

PAKISTAN HORTICULTURE DEVELOPMENT AND EXPORT COMPANY

STATEMENT OF CORPORATE INTENT (SCI)

(Under Section 8(4) and Schedule III of SOE Act)

1. Basic Information

- | | | | |
|----|-----------------------|---|--|
| a. | Name | - | Pakistan Horticulture Development and Export Company |
| b. | Date of Incorporation | - | 3 rd June 2009 |
| c. | Parent Ministry | - | Ministry of Commerce, Government of Pakistan |
| d. | Subsidiaries | - | None |

2. Main Business

Pakistan Horticulture Development and Export Company (PHDEC) is established to promote the **production, development, and export of horticultural products**, including fruits, vegetables, flowers, and herbs. Its principal business is to:

- a. **Formulate strategies** for horticulture development and export promotion.
- b. **Promote exports** by developing market intelligence in collaboration with relevant organizations in the public and private sectors and commercial intelligence to horticulture producers and exporters, building international linkages, and organizing trade delegations, exhibitions, and promotional campaigns.
- c. **Enhance competitiveness** of Pakistan's horticulture sector through technological upgradation, human resource development, and adoption of international standards and certification.
- d. **Facilitate growers** to "grow for export" by providing training, technical assistance, and compliance support for international food quality and safety standards.
- e. **Encourage investment** in horticulture processing industries, infrastructure, and ancillary services to strengthen value-added exports.
- f. **Provide dispute resolution** facilities for trade transactions in the horticulture sector.
- g. **Coordinate with stakeholders** across public and private sectors, nationally and internationally, for export development and promotion.

3. Summary of the Business Goals: (Non-Commercial SOE)

- a. **Export Orientation**
Creating an enabling environment through regulations, incentives, and quality standards.
- b. **Grow for Exports**
Encourage growers to align production with export demand.
- c. **Technology Dissemination**
Spread knowledge of modern techniques

d. **Infrastructure Development**

Facilitate establishment of quality infrastructure including cold storage, solar dryers, and certified nurseries.

e. **Export Marketing**

Develop and implement strategies for export marketing and international promotion.

f. **Institutional Linkages**

Build partnerships with domestic, public, private stakeholders and academia.

4. **Performance Measures**

The **Pakistan Horticulture Development and Export Company (PHDEC)** is focusing on strengthening Pakistan's horticulture sector through measurable interventions:

Strategic Area	Achievements Delivered (2025–26)	Planned Interventions (2026–28)	Performance Indicators
Capacity Building	65+ national webinars; 40+ provincial workshops on SPS, GI, orchard management, export protocols	Expanded provincial workshop program with greater geographic coverage; scaled-up webinar series on productivity, digital agriculture, and e-commerce	• Number of seminars, workshops/webinars conducted annually
Value Chain Development	Mango dehydration facility in Multan; 7 mango processing units facilitated with GACC China; B2B meetings for potato, citrus, garlic, chilies, grapes	Expansion in citrus, dates, chilies, onions, olives	• Number of clusters strengthened • Export growth in targeted products
International Certifications	GlobalGAP, HACCP, ISO 22000; SPS sessions for Cambodia, Vietnam, Iran, EU	Mainstream certification adoption across clusters; embed compliance training into provincial programs	• Number of certifications facilitated • Compliance rate of exporters
Export Market Initiatives	PM's Mango Diplomacy Initiative 2025; FoodAg 2025 Expo (55 exhibitors); EU Business Forum & Intl. Horticulture Conference 2026	Accelerated market access drive through SPS dossiers for citrus, mango, guava, cherries, onions, potatoes, strawberries in Mexico, China, USA, Thailand, Vietnam, Indonesia	• Number of dossiers submitted • Number of new markets accessed
Research & Innovation	Pilot projects: fruit bagging, PHDEC Podcast Studio launched	Expanded research portfolio on AI demand prediction, organic certification, jackfruit/blueberry introduction; engagement of international experts	• Number of pilot projects executed • Number of research studies published
Infrastructure Development	Mango dehydration facility (Multan) operational Mango dehydration facility Sindh (not operational)	Rollout of new facilities: solar dryers, olive oil extraction plants, date processing units, cold chain centers, cargo handling facilities	• Number of infrastructure projects commissioned • Reduction in post-harvest losses
Market Intelligence	Initial SPS compliance trainings delivered	Institutionalized SPS dossier coordination with quarterly reviews; structured exporter engagement for priority products	• Number of dossiers approved • Export volume increase in dossier-linked products

5. **Strategies: - Overview of the SOE's strategies for achieving its business goals and objectives (excluding sensitive information but including key risks)**

- a. Implement **export-oriented interventions** through EDF-funded projects (solar dryers, dehydration units, cold chain facilities).
- b. Promote **energy efficient and climate resilient practices** to address environmental challenges.
- c. Strengthen **digital agriculture and e-commerce platforms** for growers and exporters.
- d. Enhance **market access** with the help of Ministry of Commerce.
- e. Build **technical expertise** by engaging international experts, food technologists, and export marketing specialists.
- f. Facilitate **women entrepreneurship** to grow in the sector.

6. **Borrowing: - Details on current and anticipated borrowing requirements, including any borrowing by subsidiaries based on projected revenue needs**

PHDEC does not anticipate borrowing requirements however activities are primarily funded through **Export Development Fund (EDF)** allocations and government support/International funds.

7. **Accounting Policies - Outline of accounting policies, SOE will apply for financial reporting**

PHDEC follows accounting policies as per the **Companies Act, 2017**, International Financial Reporting Standards (IFRS), and guidelines issued by the Auditor General of Pakistan.

8. **Financial Statements: - Summary of indicative balance sheet and profit/ loss statement**

Annex "B" un-consolidated Balance Sheet & "C" Consolidated Balance Sheet enclosed separately and for un-consolidated Profit and Loss Account

9. **Dividend Policy: - Proposed policy for dividend declaration and distribution**

PHDEC, being a non-commercial SOE, does not propose dividend distribution.

10. **Public Service Obligations: - Description of any public service obligations and their impact on SOE's financial forecasts**

PHDEC has no direct public service obligations. Its mandate is developmental and facilitative, aimed at strengthening Pakistan's horticulture exports.

11. **Additional Matters: - Any other relevant information directed by the Federal Government.**

No additional matters directed by the Federal Government at this stage.