



**PAKISTAN HORTICULTURE
DEVELOPMENT & EXPORT COMPANY**



Annual Performance Report

1st July 2025 to 30th June 2026

**Ministry of Commerce
Government of Pakistan**



Pakistan Horticulture Development & Export Company

Annual Performance Report

Overview

Pakistan Horticulture Development & Export Company (PHDEC) is a company registered under Section 42 of the Companies Act 2017 mandated to promote, co-ordinate and enhance the horticulture sector of Pakistan. It has always played a key role in introducing Pakistani horticultural products to high-end international markets with strategic initiatives and efforts, and has always led from the front through integrated interventions to facilitate the sub-sectors of horticulture value chains of Pakistan.

Mission

“As a sector specific trade promotion organization of Government of Pakistan for horticulture sector, PHDEC is mandated to promote, coordinate, and enhance Pakistan’s horticulture products by introducing Pakistan to the higher end international and regional markets through timely, well integrated and strategic initiatives and interventions, aiming at the same time to facilitate all the stakeholders in the horticulture value chain.”

Vision

PHDEC envisions the vitalization of a dynamic, open and market driven horticulture sector, which would transform into a resilient and sustainable sector, equipped to meet the challenges of globalization by creating a niche in the international market.

Objective

PHDEC was established to work for production, development and export of horticulture products of Pakistan which includes fruits, vegetables, flowers and herbs.

Mandate

- Improvement of supply chain system including establishment of modern infrastructure
- Encouraging facilitating and training the growers to grow for export
- Facilitating adoption of International standards and certifications for compliance with import requirements of major importing countries.
- Information dissemination on International compliances on food quality and safety and by capacity building of the stakeholders



- Promoting and facilitating investment in horticulture processing industry, infrastructure and other areas ancillary to horticultural exports.
- Promoting and developing competitiveness of horticulture industry of Pakistan with focus on exports of value added fresh and processed horticultural products.
- To promote export of horticulture products by:
 - Setting up market intelligence services,
 - Establishing linkages with International marketing companies
 - Organizing exporter's delegations and their participation in International
 - Exhibitions relating to horticultural products

Executive Summary

The Pakistan Horticulture Development & Export Company (PHDEC), operating under the Ministry of Commerce, continued to implement strategic interventions during 2025–26 to enhance the competitiveness of Pakistan's horticulture sector and promote sustainable export growth. In line with its mandate, PHDEC focused on strengthening horticulture value chains through capacity building, value addition, quality compliance, market development, technology dissemination, and strategic partnerships.

During the reporting period, PHDEC implemented 86 sector-specific interventions encompassing technical capacity building, pilot projects, infrastructure development, trade facilitation, business matchmaking, research collaboration, and policy support across major export-oriented horticultural commodities. These initiatives promoted the adoption of Good Agricultural Practices (GAP), climate-smart production, post-harvest management, food safety standards, and value addition to improve productivity and export readiness.

PHDEC strengthened Pakistan's export infrastructure through initiatives such as the establishment of the Mango Dehydration Facility at MNS University of Agriculture, Multan, implementation of fruit bagging projects, and promotion of modern post-harvest technologies aimed at reducing losses and improving product quality.

To expand market access, PHDEC facilitated B2B engagements with international buyers, supported compliance with importing-country requirements, participated in national and international trade exhibitions, and developed strategic linkages with research institutions, academia, and the private sector to foster innovation and evidence-based sector development.

Collectively, these interventions reinforced PHDEC's mandate of promoting export-oriented horticulture by improving quality, strengthening value chains, facilitating market access, encouraging value addition, and enhancing the global competitiveness of Pakistan's horticultural products, thereby contributing to increased export earnings and sustainable economic growth.



Introduction

Pakistan Horticulture Development & Export Company (PHDEC) aims to enhance the horticulture sector in Pakistan through various initiatives focused on improving production practices, increasing export capacity, and fostering industry growth. This annual report outlines the justification and rationale for the activities conducted under PHDEC's Framework/Work Plan (2025-28), focusing on their alignment with PHDEC's strategic objectives.

PHDEC's Strategic Focus (2025-26) at a Glance

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Strengthen Skills and Knowledge Base for Horticultural Sector Development

Workshops & Seminars

1. Mango Harvesting and Handling for Prime Minister's mango diplomacy initiative

Date: 07th July 2025 | Location: Multan | Product/Focus: Mango

Description

PHDEC conducted a specialized training workshop at Multan,

- Focusing on mango harvesting, de-sapping, maturity assessment, sorting, and handling practices.
- Training of key farm workers and laborers to enhance their skills in applying standard techniques essential for improving the quality and yield of mangoes intended for export and the Prime Minister's mango diplomacy initiative.
- Practices to minimize bruising and damage during harvesting, transportation, and storage.

Objectives

- Enhance Fruit Quality: Train stakeholders on mango bagging to protect fruit from pests (especially fruit flies), bruising, and environmental damage.



- Compliance with Global Standards: Ensure produce meets international sanitary and phytosanitary (SPS) requirements through SOPs for hot water and vapor heat treatments.
- Market Expansion: Support the PM's initiative by preparing blemish-free, visually appealing fruit that can be used for high-level diplomatic gifting and premium exports.

Outcomes

- Increased Export Value: Transitioning to bagged and properly handled mangoes allows exporters to fetch premium prices in over 40 countries.
- Extended Shelf Life: Improved post-harvest handling and maturity-based harvesting extend the fruit's life, facilitating long-distance shipping to new markets.
- Strengthened Brand Reputation: Consistent delivery of high-quality fruit through the diplomacy initiative enhances the global reputation of Pakistani mangoes.

2. Enhancing Citrus Quality and Export Competitiveness: Pest and Disease Control Measures, Harvest and Post-Harvest Management, and Effective Logistics Solutions

Date: 08th October 2025 | Location: Sargodha | Product/Focus: Citrus

Description

Pakistan Horticulture Development and Export Company (PHDEC) participated in the Agri Expo held at Sargodha, where it placed an informative stall and organized a technical workshop titled "Enhancing Citrus Quality and Export Competitiveness: Pest and Disease Control Measures, Harvest and Post-Harvest Management, and Effective Logistics Solutions."

Objectives

- Increase Export Quality: To reduce post-harvest losses and improve the quality of Kinnow for international, high-end markets.
- Enhance Technical Knowledge: To train stakeholders on Good Agricultural Practices (GAP), including proper pruning, nutrition, and irrigation management.
- Improve Pest & Disease Control: To educate farmers on managing pests (e.g., citrus psylla, whitefly) and diseases to prevent damage.

Outcome

- Capacity Building: Farmers and exporters received practical, in-depth knowledge on improving orchard productivity and fruit quality.
- Material Distribution: Urdu-language, in-depth booklets on citrus management and Good Agricultural Practices (GAP) were distributed.



- Direct Interaction: Facilitated a platform for stakeholders to interact with experts, including trade diplomats.

3. Exploring the Export Potential, Cultivation Practices and Future Outlook of Garlic

Date: 14th October 2025 | Location: Swabi | Product/Focus: Garlic

Description

PHDEC hosted the workshop in Swabi, the major Garlic production hub in Khyber Pakhtunkhwa. The workshop focused on key areas including Integrated Pest Management (IPM), Integrated Nutrition Management (INM), crop diseases & Its control measures, R&D in developing high yielding garlic varieties by Agriculture Research Department (KPK) & export potential of garlic varieties being produced in Khyber Pakhtunkhwa.

Objectives

- Enhance Export Potential: Identify and tap into international markets (e.g., Afghanistan, Sri Lanka, Malaysia) for Pakistani garlic.
- Improve Cultivation Practices: Train growers on Integrated Pest Management (IPM), Integrated Nutrition Management (INM), and disease control to increase yield and quality.
- Promote High-Yielding Varieties: Introduce new, superior garlic varieties developed by NARC and the Agriculture Research Department of KPK.

Outcome

- Export Focus: Strengthened awareness of the export prospects and requirements for major importing countries.
- Adoption of Best Practices: Promoted the adoption of IPM and INM techniques, leading to better pest and nutrient management.

Future Planning: Developed a clearer understanding of the future outlook for the garlic industry, with an emphasis on sustainable, high-value production.

4. Certification, Packaging, and Branding of KPK Horticulture Value-Added Products

Date: 30th October 2025 | Location: Swat | Product/Focus: Value Added Products

Description

Pakistan Horticulture Development & Export Company (PHDEC) organized an interactive session at the Agriculture Research Institute (ARI), Mingora, Swat, focusing on Certification, Packaging, and Branding of Horticulture Value-Added Products. The session aimed to build awareness among local entrepreneurs, processors, and growers about adopting international certification standards, improving packaging techniques, and developing effective branding strategies to enhance the competitiveness of horticulture products from Khyber Pakhtunkhwa.

Objectives



- Enhance Value Addition: Train stakeholders to convert raw produce into value-added items, increasing profitability.
- Boost Exports: Align KPK horticulture products with international quality and safety standards.
- Reduce Losses: Mitigate pre- and post-harvest losses through improved handling and packaging solutions.

Outcomes

- Improved Market Access: Participants gain knowledge to access high-end, premium, or international markets through certified products.
- Better Branding: Adoption of modern, informative, and attractive labeling, increasing product value and consumer trust.

5. Branding and Packaging of Value-Added Horticultural Products to Compete in High-End International Markets

Date: 11th November 2025 | Location: Multan | Product/Focus: Value Added Products

Description

Pakistan Horticulture Development and Export Company (PHDEC) organized a workshop at MNS University of Agriculture, Multan titled "Branding and Packaging of Value-Added Horticultural Products to Compete in High-End International Markets". Following the successful launch of the Mango Dehydration Facility in the month of October at MNS-UAM, PHDEC arranged this workshop to emphasize the vital role of standardized packaging and branding in enhancing the competitiveness of Pakistan's value-added horticultural products in international markets.

Objectives of the Workshop

- Enhance Export Competitiveness: To equip producers and exporters with knowledge on international packaging standards to compete in high-end markets.
- Improve Brand Visibility: To train participants on branding strategies, including logo design and product differentiation to build consumer trust and confidence.
- Introduce Traceability: To promote the use of modern tracking tools such as barcodes and QR codes for transparency.

Key Outcomes of the Workshop

- "Brand Pakistan " Initiative: The session highlighted the need to advance the "Brand Pakistan " initiative to standardize local horticultural produce.
- Future Facilitation Strategy: PHDEC announced the establishment of a facilitation office at MNS-UAM to support continued collaboration, research, and innovation in packaging.



- Export Preparedness: Participants were prepared to showcase products at international events like the agri Expo.

6. Enhancing Citrus Quality and Export Competitiveness: Harvest and Postharvest Management and Efficient Logistics Solutions

Date: 13th November 2025 | Location: Sargodha | Product/Focus: Citrus

Description

The session brought together key stakeholders, including growers, exporters, researchers, logistics providers, and trade diplomats, to discuss practical interventions for improving harvest, postharvest handling, pest management, and cold chain logistics, critical components for maintaining export-quality citrus. Experts from the Citrus Research Institute (CRI), Sargodha delivered detailed presentations on harvest and postharvest techniques.

Key Objectives

- Enhance Quality: Improve fruit quality for the export market by educating stakeholders on modern Post-harvest techniques to reduce damage.
- Logistics Efficiency: Optimize supply chain efficiency for the upcoming season, focusing on cold chain management and CPEC routes.
- Market Compliance: Enable adherence to international standards for importing countries.

Key Outcomes and Takeaways

- Best Practices Adopted: Encouraged replacing traditional baskets with plastic crates to minimize bruising.
- Technical Knowledge Transfer: Citrus Research Institute (CRI) experts provided training on pest/disease control and optimal harvesting times.
- Logistics Solutions: The National Logistics Corporation (NLC) introduced refrigerated (reefer) containers for the 2025--26 season.
- Educational Support: PHDEC distributed Urdu-language guidelines on Good Agricultural Practices (GAP)

7. Use of Solar Tunnel Dryers for Producing Aflatoxin-Free Chilies for Export in Kunri Region of Sindh.

Date: 09th December 2025 | Location: Kunri, Sindh | Product/Focus: Chili

Description

PHDEC conducted a training workshop for chilies growers, processors, and exporters on the effective use of solar tunnel dryers to produce aflatoxin-free, export-quality chilies in follow-up of the PHDEC's initiative for the promotion of Solar Tunnel Dryers for the Chilis to Control Aflatoxin for Exports.

Objectives of the Workshop



- **Aflatoxin Control:** To educate farmers and stakeholders on methods to prevent aflatoxin contamination in red chilies, which is a major barrier to international market access.
- **Export Compliance:** To train stakeholders on international quality standards, including Maximum Residue Limits (MRLs) and Best Agricultural Practices (GAP).
- **Capacity Building:** To educate growers on proper post-harvest handling, including recommended pesticides, application timing, and pre-harvest intervals (PHIs).

Key Outcomes and Impact

- **Distribution of Dryers:** PHDEC announced the distribution of 34 solar tunnel dryers to progressive farmers and exporters in the Umerkot and Kunri districts to produce export-grade, safe chilies.
- **Improved Quality:** The solar tunnel drying method was shown to produce better quality, cleaner, and faster-dried chilies compared to traditional drying, which suffers from higher contamination.
- **Enhanced Export Potential:** The initiative aims to align Pakistani chili exports with global standards, particularly following new protocols with markets like China

8. Tomato Yield Enhancement and Value Addition Techniques for Sustainable Production

Date: 10th December 2025 | Location: Thatta | Product/Focus: Tomato

Description

Pakistan Horticulture Development & Export Company (PHDEC) in collaboration with National Sugarcane and Horticulture Research Institute (NSHRI, PARC) in Thatta organized a workshop on "Tomato Yield Enhancement and Value Addition Techniques for Sustainable Production in Thatta region of Sindh". The program brought together growers, processors, extension staff, and value-chain stakeholders to promote modern agronomic practices, sustainable crop management, and post-harvest value addition.

Key Objectives

- **Capacity Building:** Training stakeholders on Good Agricultural Practices (GAP) to increase productivity, focusing on high-yielding varieties.
- **Reducing Post-Harvest Losses:** Educating participants on techniques to manage high moisture content, reducing spoilage during transportation and storage.

Key Outcomes

- **Improved Post-Harvest Techniques:** Adoption of techniques such as pre-cooling, disinfection, and proper packaging to extend the short shelf life of tomatoes.
- **Value Addition Adoption:** Increased interest and capability in establishing small-to-medium scale processing units for value-added tomato products.



- Enhanced Quality & Yield: Implementation of techniques aimed at increasing yield per acre and enhancing the quality of fruit, particularly to meet international standards.

