

PAKISTAN HORTICULTURE DEVELOPMENT & EXPORT COMPANY



Fortnightly Performance Report 01st to 15th August 2025



**Ministry of Commerce
Government of Pakistan**



PHDEC Fortnightly Performance Report

Pakistan Horticulture Development and Export Company
Period: 01st August 2025 to 15th August 2025



EXECUTIVE SUMMARY

During the reporting period, PHDEC conducted webinars on market development & stakeholder engagements for EDF funded projects, value chain development and to enhance export potential of key horticultural products. Activities focused on promoting Onion Export Procedures for Vietnam market and registration process for Pakistan Single Window (PSW). Key initiatives included the webinars on “Phyto Issuance Procedures for Onion Exports to Vietnam” & “Pakistan Single Window (PSW) Orientation and User Subscription”, meetings with Gilgit Baltistan Rural Support Program (GBRSP) on Cherries Nursery project & Pakistan Agriculture Coalition (PAC) for Infrastructure Development.

Activities Overview

S. No.	Date	Activity	Location	Description
1. Market Development				
1.1	07th August	Webinar on Onion	Online	Webinar on "Phyto Issuance Procedures for Onion Exports to Vietnam"
1.2	12th August	Webinar on PSW	Online	Webinar on “Pakistan Single Window (PSW) Orientation and User Subscription”
2. Stakeholder Engagement for Value Chain & Market Development				
2.1	06th August	Meeting with GBRSP	PHDEC Islamabad Office	Meeting with GBRSP on Cherry Nurseries project & Infrastructure Development
2.2	07th August	Meeting with Pakistan Agriculture Coalition (PAC)	Online	Meeting on Potential Collaboration between PHDEC and Pakistan Agriculture Coalition (PAC)
3. EDF Funded Projects				
3.1	01st August To 15th August	Update on EDF Funded Projects		Updated status of; 3.1.1 Mango Dehydration Project at Multan

				3.1.2 Mango Dehydration Project at Hyderabad
				3.1.3 AZRC – Solar Tunnel Dryer Chili Project, Umerkot
				3.1.4 MARC – Cherry Nursery Project, Jaglot, Gilgit Baltistan

DETAILED ACTIVITIES

1. Market Development

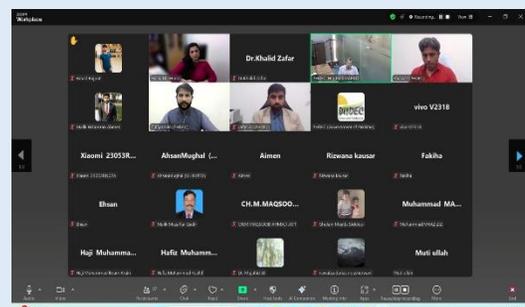
1.1 Webinar on "Phyto Issuance Procedures for Onion Exports to Vietnam"

Date: 07th August 2025

Location: Online

Description: PHDEC hosted a webinar on the topic of 'Phyto Issuance Procedures for Onion Exports to Vietnam. The Webinar focused on;

- Market Insights:** 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.
- SPS Protocols & Phyto Issuance Procedures:** Expert from DPP delivered a comprehensive presentation on SPS requirements and procedures for obtaining a phytosanitary certificate. He stressed the need for Pakistani exporters to collaborate with notified importers in Vietnam holding valid import permits. He outlined product specifications, packing standards, and emphasized two modes of shipment: reefer containers or air freight.



Actionable Points:

- TIA Hanoi to share List of potential Vietnamese onion importers & SWOT analysis of the onion market.
- PHDEC to Organize training webinars/workshops & B2B meetings by engaging the Trade Mission in Hanoi.
- PHDEC to Facilitate trial shipments to Vietnam for sea freight cost analysis.
- DPP to Share a detailed list of SPS compliance requirements for exporting onions to Vietnam.

1.1 Webinar on "Pakistan Single Window (PSW) Orientation and User Subscription"

Date: 12th August 2025

Location: Online

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;

- PSW registration process and FBR/bank profile linkage.
- Electronic Certificate of Origin (e-COO).
- Single Declaration (SD).
- Integration with multiple agencies.
- Time and cost savings.
- Enhanced transparency, efficiency, and compliance.
- Access to value-added benefits and SME support programs.

