

14. Management Committee

- 1) Dr. Iftikhar Ahmad (Convener)
Assistant Professor, Institute of Horticultural Sciences
- 2) Dr. Adnan Younis (Member)
Assistant Professor, Institute of Horticultural Sciences
- 3) Mr. Saleem Ahmad (Member)
Chief Executive, Greenworks, Lahore
- 4) Dr. Muhammad Asif (Member)
Lecturer, Institute of Horticultural Sciences
- 5) Dr. Raheel Anwar (Member)
Assistant Professor, Institute of Horticultural Sciences
- 6) Dr. Khurram Ziaf (Member)
Assistant Professor, Institute of Horticultural Sciences
- 7) Mr. Mohsin Bashir (Member)
Lecturer, Institute of Horticultural Sciences
- 8) Mr. M. Abdul Salam Khan (Member)
Ph.D. Scholar, Institute of Horticultural Sciences
- 9) Mr. Waqas Masood (Member)
Institute of Horticultural Sciences
- 10) Miss Shaiza Rasool (Member)
Ph.D. Scholar (Floriculture), Institute of Horticultural Sciences
- 11) Miss Munazza Hafeez (Member)
Institute of Horticultural Sciences

15. Workshop Secretariat

Dr. Iftikhar Ahmad (On behalf of organizing committee)

Assistant Professor/ Convener Management Committee
Institute of Horticultural Sciences
University of Agriculture, Faisalabad, PAKISTAN
Tel: + 92 (041) 9200161-70 Ext. 2941, 2944
Cell No: +92-334-7416664
E-mail: iftikharahmadhashmi@gmail.com, iahmad@uaf.edu.pk

Prof. Dr. Aman Ullah Malik

Director
Institute of Horticultural Sciences
University of Agriculture, Faisalabad, 38040
Tel: + 92 (041) 9200161-70 Ext. 2944
E-mail: director_ihs@uaf.edu.pk

Prof. Dr. Muhammad Amjad

Dean
Faculty of Agriculture
University of Agriculture, Faisalabad, 38040
Tel: + 92 (041) 920016-701 Ext. 2900
E-mail: deanagri@uaf.edu.pk



University of Agriculture,
Faisalabad-Pakistan

International Workshop on
**Diversification and Value Addition
of Floriculture**
March 01-02, 2017

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 _____

I would like to make an
(i) Oral presentation
(ii) Poster presentation
(iii) attend workshop

Title of the Abstract/Paper: _____

Signature: _____ Date: _____

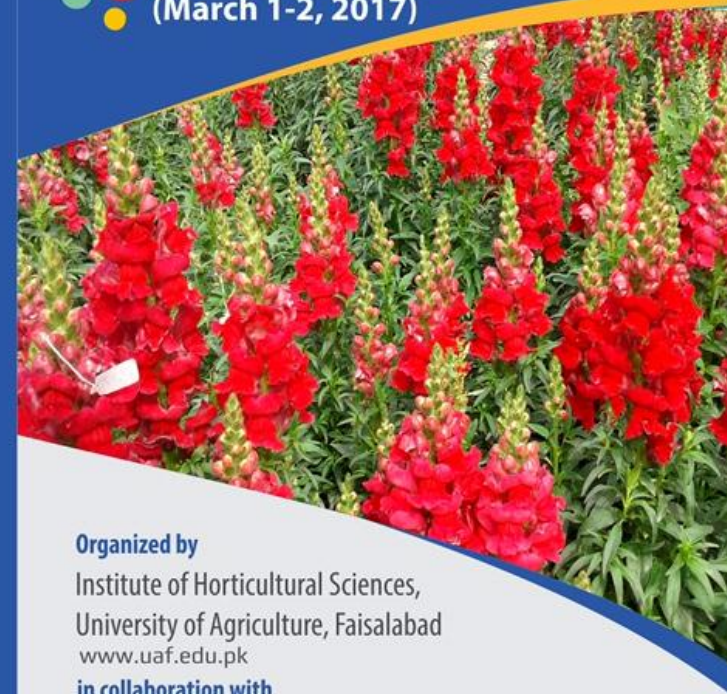
Industry Tour: YES NO



International Workshop on

DIVERSIFICATION
VALUE ADDITION OF
Floriculture

(March 1-2, 2017)



Organized by

Institute of Horticultural Sciences,
University of Agriculture, Faisalabad
www.uaf.edu.pk

in collaboration with

Pakistan Society for Horticultural Science
www.pshs.org.pk



greenworks

1. Preamble

In Pakistan, floriculture is emerging as a potential business since last decade. However, due to unawareness about modern production, handling and value addition techniques and unavailability of new cut flower and foliage crops and varieties, which have high market demand, majority of growers have only a few choices to grow cut flowers such as roses, gladiolus, tuberose, marigolds etc. Commercially available germplasm of these crops is less productive and of inferior quality which hinders their export to international markets. There is also no product diversification and lack of awareness about the cut foliage crops to be used in various arrangements. Majority of florists either use grasses or weeds to arrange bouquets which are poisonous, infected with pests and diseases, and may cause allergies. Therefore, this workshop is designed to introduce them to potential avenues of diversification and value addition. Introduction of new flower crops would not only diversify the floriculture industry but would also save the foreign exchange being spent on import of flowers used in big cities. These crops will be a new enterprise for small growers which need less resources and management attention than traditional flower crops and would be best suited for year-round daily income generation for small farmers with limited resources and women empowerment in the floriculture industry.

