

Message from the Chairman:**The Regulation of Incentive
Package**

Dear Members;

May God bless your time with joy and happiness, We met with the Deputy Minister of the Ministry of National Economy, the CEO of The Palestinian Investment Promotion Agency (PIPA), to discuss the regulation of incentive package contract for the purpose of encouraging the investment in the Information and Communication Technology Sector, note that the incentive package was extended to June 4th of 2020.

Therefore; we call upon all of PITA members to apply to benefit from this package knowing that this package includes all the operating companies in the West Bank and Gaza Strip alike so it works at the national level.

It was agreed on conducting a workshop and a campaign in order to promote for this incentive package and its advantages. You will find all the details explained in this newsletter regarding the Eligibility Requirements, Application Period, Project Incentives, Financial Institutions' Incentives, Implementation of the Provisions and Charges and other related details, or you can visit this [link](#) for further information.

**Message from H.E. Dr. Ishaq Sader the Minister of
Telecommunications and Information Technology**

Dear All; Chairman and Members of The Palestinian Information Technology Association of Companies- (PITA) and all the affiliated companies under PITA's umbrella.

First of all; I would like to thank you for giving me such an opportunity to share my message with the talented entrepreneurs and businessmen from a field that is considered nowadays one of the most important fields in the Palestinian Economic Development. It must be said that what this Board and its affiliated companies have provided and still providing in developing the ICT Sector through the years is something to be proud of; you have played a major role in the Palestinian economic and social growth despite the occupation policy and its regulations

We in the Ministry of Communications and Information Technology are aware of our responsibility towards this vital and important sector; in terms of organizing, developing and guiding it. We consider the private sector the strategic and the executive partner that we rely on in turning our goals and plans from words to actions. We also believe that both the public and the private sector are complementary and vital for each other sustainability. The key behind our success in developing the Palestinian ICT Sector lies in establishing a relationship of mutual trust and respect, embodying an effective partnership,

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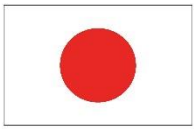
Message from the Minister of Telecommunications and Information Technology

integrating resources and making concerted efforts. Needless to say, the ICT revolution has become the dominant feature of this era due to the rapid and successive developments in the ICT tools, products and uses in all aspects of our lives. Many countries have achieved a tremendous success in investing in the ICT Sector and innovation and entrepreneurship, in which they have turned in a short period of time from poor and developing countries into rich and developed countries. These companies exceeded other companies in terms of the market value, net profits and in terms of the employment size.

Despite the fact that we as Palestinians are going through many difficulties such as lack of natural resources due to the occupation and its policies; we have a rich and unique human capital since most of the Palestinians are young and have a high level of education, awareness, commitment and determination. Those features are considered to be the best components to build the Knowledge Economy that is based on science, technology, leadership and innovation. Which in turn gives us as a government and a private sector a great responsibility to invest in the Palestinian human capital and developing its technical and practical skills and abilities in accordance with today's needs and requirements. This can be achieved through education and training and providing a supportive and stimulated environment for its initiatives and projects. We believe that the return of this investment will be significant and stronger than any other investment and will ultimately lead to achieving the country's comprehensive and sustainable development and providing a decent livelihood for the Palestinian citizens.

My message to the private sector is that now is the time for us the Palestinians to move from just a technology user "consumers" to a producer "productive", to create a name for us in the world of technology that can compete at an international level, to witness Palestine as a developed country alongside other developed countries, to enable our Palestinian companies to strongly compete internationally in the field of modern technology such as industrial intelligence, internet of things, cloud computing, huge data bases, cybersecurity, and most importantly to witness a steady growth in creating and supporting the Palestinians startups, entrepreneurs and innovators.

I reiterate my thanks and appreciation; wish you all the success; and look forward to building new and effective partnerships. Let us unite and work together in developing the security and the prosperity of this country and achieving what is best for its people.



