



Memorandum of Understanding

between

Pakistan Horticulture Development and Export Company (PHDEC)

and

University of the Punjab, Lahore



MEMORANDUM OF UNDERSTANDING (MoU)

between

PAKISTAN HORTICULTURE DEVELOPMENT AND EXPORT COMPANY (PHDEC)

and

**DEPARTMENT OF HORTICULTURE, FACULTY OF AGRICULTURAL SCIENCES,
UNIVERSITY OF THE PUNJAB**

This Memorandum of Understanding (MoU) is made and entered into on January 1, 2025, by and between:

PAKISTAN HORTICULTURE DEVELOPMENT AND EXPORT COMPANY (PHDEC), a corporate entity established under the Ministry of Commerce, Government of Pakistan, with its principal office at the Ground Floor, State Life Building #5, Phase II, Jinnah Avenue, Blue Area, Islamabad, hereinafter referred to as "PHDEC."

and

UNIVERSITY OF THE PUNJAB, established in Lahore in 1882, the University of Punjab is the largest and the oldest seat of higher learning in Pakistan. It was the first to be established in the sub-continent in a Muslim majority area. The University comprises six campuses, 19 Faculties, 08 Constituent Colleges, and 138 departments, centers, and institutes.

Collectively referred to as the "Parties."

WHEREAS, PHDEC is entrusted with the mandate of promoting horticultural development and export of horticultural products in Pakistan, utilizing its strengths in the horticulture sector.

WHEREAS, DEPARTMENT OF HORTICULTURE, FACULTY OF AGRICULTURAL SCIENCES, UNIVERSITY OF THE PUNJAB is a premier research, academic & learning department committed to advancing Pakistan's agricultural and horticultural research and development.

WHEREAS, the parties recognize the mutual benefits of cooperation in capacity building, information dissemination, and research and development activities in the areas of horticulture products, including pilot projects and other initiatives that further the goals of PHDEC.



Now, therefore, the parties agree as follows:

1. Purpose of Collaboration

The parties shall collaborate in the areas of capacity building, information dissemination, and research and development activities in the horticulture sector, leveraging the strengths of PHDEC and the research capabilities of PU.

2. Specific Area of Collaboration

The collaboration may include, but is not limited to, the following areas:

- a. Development of joint capacity-building programs.
- b. Execution of research and development projects related to horticultural products.
- c. Exchange of subject matter experts, scientific information, and research materials.
- d. Organization of seminars, workshops, and training programs.
- e. Any other initiatives mutually agreed upon by the Parties.

3. Responsibilities of the parties

Both parties shall:

- a. Appoint Focal Persons responsible for coordinating collaboration activities.
- b. Hold periodic meetings to plan, implement, and review collaboration projects.
- c. Prepare annual progress reports on collaborative activities.
- d. Ensure the protection of intellectual property rights as per Pakistani patent law.

4. Amendments

This MoU may be amended by mutual consent of both parties through written instruments, which will become part of this MoU.

5. Dispute Resolution

Any disputes arising under this MoU shall be referred to the respective heads of PHDEC and PU for resolution. If not resolved, the matter shall be referred to arbitration.

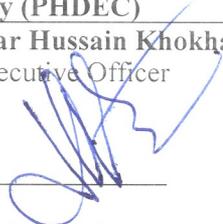
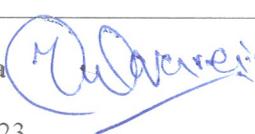
6. General Provisions

- a. The MoU shall enter into force on the date of signature. It shall be valid for a period of four years and can be renewed in writing.
- b. Either party may terminate this MoU by giving a notice in writing to other party of its intention to terminate this MoU six (6) months before the expiry of the original or renewed period.



For and on-behalf of:

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Pakistan Horticulture Development and Export Company (PHDEC)	University of the Punjab, Lahore
Mr. Athar Hussain Khokhar Chief Executive Officer 	Prof. Dr. Muhammad Ali Vice Chancellor, University of the Punjab 
Dated 01-01-2025	Dated 01-01-2025
Focal Person 1:	Focal Person 2: 
Name: Mr. Zulqarnain Zaka (AM Agri-Products) Contact Number: 0333-9831423 	Name: Dr. Muhammad Shafiq (Associate Professor, Department of Horticulture, Faculty of Agricultural Sciences) Contact Number: 0300-6561997