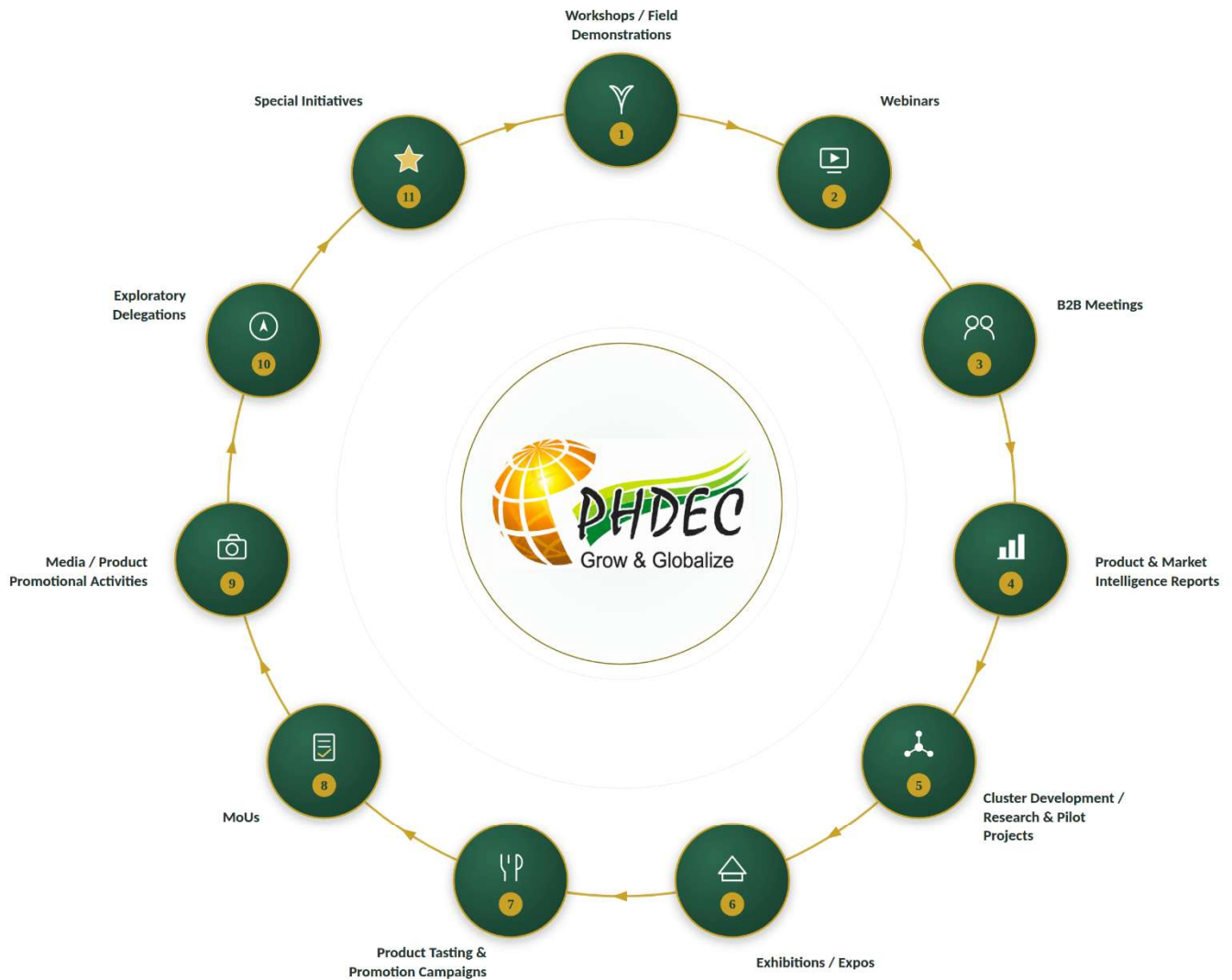


PAKISTAN HORTICULTURE DEVELOPMENT & EXPORT COMPANY

Annual Business Plan 2026–27



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1. Workshops/Field Demonstrations (Strengthening Skills & Knowledge Base)

Field oriented workshops and demonstrations planned across the year.

