

PAKISTAN HORTICULTURE DEVELOPMENT & EXPORT COMPANY



Fortnightly Performance Report 15th to 31st July 2025



Ministry of Commerce
Government of Pakistan



PHDEC Fortnightly Performance Report

Pakistan Horticulture Development and Export Company
Period: 15th July 2025 to 31st July 2025



EXECUTIVE SUMMARY

During the reporting period, PHDEC conducted a webinar and stakeholder engagements for value chain development and to enhance the quality, productivity, and export potential of key horticultural products, including citrus, olive, and peach. Activities focused on promoting Good Agricultural Practices (GAP), and advancing value chain development. Key initiatives included the webinar on Care of Citrus Orchards during Monsoon, meeting with FAO on Food Control Systems and Horticulture Supply Chains in Pakistan, and meeting with the Pakistan Single Window (PSW) to strengthen coordination and streamline export processes for the horticulture sector. PHDEC also held meeting meetings with provincial stakeholders & EDF to discuss about the horticulture sector development projects in PHDEC's three-year work plan for EDF funding.

Activities Overview

S. No.	Date	Activity	Location	Description
1. Product Development				
1.1	30th July	Webinar on Citrus	Online	Webinar on "Care of Citrus Orchards during Monsoon"
2. Stakeholder Engagement for Value Chain & Market Development				
2.1	23rd July	Meeting with FAO team	PHDEC Lahore Office	Meeting with FAO on Food Control Systems and Horticulture Supply Chains in Pakistan
2.2	24th July	Meeting with China Machinery Engineering Corporation (CMEC)	PHDEC Islamabad Office	Meeting on Potential Collaboration between PHDEC and China Machinery Engineering Corporation (CMEC)
2.3	28th July	Online Meeting with PSW	Online	Meeting with the CEO Pakistan Single Window (PSW) to strengthen coordination and streamline export processes for the horticulture sector.

2.4	29th July	Meeting on Peach Exports & EDF Funded KPK Projects	PHDEC Peshawar Office	Meeting with Additional Coordinator Projects, Agriculture Department Khyber Pakhtunkhwa on Peach exports proposal & KPK Project
2.5	30th July	Meeting with Landun Xumi Foods Company from China	Governor House Muree	High Level Meeting with Landun Xumi Foods Company from China at Governor House Muree
3. Stakeholder Engagement for EDF Funded Projects				
3.1	16th July	Zoom Meeting on Olive Projects (Balochistan)	Online	Online Meeting with TDAP, Quetta office to discuss Olive Projects
3.2	21st July	Meeting with CEFORT, Chakwal on Olive Project (Punjab)	PHDEC Lahore Office	Meeting with CEFORT to finalize project proposal for Olive Extraction Unit at CEFORT Chakwal
3.3	31st July	Meeting With EDF	Online	Meeting with EDF to Discuss Projects for EDF Funding under 3-Year Work Plan & presentation of Certification Support Project

DETAILED ACTIVITIES

1. Product Development

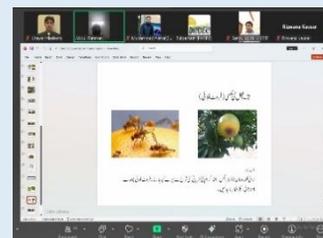
1.1 Webinar on “Care of Citrus Orchards during Monsoon”

Date: 30th July 2025

Location: Online

Description: PHDEC hosted a webinar on the topic of ‘Care of Citrus Orchards during Monsoon’. The Webinar focused on;

- **Water Management:** The webinar covered techniques for managing waterlogging, a major challenge during the monsoon, such as using raised beds or trenches and adjusting irrigation schedules to avoid overwatering.



- **Disease Management:** The webinar focused on educating growers on identifying and preventing common citrus diseases that thrive in the monsoon season, such as scab, melanose, and canker.
- **Pest Control:** 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.



2. Stakeholder Engagement for Value Chain & Market Development

2.1 PHDEC and FAO Meeting on Food Control Systems and Horticulture Supply Chains in Pakistan

Date: 23rd July 2025

Location: PHDEC-RO Lahore & Online

Description: Pakistan Horticulture Development and Export Company (PHDEC) hosted a meeting with the Food and Agriculture Organization (FAO) at its Lahore office to discuss on the current status and future direction of Pakistan's food control systems.