9. Citrus & Dragon fruit Growing and Production under the Agro-Climatic Conditions of District Lasbela.

Date: 12th December 2025 | Location: Lasbela | Product/Focus: Citrus & Dragon Fruit

Description

Pakistan Horticulture Development & Export Company (PHDEC) organized a workshop on "Citrus and Dragon fruit Growing and Production under the Agro-Climatic Conditions of District Lasbela." The activity aimed to strengthen the technical knowledge of growers, promote better orchard management practices, and explore these fruit crops suitable for the climatic conditions of Uthal and its surrounding. Farmers, extension workers, and local stakeholders from District Lasbela actively participated in the session.

Key Objectives of the Workshop

- Climate-Adapted Agriculture: To address the specific agro-climatic conditions of District Lasbela, enabling farmers to optimize production despite potential environmental challenges.
- Capacity Building: To empower local growers, researchers, and students with practical, on-field knowledge about disease management, pruning, and, for dragon fruit, trellis management.

Outcomes of the Workshop

- Increased Knowledge Base: Participants gained in-depth, practical knowledge on citrus orchard management, including pest control and fertilization, as well as specific techniques for dragon fruit farming.

Enhanced Local Cultivation Strategy: Farmers learned to adapt to Lasbela's specific climate, focusing on techniques that ensure better fruit quality and higher yields.

10. Awareness and capacity-building seminar at the Sargodha Chamber of Commerce and Industry (SCCI) to enhance the understanding and capabilities of businesses in the area of digital trade and online market access.

Date: 10th February, 2026 | Location: Sargodha | Product/Focus: Citrus

Description

PHDEC in collaboration with TDAP organized an awareness and capacity-building seminar at the Sargodha Chamber of Commerce and Industry (SCCI) to enhance the understanding and capabilities of businesses in the area of digital trade and online market access. The seminar provided practical, hands-on insights into online business models, the use of local and international e-commerce platforms, digital payment systems, logistics solutions, and regulatory and compliance requirements for selling products and delivering services through digital channels. Participants were also briefed on emerging e-commerce trends and the opportunities available for



Pakistani businesses to expand their footprint in domestic and international markets through digital transformation.

During the session, PHDEC representative shared PHDEC's plans for supporting the sector, highlighting that PHDEC has recently established its field office in Sargodha to ensure direct and close engagement with citrus stakeholders. This initiative aims to gather first-hand information on citrus production and exports, while ensuring continued technical support and market-oriented interventions to improve product quality, enhance competitiveness, and strengthen the export performance of Pakistani citrus.

PHDEC representative further informed participants that PHDEC's Certification Project is going to start shortly, with citrus stakeholders forming a major component of the initiative. The project aims to support compliance with international quality and certification standards. Additionally, participants were briefed on the upcoming International Horticulture Expo, scheduled to be held in Lahore in June 2026, and were encouraged to participate to explore new market linkages, business opportunities, and export prospects.

11. Exploring the Export Potential, Cultivation Practices and Future Outlook of Onions in Punjab

Date: 18th February 2026 | Location: Vehari | Product/Focus: Onion

Description

The event marked another significant step toward strengthening Pakistan's horticulture sector, particularly the onion value chain in Punjab.

The workshop was strategically designed to enhance production efficiency, improve quality standards, and expand export opportunities for Pakistani onions in international markets. By bringing together key stakeholders across the value chain, the initiative aimed to bridge knowledge gaps, promote export-oriented production, and encourage value addition to increase global competitiveness.

Trade & Investment Officers (TIOs) from China, Sri Lanka, and Malaysia participated and delivered detailed presentations on global onion demand trends, quality parameters, buyer preferences, packaging standards, and market-specific requirements. Their participation provided firsthand market intelligence and practical guidance regarding export opportunities, tariff advantages, and regulatory compliance requirements of importing countries. This interaction enabled stakeholders to better understand international market dynamics and strategic positioning.

Dr. Khalid Zafar from the Department of Plant Protection delivered a comprehensive presentation on phytosanitary issuance procedures for onion exports from Pakistan. He explained documentation requirements, inspection protocols, pest risk considerations, and compliance mechanisms necessary to ensure smooth export



consignments and avoid trade disruptions. His session clarified regulatory procedures and emphasized the importance of strict adherence to phytosanitary standards for sustaining export markets.

12. Participation in "Panel Discussion on National Olive Value Chain Policy & Road Map (2024--2030)"

Date: 13th December 2025 | Location: Islamabad | Product/Focus: Olive

Description

PHDEC participated in the "Panel Discussion on National Olive Value Chain Policy & Road Map (2024--2030)" to align national efforts with global standards, aiming to boost production from 100 to 4,600 tons of oil by 2030, reduce imports, promote climate-smart agriculture, and strengthen public-private partnerships. The participation focused on establishing sustainable, high-quality olive production, enhancing value chains, and fostering international, particularly Italian, technical cooperation.

Key Objectives of PHDEC Participation:

- **Policy Formulation:** Contributing to the National Olive Value Chain Policy & Road Map (2024--2030) to create a comprehensive framework for the sector.
- **Import Substitution:** Developing strategies to significantly reduce Pakistan's heavy dependence on edible oil imports.
- **Technical Cooperation:** Facilitating technical support for olive cultivation, particularly with Italian assistance and the International Olive Council (IOC).

Outcomes of the Participation:

- **Roadmap Finalization:** Active contribution to the 2024-2030 National Olive Plan, focusing on research, investment, and market development.
- **Value Chain Enhancements:** Emphasis on upgrading processing facilities and strengthening the entire supply chain, from production to branding.
- **Target Setting:** Alignment with the goal of increasing local olive oil production to reduce the need for imports.

International Alignment: Strengthening Pakistan's prospects for joining the 2015 International Agreement on Olive Oil and Table Olives.

13. Technical Session on Horticulture Production Systems and Crop Management during 10th International Horticulture Expo & Conference 2026

Date: 08th April 2026 | Product/Focus: Expo side event

Description



As part of the 10th International Horticulture Expo & Conference 2026, PHDEC organized a technical session on "Horticulture Production Systems and Crop Management. " The session brought together researchers, extension specialists, progressive growers, exporters, academia, and policymakers to discuss modern production technologies, Good Agricultural Practices (GAP), climate-smart horticulture, integrated pest management, efficient nutrient management, and sustainable crop production systems. Experts highlighted innovative approaches for improving productivity, product quality, and export competitiveness across Pakistan's major horticultural commodities.

Objectives

- Promote modern horticultural production technologies and climate-smart farming practices.
- Strengthen technical knowledge on Good Agricultural Practices (GAP) and integrated crop management.
- Facilitate knowledge sharing among researchers, growers, exporters, and extension professionals.
- Improve production efficiency and quality to support export-oriented horticulture.

Outcomes

- Enhanced technical capacity of growers and horticulture professionals.
- Increased adoption of modern production and crop management practices.
- Improved productivity and quality of horticultural crops.
- Strengthened collaboration between research institutions and the horticulture industry.

14. Technical Session on Export Competitiveness through Value Addition, Branding and Market Access during 10th International Horticulture Expo & Conference 2026

Date: 8th April 2026 | Product/Focus: Expo Side Event

Description

PHDEC organized a second technical session focusing on "Export Competitiveness through Value Addition, Branding and Market Access " during the 10th International Horticulture Expo & Conference 2026. The session emphasized strategies to enhance Pakistan's horticultural exports through value addition, standardized packaging, branding, certification, compliance with international sanitary and phytosanitary (SPS) requirements, and development of sustainable market linkages. Participants discussed opportunities for expanding exports, improving product presentation, strengthening international competitiveness, and promoting the "Brand Pakistan " initiative for horticultural products.

Objectives

- Promote value addition, branding, packaging, and certification for export-oriented horticultural products.
- Enhance awareness of international quality standards and SPS compliance requirements.



- Strengthen market linkages between growers, processors, exporters, and international buyers.
- Encourage investment in value-added processing and export diversification.

Outcomes

- Improved understanding of export requirements and international quality standards.
- Increased adoption of value addition, branding, and modern packaging practices.
- Enhanced competitiveness of Pakistani horticultural products in international markets.

Stronger business partnerships and expanded export opportunities for the horticulture sector.

Webinar series; Information Dissemination

1. Advances in Production Technology of Phalsa, Nutraceutical Perspectives and Value Addition

Date: 03rd July 2025 | Location: Online | Product/Focus: Falsa

Description

PHDEC hosted a webinar on the topic of 'Advances in Production Technology of Phalsa, Nutraceutical Perspectives and Value Addition'. The session discussed advancements in techniques like hardwood cuttings, layering, and the use of growth regulators. Experts highlighted the importance of proper pruning for enhanced yields.

Objectives

- Modernizing Cultivation: Educating growers on improved production technologies, such as utilizing growth regulators and advanced pruning methods for better yield.
- Climate Adaptation: Promoting climate-smart strategies for managing Phalsa orchards in tropical/subtropical climates.
- Value Addition Focus: Highlighting opportunities to convert fresh phalsa into high-value products like jams, syrups, and juices.
- Market Awareness: Addressing post-harvest handling, market challenges, and increasing profitability.

Outcomes

- Enhanced Knowledge: Stakeholders gained insights into improved, sustainable cultivation and pruning techniques.
- Quality Improvement: Awareness regarding better post-harvest handling to ensure higher quality produce.
- Diversification Potential: Increased understanding of the nutritional (antioxidant-rich) and commercial value of phalsa for product development, enhancing competitiveness.

Sustainability: Promotion of drought-tolerant, climate-resilient farming practices.

2. Sindhri Mangoes: Process and Guidelines for GI Registration

Date: 9th July 2025 | Location: Online | Product/Focus: Mango



Description

PHDEC hosted a webinar on the topic of 'Sindhri Mangoes: Process and Guidelines for GI Registration'. The webinar provided step-by-step guidance on the GI registration process, including the role of TDAP (Trade Development Authority of Pakistan) and IPO (Intellectual Property Organization) Pakistan. The initiatives aim to improve mango quality, increase exports, and establish the unique brand identity of the Sindhri variety.

Objectives

- **GI Registration Awareness:** Educate stakeholders on the process and guidelines for registering Sindhri Mango as a Geographical Indication to protect its authenticity.
- **Quality Enhancement:** Promote best practices for harvesting, post-harvest handling, and packing to meet international quality standards.
- **Capacity Building:** Train growers on modern techniques like mango bagging, orchard management, and disease reduction to boost yield and quality.

Outcomes

- **Increased Export Potential:** Adoption of better post-harvest handling techniques (e.g., bagging) reduces diseases and improves the cosmetic appearance, boosting export competitiveness.
- **Stakeholder Collaboration:** Strengthened collaboration between research institutions, growers, and exporters.
- **Technical Knowledge Transfer:** Increased knowledge regarding modern orchard management, such as proper pruning and irrigation for better yields.

3. Care of Citrus Orchards during Monsoon

Date: 30th July 2025 | Location: Online | Product/Focus: Citrus

Description

PHDEC hosted a webinar on the topic of 'Care of Citrus Orchards during Monsoon'. The Webinar focused on techniques for managing waterlogging, a major challenge during the monsoon, such as using raised beds or trenches and adjusting irrigation schedules to avoid overwatering. Participants learned about effective strategies for controlling monsoon-specific pests like citrus psylla, fruit flies, and mealybugs, including monitoring, preventive measures, and appropriate control methods.

Webinar Objectives

- **Preventive Management:** To educate growers on preventing common monsoon-related issues such as waterlogging and fungal infections.



- **Stakeholder Collaboration:** To bring together farmers, researchers, and industry experts to promote best agricultural practices for citrus.
- **Quality Improvement:** To address the causes of declining yields and quality concerns that hinder Pakistan's citrus export growth.
- **Climate Adaptation:** To share strategies for managing orchards under the influence of increased rainfall and humidity.

Key Outcomes

- **Drainage Systems:** Recommendations to improve drainage using raised beds or continuous trenches with grass mulch to avoid root rot.
- **Pest & Disease Control:** Training on managing pests like citrus psylla and fruit flies, and controlling diseases such as citrus scab and canker through timely pruning and fungicides.
- **Soil & Irrigation Care:** Guidelines on regular soil moisture monitoring to reduce irrigation during heavy rains and implementing mulching (approx. 10 cm layer) to retain organic content and moderate soil temperature.

4. Phyto Issuance Procedures for Onion Exports to Vietnam

Date: 07th August 2025 | Location: Online | Product/Focus: Onion

Description

PHDEC hosted a webinar on the topic of 'Phyto Issuance Procedures for Onion Exports to Vietnam. Trade & Investment Attaché, TIA Hanoi, highlighted the significant opportunities for Pakistani exporters for onion and shared statistics on import volumes and product types from China, India, and Myanmar. She emphasized that Vietnamese buyers prefer onions packed in mesh bags of varying sizes and advised Pakistani exporters to focus on premium quality to compete with Chinese and Indian products.

Objectives

- **Understand SPS Requirements:** Educate stakeholders on obtaining phytosanitary certificates from the Department of Plant Protection (DPP).
- **Market Access & Knowledge:** Provide insights into the Vietnamese market, including demand for raw and value-added onion products.
- **Technical Compliance:** Explain mandatory inspection, documentation, and quarantine standards required by Vietnam.

Outcomes

- **Improved Regulatory Knowledge:** Participants gained knowledge on the necessary procedures for obtaining Phyto certificates.



- **Market Insight:** Exporters were updated on the Vietnamese market requirements, including a commitment to share a list of potential importers.
- **Technical Guidance:** Provided insights into SPS compliance and quality control to reduce post-harvest losses and ensure compliance.

5. Pakistan Single Window (PSW) Orientation and User Subscription

Date: 12th August 2025 | Location: Online | Product/Focus: Multi Products

Description

PHDEC hosted a webinar on the topic of 'Pakistan Single Window (PSW) Orientation and User Subscription'. PHDEC engaged PSW experts to guide participants traders, exporters, and processors on subscription, registration requirements, and system usage. Expert from PSW delivered a comprehensive presentation covering the following points;

Key Objectives

- **Awareness & Training:** Familiarize participants with the PSW portal and its functionalities.
- **User Subscription Guide:** Provide a step-by-step demonstration of the registration and subscription process.
- **Integration to streamline operations:** Showcase integration with FBR, banks, and other regulatory agencies to streamline operations.

Outcomes

- **Increased Adoption:** Enhanced understanding leading to higher subscription rates by exporters.
- **Digital Transformation:** Shift from manual, paper-based procedures to a paperless, automated environment.
- **Improved Compliance:** Enhanced transparency and, for participants, a better

understanding of regulatory requirements.

6. Mango Orchard Management after Harvest in light of recent floods

Date: 03rd September 2025 | Location: Online | Product/Focus: Mango

Objectives

- To educate growers on immediate, scientific, post-flood management to revive trees.
- To minimize long-term impact on productivity and ensure sustainability of export-quality mangoes.
- To promote best practices in orchard sanitation, drainage, and nutrient replenishment following saturation.

Outcomes

- **Technical Knowledge Transfer:** Farmers learned about rehabilitating affected soil, managing waterlogged trees, and conducting proper pruning.