من الشعب الياباني
From the People of Japan

Palestinian
Information
Technology
Association
of Companies



PICTI StartUPs
Innovation to Business



Empowered lives.
Resilient nations.

“Innovation and ICT Sector Development as a Tool for Peace and Prosperity in Palestine”

The Palestinian Information Technology Association of Companies (PITA) and The Palestine Information and Communication Technology Incubator (PICTI) signed an **agreement** with the United Nations Development Programme / Programme of Assistance to the Palestinian People (UNDP/PAPP), and the Government of Japan to support the Palestinian economic growth by strengthening the productivity and efficiency of other Palestinian Sectors; mainly the **ICT** and the **Agricultural** Sectors. This will be achieved through supporting entrepreneurs to create innovative ideas and develop ICT tools that can enhance and improve the **Agricultural** Sector and finding the best benefits, solutions and opportunities that can increase the potential and the interest in the **AgriTech** field. Thus, the project goal is to focus on the **ICT** Sector and the **Agricultural** Sector to increase the prospects of youth, women and the most vulnerable categories in Palestine.

The **Agriculture** and the **Agro** - industry are considered to be a driving force for sustainable development. Therefore, through integrating the **ICT** Sector in the **Agricultural** Sector will create greater opportunities to renew and modernize the Palestinian **Agricultural** practices and so strengthening this sector at the same time expanding the **ICT** Sector.

The Project seeks to implement the following outputs:

1. New ICT Solutions are introduced with innovative approaches to Agricultural industries by linking ICT and Agri- industry through following these steps:

- Hire a consultant to identify the required deliverables, tasks and responsibilities, and specific milestones that the consultant must achieve.
- Conduct 3 - days workshop that will include all stakeholders, farmers, companies in the ICT sector, faculties of agriculture in different universities and professors and experts in the AgriTech field. Through this workshop, the hired consultant will be as a moderator; he/she will make a presentation to clarify and unify the AgriTech concepts for the mentioned targets in order to hold a fruitful discussion to take feedback and comments from them so he/she can prepare a detailed report and develop a baseline that includes all the required results and priorities.

2. Capacity of Social Innovation is developed among Young Leaders and Entrepreneurs:

- Supporting 25 Entrepreneurs in post- idea pitching phase of the start- up development; This support will be through an advanced training workshop; it will 32-hour training course to the 25 participants; in which they will be trained on technical skills and soft skills so they can be able to strengthen and develop their ideas.

3. Conducting The Second Ja-Pal's ICT Competition- 2019 which is an initiative launched for the second year by PITA, PICTI in partnership with the UNDP/PAPP and the Government of Japan.

- The competition aims to identify AgriTech innovative technological solutions to support the Palestinian economy, and the agricultural sector in specific. **We call upon innovators and change makers;** individuals or entrepreneurs, residing in the West Bank, including East Jerusalem, and the Gaza Strip, **to submit their innovative technological solutions** to address the challenges that the Palestinian farming community faces at all stages.

of the food supply chain and the announcement will take place at the end of July. These AgriTech solutions will address data-enabled technology, Internet of things (IoT), stage within the food supply chain; how food and other agricultural products are grown; such as in-soil and in-tree sensors, harvested, packaged, stored, transported, processed and sold; making the farm-to-table process more efficient, sustainable and safe.

The Competition Objectives :

- Develop and promote potential Palestinian AgriTech technologically innovative solutions that address data-enabled technology, Internet of things, stages within the food supply chain.
- Promote the spirit of competition and make the farm-to-table process more efficient, sustainable and safe.

The Eligibility Criteria:

This is an open invitation to all Palestinian innovators and change makers, be them individuals or entrepreneurs, residing in the West Bank, including East Jerusalem, and the Gaza Strip, to submit their innovative technological solutions to address the challenges that the Palestinian farming community faces at all stages of the food supply chain. This challenge will culminate with a jury selection to choose the best 25 AgriTech technological solutions.