Sr.	Workshop Title	Responsible Officer	Plan
1	Awareness and capacity building session on the “EDF Funded PHDEC Certification Project”	Jafar Ali	July 2026 (Executed)
2	Exploring the Export Potential of High-Value Medicinal Plants from Gilgit-Baltistan	Jafar Ali	July 2026 (Executed)
3	Garlic Value Chain Development (Post-Harvest Management, Seed Preservation, and Export Potential of Processed Garlic Products)	Jafar Ali	July 2026 (Executed)
4	Summer Guava Bagging Distribution and Workshop on Export Procedures & Awareness on PHDEC Certification Project	Zulqarnain Zaka	July 2026 (Executed)
5	Building an Export-Ready Peach Value Chain (Processing, SPS Compliance, Certification, Packaging, B2B Linkages & Market Access)	Jafar Ali	Aug 2026 (Executed)
6	Strengthening Pakistan’s Potato Value Chain for Global Markets (Quality Seed, Higher Productivity, Industrial Processing/Starch & Sustainable Production)	Zulqarnain Zaka	Aug 2026 (Executed)
7	Dates Export Opportunities for International Markets (Quality Standards/Procedures/Bagging Technologies, & Post-Harvest Management, Processing, Packaging and Transportation)	Muzammil Farooq	Aug 2026
8	Optimizing Mango Canopy & Nutrition Management for Higher Productivity (Irrigation Optimization, Judicious Pruning Techniques for Healthy Vegetative & Root Growth)	Samsam Raza	Aug 2026 (Executed)
9	Unlocking Pakistan’s Olive Oil Export Potential (Post-Harvest Management, Quality Processing, SPS Compliance, Quality Control, Packaging & Transportation)	Abbas Khan	Sep 2026
10	Exploring the Export Potential, Cultivation Practices and Future Outlook of White Onions in Punjab (improved cultivation and post-harvest practices, quality standards, value addition, and market linkages to enhance Punjab’s export potential.)	Zulqarnain Zaka	Oct 2026
11	Enhancing Pakistan’s Citrus Export Competitiveness (Quality Harvesting, Post-Harvest Handling, Processing, Packaging, Storage & SPS Compliance)	M. Arslan	Nov 2026
12	Optimizing Mango Flowering for Quality Fruit Production (Orchard Sanitation, Malformation Removal, Pest & Disease Management and Nutrition Scheduling)	Samsam Raza	Jan 2027
13	Export Potential & Procedures of Mixed Vegetables (Market Opportunities, Value Addition & Way Forward)	Zulqarnain Zaka	Feb 2027

Sr.	Workshop Title	Responsible Officer	Plan
14	Value Chain Development of High Value Floriculture Products (Opportunities, SPS Compliance, Innovations & Export Readiness)	Zulqarnain Zaka	June 2027
15	Exploring Export Potential of Apricot, Plum & Persimmon through Modern Processing Techniques (Drying, Value Addition, Packaging, Branding & Market Linkages)	Jafer Ali	May 2027
16	Apple Quality Production and Exploring Market Opportunities (Good Agricultural Practices (GAP), Harvest & Post-Harvest Management, Packaging, storage, Transportation, SPS compliance, Market insights)	Abbas Khan	March 2027
17	Enhancing Chili Productivity and Quality (Nursery Raising, Varietal Selection, Mulching, GAP and Use of Solar Tunnel Drying Technology for Quality Products)	Muzammil Farooq	April 2027
18	Improved Modern Date Orchard Management for Quality Production (Flowering, Pollination Techniques, Bagging, Processing Techniques, Storage, Value Addition, Quality Preservation & SPS Compliance)	Gajian Saleem	April 2027
19	Banana Orchard Management Techniques (Improving Productivity, Thinning of Fingers, Processing, Packaging, Storages, Transportation and Market Linkages).	Gajian Saleem	May 2027

2. Webinars (Strengthening Skills & Knowledge Base)

Online sessions covering export readiness, value addition and market development topics.