- Improved Orchard Resilience: Increased awareness of vigilant pest monitoring (e.g., against fruit flies) and nutrient management to prevent further crop losses.
- Export Security: Enhanced capacity of growers to maintain quality standards in local and high-end export markets.

7. Sowing of Potato in a Changing Climate: Flood Impact and Adaptive Technologies

Date: 18th September 2025 | Location: Online | Product/Focus: Potato

Description

PHDEC's webinar on "Sowing of Potato in a Changing Climate: Flood Impact and Adaptive Technologies " focused on equipping stakeholders with strategies to manage climate-induced risks, particularly post-flood, to ensure high-quality, sustainable potato production. It addressed flood-resilient cultivation, soil management, and modern technologies.

Key Objectives

- Identify Climate Impacts: Discuss the effects of floods and erratic weather on the potato sowing season.
- Provide Adaptive Technologies: Educate farmers on climate-smart, flood-resilient, and adaptive cultivation techniques.
- Ensure Productivity: Develop strategies for post-flood planting to ensure, as far as possible, consistent yield and quality.

Key Outcomes

- Knowledge Transfer: Participants gained insights into innovative, flood-resistant agricultural technologies.
- Resilient Strategies: Farmers received actionable advice on adjusting planting dates and adopting, as necessary, improved, or alternative soil management practices.
- Industry Preparedness: Enhanced capability of farmers to mitigate future climate risks and improve the sustainability of the potato value chain.

8. Strengthening Value Chains: Empowering Startups and Entrepreneurs of Pakistan in Horticulture-Based Value Addition

Date: 26th September 2025 | Location: Online | Product/Focus: Value Added Products

Description

The PHDEC webinar on "Strengthening Value Chains: Empowering Startups and Entrepreneurs of Pakistan in Horticulture-Based Value Addition " brought together stakeholders to address post-harvest losses and enhance profitability in the horticulture sector. It introduced the "Brand Pakistan " initiative, focusing on modern certification, packaging, and retail strategies for value-added fruits and vegetables.



Objectives

- To strengthen the horticulture value chain in Pakistan from farm to market to minimize losses and boost export potential.
- To introduce sustainable packaging, branding, and certification standards (Brand Pakistan) to improve market access and consumer value.

Key Outcomes

- Increased Awareness: Participants gained knowledge on modern value-addition techniques (e.g., creating jams, pastes, or dried products) to increase the profitability of primary agricultural products.
- Capacity Building: Startups and entrepreneurs received actionable insights into branding, packaging, and meeting international quality standards.
- Strategic Direction: The webinar highlighted the importance of the "Brand Pakistan " initiative, encouraging the development of organized, value-added retail shelves for horticultural products.
- Improved Market Access: Stakeholders were equipped with knowledge to reduce post-harvest losses, aiming for higher, premium market prices.

9. Phytosanitary Certificate Issuance Procedures for Citrus and Potato Export from Pakistan

Date: 01st October 2025 | Location: Online | Product/Focus: Citrus

Description

Pakistan Horticulture Development and Export Company (PHDEC) organized a webinar titled "Phyto Issuance Procedures for Citrus and Potato Export. With the export season of citrus and potato approaching in the next one to two months, compliance with Phytosanitary Certificate (PSC) issuance procedures has become critically important.

Objectives

- Enhance Knowledge: Educate exporters and growers on the mandatory steps for Phyto Certificate issuance.
- Ensure Compliance: Familiarize stakeholders with pest management standards and documentation required by the Department of Plant Protection (DPP).
- Improve Market Access: Reduce shipment rejections at destination markets by ensuring pest-free, compliant products.

Key Outcomes

- Procedural Awareness: Stakeholders gained in-depth knowledge of the 7-step PSC issuance process, including registration, inspection, and treatment.



- Improved Compliance: Participants learned about specific pest management (IPM) techniques to meet international phytosanitary standards.
- Market Insights: Insights were shared on specific market requirements (e.g., Uzbekistan, EU) to improve export prospects.

10. Guidelines for Standard Packaging & Branding of Value-Added Horticultural Products

Date: 16th October 2025 | Location: Online | Product/Focus: Value Added Products

Description

Pakistan Horticulture Development and Export Company (PHDEC) organized an insightful webinar on "Guidelines for Standard Packaging and Branding of Value-Added Horticultural Products", under its ongoing efforts to strengthen value addition, quality assurance, and export competitiveness in Pakistan's horticulture sector. The session focused on raising awareness among growers, processors, packers, and exporters about the importance of standardized packaging, labeling, and branding that meet both national and international market requirements.

Objectives

- Branding & Marketing: To guide on effective branding, including labeling requirements and color schemes, to enhance brand visibility.
- Export Enhancement: To increase the competitiveness of Pakistani horticultural products in high-end international markets.

Outcome

- Improved Practices: Increased understanding of how to reduce post-harvest losses through proper packaging.
- Enhanced Competitiveness: Equipped stakeholders with tools to create attractive, safe, and, compliant products for global markets.
- Capacity Building: Provided a platform for industry experts to guide farmers and entrepreneurs on value addition.

11. Optimizing Olive Harvest & Post-Harvest Management for Premium Oil Production in Balochistan

Date: 23rd October 2025 | Location: Online | Product/Focus: Olive

Description

Pakistan Horticulture Development and Export Company (PHDEC) organized a #Webinar on "Optimizing olive Harvest and Post-Harvest Management for Premium Oil Production in Balochistan." With the olive harvesting season was underway across Balochistan, the session focused on improving harvesting and post-harvest practices crucial for enhancing both yield and oil quality.



Objectives

- **Improve Quality:** Educate on optimal harvesting times and methods to produce premium-quality olive oil.
- **Reduce Losses:** Mitigate post-harvest losses through better handling techniques.
- **Capacity Building:** Train local stakeholders on modern, recommended production technologies.

Outcome

- **Increased Knowledge:** Growers gained insight into modern, sustainable, and high-quality olive production and harvesting techniques.
- **Future Action:** Identified the need for, and planned for, future in-person training workshops for farmers.
- **Sector Optimization:** Strengthened understanding of how to enhance the value chain to move from traditional to premium oil production.

12. Post-Flood Recovery and Dormancy Management in Mango Orchards

Date: 29th October 2025 | Location: Online | Product/Focus: Mango

Description

PHDEC Conducts Webinar on Post-Flood Recovery and Dormancy Management in Mango Orchards. The session brought together experts, researchers, and progressive growers to explore strategies for rehabilitating flood-affected mango orchards and managing dormancy for improved productivity in the upcoming season. The discussion focused on key issues faced by growers across #Punjab and #Sindh, including soil degradation, root damage, and pest outbreaks following recent floods.

Objectives

- **Orchard Rehabilitation:** Educate farmers on reviving flood-hit orchards through proper drainage, soil treatment, and sanitary measures.
- **Dormancy Management:** Train growers on critical care during the winter dormant phase to maximize flowering and fruit set in the next season.
- **Enhancing Export Quality:** Ensure compliance with international market standards by promoting best agricultural practices and reducing climate-induced fruit drop.

Outcome

- **Technical Empowerment:** Growers received actionable insights on managing tree health, reducing pest pressure, and implementing climate-smart practices.
- **Sustainable Recovery:** Provided clear, practical solutions for long-term rehabilitation of orchards.
- **Strengthened Value Chain:** Enabled better decision-making to maintain Pakistan's position as a major mango producer and exporter, even after environmental setbacks.



13. Phytosanitary Issuance Procedures for Citrus and Potato Exports

Date: 19th December 2025 | Location: Online | Product/Focus: Potato

Description

Pakistan Horticulture Development & Export Company (PHDEC) organized a focused webinar on "Phytosanitary Issuance Procedures for Citrus and Potato Exports" to enhance awareness among exporters, growers, packhouse operators, and stakeholders regarding regulatory compliance and smooth export facilitation. Expert from the Department of Plant Protection (DPP) shared detailed information on the phytosanitary certificate issuance process for citrus and potato exports.

Objectives of the Webinar

- **Compliance with Standards:** To ensure exporters understand and meet the SPS (Sanitary and Phytosanitary) requirements of importing countries (EU, China, Russia, Middle East).
- **Reducing Rejections:** To educate stakeholders on pest management and quality standards to minimize cargo rejections at destination ports.
- **Capacity Building:** To train exporters on orchard registration, pre-harvest inspection, and proper packaging.

Key Outcomes and Takeaways

- **Detailed Certification Process:** Participants learned the 7-step process: (1) Registration of exporters/orchards with DPP, (2) Pre-harvest inspection, (3) Application for Phyto, (4) Physical inspection, (5) Treatment (fumigation/cold chain), (6) Issuance of PSC, and (7) Market-specific compliance.
- **Digitization of Procedures:** Information was shared regarding the Pakistan Single Window (PSW) for online applications, reducing the need for manual submission to the DPP.
- **Improved Quality Focus:** The session emphasized the need to move beyond just compliance to improving the overall quality of Kinnow and potatoes to secure higher returns and better market access.

14. Harvest for Exports: Post-Harvest Handling, Processing, Packaging, and Ensuring Exportable Potato Quality and Integrated Disease Management Practices.

Date: 26th December 2025 | Location: Online | Product/Focus: Potato

Description

Pakistan Horticulture Development & Export Company (PHDEC) organized an interactive webinar titled "Harvest for Exports: Post-Harvest Handling, Processing, Packaging, and Ensuring Exportable Potato Quality and Integrated Disease Management Practices.

Objectives of the Webinar



- **Minimizing Post-Harvest Losses:** Educating farmers and stakeholders on proper harvesting, transportation, handling, and curing techniques to reduce physical damage.
- **Enhancing Export Quality:** Teaching, sorting, grading, and packaging techniques that meet international standards (e.g., for Central Asian, Gulf markets).
- **Integrated Disease Management (IDM):** Educating farmers on managing late blight, soil-borne diseases, and pests using a combination of cultural, biological, and safe chemical practices to ensure a healthy, marketable crop.

Outcomes

- **Reduction in Post-Harvest Losses:** Reduced physical damage and decay of potatoes through better handling and curing practices.
- **Improved Market Quality:** Enhanced availability of superior, graded potato tubers suitable for high-end export markets.
- **Increased Export Earnings:** A rise in the volume and value of potato exports through increased compliance with global trade regulations.
- **Improved Disease Control:** Enhanced knowledge and adoption of IDM, leading to lower incidences of diseases like late blight and reduced pesticide residues.

15. Mango Orchard Management during Dormancy

Date: 1st January, 2026 | Location: Online | Product/Focus: Mango

Description

The Pakistan Horticulture Development and Export Company (PHDEC) successfully organized a webinar on "Mango Orchard Management during Dormancy" to enhance growers' understanding of critical orchard practices required during the dormant phase of mango trees. The webinar brought together mango growers, extension officers, researchers, and value-chain stakeholders from major mango-producing regions of the country.

Next Steps

To ensure effective implementation and long-term impact, PHDEC may undertake the following follow-up actions:

- **Dissemination of Technical SOPs:** Share concise guidelines on pruning, fertilization, irrigation, and IPM during dormancy.
- **Field Monitoring & Advisory Support:** Mango Research Station Conduct follow-up field visits to assess adoption of recommended practices and provide on-site technical assistance.
- **Establishment of Demonstration Orchards:** Mango Research Station Develop model mango orchards showcasing best dormancy management practices for farmer learning.



- Refresher & Advanced Training Sessions: Organize follow-up trainings ahead of flowering and fruit-setting stages.

16. Peach Orchard Management During & After Dormancy for High Yield and Quality Production

Date: 08th January 2026 | Location: Online | Product/Focus: Peach

Description

The Pakistan Horticulture Development and Export Company (PHDEC) in collaboration with Agriculture Extension Dept. Mingora Lower Swat, successfully organized a webinar on "Peach Orchard Management During & After Dormancy for High Yield and Quality Production" to enhance growers' understanding of critical orchard practices required during the dormant phase of peach trees. The webinar brought together peach growers, extension officers, researchers, and value-chain stakeholders from major peach-producing regions of the Khyber Pakhtunkhwa.

Follow-Up Points for Sustained Impact

To ensure effective implementation and long-term impact, PHDEC & Agriculture Extension Department Mingora Lower Swat may undertake the following follow-up actions:

- Physical & Online Training Sessions: PHDEC & Agriculture Extension Department, KPK to organize follow-up trainings ahead of flowering and fruit-setting stages.
- Dissemination of Technical SOPs: Agriculture Extension Department, Mingora Lower Swat will share concise guidelines on pruning, fertilization, irrigation, and IPM during dormancy.

Field Monitoring & Advisory Support: Agriculture Extension Department Conduct follow-up field visits to assess adoption of recommended practices and provide on-site technical assistance.

17. Russia Market Re-Opening for Pakistani Potatoes: Current Issues and Way Forward

Date: 09th January 2026 | Location: Online | Product/Focus: Multi Products

Description

PHDEC in collaboration with TDAP organized a Zoom session on "Russia Market Re-Opening for Pakistani Potatoes: Current Issues and Way Forward." The objective of this interactive session was to bring all relevant stakeholders on board to discuss strategies for reopening the Russian market for Pakistani potatoes.

Miss. Shabana Minister (Trade & Investment), Moscow, Russia, participated on behalf of the Trade Mission Russia. Representatives from DPP, Pest Warning Wing, Government of Punjab, PFVA, and leading potato exporters also joined the session and shared their valuable inputs.

Follow-Up Points



- DPP, with support from the Trade Mission in Moscow, should formally intensify follow-up with Rosselkhozadzor (NPPO Russia) to seek an official response to the already submitted technical report and request early scheduling of technical consultations.
- MoC To Establish a dedicated technical working group comprising MoC, DPP, TDAP, PHDEC, PFVA, Pest Warning Department, Government of Punjab, and nominated representatives from Russia (on recommendation of the Trade Mission). This group should act as a single coordination platform for all communications and actions.
- DPP to resubmit a consolidated technical dossier to NPPO Russia, including survey results, pest surveillance data, laboratory analyses, and certification protocols, clearly demonstrating the absence of Potato Tuber Moth and Spotted Wilt Virus in Punjab's potato crop.

18. From Orchard to Market: “Best Practices in Post-Harvest Management of Citrus”

Date: 27th January 2026 | Location: Online | Product/Focus: Citrus

Description

The Pakistan Horticulture Development and Export Company (PHDEC) organized a webinar on "From Orchard to Market: Best Practices in Post-Harvest Management of Citrus" to strengthen the capacity of citrus growers, exporters, and other stakeholders through timely technical guidance. Expert from the Citrus Research Institute (CRI), Sargodha delivered a detailed presentation covering best practices in citrus post-harvest management, including harvesting at optimum maturity, proper picking techniques, field handling, grading, packaging, storage, and cold chain management. The presentation provided practical and export-oriented recommendations aimed at reducing post-harvest losses and maintaining fruit quality for domestic and international markets.