PHDEC provided a comprehensive overview of the current horticulture supply chains, highlighting value chain development efforts across major commodities including mango, citrus, dates, olives, potatoes, onions, grapes, apple, bananas, cherries, peaches, and other seasonal vegetables.



FAO also indicated interest in exploring potential areas for collaboration with PHDEC in line with its future strategic priorities in Pakistan.

2.2 Meeting on Potential Collaboration between PHDEC and China Machinery Engineering Corporation (CMEC)

Date: 17th July 2025

Location: PHDEC-HO Islamabad

Description: PHDEC organized a meeting with China Machinery Engineering Corporation (CMEC) to explore potential avenues of cooperation between PHDEC and CMEC with a specific focus on the export of chilies from Pakistan to China, addressing

quality concerns, particularly aflatoxin contamination and facilitating logistics and compliance support.

Key points discussed are as under;

- PHDEC to collaborate with CMEC team in devising a package of interventions for quality production, climate change adaptations, harvest and post-harvest management, certifications and enhancement of aflatoxin free chilies supplies to China.
- CMEC to propose specific collaboration models or technical requirements for import.
- Dr. Ammar (CMEC) to initiate formal communication with Dr. Azeem for next steps.

2.3 PHDEC Meeting with the Pakistan Single Window (PSW) to strengthen coordination and streamline export processes for the horticulture sector.

Date: 28th July 2025

Location: Online

Description: Pakistan Horticulture Development and Export Company (PHDEC) held a meeting with the Pakistan Single Window (PSW) to strengthen coordination and streamline export processes for the horticulture sector.



Both organizations agreed to formalize their collaboration by signing a Memorandum of Understanding (MoU) to facilitate structured engagement and expanded future initiatives.

PHDEC will plan and organize a series of awareness sessions on PSW across the horticulture value chain. PHDEC and PSW will also jointly work on identifying unregistered exporters and assist them in completing the registration process to ensure seamless and compliant exports of horticulture products worldwide.



2.4 PHDEC meeting with Additional Coordinator Projects, Agriculture Department Khyber Pakhtunkhwa on Peach exports proposal & KPK Projects

Date: 28th July 2025

Location: PHDEC-RO Peshawar & Online

Description: Pakistan Horticulture Development and Export Company (PHDEC) hosted a meeting with the Additional Coordinator Projects, Agriculture Department Khyber Pakhtunkhwa at its Peshawar office to discuss Horticulture related projects & proposal for peach exports specifically for KPK province.



- **Packaging material and freight cost proposal:** Dr. Naseem to submit a proposal for packaging material and freight cost of peach exports for gulf and central Asian markets.
- **Meeting with Exporters:** Dr. Naseem to connect PHDEC & peach suppliers with active exporters in Peshawar and importers in Dubai for further collaboration.
- **Supporting projects for frozen and dehydrated products:** PHDEC to review and consider supporting projects for frozen and dehydrated peach products.



2.5 High Level Meeting with Landun Xumi Foods Company from China at Governor House Muree

Date: 30th July 2025

Location: Governor House Muree

Description: Dr. Muhammad Azeem from PHDEC participated in a high-level meeting held at Governor House Muree. Additional Secretary Agriculture Task Force Punjab, Ex DG Agri. Ext. Punjab, Director Horticulture NARC Islamabad & Potato Value Chain Expert from Engro Foods also participated in the meeting.

Key points discussed are as under;

- The problem jointly identified that Pakistan potato value chain is highly compartmentalized as compared to highly integrated potato value chain of China. Both Pakistan and china team agreed to further workout modalities of developing well integrated potato value chain in Pakistan.
- the high-quality seed of desired varieties could be multiplied and supplied for high quality production in designated clusters.

- The potato seed production facility developed by KOPIA at NARC, Islamabad will be brought in loop for quality production of potato in Pakistan.
- The outcomes from such initiatives will be shared with the Chinese company for their consideration to invest in Pakistan on similar lines as they have done successfully in China.
- PHDEC will support in the supply of quality seed produced at KOPIA facility for introduction in the selected clusters of Pakistan.