Sr.	Webinar Title	Responsible Officer	Plan
1	Unlocking Premium Markets for Pakistani Chilgoza: Post-Harvest Quality, GI Recognition, Traceability and Sustainable Export Value Chain	Abbas Khan	July 2026 (Executed)
2	Value addition in floriculture: Opportunities, innovations and export readiness	Zulqarnain	July 2026 (Executed)
3	Interactive session on Potatoes WRT Russia after approval of 101 companies by Russian federation	Zulqarnain	July 2026 (Executed)
4	Preparing mango orchard for the next season: Export oriented orchard management and higher productivity	Samsam Raza	Aug 2026 (Executed)
5	Safeguarding the Citrus quality for blemish free citrus fruit: integrated pest, disease and nutrition management for export market	M. Arslan	Aug 2026 (Executed)
6	Export-Quality Garlic Production: Post-Harvest Handling, Storage, Processing and Quality Standards	Jafer Ali	Aug 2026 (Executed)
7	Olive Harvesting and Post-Harvest Management: Preserving Oil Quality and Meeting Export Requirements	Zulqarnain Zaka	Oct 2026

Sr.	Webinar Title	Responsible Officer	Plan
8	Critical Pre-Harvest Management of Citrus: Pest, Disease, Nutrition and Fruit Quality Management for Export	M. Arslan	Oct 2026
9	Economic and Quality-Oriented Mango Orchard Management: Productivity, Fruit Quality, Harvesting and Export Readiness	Samsam Raza	Oct 2026
10	Guava Flowering and Fruit Set Management: Nutrition, Irrigation, Pollination and Early Pest & Disease Management for Quality Fruit	M. Arslan	Oct 2026
11	Exporting Pakistani Tomatoes: SPS Requirements, Food Safety Standards, Residue Compliance and Quality Management	Muzammil Farooq	Oct 2026
12	Export-Oriented Tomato Production: Variety Selection, Crop Management, Yield, Quality and Market Requirements	Gajian Saleem	Oct 2026
13	Exporting Mixed Vegetables: Quality Standards, Post-Harvest Handling, Value Addition and Market Opportunities	Zulqarnain Zaka	Nov 2026
14	Improving Quality and Export Competitiveness of Blood Red Orange (Malta): Orchard Management, Maturity, Harvesting and Post-Harvest Handling	Jafer Ali	Nov 2026
15	Mango Flowering and Fruit Set Management: Nutrition, Pest & Disease Control for Export-Quality Production	Muzammil Farooq	Nov 2026
16	Improving Chilli Quality After Harvest: Drying, Handling, Storage, Aflatoxin Prevention and Reduction of Post-Harvest Losses	Gajian Saleem	Nov 2026
17	Export-Oriented Mixed Vegetable Production: Quality Management, Value Addition, Post-Harvest Handling and Market Opportunities	Jafer Ali	Dec 2026
18	Export-Quality Apple Production: Pre-Harvest Management, Harvest Maturity, Post-Harvest Handling and Storage	Abbas Khan	Dec 2026
19	Improving Citrus Fruit Quality for Export: Pre Harvest Management, Pest & Disease Control, Nutrition and Maturity Management	M. Arslan	Jan 2027
20	Meeting Sri Lankan SPS Requirements for Pakistani Potato, Kinnow and Onion: Practical Export Compliance Guide	Zulqarnain Zaka	Jan 2027
21	Meeting GCC, CARs and Russia SPS Requirements for Pakistani Potato, Kinnow and Onion: Quality, Phytosanitary and Export Compliance	Zulqarnain Zaka	Jan 2027
22	Date Orchard Management for Export-Quality Production: Pollination, Fruit Thinning, Bunch Management, Bagging and Harvesting	Gajian Saleem	Jan 2027
23	Connecting Pakistani Vegetables to Export Markets: Quality Requirements, Market Linkages, Post-Harvest Handling and Export Opportunities	Gajian Saleem	Feb 2027
24	Mango Orchard Management: Sanitation, Nutrition and Pest & Disease Management	Samsam Raza	March 2027