Actionable Points

- PHDEC will organize on-ground training programs and practical demonstrations on citrus post-harvest handling at farm and packhouse levels.
- CRI, Sargodha will develop and disseminate simple and practical Standard Operating Procedures (SOPs) for effective citrus post-harvest management.
- Continued technical support will be provided by CRI, Sargodha to address disease management and quality-related issues faced by citrus growers and exporters.
- PHDEC will organize future webinars and capacity-building sessions focusing on market-specific export requirements, certifications, and compliance standards.

19. Climate-Smart and Export-Oriented Citrus Orchard Management After Post-Harvest.

Date: 24th February 2026 | Location: Online | Product/Focus: Citrus



Description

PHDEC, organized a focused technical webinar on "Climate-Smart and Export-Oriented Citrus Orchard Management After Post-Harvest." The session aimed to guide citrus growers and exporters on adopting sustainable orchard practices that enhance productivity while meeting international export standards. The keynote lecture from the Citrus Research Institute, Sargodha, who shared research-based recommendations and practical field experiences to help stakeholders improve orchard performance after harvest. The webinar was designed to emphasize that post-harvest orchard management is a decisive phase that determines the success of the next citrus crop. The session focused on integrating climate-resilient practices with export-oriented production planning to ensure improved fruit quality, compliance with international standards, and sustainable yield growth.

Follow-Up Action Points

- To ensure effective implementation of the recommendations shared during the webinar, PHDEC outlined the following follow-up measures:
- PHDEC shall conduct a dedicated webinar on alternate bearing management
- A follow up session on compost and nutrition management shall be organised by PHDEC.
- Strengthening coordination with Citrus Research Institute for continued technical support.
- Facilitating awareness on MRL compliance and export certification requirements.
- Development of documentary on the successfully established Citrus orchard especially HDP in Sargodha
- PHDEC in Collaboration with CRI to develop a WhatsApp group of citrus growers, processors & Exporters for timely dissemination of advisory services.

20. Saffron Cultivation in Balochistan & Khyber Pakhtunkhwa

Date: 25th February 2026 | Location: Online | Product/Focus: Saffron

Description

Keeping in view the strong agro-climatic suitability of Balochistan and Khyber Pakhtunkhwa (KP) for saffron cultivation, the Pakistan Horticulture Development and Export Company (PHDEC) successfully organized a webinar titled: "Saffron Cultivation in Khyber Pakhtunkhwa & Balochistan: A High-Value Crop for Mountainous Regions". The primary objective of the webinar was to promote commercial and export-oriented saffron cultivation in Balochistan & Khyber Pakhtunkhwa by highlighting its potential as a high-value crop suited to mountainous regions.

21. Controlling Aflatoxin: Dehydration of Chilies Through the Use of Solar Tunnel Dryers

Date: 26th February 2026 | Location: Online | Product/Focus: Chili



Description

PHDEC organized a technical webinar on "Controlling Aflatoxin: Dehydration of Chilies Through the Use of Solar Tunnel Dryers" to address the growing export challenges associated with aflatoxin contamination focusing on:

- Global chilli production trends and international market dynamics.
- Pakistan's position in global chilli production, stated that Pakistan ranks 4th among the chilli producing countries, with significant export potential.
- Major causes of aflatoxin contamination.
- Precautionary measures for aflatoxin control, emphasizing improved drying techniques and moisture management.
- Briefing on the Solar Tunnel Drying Project.
- Project implementation status
- Significant positive impact of solar tunnel drying on post-harvest chilli quality.

22. Mango Orchard Management During Flowering Phase under prevailing water conditions

Date: 03rd March, 2026 | Location: Online | Product/Focus: Mango

Description

The Pakistan Horticulture Development & Export Company (PHDEC), organized a comprehensive and timely technical webinar on "Mango Orchard Management During Flowering Phase under Prevailing Weather Conditions & Insect Pest and Disease Management." The webinar aimed to equip mango growers, exporters, processors, and stakeholders with practical, research-based guidance to safeguard flowering, enhance fruit setting, and align orchard practices with export-oriented production standards amid changing climatic conditions.

Expert from Mango Research Station, Shujabad delivered a detailed presentation focusing on orchard management practices during flowering under prevailing weather conditions. The speaker emphasized that scientific management during flowering directly determines fruit retention, size uniformity, and final exportable yield. The expert stressed that preventive control measures during flowering are critical to avoid significant yield losses and quality deterioration.

23. Strategizing Horticultural Products Branding & Packaging for Sustainable Trade Development.

Date: 04th March 2026 | Location: Online | Product/Focus: Multi Products

Description

The Pakistan Horticulture Development & Export Company (PHDEC) organized a comprehensive webinar on "Strategizing Horticultural Products Branding & Packaging for Sustainable Trade Development." The session brought together exporters, processors, entrepreneurs, and industry stakeholders to deliberate on the growing



importance of branding and packaging in enhancing Pakistan's horticultural exports and ensuring sustainable trade growth. The webinar emphasized that brand development requires systematic and strategic planning. There are no shortcuts or windfalls in building credible and competitive brands. Long-term consistency, market research, and compliance with international standards are essential for success.

The detailed technical presentation was delivered by Dr. Wajid Pirzada, former Chief WTO, who shared valuable insights on aligning branding strategies with international trade frameworks. Dr. Wajid further elaborated that different branding approaches---premium, corporate, geographic, or product-based---can be applied depending on market positioning goals.

24. Enhancing Export Competitiveness of Balochistan Apples: Quality Production & Market Access.

Date: 05th March 2026 | Location: Online | Product/Focus: Apple

Description

The webinar aimed to highlight the production potential of apples in Balochistan and to discuss strategies for improving quality production, post-harvest management, and international market access for Pakistani apples. At the outset, it was highlighted that Pakistan possesses significant potential in the horticulture sector, and apples remain one of the key fruit crops with strong export prospects. Balochistan, due to its unique agro-climatic conditions, produces the majority of the country's apples and plays a critical role in strengthening Pakistan's fruit export portfolio. However, challenges related to low productivity, inconsistent quality, and limited compliance with international standards continue to affect export competitiveness. The webinar was therefore arranged to provide technical guidance to growers and exporters on improving production practices and strengthening market linkages.

The keynote presentation was delivered by Dr. Javed Tareen, Member Board of Directors, Pakistan Horticulture Development & Export Company and Project Director of the Green Balochistan Initiative, Government of Balochistan. During his detailed presentation, he shared insights into the current status, challenges, and opportunities for improving apple production and exports from Balochistan.

Dr. Tareen emphasized that Balochistan contributes nearly 98% of Pakistan's total apple production, making it the backbone of the country's apple industry. Despite this significant contribution, the province faces several challenges in achieving strong export competitiveness. He noted that the current apple yield in Balochistan remains considerably lower than international benchmarks, particularly when compared with leading apple-producing countries such as New Zealand, where modern orchard management practices and advanced technologies have significantly improved productivity and fruit quality.



25. From Orchard to Oil: Scientific Orchard Management for Sustainable Olive Production and High-Quality Olive Oil.

Date: 10th March 2026 | Location: Online | Product/Focus: Olive Oil

Description

PHDEC organized a technical webinar titled "From Orchard to Oil: Scientific Orchard Management for Sustainable Olive Production and High-Quality Olive Oil." The objective of the webinar was to strengthen the technical knowledge of olive growers, processors, exporters, and other stakeholders regarding modern orchard management practices that can enhance productivity and ensure the production of premium-quality olive oil for both domestic consumption and export markets. The keynote presentation was delivered by Dr. Ramzan, Director of Centre of Excellence for Olive Research and Training (CEFORT), who delivered a comprehensive and highly informative presentation covering the complete production cycle of olives---from orchard establishment to oil extraction. He emphasized that scientific orchard management is the key factor in achieving sustainable olive production and high-quality olive oil, particularly in emerging olive-growing regions of Pakistan.

The technical session was concluded by Dr. Azeem, Consultant Agro at PHDEC, who appreciated the relevance and timeliness of the webinar. He highlighted that global demand for high-quality olive oil is steadily increasing, which presents a significant opportunity for Pakistan's emerging olive industry. He emphasized that the PHDEC Olive Certification Project will play a crucial role in strengthening quality assurance systems and enabling Pakistani olive oil to meet international standards and certification requirements.

26. Mango Malformation in Sindh: Crop Management Strategies under Climate Change

Date: 12th March 2026 | Location: Online | Product/Focus: Mango

Description

On March 12, 2026, the Pakistan Horticulture Development & Export Company (PHDEC) convened a webinar addressing mango malformation, a devastating fungal disease severely impacting mango production in Sindh. Experts stressed that timely preventive interventions and integrated disease management (IDM) practices offer effective control, helping growers mitigate losses amid escalating environmental pressures. Dr. Gulbahar presented detailed insights into the disease, explaining that mango malformation has become a serious constraint to mango productivity, particularly under the emerging challenges of climate change. According to Dr. Gulbahar, the incidence of mango malformation varies widely across different districts of Sindh. Current observations indicate disease levels of 55--60% in Hyderabad, around 58% in Tharparkar, 35% in Sanghar, and 16--25% in Matiari and Shaheed Benazirabad. These variations depend largely on orchard management practices, environmental conditions, and varietal susceptibility.



27. Chillies Production in Punjab and Its Export Prospects

Date: 17th March 2026 | Location: Online | Product/Focus: Chili

Description

The Pakistan Horticulture Development & Export Company (PHDEC) organized a comprehensive technical webinar on "Chillies Production in Punjab and Its Export Prospects." The session brought together growers, exporters, processors, and stakeholders to discuss production challenges, post-harvest management, and strategies to enhance Pakistan's competitiveness in global chilli markets. The detailed presentation was delivered by an expert from the Vegetable Research Institute, under the Ayub Agricultural Research Institute. The expert shared comprehensive insights into production, quality parameters, and export prospects of Chillies from Punjab. The expert emphasized that Pakistan has export potential worth billions of dollars in the chilli sector. However, the country faces challenges in meeting stringent international standards due to:

- Lack of standardized drying and processing
- Inconsistent quality
- Limited compliance with food safety regulations

Dr. Azeem, while concluding the technical session, emphasized the importance of the webinar for strengthening Punjab's chili sector and appreciated the active participation of stakeholders. He highlighted key issues related to dehydration under humid conditions and the resulting decline in bulk quality over time. He stressed that proper drying technology is critical for maintaining export standards. He also shared that PHDEC has already provided 34 solar tunnel dryers in Sindh under the umbrella of the PARC-AZRC Umerkot to support chili growers. He further informed that a similar project will be launched in South Punjab, where collaboration with international partners, including Chinese companies, is already underway to promote modern drying technologies.

28. Managing Panama Wilt Disease in Banana through Good Agricultural Practices for Enhanced Quality Production in Sindh.

Date: 18th March 2026 | Location: Online | Product/Focus: Banana

Description

The Pakistan Horticulture Development & Export Company (PHDEC) organized a comprehensive technical webinar on "Managing Panama Wilt Disease in Banana through Good Agricultural Practices for Enhanced Quality Production in Sindh." Experts warn that no chemical control exists for the soil-borne fungus; the industry must shift to "stringent prevention " and the use of certified, tissue-culture-based planting material to survive. The highly aggressive Race 4 strain has rendered popular local varieties like G9 and Williams susceptible, highlighting an urgent need for the state to introduce resistant varieties from countries like Ecuador and the Philippines. While



Pakistan aims to target Central Asian markets, PHDEC officials emphasize that failing to modernize infrastructure and sanitation protocols will continue to keep local yields significantly below global averages.

In his concluding remarks, Dr. Azeem praised the technical insights provided and emphasized that Pakistan must modernize its approach to survive this biological challenge.

- **Global Benchmarking:** Pakistan should look toward successful models in the Philippines and Ecuador to adopt disease-resistant varieties and advanced containment protocols.
- **Infrastructure Needs:** There is an urgent requirement to expand certified nurseries and strengthen the supply chain for tissue culture technology to ensure healthy saplings are available to all growers.
- **Export Vision:** If quality standards and disease protocols are strictly implemented, Pakistan has significant potential to export bananas to Central Asian markets.

29. Pakistan Kinnow in Jakarta Market: Competitiveness, Quality Challenges and The Way Forward.

Date: 26th March 2026 | Location: Online | Product/Focus: Citrus

Description

The Pakistan Horticulture Development & Export Company (PHDEC), organized a technical webinar on "Pakistan Kinnow in Jakarta Market: Competitiveness, Quality Challenges and The Way Forward." PHDEC engaged with the University of Agriculture, Faisalabad, where a Citrus Value Chain Project is being implemented with the support of the Australian Centre for International Agricultural Research (ACIAR). The project is led by Dr. Raheel, Associate Professor at UAF, representing Pakistan, in collaboration with Dr. Tim Sun from the University of Queensland, representing the Australian side. As part of this initiative, a visit to Indonesia was undertaken. The primary objective of this visit was to identify the major constraints and limitations affecting the export competitiveness of Pakistan's kinnow, and to explore opportunities to improve both its marketing and quality, particularly in the Jakarta market.

The webinar aimed to address the decline in Pakistan's citrus exports while exploring opportunities in the Jakarta market by equipping citrus growers, exporters, processors, and sector stakeholders with practical, research-driven insights to overcome quality constraints, optimize temperature management during shipment, improve packaging and grading practices, and implement strategic interventions necessary to secure a sustainable market share.

30. Efficient Pollination Techniques to Improve Fruit Set for High Yield in Date Palm.

Date: 31st March 2026 | Location: Online | Product/Focus: Dates

Description

The Pakistan Horticulture Development & Export Company (PHDEC), under the Ministry of Commerce, Government of Pakistan, successfully organized a technical webinar focusing on "Efficient Pollination Techniques



to Improve Fruit Set for High Yield in Date Palm." The session was aimed at enhancing the technical capacity of date palm growers, processors, and stakeholders by promoting modern, climate-smart, and export-oriented production practices. Date palm is an important horticultural crop with significant export potential for Pakistan, particularly in arid and semi-arid regions. However, achieving high yields and premium quality dates largely depends on efficient pollination practices. Recognizing this critical aspect, PHDEC arranged this webinar to disseminate scientific knowledge and practical techniques to improve fruit set, enhance quality, and ultimately strengthen Pakistan's competitiveness in international date markets.

The keynote presentation was delivered by Dr. Kashif Raza, expert from the Date Palm Research Sub-Station, Jhang. He provided a comprehensive overview of modern pollination techniques and their direct impact on yield, fruit quality, and orchard productivity. Dr. Kashif emphasized that efficient pollination is the cornerstone of high yield and quality production in date palm cultivation. He highlighted that proper timing and application of pollination significantly influence fruit size, uniformity, taste, and overall market acceptability.

31. Pakistan Kinnow in Jakarta Market: Competitiveness, Quality Challenges and the Way Forward

Date: 07th April 2026 | Location: Online | Product/Focus: Citrus

Description

PHDEC organized an awareness session on Pakistan Kinnow in the Jakarta market to discuss competitiveness, quality challenges and practical measures required to strengthen exports to Indonesia. The activity focused on market requirements, buyer preferences, quality parameters, post-harvest handling and the need for consistent supply of export-grade Kinnow.

