

PHDEC Newsletter – December 2025

**From the Office of the Chief Executive Officer,
Pakistan Horticulture Development & Export Company**

December 2025 marked a highly productive and strategically significant period for the Pakistan Horticulture Development and Export Company (PHDEC). Through close collaboration with the Trade Development Authority of Pakistan (TDAP), provincial agriculture departments, research institutions, chambers of commerce, and private-sector stakeholders, PHDEC continued to advance its mandate of enhancing competitiveness, value addition, and export readiness of Pakistan’s horticulture sector.

Our collective efforts during the month reflect PHDEC’s commitment to building resilient value chains, promoting innovation, and positioning Pakistan as a reliable supplier of high-quality horticultural products in international markets.

Key Highlights of December 2025

A Landmark Step in Knowledge Outreach: Launch of “Horticulture Horizons”; A major milestone was achieved on 19 December 2025 with the inauguration of Pakistan’s first-ever public sector podcast studio, titled “Horticulture Horizons,” by the Federal Minister for Commerce, Mr. Jam Kamal Khan, in Islamabad. This initiative represents PHDEC’s forward-looking approach to knowledge dissemination, stakeholder engagement, and digital outreach.

Two podcast episodes were released during the month. The first focused on driving Pakistan’s horticulture exports, with practical insights for potato and citrus growers and exporters. The second episode addressed value addition as a strategic imperative, highlighting processing, packaging, branding, and food safety compliance as key drivers of competitiveness. These discussions are part of PHDEC’s broader effort to bridge information gaps across the horticulture value chain and promote informed, market-oriented decision-making.

Capacity Building and Value Chain Development Initiatives; Throughout December, PHDEC organized and participated in a series of workshops, training sessions, and webinars across the country, aimed at strengthening production practices, post-harvest management, and export compliance. Key activities included:

- **Follow-up on FoodAg-2025 export deals**, supporting exhibitors in maturing negotiations and addressing market-entry challenges.
- **Training on solar tunnel dryers in Kunri, Sindh**, promoting aflatoxin-free chilies for high-value export markets and reducing post-harvest losses through modern drying technologies.
- **Technical workshops on tomato yield enhancement**, citrus and dragon fruit production, and integrated disease management, tailored to regional agro-climatic conditions.

- **Webinars on phytosanitary procedures and export-quality potato production**, conducted in coordination with the Department of Plant Protection and research institutions to facilitate smooth export operations.

These initiatives underscore PHDEC's focus on quality improvement, food safety compliance, and sustainable productivity enhancement.

Policy Dialogue, Research Linkages, and Market Facilitation; PHDEC actively contributed to policy discussions and institutional strengthening, including participation in the Panel Discussion on the National Olive Value Chain Policy & Road Map (2024–2030). Engagements with universities such as MNSUAM and BZU Multan explored the expansion and mechanization of dehydration facilities, food packaging standards, and commercialization of value-added products.

In collaboration with TDAP, PHDEC facilitated **B2B meetings between Pakistani potato exporters and Uzbek buyers**, and participated in high-level meetings at MNFS&R on potato, citrus, pomegranate, and grape export protocols—strengthening bilateral trade linkages and opening new market opportunities.

Provincial Outreach and Public–Private Collaboration; Extensive engagements were conducted across Balochistan, Khyber Pakhtunkhwa & Punjab, focusing on certification, cold chain development, export facilitation, and exhibition planning. Meetings with provincial secretaries, chambers of commerce, olive growers, and horticulture stakeholders emphasized coordinated action to address supply-chain gaps, improve quality standards, and enhance international market access.

Notably, discussions were advanced for the joint organization of national and international horticulture exhibitions, including the upcoming Horticulture Exhibition 2026, reinforcing PHDEC's commitment to strong public–private partnerships.

Looking Ahead

The activities undertaken in December 2025 reflect PHDEC's strategic direction—centered on capacity building, value addition, certification, infrastructure support, and market development. Moving forward, PHDEC will continue to work closely with all stakeholders to translate these initiatives into tangible export growth, higher farmer incomes, and a stronger global presence for Pakistan's horticulture sector.

*Best regards,
Athar Hussain Khokhar*

CEO, Pakistan Horticulture Development & Export Company (PHDEC)