Sr.	Webinar Title	Responsible Officer	Plan
25	High-Tunnel Tomato Production for Export: Varietal Selection, Crop Management, Quality Improvement and Harvesting Practices	Samsam Raza	March 2027
26	Improving Onion Productivity and Export Quality: Variety Selection, Crop Management, Harvesting and Storage	Samsam Raza	March 2027
27	Export Compliance for Red Chillies to the EU: Aflatoxin, Pesticide Residues, MRLs, Drying and Food Safety Requirements	Samsam Raza	March 2027
28	Export-Quality Production of Muskmelon and Watermelon: Crop Management, Harvest Maturity and Post-Harvest Handling	Muzammil Farooq	March 2027
29	Value Addition of Nuts and Dried Fruits: Processing, Food Safety, Quality Standards and Export Opportunities	Jafer Ali	April 2027
30	Cherry Nursery Management: Producing Healthy, True-to-Type Planting Material for Export-Oriented Orchards	Jafer Ali	April 2027
31	Post-Harvest Management of Citrus Orchards: Orchard Sanitation, Pruning, Nutrition and Pest & Disease Management for the Next Crop	M. Arslan	April 2027
32	Exporting Pakistani Peaches to Gulf Markets: Harvest Maturity, Post-Harvest Handling, SPS Requirements and Export Procedures	Jafer Ali	April 2027
33	Export-Oriented Potato Value Addition: Processing, Starch Opportunities, Quality Requirements and Market Linkages	Zulqarnain Zaka	May 2027
34	Export-Quality Guava Production: Pre-Harvest Management, Harvesting, Post-Harvest Handling and Market Requirements	Zulqarnain Zaka	May 2027
35	Strawberry Harvest and Post-Harvest Management: Reducing Losses and Maintaining Quality for Premium Markets	Samsam Raza	May 2027
36	Developing an Export-Oriented Strawberry Value Chain: Production, Quality, Cold Chain, Post-Harvest Handling and Market Access	Samsam Raza	June 2027
37	Export Market Development for Pakistani Dates: International Demand, Product Quality, Packaging, Market Segmentation and Export Opportunities	Gajian Saleem	June 2027
38	Annual subscription charges (Zoom, Microsoft Teams, Google Meet etc.)		
39	Social media marketing campaigns for online activities		

3. B2B Meetings

B2B sessions aimed improve market intelligence of the horticulture stakeholders.

Sr.	Session Title	Responsible Office	Plan
1	Citrus: conduct B2B meetings ahead of the export season to facilitate contracts, discuss phytosanitary requirements, packaging, logistics, and promotional activities for Pakistani citrus.	Muhammad Arsalan	Nov-Dec 2026
2	Mango: organize pre-export B2B meetings to connect Pakistani exporters with international buyers, discuss crop outlook, quality standards, SPS requirements, traceability, and shipment planning.	Samsam Raza	May-June 2027
3	Dates: facilitate meetings with importers, retail chains, and distributors to promote premium Pakistani dates, value-added products, certification, and market access requirements.	Jafer Ali, Gajian Saleem and Muzammil Farooq	June-July 2027
4	Banana: connect banana growers and exporters with importers to promote Pakistani bananas, discuss supply schedules, packaging requirements, and long-term trade partnerships.	Muzammil Farooq	March – April
5	Potato: facilitate pre-season B2B meetings to explore export opportunities, discuss quality requirements, logistics, and establish buyer-seller linkages before the harvesting season.	Zulqarnain Zaka	Jan 2027
6	Onion: conduct virtual B2B meetings to facilitate early-season exports, understand market specifications, and strengthen commercial linkages.	Muzammil Farooq	March 2027
7	Onion: organize B2B meetings to expand exports during peak availability, strengthen buyer relationships, and discuss supply continuity and quality standards.	Jafer Ali & Zulqarnain Zaka	Aug 2026

4. Product & Market Intelligence Reports

Mapping and cluster-development activities, and associated research studies.