Categories :

All categories that address AgriTech innovative technological solutions for the agricultural sector and have an information, communications, or technological (ICT) focus are welcomed.

Prizes:

- PICTI will hold a ceremony to announce and celebrate the top five winners
- The top five winners of the competition will receive a monetary prize
- The top five winners will get the chance to travel to Japan to further develop their solutions.

Criteria:

- Problem identification.
- Addresses challenges of Palestinian farming community.
- Clear explanation of the idea.
- Visionary solution for the idea.
- Level of innovation in AgriTech technological solutions.
- Professionalism of the concept behind the idea.
- Impact of the solution.
- Financial sustainability.
- The extent were the objectives achieved / are likely to be achieved.
- The consistency of the project activities and outputs with the intended impact and effects.
- Impact of the idea on the environment.
- The project cost- effectiveness; the economical use of resources.
- The degree of growth and equity the project achieves in terms of AgriTech Development.
- The project social, economic, technical effects on individuals, gender and age groups, communities and institutions.
- The project impact on AgriTech production and local cooperatives.

This is an open invitation to all Palestinian innovators and all other categories that address AgriTech Innovative Technological Solutions for the Agricultural Sector and have an information, communications, or technological (ICT) focus.

- The announcement took place in **23 July 2019**, and the deadline for submitting the applications will be on **17 August 2019**.
- Kindly follow the [template](#) to complete your application. Please fill out all the items and send the completed form in a PDF format to the email address: nur.hamdan@picti.ps
- For further details, or questions about the competition, please feel free to contact:
Ms. Nur Hamdan
Tel: +970-2-2958447/5
E-mail: nur.hamdan@picti.ps

State of Palestine Council of Ministers Decision of the Council of Ministers No. (6) Of 2018 on the regulation of Incentive Package Contract for the purpose of encouragement of investment in the Information and Communication Technology Sector.

The Council of Ministers,

Based on the provisions of the amended Basic Law of the year 2003 (and its amendments), particularly of Article (70) therein; and the Law on the encouragement of Investment in Palestine No. (1) Of 1998 and its Amendments;

And the Council of Ministers Decision No. (4) Of 2015 on Investment Encouragement Regulation, and recommendation of the Chairperson of the Board of Directors of the Palestinian Investment Promotion Agency; and

Based on the decision of the Council of Ministers on 5/6/2018; and

Based on the powers vested in us, and
In pursuit of the public interest,

We hereby Issue the following regulation.

Article (1)

Definitions

The following words and phrases shall have the meanings hereby assigned to them unless the context indicates otherwise.

The Law: The Law on encouragement of Investment in Palestine No. (1) Of 1998 and its Amendments.

Agency: The Palestinian Investment Promotion Agency (PIPA).

Board of Directors: The board of directors of PIPA

Projects: projects, new pilot projects and any of its branches, including but not limited to, the industry and development of software and applications, call centers, and electronic content projects (including hosting services, storage services, development of websites, and any internationally approved training service centers in the field of information technology and communications).

Regulation: Regulation of incentive package contract in the sector of Information & communication.

Article (2)

Eligibility Requirements

The following requirements should be met to benefit from incentives stipulated in this regulation:

1. Obtain the required licenses from the competent bodies;
2. To comply with all conditions stipulated in The Law, as well as regulations and instructions issued in relevance to it;
3. Maintain the minimum number of employees during the benefit period. The Board of Directors shall put forward the required instructions in regards of number of employees and their fields of specialty.

Article (3)

Application Period

Applications for Incentive Package contracts of all projects issued by the PIPA shall be made subject to the procedures and legal term set forth in the relevant laws, regulations and instruction issued in this regard.

Article (4)

Project Incentives

1. New projects shall be exempted from the income tax (0%) for a period of four years.
2. Existing projects that have benefited from the Law incentives shall be exempt from the income tax (0%) for a period of two years.
3. Existing projects that have not previously benefited from the incentives, shall be exempted from the income tax (0%) for a period of three years.
4. Investors and companies willing to finance or invest in research and development of Information and communication technology either in the entrepreneurs or new companies or universities or approved research and development centers, will enjoy deductions in the invested amount of profit subject to income tax, upon the approval of these contributions by the PIPA
5. Projects benefited from the Incentive Packages contracts shall be treated as the projects benefited from the law.

