



CONSULTANT REQUIRED



Pakistan Horticulture Development & Export Company (PHDEC) is a company registered under Section-42 of the Companies Act 2017 mandated to promote, co-ordinate and enhance the horticulture sector of Pakistan. PHDEC intends to hire a consultant as per the following details;

Essential Qualifications/Experience:

A minimum post graduate degree from a HEC-recognized university in Agriculture with sufficient experience in developing feasibilities and value chain studies of horticulture sector. Preference will be given to candidates holding a PhD degree with following expertise:

- a. A good understanding of horticultural exports with reference to traceability, international standards/certifications, SPS measures and TBTs barriers with strong communication & negotiations skills for capacity building of stakeholders to enhance the export of horticultural produce and value-added products.
- b. At least 15 years' relevant experience in renowned national and international organizations involved in value chain development, capacity building of stakeholders, designing and implementing training programs, providing information and advisory services, trade facilitation and establishing market linkages in domestic and international market.
- c. Good to excellent working relationships with international donor agencies to collaborate in horticultural value chain development in Pakistan.
- d. Have an experience of collaborative working with academia, research and outreach/extension institutions of Federal and Provincial government departments for horticultural value chain development.
- e. In-depth knowledge on value addition of horticultural products for marketing, trading, branding, and advanced techniques for cost effective processing.
- f. A good understanding of the horticulture value chain, strong communication and negotiation skills, strong leadership qualities, and proven track record of team building.

Proposals are invited from individuals with specific exposure in the areas concerned. The proposals should be submitted latest by **4th April, 2025** at the given address. Detailed ToR's of Consultant is available at www.phdec.gov.pk. Or request at muhammad.khalid@phdec.gov.pk. PHDEC reserves the right to accept or reject any or all the offers.

Muhammad Khalid

Asst. Manager (HR & Admin)

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