Key Objectives

- Identify key quality and competitiveness issues affecting Pakistani Kinnow in the Jakarta market.
- Create awareness regarding market-specific requirements, packaging expectations and regulatory compliance.
- Guide exporters and growers on improving fruit quality, grading and post-harvest handling for better market access.

Key Outcomes

- Participants gained clearer understanding of Indonesian market expectations for Kinnow.
- Exporters were guided on improving sorting, grading, packaging and consistency of shipments.
- The session helped strengthen market-oriented planning for Pakistan's citrus export sector.

32. Emerging Export Opportunities for Pakistan's Horticulture Sector in a Changing Global Trade Landscape



Date: 08th April 2026 | Location: Online | Product/Focus: Multi Products

Description

PHDEC conducted a session on emerging export opportunities for Pakistan's horticulture sector in the context of changing global trade patterns, shifting consumer preferences and evolving market access requirements. The discussion highlighted the need for diversification, improved compliance, value addition and stronger market intelligence for fruits, vegetables and value-added horticultural products.

Key Objectives

- Highlight new and emerging export destinations for Pakistani horticultural products.
- Create awareness on global trade shifts, buyer requirements and product diversification opportunities.
- Encourage stakeholders to align production, packaging and certification with international market demand.

Key Outcomes

- Stakeholders gained updated knowledge on export diversification and changing global trade dynamics.
- The session encouraged market-led planning for fresh and value-added horticulture products.
- Participants were sensitized on the importance of quality compliance, branding and traceability.

33. Value Addition in Floriculture

Date: 16th April 2026 | Location: Online | Product/Focus: Floriculture

Description

PHDEC organized a webinar on value addition in floriculture to highlight opportunities beyond the sale of fresh flowers. The session discussed processing, drying, bouquet designing, essential oils, decorative products, packaging, branding and market-oriented development of floriculture products for domestic and export markets.

Key Objectives

- Create awareness on value-added products and business opportunities in floriculture.
- Guide stakeholders on improved handling, packaging, branding and market presentation of floral products.
- Encourage entrepreneurship and product diversification in Pakistan's floriculture value chain.

Key Outcomes

- Participants learned about potential value-added floral products and processing opportunities.
- Awareness was enhanced regarding packaging, branding and quality presentation for better market value.
- The webinar encouraged stakeholders to explore floriculture as a commercially viable export-oriented sector.

34. Sustainable Guava Production & Export Potential

Date: 28th April 2026 | Location: Online | Product/Focus: Guava



Description

PHDEC organized a webinar on sustainable guava production and export potential to strengthen growers' knowledge of improved agronomic practices, pest management, quality production and post-harvest handling. The session highlighted Pakistan's potential to develop guava as a commercially viable product through better orchard management, fruit quality improvement and market-oriented interventions.

Key Objectives

- Promote sustainable and improved guava production practices among growers.
- Create awareness on fruit quality, pest management, harvesting and post-harvest handling.
- Identify export development opportunities for quality guava and value-added products.

Key Outcomes

- Growers received guidance on sustainable production practices and quality improvement.
- The session increased awareness of guava's market and export potential.
- Stakeholders were encouraged to adopt better orchard management and post-harvest practices.

35. EU Market Access for Pakistani Mangoes

Date: 30th April 2026 | Location: Online | Product/Focus: Mango

Description

PHDEC organized an awareness session on EU market access for Pakistani mangoes to guide stakeholders on regulatory requirements, SPS compliance, phytosanitary certification, residue management, quality standards and documentation. The session emphasized the importance of orchard-level practices, packhouse discipline and traceability for sustainable access to European markets.

Key Objectives

- Educate growers, exporters and packhouse operators on EU market access requirements.
- Strengthen understanding of SPS compliance, phytosanitary certification and residue management.
- Promote traceability, quality assurance and improved post-harvest handling for EU-bound mangoes.

Key Outcomes

- Stakeholders gained practical understanding of EU compliance requirements for mango exports.
- The session highlighted critical control points from orchard to shipment.
- Exporters were encouraged to improve documentation, quality systems and packhouse practices.

36. Post-Bloom Factors Responsible for Citrus Fruit Blemishes

Date: 05th May 2026 | Location: Online | Product/Focus: Citrus

Description



PHDEC organized a technical webinar on post-bloom factors responsible for citrus fruit blemishes to address cosmetic quality issues affecting market value and export competitiveness. The discussion focused on pest and disease pressure, weather-related damage, nutritional imbalance, orchard sanitation and timely management practices after flowering.

Key Objectives

- Identify major post-bloom causes of fruit blemishes in citrus orchards.
- Guide growers on timely pest, disease and nutrition management to improve fruit appearance.
- Improve export competitiveness through better cosmetic quality and orchard management.

Key Outcomes

- Participants learned practical interventions for reducing blemishes and improving fruit quality.
- Awareness was created on the importance of post-bloom monitoring and timely field operations.
- The webinar supported citrus growers in producing more marketable and export-grade fruit.

37. Optimizing Olive Production in Balochistan

Date: 06th May 2026 | Location: Online | Product/Focus: Olive

Description

PHDEC organized a technical session on optimizing olive production in Balochistan to discuss improved orchard management, water-saving practices, cultivar adaptation and commercial opportunities. The activity highlighted the importance of climate-resilient production, scientific pruning, irrigation management and quality-focused practices for developing a sustainable olive value chain.

Key Objectives

- Improve growers' understanding of olive production practices suitable for Balochistan.
- Promote water-efficient orchard management and climate-adapted cultivation methods.
- Highlight commercial and export potential of olive and olive oil value chains.

Key Outcomes

- Stakeholders gained awareness of improved olive orchard management and water-saving practices.
- The session encouraged adoption of cultivars and techniques suited to local conditions.
- Participants were sensitized on developing quality olive production for value addition and market growth.

38. Post-Harvest Management Strategies for Garlic Export Enhancement

Date: 12th May 2026 | Location: Online | Product/Focus: Garlic

Description



PHDEC organized a technical session on post-harvest management strategies for garlic export enhancement to guide stakeholders on curing, cleaning, grading, storage and packaging practices. The activity focused on reducing post-harvest losses, improving bulb quality and aligning garlic handling with market and export requirements.

Key Objectives

- Enhance growers' and exporters' knowledge of garlic curing, grading, storage and packaging.
- Reduce post-harvest losses and quality deterioration during handling and marketing.
- Improve export readiness of Pakistani garlic through better quality management.

Key Outcomes

- Participants gained practical guidance on post-harvest handling and storage of garlic.
- The session emphasized grading and packaging as key factors for market competitiveness.
- Stakeholders were encouraged to adopt export-oriented practices to increase value and reduce losses.

39. Export-Oriented Value Addition of Potato with Emphasis on Starch-Based Opportunities

Date: 14th May 2026 | Location: Online | Product/Focus: Potato

Description

PHDEC organized a webinar on export-oriented value addition of potato with emphasis on starch-based opportunities. The session highlighted industrial applications of potato starch, processing potential, quality requirements, raw material suitability and the need to move beyond fresh potato exports toward higher-value processed products.

Key Objectives

- Create awareness on value addition and industrial uses of potato starch.
- Identify opportunities for processing, product diversification and export-oriented potato value chains.
- Encourage stakeholders to explore investment in starch extraction and related value-added products.

Key Outcomes

- Participants gained knowledge of potato starch applications and market opportunities.
- The webinar highlighted the importance of processing to reduce reliance on fresh exports.
- Stakeholders were encouraged to develop value-added potato products for better commercial returns.

40. Sanitary & Phytosanitary (SPS) Requirements for Recently Opened Cambodia Market for Pakistani Kinnow, Potato & Onion

Date: 21st May 2026 | Location: Online | Product/Focus: Multi Products

Description



PHDEC organized a webinar on SPS requirements for the recently opened Cambodia market for Pakistani Kinnow, potato and onion. The session aimed to build awareness among growers, exporters, processors and stakeholders regarding export protocols, phytosanitary certification procedures, quality compliance and market opportunities in Cambodia.

Key Objectives

- Educate stakeholders on SPS requirements and phytosanitary procedures for Cambodia-bound exports.
- Highlight market opportunities for Pakistani Kinnow, potato and onion in Cambodia.
- Promote compliance, quality assurance, traceability and proper documentation for smooth market access.

Key Outcomes

- Exporters gained clearer understanding of Cambodia's regulatory and quality requirements.
- Participants were sensitized on the importance of DPP procedures, inspection and certification.
- The session supported export diversification by preparing stakeholders for a newly opened market.

41. Export-Oriented Mango Harvesting, Post-Harvest Management, Processing, Packaging & Transportation Techniques

Date: 25th May 2026 | Location: Online | Product/Focus: Mango

Description

PHDEC organized a webinar on export-oriented mango harvesting, post-harvest management, processing, packaging and transportation techniques. The activity focused on maturity assessment, careful harvesting, de-sapping, sorting, grading, disease management, packhouse practices and logistics required to improve mango quality and reduce post-harvest losses.

Key Objectives

- Train growers, exporters and packhouse operators on export-oriented mango harvesting and handling techniques.
- Promote best practices in de-sapping, sorting, grading, processing, packaging and transportation.
- Reduce post-harvest losses and improve the consistency, shelf life and export competitiveness of Pakistani mangoes.

Key Outcomes

- Stakeholders received practical guidance on managing mango quality from orchard to shipment.
- Awareness was enhanced on the need for maturity-based harvesting and upgraded packhouse systems.
- The webinar supported improved export preparedness for the mango season and high-value markets.



42. Compliance Essentials for Mango Exports to Iran: Mandatory Hot Water Treatment (HWT) and Accurate Goods Declaration (GD) Filing

Date: 10th June, 2026 | Location: Online | Type: Webinar | Product/Focus: Mango

Description

PHDEC's online webinar series featured "Compliance Essentials for Mango Exports to Iran: Mandatory Hot Water Treatment (HWT) and Accurate Goods Declaration (GD) Filing" on June 10, 2026, providing a structured forum for stakeholders to engage with subject specialists on Mango. The session was led by Mr. Umar Farooq Gill, Entomologist, DPP. The webinar combined technical guidance, market-oriented discussion and an interactive question-and-answer segment to support growers, processors and exporters in improving quality, compliance and export readiness.

Objectives

To disseminate technically sound, up-to-date knowledge on Mango to growers, exporters and other value-chain actors.

To align participants on the recommended practices, compliance requirements and emerging standards relevant to Mango.

To facilitate direct interaction between subject specialists and field-level practitioners working with Mango.

Expected Outcomes

Improved awareness and adoption of recommended practices among participants engaged with Mango.

Better-informed decisions by growers, processors and exporters during the relevant production or trading window for Mango.

Stronger producer-exporter linkages and a shared technical vocabulary across the value chain for Mango.

43. Building Climate-Resilient Grape Systems in Balochistan: Water-Smart Practices, Adaptive Cultivars & Export Opportunities

Date: 11th June, 2026 | Location: Online | Type: Webinar | Product/Focus: Grapes

Description

PHDEC's online webinar series featured "Building Climate-Resilient Grape Systems in Balochistan: Water-Smart Practices, Adaptive Cultivars & Export Opportunities", providing a structured forum for stakeholders to engage with subject specialists on Grapes. The session was led by Mr. Abdul Rasheed, National Researcher, IWMI. The webinar combined technical guidance, market-oriented discussion and an interactive question-and-answer segment to support growers, processors and exporters in improving quality, compliance and export readiness.

Objectives



To disseminate technically sound, up-to-date knowledge on Grapes to growers, exporters and other value-chain actors.

To align participants on the recommended practices, compliance requirements and emerging standards relevant to Grapes.

To facilitate direct interaction between subject specialists and field-level practitioners working with Grapes.

Outcomes

Improved awareness and adoption of recommended practices among participants engaged with Grapes.

Better-informed decisions by growers, processors and exporters during the relevant production or trading window for Grapes.

Stronger producer-exporter linkages and a shared technical vocabulary across the value chain for Grapes.

44. Garlic & Ginger Paste MRL Compliance Issues in Exports to the UAE: Challenges, Corrective Actions & Way Forward

Date: 16th June, 2026 | Location: Online | Type: Webinar | Product/Focus: Garlic & Ginger

Description

PHDEC's online webinar series featured "Garlic & Ginger Paste MRL Compliance Issues in Exports to the UAE: Challenges, Corrective Actions & Way Forward ", providing a structured forum for stakeholders to engage with subject specialists on Garlic & Ginger. The session was led by Dr. Mubarak Ahmad, Consultant Agro & Food, TDAP. The webinar combined technical guidance, market-oriented discussion and an interactive question-and-answer segment to support growers, processors and exporters in improving quality, compliance and export readiness.

Objectives

To disseminate technically sound, up-to-date knowledge on Garlic & Ginger to growers, exporters and other value-chain actors.

To align participants on the recommended practices, compliance requirements and emerging standards relevant to Garlic & Ginger.

To facilitate direct interaction between subject specialists and field-level practitioners working with Garlic & Ginger.

Outcomes

Improved awareness and adoption of recommended practices among participants engaged with Garlic & Ginger.

Better-informed decisions by growers, processors and exporters during the relevant production or trading window for Garlic & Ginger.

Stronger producer-exporter linkages and a shared technical vocabulary across the value chain for Garlic & Ginger.



45. Transforming Pakistan's Date Palm Industry: Quality Enhancement, Value Addition, Export Prospects & Opportunities in Sindh & Balochistan

Date: 18th June, 2026 | Location: Online | Type: Webinar | Product/Focus: Date

Description

The session provided a structured forum for stakeholders to engage with subject specialists on Dates. The session was led by Mr. Habib Ullah Baloch, Horticulturist, Directorate of Agriculture Research Panjgur, Balochistan. The webinar combined technical guidance, market-oriented discussion and an interactive question-and-answer segment to support growers, processors and exporters in improving quality, compliance and export readiness.

Objectives

To disseminate technically sound, up-to-date knowledge on Dates to growers, exporters and other value-chain actors.

To align participants on the recommended practices, compliance requirements and emerging standards relevant to Dates.

To facilitate direct interaction between subject specialists and field-level practitioners working with Dates.

Outcomes

Improved awareness and adoption of recommended practices among participants engaged with Dates.

Better-informed decisions by growers, processors and exporters during the relevant production or trading window for Dates.

Stronger producer-exporter linkages and a shared technical vocabulary across the value chain for Dates.

Knowledge Based PODCASTS; Horticulture Horizons

1. Podcast on "Insights for Potato & Orange Growers and Exporters"

Date: 8th December, 2025 | Location: PHDEC head office | Product/Focus: Potato & Oranges

Description

Pakistan Horticulture Development & Export Company (PHDEC) in its inaugural Horticulture Horizons podcast series by hosted an exclusive discussion with Mr. Chaudhry Shoaib Ahmad Basra, Board Member, PHDEC and a distinguished leader in Pakistan's horticulture export sector.