Article (5)

Financial Institutions' Incentives

Concessional loans, granted by finance institutions and banks to finance projects approved by PIPA , shall be treated in the same way as loans granted to small and medium- sized enterprises according to the provisions of the Income Tax Law and its regulations.

Article (5)

Financial Institutions' Incentives

Concessional loans, granted by finance institutions and banks to finance projects approved by PIPA , shall be treated in the same way as loans granted to small and medium- sized enterprises according to the provisions of the Income Tax Law and its regulations.

State of Palestine Council of Ministers Decision of the Council of Ministers No. (6) Of 2018 on the regulation of Incentive Package Contract for the purpose of encouragement of investment in the Information and Communication Technology Sector.

Article (6)

Implementation of the Provisions

- Projects shall be subject to the PIPA's Board of Directors approval; based on the recommendations of the PIPA's Incentive Committee and the Ministry information technology and communication.
- Applicable projects, which satisfied all the terms and provisions of this regulation, shall get benefited of all the incentives set forth herein, as well as any additional incentives to be approved by the competent bodies.
- Consideration shall be given to the applicable Laws and regulations regarding scientific research incentives, and financing of small and medium or green loans programs.
- Centers and incubators approved by the Board of Directors may be used as the project title for the purpose of completing the registration procedures.

Article (7) Charges

- No allowances shall be collected in lieu of providing incentives for the Information and communication technology sector approved at the incubators and centers.
- An allowance shall be collected in lieu of entering into a contract and publication of incentive package contracts issued by the PIPA for the current or new projects or those projects which contribute in investment in the amount of (JOD140) or its equivalent in the legally circulated currency.
- The allowances set forth in this Article shall be imported to the public treasury account.

Article (8)

Incentive Package Contract Conclusion and publication

1. PIPA shall be authorized to conclude Incentive Package Contracts with projects that meet the provisions of this Regulation;
2. All contracts shall be published in the Official Gazette, including project names, and granted incentives.

Article (9)

Issuance of decisions and instructions

The Board of Directors shall issue decisions and required instructions to put the provisions of this Regulation into effect.

Article (10)

Cancellation

All that contradicts with the provisions of this Regulation shall be repealed.

Article (11)

Force and Effect

All competent authorities, each within their jurisdiction, shall implement the provisions of this Regulation. It shall enter into force from the date of its publication in the Official Gazette for one year. Issued in the city of Ramallah, on : 05/06/2018 AD. Corresponding to: 20 Ramadan 1439 H.

Digital Branding By: Ameen Awad-

International Digital Marketing & Branding Coach



We see Brands all the time; in streets, grocery stores, on Facebook Newsfeed, Twitter, Instagram and almost everywhere. In this article, we will focus on building an online brand for those who knows what a brand is and for those who has never heard of it. This process of building a brand online is called Digital Branding; and it is simple and practically free.

So, what is Digital Branding? In simple definition, it's the customers' online experience with a brand; this means that digital branding happens every time an online user gets in touch with a brand whether on their social media newsfeed, or when receiving an email, or visiting a business website or even picking up the phone and calling the company.

Every brand should answer this question: Why should I buy your brand; Convince me that your brand is the best among all? The answer is simply the value the customer will gain after buying that specific product, and this value can be physical or spiritual. It is not the price that is in control here, because the studies have proved that customers are willing to pay more on a certain brand just because they feel better and more comfortable when buying it.

The Secret behind a Strong Online Brand is having the following rules:

- **Consistency:** Digital presence consistency is important; your username, logo and profile must be the same across the web because consistency brings continuity to the interactions that customers have with the persona or the company through different methods. Also, a brand should be delivering the same value in every touchpoint a user makes with this brand. Creating a consistent image all across the web will help keeping everything focused in the same direction, and sending the same message.

