

UNIVERSITY OF
AGRICULTURE
FAISALABAD- PAKISTAN



International Workshop on
**MODERN FLORICULTURE
PRODUCTION &
PRODUCT DEVELOPMENT
TECHNIQUES**

April 03-04, 2018

Organized by
Institute of Horticultural Sciences
University of Agriculture, Faisalabad, Pakistan

in collaboration with
PUM Senior Experts, Netherlands
Greenworks

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Preamble

In Pakistan, floriculture is emerging as a potential business since last couple of decades. However, due to unawareness about modern production, handling and product development techniques and unavailability of improved germplasm, which have high market demand, majority of growers have only a few production choices to grow, which is less productive and of inferior quality, which hinders their export to international markets. There is also no product development and value addition awareness for cut flowers and potted plant production and majority of growers market raw or poor quality products, which fetch poor returns. Therefore, this workshop is designed to introduce them to potential avenues of modern techniques of cut flower and potted plant production and product development for local and export markets. These new techniques which are being used in developed countries will be a new enterprise for local growers, which have limited resources and would be best suited for higher income generation for small farmers and stakeholders in the floriculture industry.

In the recent past, production of cut flowers has increased several folds with greater increase in non-traditional crops and new cultivars which have improved characteristics and high market demand. Moreover, optimal postharvest handling, packaging and product presentation techniques add into final price and extend product longevity and maintain quality. Peri-urban areas around big cities (Lahore, Karachi, Rawalpindi/Islamabad) are prime locations for cut flower production, because they have a large population in close vicinity to encourage retail sales and are within a one-day (12 hours or less) shipping distance of these large metropolitan areas and 1-2 days processing/shipping distance from middle-eastern, East-Asian, and European markets to encourage wholesale sales. This workshop will improve skills of the growers and stakeholders and help researchers, academia and students to prioritize their future research for uplifting floriculture industry in the country and solve their problems.

Aims and Objectives

The objective of the international workshop is to disseminate the knowledge about different new trends in floriculture production and explore possibilities to reduce postharvest losses through proper postharvest handling and product development.

Eminent International Speakers

- i. **Mr. Theo Rutten**
Director, Beekenkamp Plants/ Floriculture Consultant,
PUM Senior Experts, The Hague, Netherlands
- ii. **Mr. Theo Van Der Krogt**
Commercial Manager & Product manager, Royal Van Zanten /Van Zanten Plants
B.V./ Floriculture Consultant, PUM Senior Experts, The Hague, Netherlands
- iii. **Mr. Kees Van Der Plas**
Managing Director, Stoop Flower Bulbs, Netherlands

Registration Fee

Local Participants
Students

PKR 1000/-
PKR 500/-

Industry Tour

There will be a post workshop tour to flower farms at Mansehra. Industry tour will only be for separately pre-registered limited participants.

Visa Formalities

International participants will arrange their visas through Pakistani Embassies or Consulates in their respective countries. The workshop secretariat will be happy to facilitate their participation by providing them official invitation and acceptance letter for this workshop or any other required assistance.

How to Reach Faisalabad?

Faisalabad Airport accommodates flights from UAE and all around Pakistan. International delegates arriving at Lahore and Islamabad Airports can reach Faisalabad within 2 hours and 4 hours, respectively, via Motorway.

Accommodation and Weather

The University foreign faculty rest house will be available for accommodation of international participants only. However, national participants can book local hotels available in the Faisalabad city at their own expenses. Local pick and drop service will be available for the workshop participants.

International participants are encouraged to intimate Dr. Iftikhar Ahmad, Assistant Professor (iftikharahmadhashmi@gmail.com) well in time about their arrival schedule, flight information and accommodation, etc. Warm weather with moderate temperature (20°C night and 30°C day) are expected during first week of April.





International Workshop on

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AND PRODUCT DEVELOPMENT TECHNIQUES**

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Registration Form

Prof./ Dr. /Mr./ Ms.: _____

Position/Title: _____ **Qualification:** _____

Affiliation/Address: _____

Ph./Fax: _____ **Cell:** _____

E-mail: _____ **Pre-registered:** _____ **Y / N** _____

Registration Fee:

Rs. _____ **Mode of payment** _____

Cash/check/credit card/bank transfer _____

Signature: _____ **Date:** _____

Workshop Secretariat

Dr. Iftikhar Ahmad

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