



Newsletter

From the Office of the CEO

Pakistan Horticulture Development & Export Company (PHDEC)

Pakistan Horticulture Development & Export Company (PHDEC), under the Ministry of Commerce, continued its proactive efforts during April 2026 to strengthen Pakistan's horticulture sector through strategic interventions focused on export development, value addition, market diversification, and farmer capacity building. Throughout the month, PHDEC implemented a wide range of initiatives including technical workshops, international trade engagements, export facilitation activities, and sector-specific webinars aimed at aligning Pakistan's horticulture industry with international quality and phytosanitary standards.

One of the key highlights of the month was the large-scale expansion of PHDEC's flagship Mango Bagging Initiative in both Tando Jam and Multan. The training workshops and distribution ceremonies brought together growers, exporters, researchers, and private-sector stakeholders to promote modern pre-harvest practices that improve fruit quality and export competitiveness. Building upon the success of earlier pilot interventions, PHDEC distributed 150,000 mango bags to growers for commercial-scale implementation during the upcoming mango season. Experts from Sindh Agriculture University, Agricultural Research Institute, and CABI International emphasized that mango bagging significantly improves fruit appearance, color uniformity, and protection against fruit fly infestation, diseases, sap burn, and environmental damage while reducing pesticide residues and improving compliance with international SPS standards. Exporters also reported improved acceptance and higher returns from premium destinations including Japan, South Korea, the EU, China, and the USA.

PHDEC also organized a series of specialized technical webinars addressing critical production and export challenges across multiple horticulture sectors. A webinar on efficient pollination techniques in date palm highlighted modern scientific approaches to improving fruit set, yield consistency, and export-grade quality in Pakistan's arid regions. Experts stressed the importance of proper pollination timing, pollen viability management, and climate-smart orchard practices. Similarly, the webinar on sustainable guava production and export potential in Punjab focused on addressing major constraints including fruit fly infestation, Anthracnose disease, and climate-related production pressures. Technical experts shared practical guidance on high-density planting systems, integrated pest management, fruit bagging technology, and certified export-oriented guava varieties.

In line with its commitment to market intelligence and export diversification, PHDEC hosted important sessions on Pakistan's citrus exports and emerging opportunities in the global horticulture trade landscape. The webinar on Pakistan Kinnow in the Jakarta market examined the reasons behind declining citrus exports and highlighted the need for a strategic shift from volume-based exports toward quality-focused, consumer-oriented production systems. Experts emphasized



stronger cold-chain management, improved grading and packaging, better varietal selection, and compliance with international market requirements.

During April, PHDEC also facilitated several high-level B2B engagements with international buyers and delegations aimed at strengthening Pakistan's export footprint in regional and global markets. Meetings with the Tajikistan delegation focused on expanding bilateral trade in fruits, vegetables, and meat products while exploring alternative logistics routes amid disruptions in traditional Central Asian corridors. Discussions focused on quality specifications, varietal requirements, GACC compliance, and export volumes, opening pathways for sustained high-volume chili exports to China. Similarly, B2B discussions with Kuwait-based Zadco Global Co. explored opportunities for Pakistani potatoes, onions, green chilies, mangoes, and kinnow in the Kuwaiti market, with emphasis on certifications, competitive pricing, and alternative shipping routes due to regional logistics disruptions.

A major achievement during the month was the reopening of the Russian market for Pakistani potatoes following coordinated efforts by the Ministry of Commerce, Ministry of National Food Security & Research, PHDEC, and the Department of Plant Protection. The restoration of market access represents a significant milestone for Pakistan's horticulture exports and is expected to create improved income opportunities for potato growers while strengthening compliance systems aligned with international phytosanitary requirements. The development also reinforces Pakistan's efforts to diversify exports beyond traditional destinations and build stronger trade relations with non-traditional markets.

PHDEC further enhanced Pakistan's international visibility through participation in the 10th International Horticulture Expo & Conference in Peshawar and the EU–Pakistan Business Forum in Islamabad. At the Peshawar Expo, PHDEC showcased a diverse range of fresh and value-added horticulture products including date syrup, date paste, stuffed dates, olive products, and dehydrated fruits from Swat. Technical sessions jointly organized by PHDEC focused on climate-smart agriculture, precision farming, certified nurseries, integrated pest management, and export opportunities in GCC and Central Asian markets. At the EU–Pakistan Business Forum, PHDEC highlighted opportunities for joint ventures in agro-processing, technology transfer, and value-added potato products to strengthen Pakistan's position in high-value European markets.

As PHDEC moves into May 2026, the organization remains committed to operationalizing the outcomes of these initiatives through continued field trainings, stronger institutional collaboration, improved farmer-exporter linkages, and targeted interventions focused on quality enhancement, compliance, value addition, and market diversification. Through these sustained efforts, PHDEC aims to strengthen Pakistan's horticulture economy and create long-term export growth opportunities for growers, exporters, and agribusiness stakeholders across the country.

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