- **Relevancy:** The world is in constant change and the customers now have higher expectations, and new trends emerge. Therefore; in order to survive, online branding needs to evolve in a way that can meet the customers' needs and expectation and at the same time differentiates them from other competitors.
- **Building loyalty:** it is a driving factor for repeat purchases in these crowded industries. Engaging users at every touch point of online branding journey will provide them with a satisfying emotional experience, thus creating loyalty, but building loyalty needs to go beyond mere customers' satisfaction. Customers have to be rewarded for interacting with the brand and

a high-quality content is required to satisfy both the target market and the search engines.

In this over busy online world, a business brand will be forgotten unless you keep those three rules running all time, and with the positive rating you get from your customers, your brand can attract more online users and raise up the value behind that brand.

In order to get the most out of your digital branding , make sure that you keep those three rules in your mind, define your brand and what it stands for, think about what drives the costumers and how can they perceive your brand for every aspect of your business ; and with the positive rating you get from your customers, your brand can attract more online users and raise up the value behind that brand.

A Special Invitation for ICT Start-Ups

If you have a start-up in the ICT sector and have been licensed for less than a year; we invite you to join the Palestinian Information Technology Association of Companies – PITA. In which you can have the membership advantages which in turn will help you in reaching project developers, funders, investors as well as experts who can provide you with consultancies and guidance.

To learn more about the benefits of becoming a member; you can click on this [link](#)

Terms of Accession:

- The company license shall not exceed more than one year.
- The company should be specialized in ICT field.
- Membership fees are paid for the first two years for 100\$ per year.

So come and join us, be a member with all major players in the Palestinian Digital Sector!



دعوة خاصة
للشركات الناشئة في
مجال تكنولوجيا المعلومات

يدعوكم اتحاد شركات أنظمة المعلومات الفلسطينية
بيتا
للاضمام إليه

شروط الانضمام إلى الاتحاد:

- 1 ألا يزيد ترخيص الشركة الناشئة عن عام واحد
- 2 أن تكون الشركة متخصصة في مجال تكنولوجيا المعلومات

يتم دفع رسوم عضوية لأول سنتين بقيمة 100\$ لكل سنة



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Upcoming Events

1. “Required Policies for Strengthening and Enhancing the ICT Sector” Conference, October-2019, Ramallah; MAS in cooperation with Paltel and PITA will hold a national conference to make suggestions regarding the required policies that can strengthen the Palestinian ICT Sector and help it in achieving sustainable development and fighting the local and the regional constraints; so it can be one of the main economic sectors in the country .

2. The Forth National Forum for the Forth Industrial Revolution, 9-10 September, Ramallah ; The HCIE is organizing the 4th National Forum about the 4th Industrial Revolution, under the auspices of H.E. Mr. President of the State of Palestine "Mahmoud Abbas". The forum aims to raise awareness of the Palestinian community about 4IR and the importance of keeping update, exchange of national and international experience on the use of the technologies that related to the 4IR, follow up the methods, strategies and mechanisms related to the 4IR and its implementation in Palestine, and analysis of the existing situation and bridge the current gaps.

3. GITEX, Dubai, 6- 10 October; It is a must attend event for who believe in the power of innovation, and event where the world's ICT leaders, experts, enterprises, startups, technology enthusiasts, students and consumers gather to present the future of business and converging sectors and industries that will impact our lives.

4. GSMA MWC19, Shanghai, 26-28 June and GSMA MWC19 Los Angeles 22-24 October; It boasts and represents the interests of mobile operators worldwide and companies in the mobile ecosystem. The GSMA works on projects and initiatives that targets the collective interests of the mobile industry (handset and device makers, software companies, equipment providers and internet companies).