As one of Pakistan's pioneering government organizations to adopt the podcast format for industry outreach, PHDEC leveraged this platform to facilitate knowledge sharing between experienced industry leaders and horticulture stakeholders. During the session, Mr. Basra, a recipient of multiple *Best Exporter Awards* and a prominent member of Sargodha's agribusiness community, shared his extensive experience on strengthening Pakistan's horticulture exports, improving access to international markets, addressing key export challenges



through practical solutions, and identifying growth opportunities for potatoes, citrus, and other horticultural commodities. The discussion also explored the future direction of Pakistan's fruit and vegetable export sector and reinforced PHDEC's commitment to promoting quality, sustainability, innovation, and global competitiveness across the country's horticulture industry.

2. Beyond Fresh: Shaping the Future of Value-addition in Pakistan's Horticulture

Date: 30th December, 2025 | Location: PHDEC head office | Product/Focus: Value-addition

Description

Value addition is no longer an option; it is the future of competitive horticulture. In this episode, Dr. Muhammad Azeem Khan discussed how processing, branding, packaging, food safety compliance, and market diversification can transform Pakistan's horticulture sector from a volume-driven to a value-driven industry. The conversation explored emerging opportunities, export potential, and strategic interventions needed to enhance farmer incomes, reduce post-harvest losses, and position Pakistan's horticulture products in premium domestic and international markets.

3. Podcast on "Strengthening Pak-China Agri Trade: Opportunities, Challenges & Way Forward"

Date: 3rd January, 2026 | Location: Online | Product/Focus: Agri-trade

Description

The podcast featured the Pakistan Ambassador to China, who shared strategic perspectives on Pak-China relations, agricultural diplomacy, market access, and the role of government-to-government cooperation in enhancing agri-exports. The discussion highlighted emerging opportunities under evolving trade frameworks and the importance of technology transfer, investment facilitation, and regulatory alignment.

Mr. Zhou Xhousheng, Director of Wuhan Qingfa-Hesheng Seed Co., Ltd., a subsidiary of the state-owned China National Agricultural Development Group. Based in Wuhan's renowned "China Seed Valley, also joined the podcast. In Pakistan, the company is actively collaborating with key national institutions including PARC and AARI, with eight rice varieties and two canola varieties already registered for local cultivation---demonstrating a successful model of cross-border agricultural innovation.

The podcast offered valuable insights for policy makers, exporters, researchers, agribusiness leaders, and growers, highlighting practical solutions, challenges, and a clear way forward for deepening Pak--China cooperation in the agriculture sector.

4. Empowering Rural Entrepreneurs: Role of GRASP in Pakistan

Date: 02nd April 02, 2026 | Location: PHDEC head office | Product/Focus: Entrepreneurs

Description



Mr. James Robert-FAO focused on how rural entrepreneurship transform livelihoods in Pakistan, particularly through structured support systems like GRASP (Growth for Rural Advancement and Sustainable Progress). As the representative of the Food and Agriculture Organization in Pakistan, he highlighted the critical role agriculture and rural enterprises play in the country's economy. The discussion emphasized that empowering small farmers, youth, and women with access to training, financial resources, and markets can unlock significant economic potential.

5. Pakistan's Organic Agriculture; Production, Certification & Export Potential

Date: 15th April, 2026 | Location: Online | Product/Focus: Organic agriculture

Description

Dr. Hasan Ali Mughal, a distinguished expert in organic agriculture supply chains and marketing provided a comprehensive overview of organic agriculture, highlighting its principles, various types, and its growing significance for Pakistan's national economy. He emphasized the increasing global demand for organic products, particularly in premium markets such as the EU/ and USA, and discussed the expanding trade opportunities for developing countries. The discussion also covered the diversity of organic crops cultivated worldwide, including both seasonal and perennial horticultural products. The session further explored Pakistan's current standing in organic production and exports, noting that while the country has strong potential due to favorable agro-climatic conditions, the sector remains underdeveloped. Dr. Mughal shared insights into the existing landscape of certified organic companies operating in domestic and international markets, and highlighted key challenges such as limited certification infrastructure, lack of awareness, and fragmented value chains. He also elaborated on the certification processes commonly followed in Pakistan and the role of international standards in accessing high-value export markets.

6. Strengthening Food Safety in Pakistan: A Path to Stability & Growth

Date: 6th May, 2026 | Location: PHDEC Head office | Product/Focus: Food Safety

Description

PHDEC hosted an episode of its Horticulture Horizons Podcast featuring Ms. Catherine Bessay, Senior Food Safety Officer at the Food and Agriculture Organization (FAO). The session focused on Pakistan's evolving food safety system and its potential to become a globally trusted food supplier.

Ms. Bessay highlighted the importance of developing a science-based food control framework aligned with international standards, including Codex Alimentarius and global market requirements. The discussion covered Pakistan's progress in reducing export-related food safety challenges, strengthening federal and provincial coordination, adopting risk-based inspection systems, improving laboratory and accreditation infrastructure, and



enhancing traceability and phytosanitary systems. The session reinforced the importance of food safety reforms in improving Pakistan's export competitiveness and credibility in international markets.

PHDEC's Industrial Linkages

1. MoU's with Agriculture University Peshawar, University of Agriculture Faisalabad, Agriculture University Sargodha & NARC Islamabad

Date: 1st November, 2025 | Location: Peshawar, Sargodha, Islamabad | Product/Focus: Multi Products

Description

Pakistan Horticulture Development & Export Company (PHDEC) and the Agriculture University Peshawar, University of Agriculture Faisalabad, Agriculture University Sargodha & NARC Islamabad, signed a landmark Memorandum of Understanding (MoU) to foster growth, innovation, and sustainability in the horticulture sector.

Objectives

- Enhance efficiency, productivity, and sustainability in horticulture
- Promote inclusive development & reduce post-harvest losses
- Strengthen exports through R&D, Global GAP, HACCP & ISO 22000 certifications
- Organize training workshops, webinars & knowledge-sharing programs
- Provide hands-on exposure and networking opportunities for students and researchers

Outcomes of the MoU

- Infrastructure Enhancement: Establishing research-backed infrastructure, such as mango dehydration plants at partner universities.
- Technical Training: Increased knowledge among growers and students regarding good agricultural practices (GAP), pest control, and orchard management.
- Improved Compliance: Enhanced compliance with international quality standards, leading to better competitiveness for Pakistani horticulture products.
- Knowledge Dissemination: Regular workshops, seminars, and training sessions held to share findings on post-harvest handling and orchard management.

2. Meeting at the Quetta Chamber of Commerce and Industries (QCCI) to brief stakeholders on PHDEC's Food Safety Certification

Date: 23rd December, 2025 | Location: Quetta | Product/Focus: Food Safety Certification

Description



Pakistan Horticulture Development and Export Company (PHDEC) convened an awareness meeting at the Quetta Chamber of Commerce and Industries (QCCI) to brief stakeholders on PHDEC's Food Safety Certification Project, an initiative aimed at enabling Pakistani horticulture products to access high-end international markets.

The session was opened by the Secretary of the Trade Development Authority of Pakistan (TDAP), Mr. Sheryar Taj, who welcomed the participants and highlighted PHDEC's recently developed three-year work plan. He shared that the plan was formulated through extensive consultations with provincial governments, academia, and research institutions. Emphasizing Balochistan's strategic importance as the "fruit basket of Pakistan," he noted the province's vast potential for horticulture exports and reaffirmed PHDEC's commitment to working closely with local stakeholders to collectively improve productivity, quality, and export competitiveness.

3. PHDEC visits at; PGDC Processing Facility at Queta & BARDC Olive Facility Visit Explores Value Addition Opportunities in Swat's Horticulture Sector

Date: December 22-24, 2025 | Location: Quetta | Product/Focus: Olive

Description

Dr. Azeem Horticulture Consultant/Expert and TDAP Provincial team, visited the newly established state of the art Cold storage and processing plant established by Government of Balochistan. The PD of the Project Mr Asif Dumer brief that the facility has been established with a cost of 42 million, however over six months have passed but it's not functional as yet. The PHDEC consultant was assigned the task to develop a business plan for the facility and provide the required technical assistance to the Project Director to make the facility functional at the earliest before the National Horticulture Expo at Quetta planned for August 2026. The Government of Balochistan has planned 20 such plants across the province.

4. PHDEC Representation at High-Level Meeting at Sarhad Chamber of Commerce & Industry, Peshawar

Date: 26th December, 2025 | Location: Peshawar | Product/Focus: Value Added Products

Description

A high-level meeting was held at the Sarhad Chamber of Commerce & Industry, Peshawar, chaired by secretary TDAP, Sheryar Taj. The meeting was attended by representatives from all major sectors of Khyber Pakhtunkhwa (KP), including Minerals & Mining, Furniture, Marble, Gems & Stones, Agro & Horticulture Sector, to discuss sector-specific challenges and propose a way forward for addressing key issues. All sectors from KP highlighted the issues facing their sectors and requested Secretary TDAP to get resolve the issues by engaging relevant departments.

5. PHDEC Explores Value Addition Opportunities in Swat's Horticulture Sector

Date: 29th October 2025 | Location: Swat | Product/Focus: Value Added Products



Description

The Pakistan Horticulture Development and Export Company (PHDEC) team visited multiple startups, processors, and value adders in Upper and Lower Swat, KPK, to explore new opportunities for value addition in fruits and vegetables. The visit focused on examining dehydration technologies, fruit peelers and slicers, storage facilities, and packaging and labeling materials used in local processing units. A modern fruit slicer recently procured by PHDEC was also demonstrated at various facilities to showcase efficiency improvements in fruit processing.

Objectives of the Intervention

- Value Addition & Processing: To encourage local stakeholders to adopt processing technologies (e.g., dehydrators, sorting, grading) rather than selling raw produce, particularly for damaged or excess fruit.
- Market Linkages: Connecting local farmers/exporters to international markets, including providing insights on export procedures and quality standards for products like the Swat-1 onion.
- Climate Resilience: Introducing techniques to manage climate variability and pest control to protect orchard productivity.

Key Outcomes

- Improved Product Quality: Implementation of improved propagation techniques, pruning practices, and pest management for fruits like cherries and peaches.
- Reduced Post-Harvest Losses: Increased utilization of local dehydration units (FDU Swat), turning potential waste into profitable, value-added products.
- Development of Value-Added Products: Focused efforts on processing fruits into dried items, jellies, and jams.

6. Visit to Baloch Hamza Brothers Dates Company (BHB), Panjgur, Balochistan

Date: March 2026 | Location: Panjgur | Product/Focus: Date

Description

Pakistan Horticulture Development & Export Company (PHDEC) conducted a technical visit to Baloch Hamza Brothers (BHB) Dates Company in Panjgur, Balochistan, to assess the company's processing infrastructure, value addition capabilities, and contribution to Pakistan's date industry. During the visit, PHDEC reviewed the company's modern processing facilities, including washing, grading, pitting, drying, chocolate coating, vacuum packaging, and cold storage systems. Discussions focused on strengthening farmer--processor linkages, improving post-harvest handling, promoting value-added date products, enhancing export competitiveness, and identifying opportunities for collaboration to expand domestic and international market access for Balochistan dates.

Objectives



- Assess the processing, packaging, and value addition infrastructure of one of Balochistan's leading date processing companies.
- Identify opportunities to strengthen farmer--processor linkages, improve post-harvest management, and reduce post-harvest losses.
- Explore strategies to promote export-oriented value-added date products and enhance market access.
- Identify potential areas for PHDEC support in branding, packaging, certification, and export facilitation.

Outcomes

- Improved understanding of the processing capacity, value chain constraints, and export potential of the dates sector in Balochistan.
- Strengthened collaboration between PHDEC, date processors, and growers to enhance quality, value addition, and market competitiveness.
- Increased adoption of improved post-harvest handling, grading, packaging, and processing practices to reduce losses and improve farmer incomes.
- Development of future interventions to support certification, branding, market linkages, and export promotion of value-added Pakistani date products.

7. Assessment of Onion Production, Marketing and Export Potential in Balochistan

Date: April 2026 | Location: Balochistan | Product/Focus: Onion

Description

Pakistan Horticulture Development & Export Company (PHDEC) conducted an assessment of the onion production, marketing, and export potential in Balochistan to evaluate the province's competitiveness in domestic and international markets. The assessment reviewed production trends, major onion-growing clusters, post-harvest handling practices, value chain constraints, processing opportunities, and export readiness. Discussions with provincial stakeholders highlighted key challenges including limited storage facilities, inadequate processing infrastructure, weak farmer--exporter linkages, low awareness of export standards, and the shortage of locally registered export companies. The study also identified significant opportunities for developing export-oriented onion clusters, promoting value addition through dehydration, strengthening market linkages, and improving compliance with international quality standards.

Objectives

- Assess the current status of onion production, marketing systems, and export potential in major onion-growing districts of Balochistan.



- Identify key production, post-harvest, processing, and value chain constraints affecting export competitiveness.
- Explore opportunities for export-oriented cluster development, value addition, and strengthening farmer--exporter linkages.
- Recommend strategic interventions to improve compliance with international standards, market access, and sustainable export growth.

Outcomes

- Enhanced understanding of production, marketing, and value chain gaps to support evidence-based planning for the onion sector.
- Development of export-oriented onion clusters supported by improved post-harvest handling, grading, storage, and dehydration facilities.
- Increased capacity of growers and exporters through training on Good Agricultural Practices (GAP), SPS compliance, post-harvest management, and export requirements.
- Strengthened market access through improved linkages between growers, processors, exporters, and international buyers, leading to increased exports of premium-quality onions from Balochistan.

8. Assessment of Banana Production, Marketing and Export Potential in Balochistan

Date: April 2026 | Location: Balochistan | Product/Focus: Banana

Description

Pakistan Horticulture Development & Export Company (PHDEC) conducted an assessment of banana production, marketing, and export potential in Balochistan, with particular focus on the emerging banana cluster in Lasbela District. The assessment examined production trends, cultivation practices, value chain dynamics, marketing channels, post-harvest infrastructure, and export readiness through consultations with provincial agriculture officials and growers. The study identified major constraints, including water scarcity, salinity, Panama disease, inadequate cold storage and ripening facilities, weak market linkages, and limited compliance with international export standards. It also highlighted the province's comparative advantages, including higher yields, proximity to Karachi Port, favorable climatic conditions, and significant opportunities for value addition, cluster development, and expansion into regional and international export markets.

Objectives

- Assess the current status of banana production, marketing systems, and export potential in the major production clusters of Lasbela, Hub, and Uthal.



- Identify key production, post-harvest, value chain, and market constraints affecting the competitiveness of Balochistan's banana sector.
- Explore opportunities for export-oriented cluster development, value addition, cold chain infrastructure, and stronger farmer--exporter linkages.
- Recommend strategic interventions to improve export readiness, compliance with international standards, and sustainable growth of banana exports.