Sr.	Report Title	Responsible Officer	Plan
1	Mango & Guava	Khawar Nadeem	Nov 2026
2	Potato & Mix Vegetables	Zulqarnain Zaka	Nov 2026
3	Peach & Garlic	Jafar Ali	Nov 2026
4	Strawberry & Floriculture	Samsam Raza	Nov 2026
5	Citrus & Medicinal Plants	Muhammad Arslan	Nov 2026
6	Dates & Pinenuts	Gajian Saleem	Nov 2026
7	Apple & Olive	Abbas Khan	Nov 2026

Sr.	Report Title	Responsible Officer	Plan
8	Tomatoes & Melon	Muzammil Farooq	Nov 2026
9	Banana & Onion	Awais Mushtaq	Nov 2026
10	Chillies & EDF Projects	Hamza Nasir	Nov 2026

5. Cluster Development / Research Studies / Pilot Projects

Mapping and cluster-development activities, and associated research studies.

Sr.	Mapping / Cluster Development Activity	Responsible Officer	Plan
1	Cluster Mapping of Mixed Vegetable Clusters in Punjab with Development of Growers Database	Zulqarnain Zaka	April 2027
2	Swat Onion (GI Notified) Cluster Mapping in Pakistan	Jafer Ali	Jan 2027
3	Identification and Mapping of Blood Red Oranges (Malta) Clusters in Khyber Pakhtunkhwa with Development of Growers Database	Jafer Ali	Feb 2027
4	Identification and Mapping of Pear & Plum Clusters in Khyber Pakhtunkhwa with Development of Growers Database	Jafer Ali	April 2027
5	Peach Cluster Mapping in Pakistan	Jafer Ali	June 2027
6	Pine Nut Cluster Mapping in Pakistan	Jafer Ali	June 2027
7	Date Cluster Mapping of progressive growers and exporters	Muzammil Farooq	July, 2026
8	Onion Exporters Cluster Mapping Sindh	Muzammil Farooq	Sep 2026
9	Mapping of Onion Export Cluster of Balochistan to Strengthen grower-exporter linkages.	Gajian Saleem	Sep 2026
10	Pine Nut Cluster Mapping in Balochistan	Abbas Khan	Oct 2026
11	Identification and Mapping of Cluster Grapes Clusters in Balochistan with Development of Growers Database	Abbas Khan	Nov 2026
12	Identification and Mapping of Vegetable Cluster for Strengthening and Collective Marketing in Sindh with Development of Growers Database	Muzammil Farooq	Feb 2027
13	Identification and Mapping of Cluster tomato Clusters in Balochistan with Development of Growers Database	Gajian Saleem	Feb 2027
14	Apple Clusters Mapping in Balochistan	Abbas Khan	March 2027

a. Bagging & Demonstration Initiatives

Bagging & demonstration initiatives for fruit quality and export readiness.

Sr.	Activity Title	Responsible Officer	Plan
1	Summer Guava Bagging Distribution for Export Readiness & Distribution of 20,000 Guava Bags in Sharqpur	Zulqarnain Zaka	July 2026 (Executed)
2	Mango Diplomacy – QR Code-Based Traceability and Capacity Building for Mango Shipments (training of staff handling premium export mangoes)	Zulqarnain Zaka & Samsaam Raza	July 2026 (Executed)
3	Mango Bagging (Procurement of Mango Bags for Bagging Activity)	Zulqarnain Zaka & Samsaam Raza	April 2027
4	Dates, Banana, Guava & Peach Bagging (Procurement of Fruit Bags)	Gajian Saleem, Zulqarnain Zaka & Jafer Ali	June 2027

b. Pilot Projects

Pilot/umbrella projects with Provincial Governments for fruit quality and export readiness.

Sr.	Project Title	Responsible Officer	Plan	Source
1	Technology upgradation of de-hydration unit established at MNSUA, Multan	Hamza Nasir	Sep 2026	EDF Funded
2	EDF Project for Solar Dehydration Tunnel for Aflatoxin-Free Chilli Dehydration (Proposal Finalization with RARI)	Hamza Nasir	Sep 2026	EDF Funded
3	Floriculture Value Chain Development – Solar Dryer for Floriculture Value Addition in Pattoki Consultation Stage)	Hamza Nasir	Oct–Dec 2026	EDF Funded
4	Pilot Project on Potato Starch Value Chain Development	Hamza Nasir	Dec 2026 – April 2027	EDF Funded
5	De-hydration units for Persimmon, Apricot, Plums & Pear Value Addition at Mingora	Hamza Nasir	Dec 2026	EDF Funded
6	Saffron for further submission to ALP and EDF funding. The project will yield a base for multiplication block of the certified saffron corms.	Hamza Nasir	Sep 2026	EDF Funded
Total				Nil

6. Exhibitions / Expos

Preparation and participation in major exhibitions and trade expos.