In the recent past, as the production of the major cut flowers, roses, carnation, alstroemeria, and chrysanthemums, has declined in many advanced countries like United States and several European countries which helped in development of a burgeoning indigenous cut flower and foliage industry, producing hundreds of field and greenhouse cut flowers and foliage species. Native ornamentals are high value specialty crops that are well suited to Pakistan due to the diverse flora present in different regions of the country. 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 at 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.

2. Aims and Objectives

The objective of the international workshop is to disseminate the knowledge about different new trends in floriculture promotion, introduce new crops and varieties and explore possibilities to reduce postharvest losses through proper postharvest handling and value addition.

3. Eminent International Speakers

Prof. Dr. John M. Dole, Associate Dean and Floriculture Professor, North Carolina State University, USA
Dr. Kamani Ratnayake, Senior Lecturer, Department of Horticulture & Landscape Gardening, Wayamba University of Sri Lanka, Makandura, Gonawila (NWP), Sri Lanka

4. Important Deadlines

Abstract submission	January 30, 2017
Abstract acceptance/rejection notification	February 06, 2017
Early bird registration	February 27, 2017
(Contact Persons for Registration)	Mr. Waqas Masood (0300-7673977) Ms. Munazza Hafeez (0345-3239395)

5. Registration Fee

Local Participants	PKR 1000/-
Students	PKR 500/-
International Delegates	US\$ 100 or equivalent
Accompanying Person	US\$ 50 or equivalent

6. Call for Abstracts

The interested scientists/researchers from all over the world are encouraged to submit their abstracts as per deadlines mentioned above. Please send your one-page abstract on workshop theme "diversification or value addition".

7. Abstracts Submission

All abstracts clearly indicating the aims and conclusions of the work, not exceeding one page (A4) with contact details should be submitted to Dr. Iftikhar Ahmad, Assistant Professor, Institute of Horticultural Sciences, (iftikharahmadhashmi@gmail.com; iahmad@uaf.edu.pk), Faculty of Agriculture, University of Agriculture, Faisalabad (PAKISTAN) on or before January 23, 2017.

8. Industry Tour

There will be a post workshop tour to flower farms and ornamental nurseries at Pattoki and/or Lahore. Industry tour is free but enrolment is required at the time of registration. As limited seats available at first come first serve basis.

9. 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.

10. 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 2-3 hours and 4-5 hours, respectively, via Motorway.

11. Accommodation and Weather

The University rest house and foreign faculty hostel will be available for accommodation of international participants only. However, national

participants can book local hotels available in the Faisalabad city. 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. Pleasant weather with moderate temperature (15°C night and 25°C day) and rains are expected during first week of March.

12. Advisory Committee

- 1) Prof. Dr. Iqbal Ahmad Khan (Sitara-e-Imtiaz, Ordre des Palmes Académiques) Vice Chancellor, University of Agriculture, Faisalabad, Pakistan
- 2) Prof. Dr. Muhammad Amjad, Dean, Faculty of Agriculture, University of Agriculture, Faisalabad, Pakistan
- 3) Prof. Dr. Zahir Ahmad Zahir, Director, Office of Research, Innovation and Commercialization (ORIC), University of Agriculture, Faisalabad
- 4) Prof. Dr. Nadeem Akhtar Abbasi, Dean, Faculty of Food & Crop Sciences, Pir Mehr Ali Shah Arid Agriculture University, Rawalpindi
- 5) Prof. Dr. Muhammad Akbar Anjum, Chairman, Department of Food and Horticultural Sciences, University College of Agriculture, Bahauddin Zakariya University, Multan
- 6) Prof. Dr. M. Jaffar Jaskani, Executive Director, Endowment Fund Secretariat (EFS), University of Agriculture, Faisalabad
- 7) Mr. Javed Iqbal Sheikh, Director Floriculture Punjab (T & R), Lahore

13. Organizing Committee

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|---|-----------|
| 1) Prof. Dr. Aman Ullah Malik
Director, Institute of Horticultural Sciences | Convener |
| 2) Prof. Dr. M. Jafar Jaskani
Institute of Horticultural Sciences | Member |
| 3) Dr. C. M. Ayub
Associate Professor, Institute of Horticultural Sciences | Member |
| 4) Dr. Saeed Ahmad
Associate Professor, Institute of Horticultural Sciences | Member |
| 5) Dr. Ahmad S. Khan
Associate Professor, Institute of Horticultural Sciences | Member |
| 6) Dr. Iftikhar Ahmad
Assistant Professor, Institute of Horticultural Sciences | Secretary |