5. GESS, Indonesia 18 – 20 September 2019 / Istanbul, 2 - 4 April 2020 / Dubai, 25 - 27 February 2020; A platform to launch products and ideas in the Middle East education market and reach out to the widest target audience. It is a 3 days of inspirational talks dynamic, hands-on workshops from global industry leaders and influential local experts to enable educational suppliers to access and make connections with decision makers in the education sector.

Why Participating is important ?

- Knowledge-sharing
- Keep pace with the changing world
- Strengthen the professional ties
- Challenge and grow
- Identify needs and challenges in ICT sector
- Essential factor for economic growth
- Creating Opportunities and enhancing capacity and understanding

PITA Latest Activities

- 2/7/2019, Ramallah, The Board met with the Belgian Delegation represented by the Belgian Consul Danielle Haven. The goal of the meeting was introducing the Palestinian ICT sector and discussing the possibility of making connections with the Belgian companies and identifying the opportunities of cooperation between the Palestinian and the Belgian Companies, and to collect information so it can be an indicator of the status of the Palestinian Companies (where we are now) in relation to the Belgian markets and its neighboring countries, and the areas of work, and how we can develop them, and to see what services and solutions can be provided to this market and what is needed to create such connections.
- 14/7/2019, Gaza; as a part of the constant efforts for increasing the ICT Companies' competitiveness, PITA started implementing “Six Sigma Green Belt” training program. The program is an approach that uses data to remove defects in any product or service and focuses on establishing a high- performance institution through using new intellectual and cultural practices that eliminate the old methods to produce high quality output The course was designed to improve processes and reduce differences by applying a set of simple yet sophisticated, statistical, analytical and problem solving techniques.



- 15/7/2019, Ramallah, Finishing Google Skills Training Program in partnership with (IEEE), Korean-Palestinian IT Institute of Excellence and Google MENA - Dubai DIC Officers; 170 participants (programmers, entrepreneurs and students that are graduating and IT Companies); have attended the workshop. The training was carried out at Al-Najah University in Nablus, and it covered the following topics: Online opportunities, how can E-growth develop these opportunities, the new aspects of the marketing process, the impact of Technology on business and basic marketing concepts.
- 22/7/2019, Gaza, PITA started implementing “OSS Unit – Women One Stop Shop” Project funded by the GIZ, which seeks to empower and strengthen working women in the ICT sector and the role they play in developing the Palestinian economy, and to eliminate the barriers that make it difficult for the women to start a business or to get a job opportunity. A database of the working women and the startups in this sector will be developed in addition to providing them with technical development, legal advice and any required training.
- 25/7/2019, Ramallah, The Board met with Suzanne Tossings; The Second Secretary of Economic Development (Representation of the Kingdom of the Netherlands). The goal of the meeting was introducing the Palestinian ICT Sector and identifying the opportunities of outsourcing and cooperation. It is worth noting that the Representation of the Kingdom of Netherlands is making so much effort in making connections between the Palestinian companies and the Dutch companies.



<p>شركة صبري البريم وشريكه عبد الله البريم</p> <p>اضغط هنا</p>		<p>Advanced Technologies for Business</p> <p>اضغط هنا</p>	
<p>Auxilium Technology</p> <p>اضغط هنا</p>		<p>Synergy Company</p> <p>اضغط هنا</p>	
<p>HYPER TECH</p> <p>اضغط هنا</p>		<p>ORCAS</p> <p>اضغط هنا</p>	
<p>Rwad Al Tayseer Company</p> <p>اضغط هنا</p>		<p>Wegroup</p> <p>اضغط هنا</p>	
<p>Tatwer</p> <p>اضغط هنا</p>		<p>Hexa For Information Technology</p> <p>اضغط هنا</p>	
<p>Inspire IT Solutions</p> <p>اضغط هنا</p>		<p>Tweets Tec</p> <p>اضغط هنا</p>	
<p>IT Venue</p> <p>اضغط هنا</p>		<p>Shift ICT</p> <p>اضغط هنا</p>	

Be A Member ! <http://home.pita.ps/wp/join-pita/>

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