Outcomes

- Enhanced understanding of production, marketing, and value chain gaps to support strategic planning for the banana sector in Balochistan.
- Development of export-oriented banana clusters supported by improved cold storage, ripening facilities, post-harvest management, and logistics infrastructure.
- Increased technical capacity of growers through training on Good Agricultural Practices (GAP), post-harvest handling, SPS compliance, and export requirements.
- Strengthened linkages among growers, exporters, PHDEC, TDAP, and the Agriculture Department to improve market access, promote value-added banana products, and increase exports of premium-quality bananas from Balochistan.

9. Technical Assessment of Solar Tunnel Drying Infrastructure and Value Chain Integration for Chilli Exports

Date: 02nd March 2026 | Product/Focus: Chilli

Description

Pakistan Horticulture Development & Export Company (PHDEC) conducted a technical assessment visit to the PARC Adaptive Research Complex (AZRC), Umerkot, to evaluate the progress and operational efficiency of the Solar Tunnel Drying Project for chilli processing. During the visit, PHDEC reviewed the installation status of solar tunnel units, assessed technical and operational challenges affecting project implementation, and held discussions with PARC officials regarding strategies to enhance value addition and export competitiveness. The assessment identified key constraints, including limited processing capacity of the existing tunnel design and the reluctance of growers to contribute the required cost-sharing component. The visit also emphasized the importance of controlled drying technologies for producing aflatoxin-free chillies that comply with international food safety standards and explored opportunities for strengthening grower capacity, market linkages, and export-oriented value chain development.

Objectives



- Assess the operational status and performance of the Solar Tunnel Drying Project and identify factors limiting its wider adoption.
- Evaluate technical and financial constraints affecting the installation and utilization of solar tunnel dryers by chilli growers.
- Promote value addition through controlled drying technologies to improve chilli quality and compliance with international food safety standards.
- Develop strategies to strengthen grower capacity, exporter linkages, and international certification for export-oriented chilli production.

Outcomes

- Increased adoption of solar tunnel drying technology through targeted awareness campaigns, technical training, and demonstration activities.
- Improved production of aflatoxin-free, export-quality chillies meeting international market requirements.
- Strengthened collaboration among PHDEC, PARC, growers, and exporters to enhance value chain integration and facilitate export market access.
- Reduced post-harvest losses, improved product quality, and enhanced export competitiveness of Pakistan's chilli sector through sustainable drying technologies.

10. Technical Assessment Visit to Mango Dehydration Unit, Sindh Agriculture University, Tandojam

Date: 04th February 2026 | Product/Focus: Mango

Description

Pakistan Horticulture Development & Export Company (PHDEC) conducted a technical assessment visit to the Mango Dehydration Unit at Sindh Agriculture University (SAU), Tandojam, to review the progress of infrastructure development and evaluate the facility's readiness for commercial operation. During the visit, PHDEC assessed the completion status of the project, reviewed factors contributing to implementation delays, and discussed strategies for timely operationalization before the upcoming mango harvesting season. The team also identified opportunities for stakeholder engagement, grower mobilization, capacity building, supply chain development, product standardization, and market linkages to maximize the commercial utilization of the dehydration facility and promote value-added mango exports.

Objectives

- Assess the physical progress and operational readiness of the Mango Dehydration Unit at Sindh Agriculture University, Tandojam.



- Identify key factors affecting project implementation and recommend measures for timely completion and operationalization.
- Develop strategies to promote stakeholder awareness, technical capacity building, and grower participation in mango dehydration.
- Strengthen supply chain linkages, product quality, packaging standards, and market access for value-added mango products.

Outcomes

- Timely operationalization of the Mango Dehydration Unit to support value addition during the mango harvesting season.
- Increased awareness and technical capacity among growers, processors, exporters, and entrepreneurs regarding commercial mango dehydration technologies.
- Development of sustainable supply chains through grower cluster formation, stakeholder collaboration, and improved utilization of processing facilities.
- Enhanced quality, packaging, branding, and market linkages for dehydrated mango products, leading to increased value addition and export competitiveness of Pakistan's mango sector.

Export Marketing & B2B Sessions

1. Follow-up session on the FoodAg-2025 export deals for horticulture exhibitors.

Date: 03rd December | Location: Online | Product/Focus: Multi Products

Description

PHDEC organized a follow-up session on the FoodAg-2025 export deals of horticulture exhibitors. The meeting focused on reviewing progress on the initiated deals and outlining next steps to help mature pending export opportunities. The discussion covered potential market prospects and the engagement of relevant departments and trade missions to support exporters in finalizing negotiations initiated during FoodAg-2025.

Objectives of the Session:

- Review Export Progress: Evaluate the status of B2B meetings and deals initiated by exhibitors during FoodAg-2025.
- Maturation of Deals: Identify bottlenecks in negotiations and provide support to turn pending inquiries into concrete, high-value export contracts.
- Market Expansion: Focus on increasing the export of value-added horticulture products and dry fruits to international markets.

Outcomes



- **Export Pipeline Activation:** The follow-up ensured momentum from FoodAg 2025, which saw roughly USD 28 million in deals for the fruit and vegetable sector.
- **Actionable Feedback:** Exhibitors provided feedback on challenges, which PHDEC used to plan tailored support for international market compliance.
- **Strengthened Partnerships:** Enhanced linkages between local exporters and potential foreign buyers identified during the expo.

2. B2B Meetings of Potato Exporters with Uzbek & Kazik Buyers & attended Meeting At MNFS&R regarding Potato & Citrus Exports and Signing of Pomegranate & Grapes Protocols

Date: 18th December 2025 | Location: Islamabad | Product/Focus: Potato

Description

PHDEC in collaboration with TDAP organized in a high-level meeting held at MNFS&R, Islamabad, with the Uzbekistan Quarantine & Plant Protection Department to review potato and citrus export matters and to formalize protocols for pomegranate and grapes.

Objectives of B2B Meetings

- **Market Diversification:** To boost Pakistan's potato and citrus exports to Central Asian markets, particularly Uzbekistan & Kazakhstan.
- **Addressing Regulatory Bottlenecks:** To resolve delays in the issuance of import permits for citrus and address quarantine (SPS - Sanitary and Phytosanitary) issues.
- **Strengthening Buyer-Seller Links:** To connect Pakistani exporters directly with Uzbek buyers, facilitating on-ground cooperation and building trust in product quality.

Outcomes of B2B Meetings

- **Increased Demand:** Uzbek importers reaffirmed strong demand for Pakistani produce, targeting the import of 700,000 tons of potatoes.
- **Enhanced Quality Control:** The initiation of specialized workshops in production hubs (e.g., Okara) to improve post-harvest management and reduce losses.
- **Joint Cooperation:** Establishment of a joint working group to handle technical issues between quarantine authorities.

3. B2B session on export of Pakistani potatoes to Sri Lanka.

Date: 11th February 2026 | Location: Online | Product/Focus: Potato

Description



Pakistan Horticulture Development and Export Company (PHDEC) in collaboration with Trade Development Authority of Pakistan (TDAP) jointly organized a Zoom interactive B2B session on export of Pakistani potatoes to Sri Lanka, in coordination with the Pakistan Trade Mission in Colombo. Leading Pakistani potato exporters and prominent Sri Lankan importers participated in the session to strengthen direct business linkages and explore enhanced trade opportunities. Sri Lanka is an important market for Pakistani potatoes. During the last year, Pakistan exported a significant volume of potatoes to Sri Lanka, contributing substantially to overall vegetable exports and highlighting strong market potential. With consistent demand and geographic proximity, Sri Lanka offers opportunities for expansion, provided trade facilitation issues are addressed.

The session enabled detailed discussions on product specifications, pricing, supply capacity, quality standards, and logistics arrangements. Participants highlighted certain challenges affecting competitiveness, particularly the high import duty (reportedly around PKR 80 per kg), which impacts price competitiveness. Concerns were also raised regarding commission-based export practices affecting pricing transparency and efficiency.

The Pakistani Trade Mission representative in Sri Lanka acknowledged these issues and assured that they would be taken up with relevant authorities to facilitate smoother trade flows and sustainable export growth. Both sides agreed to maintain close coordination, with company profiles exchanged and follow-up meetings planned.

It was also shared that Pakistan's potato production this season is expected to reach approximately 12 million metric tons (MMT) with very good quality. In light of this substantial production outlook, PHDEC and TDAP are actively pursuing export enhancement through structured B2B engagements, market diversification efforts, and strengthened trade facilitation to capitalize on available exportable surplus.

4. B2B Meetings with Tajikistan Delegation

Date: 17th April 2026 | Location: Islamabad | Product/Focus: Multi Products

Description

PHDEC facilitated B2B meetings between Pakistani horticulture exporters and a Tajikistan delegation to strengthen direct business linkages and explore trade opportunities. The interaction focused on available exportable surplus, product specifications, buyer requirements, logistics, pricing and prospects for expanding horticulture exports to Central Asian markets.

Key Objectives

- Facilitate direct interaction between Pakistani exporters and Tajik buyers/importers.
- Identify potential products, supply capacities and trade requirements for the Tajikistan market.
- Strengthen market linkages for horticulture exports to Central Asia.

Key Outcomes



- Exporters received direct feedback on buyer requirements and market expectations.
- Potential trade leads were generated for fresh and value-added horticultural products.
- The meeting supported PHDEC's objective of diversifying horticulture exports to regional markets.

5. B2B Meeting with Sichuan Furixiang Co. Ltd., China

Date: 18th April 2026 | Location: Online | Product/Focus: Chili

Description

PHDEC facilitated a B2B meeting with Sichuan Furixiang Co. Ltd., China to explore opportunities for Pakistani chili exports. The meeting connected Pakistani chili exporters with the Chinese buyer and focused on product quality, drying methods, aflatoxin control, packaging, supply capacity and compliance requirements for the Chinese market.

Key Objectives

- Connect Pakistani chili exporters with a potential Chinese importer.
- Discuss quality, food safety and packaging requirements for export-grade chilies.
- Explore future trade opportunities under market-oriented and compliant supply arrangements.

Key Outcomes

- Exporters gained insight into Chinese buyer expectations for chilies.
- The interaction emphasized aflatoxin control, improved drying and consistent quality standards.
- A platform was created for follow-up business communication and potential export orders.

6. B2B Meeting with Zadco Global Co., Kuwait

Date: 19th April 2026 | Location: Online | Product/Focus: Multi Products

Description

PHDEC facilitated a B2B meeting with Zadco Global Co., Kuwait to enhance horticulture export linkages with the Kuwaiti market. The discussion covered Pakistani horticultural products, buyer preferences, quality requirements, packaging, supply availability, logistics and possible future business collaboration.

Key Objectives

- Promote Pakistani horticulture products in the Kuwaiti market.
- Facilitate direct business communication between exporters and the foreign buyer.
- Identify product specifications, packaging requirements and trade facilitation needs.

Key Outcomes

- Stakeholders explored opportunities for exporting fresh and value-added horticultural products to Kuwait.
- Exporters received market-oriented feedback on product quality and supply arrangements.



- The meeting strengthened PHDEC's buyer-seller facilitation role.

7. PHDEC facilitated 7 additional mango processing facilities with GACC China.

Date: June, 2026 | Location: Multan | Type: GACC Registration | Product/Focus: Mango

Description

During June, 2026, PHDEC facilitated seven additional mango processing facilities for registration with GACC China at Multan. The activity supported compliance documentation, exporter coordination and market-access readiness for Pakistani mango exports to China.

Objectives

To facilitate additional Pakistani mango processing facilities for GACC China registration.

To strengthen compliance readiness for Pakistani mango exports to the Chinese market.

To support exporters and processors in meeting documentation and facility-registration requirements.

Expected Outcomes

Seven additional mango processing facilities supported for GACC China registration.

Expanded compliance-ready processing capacity for Pakistani mango exports to China.

Stronger market-access pipeline for Pakistani mango exporters targeting the Chinese market.

Participation in National & International Exhibitions

1. FoodAg-2025- PHDEC's Vital Role in Advancing Pakistan's Horticulture Sector Through Sponsorship of 55 Exhibitors Nationwide

Date: 25th TO 27th November | Location: Karachi | Product/Focus: Multi Products

Description

Pakistan Horticulture Development and Export Company (PHDEC) played a pivotal role in the success of FoodAg-2025 by sponsoring 55 stalls for Pakistani exporters, startups, entrepreneurs, and leading companies engaged in the export of fresh fruits and vegetables, dehydrated products, floriculture, and value-added horticultural goods. This initiative reflects PHDEC's strong commitment to uplifting Pakistan's horticulture sector by strengthening connectivity, fostering innovation, enhancing product quality, and expanding market access---ultimately contributing to long-term growth and competitiveness of the country's horticultural exports.

Objectives of PHDEC's Sponsorship:

- Encourage "Grow for Exports ": To motivate local producers to produce high-quality, export-oriented horticulture products, specifically focusing on value addition for items like olives, mangoes, citrus, dates, and various fruits/vegetables.



- **Showcase Value-Added Products:** To highlight products such as oils, powders, dehydrated items, bars, candies, and syrups, moving beyond raw commodity exports.
- **Provide Market Access and Linkages:** To connect small to medium-sized growers and processors with international buyers, leading to improved, direct, and sustainable export channels.
- **Technological Advancement:** To bridge the gap between local producers and modern, international-standard, value-addition machinery and packaging technologies.
- **Capacity Building and Standardization:** To train stakeholders on international quality benchmarks, food safety management, and compliance with SPS (Sanitary and Phyto-sanitary) requirements.

2. Participation in the National Olive Festival

Date: 12th December 2025 | Location: Islamabad | Product/Focus: Olive

Description

PHDEC's participation in the National Olive Festival, highlighted by a dedicated, informative pavilion, aimed to promote Pakistan's olive sector, connect farmers with industry stakeholders, and showcase premium products. Outcomes included increased awareness, business networking for stakeholders, and showcasing high-value, locally produced olive items.

Objectives of PHDEC Participation

- **Sector Promotion:** To highlight Pakistan's growing olive industry, including the potential of 10 million acres for cultivation, as part of the 7th National Olive Festival.
- **Stakeholder Engagement:** To bring together farmers, entrepreneurs, and researchers to discuss improving the olive value chain.
- **Market Expansion:** To provide a platform for farmers and exhibitors to expand their market reach.

Outcomes of PHDEC Stall Participation

- **High-Level Networking:** The PHDEC Pavilion facilitated meetings with stakeholders from the State Bank of Pakistan and the Food and Agriculture Organization (FAO), fostering support for industry development.
- **Collaborative Opportunities:** Strengthened ties with partners for future initiatives to enhance the value chain of olives in Pakistan.
- **Strategic Alignment:** Supported the national goal of becoming an

"olive hub," reducing reliance on edible oil imports.

