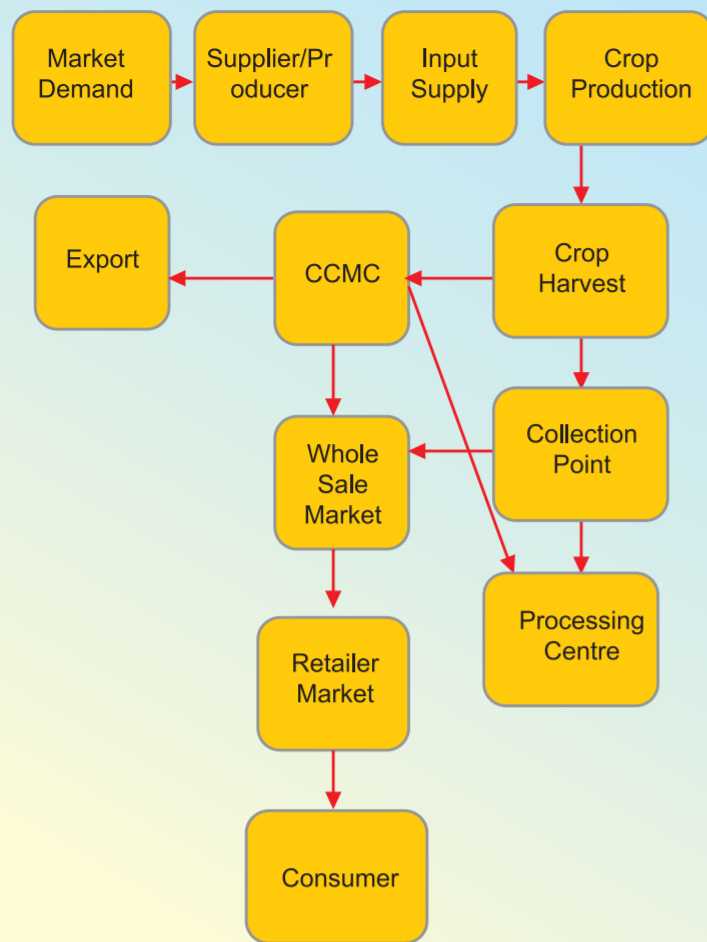


Business Model developed by Hortex Foundation:



CCMC – Commodity Collection & Marketing Centre



HORTEX FOUNDATION

Horticulture Export Development Foundation

Sech Bhaban (3rd floor), Western Side, 22 Manik Mia Avenue,
Sher-e-Bangla Nagar Dhaka-1207, Bangladesh
Email: hortex@hortex.org, Website: www.hortex.portal.gov.bd.org

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 Board of Directors with policy guidance from a General Body, and operates according to the Memorandum and Articles of Association. The Board of Directors 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 agri - 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 technology 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 agri-products.
- Ensuring technological training and advisory support to producers, traders and exporters.
- Develop and promote innovative ideas for the effective value chain & market linkage.
- Reduce post-harvest loss through capacity building of farmers and traders on post-harvest management practices.
- Organize seminars, workshops, consultation meetings, conferences, etc.
- Develop national certification system for GAP 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 of Agricultural produces.