Actionable Points:

- PHDEC to develop horticulture sector startup profiles.
- The potential entrepreneurs will be supported to register as exporters through PSW forum.
- PHDEC to organize more sessions considering regional priorities and commodity specific orientations.



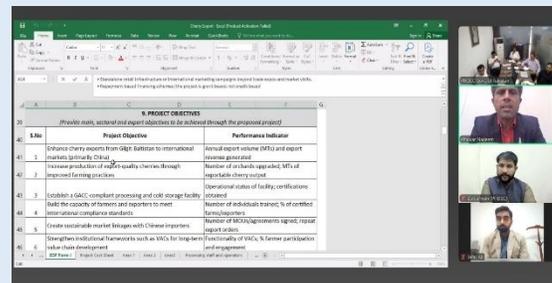
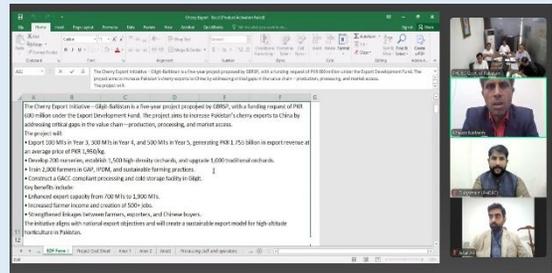
2. Stakeholder Engagement for Value Chain & Market Development

2.1 PHDEC and GBRSP Meeting on Cherry Nurseries project & Infrastructure Development

Date: 06th August 2025

Location: PHDEC-HO Islamabad & Online

Description: Pakistan Horticulture Development and Export Company (PHDEC) hosted a meeting with the GBRSP. In this meeting GBRSP came up with a proposal to develop nurseries of exportable cherry in GB area but PHDEC team highlighted that MARC Juglot as already submitted a similar project hence this project will not be viable, instead GBRSP should focus on developing value-added products through their network. In addition, PHDEC will also try to link MARC Juglot with GBRSP so that both organizations can jointly work the nursery propagation project rather than submitting a new project.



The PHDEC team guides GBRSP team for specific project involving cherry production and export, with a focus on scalability, economic viability, and the need for modern production methods and infrastructure development.

Actionable Points:

- GBRSP team to develop a pilot program for cherry dehydration and export, focusing on scalability after successful implementation
- GBRSP team to gather technical specifications and requirements for cherry dehydration unit from Chinese market.
- GBRSP team to prepare a feasibility study including cost analysis and market competitiveness against Chinese imports.
- GBRSP team to develop a detailed proposal with value chain analysis and export potential assessment.
- GBRSP team to identify and document existing cherry varieties suitable for export.

- GBRSP team to create a comprehensive market analysis comparing Pakistan's cherry exports with Chinese and Chilean markets.
- GBRSP team to develop a packaging and technology transfer plan for dried fruit production.
- GBRSP team to prepare a sustainability plan for the proposed dehydration unit.
- GBRSP team to develop a detailed implementation plan including nursery development and production targets.
- GBRSP team to create a monitoring and evaluation framework for the pilot project.
- GBRSP team to prepare a business plan for the dehydration unit including pricing structure and market strategy.
- GBRSP to Redesign project considering the existing potential of export grade cherries.
- Explore technologies for enhancing shelf life of cherries on chili standards.
- Costing of pilot initiative on available technologies from the relevant market or country.
- Prefeasibility of exporting cherries to all potential destinations, particularly high-end markets.
- Developing processed products range like pulp, dehydrated products, powders, nectar, leather etc. for all GB potential fruits.
- Developing packaging materials, nutrition labeling and brands for national and international markets.