Sr.	Activity	Responsible Office	Plan
1	FoodAg 2026 (PHDEC Pavilion)	Focal Person: Jafer Ali Head office & all regional and field offices	Nov 2026
2	PHDEC Horticulture Exhibition – Lahore	Focal Person: Khawar Nadeem Head office & all regional and field offices	March 2027
3	PHDEC Horticulture Exhibition – Quetta	Focal Person: Abbas Khan Head office & all regional and field offices	Sep 2026

7. Product Tasting & Promotion Campaigns

Product-tasting and testing campaigns to build international buyer acceptance.

Sr.	Activity Title	Responsible Officer	Purpose / Expected Outcome	Plan
1	Tasting Campaign of Mushroom in EU Countries	Muhammad Arsalan	Product promotion in EU countries to increase acceptance among international buyers and facilitate the initiation of Pakistani mushroom exports to European markets.	Sep 2026
2	Tasting Campaign of Dehydrated Fruits (Mango, Banana, Strawberry, Apple)	Zulqarnain Zaka	Product promotion in EU countries and Australia to increase acceptance among international buyers and facilitate the initiation of Pakistani dehydrated products.	Sep 2026
3	Tasting Campaign of Olive Oil	Abbas Khan & Zulqarnain Zaka	Product promotion in potential countries to increase acceptance among international buyers and facilitate the initiation of Pakistani olive oil exports.	Oct 2026

8. MoUs

Memoranda of Understanding planned with academia, research institutes and partner organizations.

Sr. #	Partner	Responsible Officer	Plan
1	MNSUAM	Samsaam Raza	July 2026 (Executed)
2	Citrus Research Institute (CRI)	M. Arslan	Aug 2026
3	University of Mardan	Jafer Ali	Oct 2026
4	University of Swat	Jafer Ali	Oct 2026
5	Karakoram International University	Jafer Ali	Oct 2026
6	Agriculture Extension Department Sargodha	M. Arslan	Nov 2026
7	PAFDA	Khawar Nadeem	Dec 2026

Sr. #	Partner	Responsible Officer	Plan
8	Potato Research Institute Sahiwal	Zulqarnain Zaka	Feb 2027
9	DPRI	Muzammil Farooque	Aug 2026
10	Agriculture Research Sindh (ARS)	Muzammil Farooque	Sep 2026
11	Agriculture Research Institute Quetta	Abbas Khan	Oct 2026
12	BARDC Quetta	Abbas Khan	Sep 2026
13	Agriculture Extension Department Quetta	Abbas Khan	Sep 2026
14	Lasbela University of Agriculture, Water and Marine Sciences, Lasbela	Gajjan Saleem	Oct 2026
15	Agriculture Extension Department, Sindh	Muzammil Farooq	Nov 2026

9. Media / Product Promotional Activities

Promotional material and media assets supporting export marketing.

Sr.	Activity Title	Responsible Office
1	Development of Mango Post-Harvest Training Material & Printing of 2,000 Booklets, e-booklets, social media etc.	Muzammil Farooq & Samsaam Raza
2	Development of Product Specific Promotional Material	All ROs
3	Documentary on PHDEC's fruit bagging initiatives and pilot projects	Hamza Nasir

10. Exploratory Delegations

Facilitation for growers/exporters on market exposure visits & foreign delegations visiting Pakistan

Sr.	Activity Title	Responsible Office	Plan
1	Exporters' Market Familiarization and Buyer Networking Visit to Central Asia & Moscow	All ROs	
2	Citrus Value Chain Visit to Jakarta Indonesia	RO Lahore	Jan 2027

11. Special Initiatives

Initiatives highlighted by the Board apart from the approved activities

Sr.	Activity Title	Responsible Office
1	Any special initiative highlighted by the Board	Concerned Office