3. Stakeholder Engagement for EDF Funded Projects

3.1 Online Meeting with TDAP (Balochistan) to discuss Olive Projects

Date: 16th July 2025

Location: Online (Zoom)

Description: PHDEC organized an online meeting with TDAP, Quetta office regarding proposal for olive oil extraction units for the Balochistan region. The proposal was submitted in EDF by Quetta Chamber of Commerce & Industry QCCI.

Key actionable points discussed are as under;

- A clear and detailed implementation mechanism of the proposed project must be provided.
- The scope of the project needs to be defined.
- A detailed profile of the major olive-producing zones should be shared.
- Successful models should be evaluated and considered for replication to ensure the viability and sustainability of the new project.
- The proposed mechanism for the distribution and/or selection criteria for these units should be clearly outlined.
- Details regarding the sourcing of the proposed units (i.e., locally manufactured or imported) must be specified.
- Clarification is needed on the availability and arrangement of after-sale services for these units.
- A well-defined sustainability plan should be shared, detailing how the project will be maintained over time.
- Genuine and capable entrepreneurs must be identified and engaged as key stakeholders in the project.
- 10. The source of energy for operating these extraction units should prioritize solar power over diesel.

3.2 Meeting with CEFORT to finalize project proposal for Olive Extraction Unit at CEFORT Chakwal

Date: 21st July 2025

Location: PHDEC-RO Lahore

Description: PHDEC Regional Office Lahore held a meeting with CEFORT regarding the Olive Extraction Unit at CEFORT Chakwal. PHDEC has engaged CEFORT to scale up the extraction capacity. A 1,000 kg/hour cold press olive oil extraction unit will be imported from Italy and operated by CEFORT. The proposed project will be developed in detail by CEFORT with guidance from PHDEC's Projects and Agriculture teams, fulfilling all requirements for EDF funding. The project will be owned and run by CEFORT, with PHDEC supervising its execution to ensure successful implementation.



3.3 Meeting with EDF to Discuss Projects for EDF Funding under 3-Year Work Plan & presentation of Certification Support Project

Date: 31st July 2025

Location: Online

Description: The Pakistan Horticulture Development and Export Company (PHDEC) held a meeting with the Export Development Fund (EDF) to discuss about the horticulture sector development projects in PHDEC's three-year work plan for EDF funding. PHDEC also presented Certification Support Project.

PHDEC shared that it has engaged key stakeholders from all provinces including provincial agriculture departments, academia, chambers of commerce, and fruit and vegetable associations to identify critical infrastructure needs for strengthening horticultural value chains across the country to enhance the exports. As a result of this consultative process, PHDEC has identified approximately 32 projects (for the next 3 year) for EDF funding. These proposals will be formally submitted by the respective provincial stakeholders, while PHDEC will provide technical support and oversight in their development and implementation.

PHDEC also discussed a number of previously submitted project proposals with EDF, including:

- Establishment of a State-of-the-Art Fruits and Vegetables Dehydration Facility in Multan, proposed by MNS University of Agriculture, Multan.
- Installation of a Mango Drying Unit in Tandojam, proposed by Sindh Agriculture University, Tandojam.

- Deployment of Solar Tunnel Dryers for Exportable Dried Chilies in Umerkot, Sindh, proposed by the Arid Zone Research Institute (AZRI), Umerkot.
- Establishment of Certified Nurseries for High-Yielding Cherry Varieties.
- Assistance in International Certifications (Global GAP, HACCP, ISO 22000) for Fruits and Vegetables.
- Solar Drying Units for the Dehydration of Fruits and Vegetables in Balochistan.
- Olive Oil Extraction and Product Development Facilities in Balochistan.

Each of these projects was discussed in detail, with emphasis on their relevance to enhancing export potential and value addition in the horticulture sector.

Additionally, PHDEC presented its Certification Support Project, aimed at facilitating international food safety certifications for approximately 100 progressive growers, processors, and exporters. PHDEC highlighted the importance of such certifications in accessing high-end international markets, improving product credibility, and achieving premium prices.

The meeting concluded with a consensus to move forward with the proposed projects for further evaluation and processing by EDF.