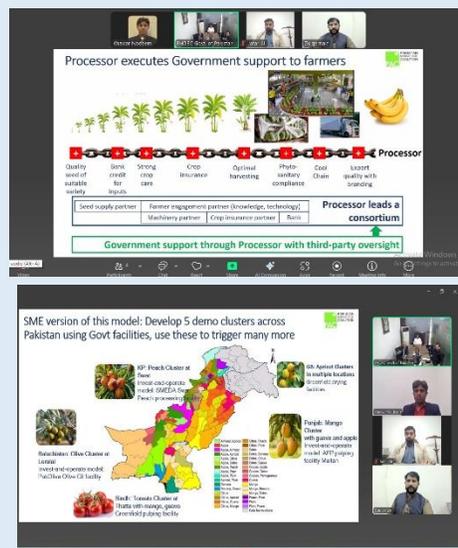
2.2 Meeting on Potential Collaboration between PHDEC and Pakistan Agriculture Coalition (PAC)

Date: 07th August 2025

Location: Online

Description: Pakistan Horticulture Development and Export Company (PHDEC) held a meeting with the Pakistan Agriculture Coalition (PAC).

Mr. Kazim from PAC delivered a detailed presentation on their processor-led horticulture cluster development model, emphasizing its focus on enhancing the efficiency of existing government-established processing units by running them in partnership with the private sector. He highlighted the significant potential of Pakistan's pulp industry in contributing to export growth, provided that operational efficiencies and market requirements are adequately addressed. He mentioned that PAC's model aims to utilize existing infrastructure rather than establishing new facilities, thereby reducing capital expenditure and leveraging public-private synergies for maximum impact.



The following consensus arrived after sharing the proposal and plans of PAC and PHDEC;

- Proposal may take into account the demand side of products targeted.
- Cost of production and alternate energy use line solar may be considered for competitive exports.
- Variety and plant species relevance explored for short-term and medium-term planning.
- Exporters must be brought on forefront for in the whole value chain for sustainable exports.
- PHDEC 3-year plan focuses shared for handholding of exporters in cluster development, registration of growers, packaging, certification, and B2B meetings.
- PHDEC can extend support in R&D as a pilot initiative.
- Subsidized international certifications for processors to meet export standards.
- Facilitating B2B interactions between processors and international buyers.
- Exploring joint initiatives to enhance product quality and market linkages.

3. EDF Funded Projects

3.1 Updated status of EDF Funded Projects

3.1.1 Mango Dehydration Project

Location: Multan

Updated Status: Civil work of the building is in progress and is targeted for completion by 20th August. The inside floor and drain work have been completed of the processing facility, and polishing of the floor is currently in progress. The vendor has also placed orders for the windows and doors. Front and exterior gutka tiling, has been completed. The remaining tasks are:

- Installation of tough tiles at the entrance
- Installation of windows and doors
- Completion of inside floor polishing

The work is expected to complete by 15th of Aug and they have planned to inaugurate the project by 5th of September. The drying unit has been manufactured and delivered to the University. They also have planned to run the dryer during the current mango season.

3.1.2 Mango Dehydration Project

Location: Hyderabad (Sindh)

Updated Status: Representative from Sindh Agriculture University focal point shared that there has been no progress since our last visit. Despite her efforts, she has been unable to proceed with the work as the Vice Chancellor, being the competent authority, yet to approve the necessary actions. The roof installation is still pending, and the vendor is not cooperating with her. She mentioned that once the civil work completes, she will get the machinery installed while the dryer is ready for dispatch from the vendor's factory.

3.1.3 AZRC – Solar Tunnel Dryer Chili Project

Location: Umerkot Sindh

Updated Status: The process is currently on hold due to the unavailability of the PARC Chairman. Since the Chairman is the approving authority for granting permission and using the funds, the work order for the vendor to supply the tunnel dryers is with the PARC head quarter for the approval of Chairman and will only be issued once the Chairman resumes charge. While the farmers for the 1st distribution have been shortlisted. They have planned to distribute about 8 to 10 tunnel dryers during the 2025 while remaining shall be distributed in 2026.

3.1.4 MARC, Jaglot – Cherry Nursery Project

Location: Jaglot, Gilgit Baltistan

Updated Status: MARC, Jaglot, have not yet received the first installment of funds from EDF. The delay in release of first tranche is due to the pending agreement among EDF, PARC, and TDAP, although the draft agreement has already been sent to EDF for signing. Meanwhile, they have initiated nursery activities by sowing seeds for rootstock plants. Once the first installment is released, they plan to develop the necessary infrastructure to raise cherry nurseries in a controlled environment.
