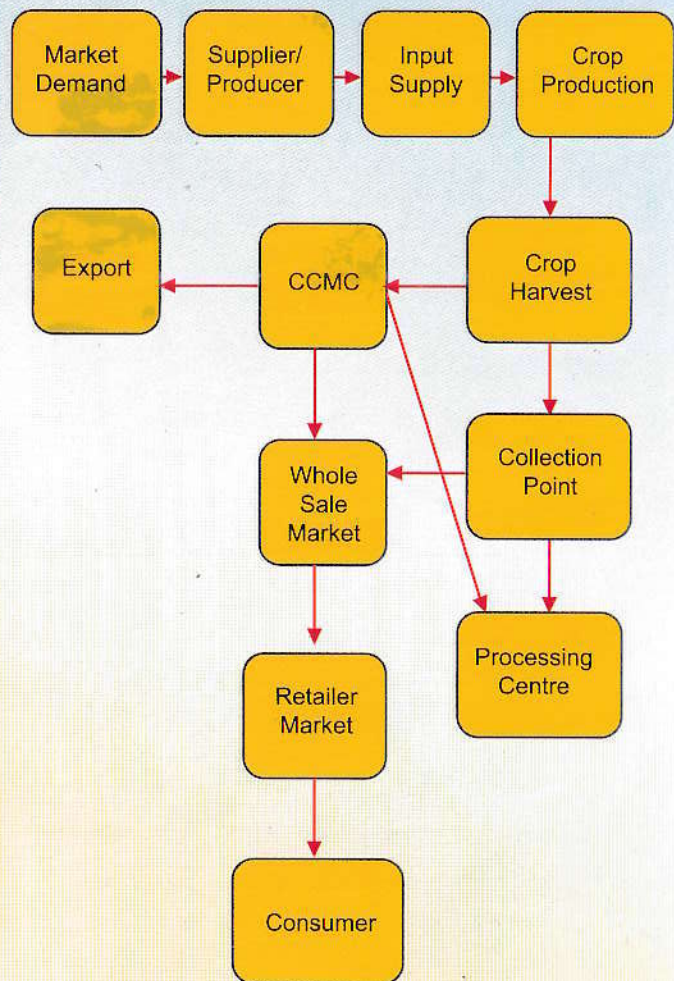


## Business Model developed by Hortex Foundation



CCMC – Commodity Collection & Marketing Centre



## HORTEX FOUNDATION

Horticulture Export Development Foundation

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## HORTEX FOUNDATION



*Creating agribusiness opportunity in domestic market and promoting export of high value fresh, frozen and processed agro-commodities since 1993.*



**HORTEX FOUNDATION**  
 Horticulture Export Development Foundation

## HORTEX FOUNDATION

Horticulture Export Development Foundation, in short 'Hortex Foundation', was established in 1993 with the patronage of the Ministry of Agriculture. It is registered as a company by Guarantee and licensed under section 26 of Companies Acts 1913. It is a "Not for Profit" organization.

The Secretary, Ministry of Agriculture is the ex-officio Chairman of Hortex Foundation, while the Managing Director works as the Chief Executive Officer. Hortex Foundation is governed under the Governing Body with policy guidance from a General Body, and operates according to the Memorandum and Articles of Association. The Governing Body consists of 7 Directors and the General Body comprises 35 members, which is represented by public and private sectors.

### Vision

A sustainable organized market of agro-commodities for export and domestic market.

### Mission

Development and promotion of agribusiness with high value agro-products for export and domestic market through technological and advisory support in order to boost up national economy and employment generation.

## Key Objectives of Hortex Foundation

- Capacity building of farmers, exporters and other stakeholders for promoting export of fresh fruits, vegetables, potato, spices, frozen and processed agro-commodities.
- Provide market intelligence support and business plan to exporters and entrepreneurs.
- Develop linkage among the farmers, exporters and other related organizations for promoting export of agro-commodities.
- Provide cool chain transportation support for farmers, exporters and entrepreneurs.
- Sustainability of commercial agribusiness through technological support and research.
- Plan, develop and coordinate projects aimed at assisting all around development and export promotion of agricultural produces.
- Promotion and development of business of high value fresh and processed agricultural products.
- Promotion of contract farming for enhancing safe and traceable production of agro-products.
- Ensuring technological training and advisory support to producers, traders and exporters.
- Develop and promote innovative ideas for the effective Supply & value chain & market linkage.

- Reduce postharvest loss through capacity building of farmers and traders on postharvest management practices.
- Organize seminars, workshops, consultation, conferences.
- Develop national certification system for GAP Standard and organic fresh produces.

## Projects Implementation

1. NATP – Phase II Project (Market Access) – Implementing as a Strategic Partner of DAE, on going.
2. Development of Food Control Guidelines and Pilot Implementation across the Horticultural Value Chain (FAO-FSP), 2014.
3. Supply Chain Development Component of NATP(World Bank), 2008-2014.
4. Project on Capacity Building in Administering SPS & Environment Standards to Fresh Produce Export to EU, 2006-2007.
5. Project on Regulatory and Standard Requirements for Accessing Fresh Produce Markets in EU, 2007.
6. Agricultural Services Innovation and Reform Project (ASIRP, IDA Credit), Hortex Component, 1999-2003.
7. Support for Horticultural Export Development Project (IDA Credit), 1996 – 1999.

In addition, completed a number of studies on market access & value chain development of agricultural produces.