRY OF COMMERCE**  
**GOVERNMENT OF PAKISTAN**