3. Participation in 10th International Horticulture Conference 2026

Date: 07th to 09th April 2026 | Location: Islamabad | Product/Focus: Multi Products

Description



PHDEC participated in the 10th International Horticulture Conference 2026 by establishing an information stall and engaging with researchers, growers, students, exporters and public-sector stakeholders. PHDEC also organized/participated in a technical session covering horticulture production systems, crop management, value-chain development and export-oriented interventions.

Key Objectives

- Showcase PHDEC initiatives for horticulture development, value addition and export promotion.
- Strengthen linkages with academia, researchers, growers, exporters and development partners.
- Promote knowledge sharing on modern production systems, crop management and export competitiveness.

Key Outcomes

- PHDEC's role in horticulture export development was highlighted among national and international participants.
- New linkages were developed with research institutions, students and sector stakeholders.
- The activity supported wider dissemination of PHDEC interventions and future collaboration opportunities.

4. Participation in EU-Pakistan Business Forum

Date: 17th April 2026 | Location: Islamabad | Product/Focus: Multi Products

Description

PHDEC participated in the EU-Pakistan Business Forum to promote Pakistan's horticulture sector and explore investment, trade and collaboration opportunities with European stakeholders. The activity provided a platform to highlight export potential, compliance needs, value addition, certification and the importance of meeting EU market standards.

Key Objectives

- Represent Pakistan's horticulture sector at a high-level business platform.
- Highlight opportunities for exports, investment and technical collaboration with EU stakeholders.
- Promote awareness of EU quality, certification, traceability and SPS requirements.

Key Outcomes

- PHDEC strengthened its engagement with business and development stakeholders linked to EU markets.
- Participants were sensitized on the importance of compliance and certification for EU access.
- The activity supported future collaboration opportunities for horticulture trade and investment.

Innovation, Value Addition & Infrastructure Development

1. Inauguration of PHDEC Podcast Studio and Launch of PHDEC Podcast Series

Date: December 2025 | Location: Islamabad | Product/Focus: Multi Products



Description

On December 20, 2025, the Federal Minister for Commerce, Jam Kamal Khan, inaugurated the first-ever Podcast Studio of the Ministry of Commerce at the Pakistan Horticulture Development & Export Company (PHDEC) office in Islamabad. Alongside the inauguration, PHDEC launched its inaugural podcast series, titled "Horticulture Horizons," marking a significant step toward integrating digital innovation in the agricultural sector.

Objectives

- **Digital Transformation & Knowledge Sharing:** To bridge the knowledge gap within the horticulture community by sharing modern, sustainable farming techniques through digital media.
- **Export Growth:** To facilitate the government's goal of achieving USD 2 billion in horticulture exports within the next three years.
- **Stakeholder Engagement:** To create a dynamic platform that connects small-scale farmers with international buyers and experts.

Outcomes

- **Launch of "Horticulture Horizons ":** The podcast is now live, featuring expert-led discussions on improving productivity and export quality for key crops like mangoes, citrus, and potatoes.
- **Digital Capability:** The creation of a dedicated, specialized space for producing audio/visual content to reach a wider audience.
- **Enhanced Strategic Planning:** The initiative aligns with the Ministry of Commerce's strategy to leverage digital tools for promoting horticulture exports.

Targeted Content Examples: The podcast series has covered topics such as Pakistan-China horticulture trade, high-density citrus orchard management, and value addition to boost exports.

2. KOPIA Pakistan Project Proposal – Citrus Value Chain Improvement

***Date:** FY 2025-26 | **Location:** Punjab (Citrus Belt) | **Product/Focus:** Citrus*

Description

PHDEC developed a project proposal under the Korea Program on International Agriculture (KOPIA) to improve the competitiveness of Pakistan's citrus sector. The proposal focuses on strengthening the citrus value chain through the introduction of improved production technologies, post-harvest management practices, quality enhancement, and institutional collaboration. The initiative aims to facilitate technology transfer from the Republic of Korea while enhancing the capacity of growers, extension services, and exporters.

Objectives

- Enhance citrus productivity through improved orchard management practices.
- Introduce modern post-harvest handling and quality management systems.



- Strengthen institutional collaboration between Pakistan and the Republic of Korea.
- Improve export competitiveness by reducing post-harvest losses and improving fruit quality.

Outcomes

- Improved citrus yield and fruit quality.
- Increased adoption of modern production and post-harvest technologies.
- Enhanced technical capacity of growers and extension personnel.
- Increased export potential of Pakistan's citrus industry.

3. TİKA Project Proposal – SME Development in Pakistan's Horticulture Sector

Date: FY 2025-26 | Location: Pakistan | Product/Focus: Horticulture SMEs

Description

PHDEC developed a comprehensive project proposal for the Turkish Cooperation and Coordination Agency (TİKA) to strengthen Pakistan's horticulture sector through targeted support for Small and Medium Enterprises (SMEs). The proposal emphasizes improving processing infrastructure, value addition, entrepreneurship, market access, and institutional capacity to develop a competitive export-oriented horticulture industry.

Objectives

- Strengthen horticulture SMEs through infrastructure and technology support.
- Promote value addition and agro-processing.
- Enhance market access for horticultural enterprises.
- Improve institutional and entrepreneurial capacities.

Outcomes

- Improved competitiveness of horticulture SMEs.
- Increased value-added horticultural products.
- Enhanced employment opportunities across horticulture value chains.
- Increased export earnings through improved product competitiveness.

4. PAK GAP Proposal – Pakistan Good Agricultural Practices (PAK GAP)

Date: FY 2025-26 | Location: Pakistan | Product/Focus: National Good Agricultural Practices Standard

Description

PHDEC developed the concept of Pakistan Good Agricultural Practices (PAK GAP) as a nationally harmonized GAP framework aligned with international standards while addressing local production realities. The proposed system seeks to establish standardized production protocols for horticultural crops, strengthen traceability, improve food safety, and prepare growers for international certification and premium export markets.

Objectives



- Develop nationally standardized Good Agricultural Practices.
- Improve food safety, traceability, and environmental sustainability.
- Facilitate growers' transition towards internationally recognized certification schemes.
- Strengthen Pakistan's reputation as a supplier of safe and quality horticultural products.

Outcomes

- National adoption of standardized GAP protocols.
- Improved compliance with international food safety requirements.
- Increased market access for Pakistani horticultural products.
- Enhanced confidence among international buyers.

5. Certification Support Initiative Proposal – Strengthening Pakistan's Horticulture Sector

Date: FY 2025-26 | Location: Pakistan | Product/Focus: GLOBALG.A.P., HACCP & ISO 22000 Certification

Description

PHDEC developed a comprehensive certification support initiative to facilitate horticulture producers, processors, and exporters in obtaining internationally recognized certifications, including GLOBALG.A.P., HACCP, and ISO 22000. The project proposes financial and technical assistance to improve compliance with international food safety, traceability, and quality management requirements, thereby enhancing Pakistan's export competitiveness.

Objectives

- Facilitate adoption of internationally recognized certification standards.
- Improve compliance with global food safety and quality requirements.
- Strengthen the capacity of growers, processors, and exporters.
- Expand market access to premium international destinations.

Outcomes

- Increased number of certified horticulture enterprises.
- Improved food safety and quality assurance systems.
- Enhanced competitiveness of Pakistan's horticulture exports.
- Greater access to high-value international markets.

6. Inauguration Ceremony of Modern Mango Dehydration Facility in Multan

Date: 26th August 2025 | Location: Multan | Product/Focus: Mango

Description



The Pakistan Horticulture Development and Export Company (PHDEC), with financial support from the Export Development Fund (EDF), inaugurated a state-of-the-art Mango Dehydration Facility at Muhammad Nawaz Sharif University of Agriculture (MNSUAM), Multan. The project marks a significant milestone in Pakistan's mango sector, aimed at reducing post-harvest losses, diversifying product lines, and strengthening the country's presence in global markets. During session, Pakistan's trade missions from UAE, and UK also invited to share valuable market insights. They highlighted current demand trends, SPS requirements, product specifications, competitor performance, and premium prices.

Objectives

- Value Addition: To transform raw, surplus, or lower-grade mangoes into high-value dehydrated products.
- Reduce Post-Harvest Losses: To minimize the significant economic loss of mangoes occurring due to short shelf-life and supply chain inefficiencies.
- Export Enhancement: To meet international quality standards for dehydrated fruit, targeting niche high-value global markets.
- Research & Development: To foster collaboration between academia (MNSUAM) and industry for improved dehydration techniques.

Outcomes

- Increased Income: Enhanced revenue for growers and processors through value-added product sales.
- Technological Adoption: Introduction of modern drying techniques to the local industry.
- Employment Generation: Creation of local jobs in the processing and packaging sectors in the Multan region.
- Market Diversification: Expansion of Pakistan's horticultural export portfolio beyond fresh, perishable fruits.

7. Launching Ceremony of Guava Bagging Pilot Project & Training Workshop to guide Guava growers on proper bagging techniques.

Date: 07th November 2025 | Location: Sharqpur | Product/Focus: Guava

Description

PHDEC launched a Guava Bagging Pilot Project in Sharqpur, Punjab, combining a launching ceremony with a training workshop to train growers on using specialized bags for quality improvement, pest control (fruit fly), and export compliance. Key objectives include reducing chemical reliance, enhancing fruit appearance for international markets (EU), and boosting farmer income through improved post-harvest techniques.

Key Objectives of the Project & Workshop:

- Quality Improvement & Pest Control: Protect guava from fruit flies, birds, and mechanical damage to improve skin quality and size.



- **Export Promotion:** Enable guava growers to meet stringent international, particularly EU, market standards for premium quality.
- **Climate Resilience:** Shield fruit from environmental hazards like frost, sun scorch, and smog.

Outcomes & Impact:

- **Higher Quality Yield:** Reduced incidence of diseases, blemishes, and damage, resulting in superior market value.
- **Increased Income:** Enhanced export opportunities and higher domestic prices for superior-quality, visually appealing fruit.
- **Sustainable Farming:** Adoption of safer, environmentally friendly agricultural practices by reducing chemical reliance.
- **Direct Market Access:** Improved connection between local growers and exporters, facilitating higher export volumes.

8. Mango Bagging Distribution Ceremony & Training Workshop (Tando Jam)

Date: 28th April 2026 | Location: Tando Jam | Product/Focus: Mango

Description

PHDEC organized a mango bagging distribution ceremony and training workshop at Tando Jam to promote the use of fruit bagging for improving mango quality. The activity included practical guidance on bag selection, timing of bagging, field application, pest reduction and handling practices to support production of blemish-free, export-quality mangoes.

Key Objectives

- Train mango growers on proper bagging techniques and timing.
- Reduce pest incidence, fruit blemishes and mechanical damage through physical protection.
- Improve cosmetic appeal and export suitability of mangoes produced in Sindh.

Key Outcomes

- Growers received hands-on knowledge on the correct use of mango bags.
- Bagging material was distributed/demonstrated to encourage adoption at orchard level.
- Awareness was enhanced regarding production of cleaner and higher-value export-quality mangoes.

9. Mango Bagging Distribution Ceremony & Training Workshop (Multan)

Date: 06th May 2026 | Location: Multan | Product/Focus: Mango

Description



PHDEC organized a mango bagging distribution ceremony and training workshop in Multan to promote fruit bagging among mango growers in Punjab. The training demonstrated proper bagging timing and methods, benefits in pest control and cosmetic quality, and the role of bagging in producing export-oriented mangoes for high-value markets.

Key Objectives

- Demonstrate practical mango bagging techniques for growers and orchard workers.
- Promote adoption of bagging to reduce fruit fly damage, blemishes and sunburn.
- Improve the production of uniform, attractive and export-quality mango fruit.

Key Outcomes

- Growers received practical training on bagging application and orchard-level handling.
- Distribution/demonstration of bagging material encouraged wider adoption.
- The activity contributed to improved awareness of quality enhancement for mango exports.

10. Optimization of Saffron Corm Production and Field Establishment Practices in Balochistan

Date: 2025- 2026 | Location: Balochistan | Product/Focus: Saffron

Description

PHDEC, in collaboration with the Balochistan Agricultural Research and Development Center (BARDC), Quetta, under the Pakistan Agricultural Research Council (PARC), developed the project titled *Optimization of Saffron Corm Production and Field Establishment Practices in Balochistan*. The project aims to strengthen Pakistan's emerging saffron sector by improving the production of quality saffron corms, optimizing field establishment techniques, and promoting scientifically validated cultivation practices suited to the agro-climatic conditions of Balochistan. Through applied research, technology validation, and capacity building of growers, the initiative seeks to enhance saffron productivity and quality, reduce dependence on imported planting material, and promote saffron as a high-value export crop capable of contributing to rural incomes and the diversification of Pakistan's horticulture exports.

11. Concept Paper Establishment of Cold Chain Infrastructure in Pakistan

Date: 2025- 2026 | Location: Pakistan | Product/Focus: Cold-chain

Description

PHDEC developed a concept paper on *Establishment of Cold Chain Infrastructure in Pakistan* to address one of the most critical constraints affecting the country's horticulture sector i.e. post-harvest losses resulting from inadequate cold storage and temperature-controlled logistics. The concept proposes the development of an integrated cold chain network comprising pre-cooling facilities, cold storage units, refrigerated transportation,



and distribution systems to preserve product quality, extend shelf life, and maintain the integrity of perishable horticultural produce from farm to market. The initiative aims to reduce post-harvest losses, improve compliance with international quality standards, enhance export competitiveness, and facilitate access to high-value domestic and international markets.

Conclusion

The Pakistan Horticulture Development & Export Company (PHDEC) has, over the period July 2025 through June 2026, executed a substantial and diverse portfolio of 86 activities aimed at the development, promotion and export-orientation of Pakistan's horticulture sector. The breadth of activities - ranging from online webinars to in-person workshops, seminars, technical sessions, exhibitions, MoUs, infrastructure projects, on-orchard bagging interventions, B2B meetings and high-level policy engagements - reflects an integrated approach that addresses every link in the value chain.

The report makes evident PHDEC's commitment to combining capacity-building with practical, on-ground interventions; to using digital platforms alongside physical engagements; and to fostering durable institutional partnerships with universities, research bodies, line departments and trade promotion agencies. The sustained pace of activity - averaging more than five interventions per month - reflects an institution that is operationally active and strategically focused.

Going forward, PHDEC remains committed to scaling up its proven models - including its weekly webinar series, its certification support, the Sargodha Field Office, the FoodAg Manufacturing & Horticulture Exhibition franchise, fruit bagging interventions, and infrastructure projects on dehydration and cold-chain transportation - while exploring new frontiers such as climate-smart horticulture, niche commodities like saffron, dragon fruit and avocados, and direct B2B engagement with high-value international markets. The activities documented in this report, organized under the five heads above, constitute a strong foundation for the next phase of Pakistan's horticulture export journey.



PHDEC's Workplan/Framework (2025-28)

