PSW PARTNERS WITH PHDEC TO ADVANCE DIGITAL TRADE READINESS OF PAKISTAN'S HORTICULTURE SECTOR



Pakistan Single Window (PSW) has signed a Memorandum of Understanding (MoU) with the Pakistan Horticulture Development and Export Company (PHDEC) to strengthen the horticulture sector's ability to participate in Pakistan's evolving digital trade ecosystem. The partnership aims to translate digital trade facilitation into practical capabilities for exporters and processors, helping businesses navigate regulatory requirements, manage export procedures more efficiently, and strengthen their readiness for international markets.

The collaboration reflects PSW's role in advancing trade digitalization through both integrated infrastructure and the capabilities businesses need to use it effectively. By combining PSW's digital trade facilitation infrastructure with PHDEC's sector expertise and mandate to promote horticulture exports, the partnership establishes a framework for addressing the practical challenges horticulture businesses face in adopting digital trade processes.

PHDEC, a government-owned entity under the Ministry of Commerce, will work with PSW to deliver targeted capacity-building and awareness initiatives for horticulture exporters and processors. Training sessions, webinars, and workshops will cover PSW registration, system usage, documentation, and regulatory requirements, connecting these processes to businesses' day-to-day export operations.



A central priority is to enable exporters to manage their PSW registrations and related trade processes independently and confidently. Greater familiarity with digital procedures will help businesses exercise stronger oversight of their submissions and maintain control over sensitive commercial information. Awareness of data protection and privacy will form an integral part of these efforts, reinforcing secure participation in digital trade.

Speaking on the partnership, Syed Aftab Haider, CEO of PSW, said: “Digital infrastructure is a foundation for trade reform, but its impact depends on how effectively businesses can use it. Our partnership with PHDEC connects PSW’s trade facilitation capabilities with the specific needs of Pakistan’s horticulture sector. By strengthening exporters’ ability to navigate digital procedures, meet regulatory requirements, and manage their information securely, we aim to make digitalization a practical enabler of export readiness and competitiveness.”

Mr. Muhammad Naseer, CEO of PHDEC, said: “Preparing horticulture businesses for international markets requires a strong understanding of the processes that underpin export activity. Through this partnership, PHDEC and PSW will bring sector expertise and digital trade knowledge together to help exporters and processors address operational challenges and navigate export procedures with greater confidence.”

Beyond capacity building, the collaboration will provide a structured channel for identifying sector-specific barriers to digital adoption and developing coordinated responses. The institutions will also provide guidance on PSW-related operational issues and explore information sharing in accordance with PSW’s Trade Data Sharing & Exchange Policy.

Joint working groups, with equal representation from both institutions, will coordinate implementation, monitor progress, and periodically assess outcomes to keep the collaboration responsive to the sector’s needs.

The partnership brings digital trade facilitation closer to the businesses it is designed to serve. By linking national trade infrastructure with targeted sector support, PSW and PHDEC aim to build a more digitally capable horticulture export sector, better equipped to manage regulatory processes and pursue opportunities in international markets.