

PITAtimes Newsletter

New Year, New initiatives; The best is yet to come

Message from The Chairman:

Dear all; Members of The Palestinian Information Technology Association of Companies- (PITA) and all the affiliated companies working in the ICT Sector.

One of PITA's main strategies and objectives is strengthening the role of the ICT sector by opening and penetrating the regional and the international markets; to ensure that the Palestinian ICT sector will echo globally.

As we begin a new year; we seek to achieve such objective by empowering and enabling the Palestinian companies for reaching out to different markets around the world. This shall happen through participating in many business delegations and meetings in several countries.

Accordingly; a part of PITA's endeavors is to cooperate and to work with all the official bodies, the private sector and the international institutions for organizing B2B meetings and business delegations. Such delegations will establish networks and create a platform for the promotion of the Palestinian ICT sector, will help the companies to seize new opportunities and open prospects of cooperation.

Thus a business delegation from PITA will be visiting UAE for B2B meetings. This will be taking place in the beginning of February with the cooperation of The Palestinian- Northern Emirates and with the support of the Ministry of Telecommunications and Information Technology; in which the ministry has facilitated all the preparations for Gaza's businessmen delegation.

It is worth mentioning that within PITA's plans; there will be another business delegation that will be visiting

WHAT'S INSIDE THIS ISSUE?

- [Message from PITA's Chairman P.1](#)
- [Message from The Palestinian The Palestinian Business Council P.3](#)
- [Board of Directors' Decisions P.6](#)
- [PITA's Latest Activities P.7](#)
- [PITA's New Members 2020 P.11](#)
- [Up Coming Events P.12](#)

Russia in April; as part of the follow up of Russia's previous trip. This trip has helped in identifying new partners that can strongly help in preparing and setting up significant business meetings with Russian companies, and pointed out to the embassy's role in supporting and facilitating any other future visits to Russia.

In the oceans of such integrated support; PITA will exceed its limits and efforts to push the ICT development's wheel and put this sector at the top of the government's priorities. In a nutshell; our main goal is activating, advancing, promoting the Palestinian ICT sector at all levels and enabling the young Palestinian entrepreneurs and change makers to have a strong voice and play majorly in this sector. Such efforts will put the Palestinian ICT sector in the forefront and will prompt its role.

Opening Article by Mr. Malik Melhem; Chairman of The Palestinian Business Council

“Reach Holding”...Serious Investment in Palestine.



In 2011, Palestinian businessman Malik Melhem led the strategic direction of Reach Holding Group by establishing the group’s preliminary structure within Palestine. Proceeding from his belief that the message of investors within the Occupied Territories and diaspora lies in the real and serious investment in this market and in strengthening the Palestinian economic structure; this includes the establishment of projects that generate employment opportunities in various sectors.

The decision of Group Chairman and owner, Melhem, to invest in Palestine, constituted an important turning point. His strong beliefs which surmounted all fears and doubts, supported by his investment feasibility at the level of return; most likely exceeding the markets of more stable countries, in addition to his feasibility at the macroeconomic level, including the generation of direct and indirect employment opportunities and revitalization of the economic cycle, made this a success.

Investing with a clear vision

The realization of these developments was achieved by a clear vision formulated by Palestinian businessman Mr. Malik Melhem, who took it upon himself to lead this investment shift by strengthening the group’s operations within the country.

As a result, Palestine became home to many investments ranging from stone and marble to retail, education, and hospitality industries, including attracting prominent international brands such as “Hardee’s”. Not to mention the existence of continuous studies for investment in other sectors, in addition to contributing to some existing investments.

Mr. Malik Melhem, who also chairs the Palestinian Business Council in Dubai and the northern emirates of the United Arab Emirates, believes that Palestine is a fertile land full of investment opportunities; and that its feasibility and returns shall not be deemed “less than” than in any other market that may enjoy a more proper level of stability and better and more favorable conditions for investment. Melhem, through his position as Chairman of the Board of Directors of Reach Holding Group, which is based in the city of Ramallah, in addition to its regional activities through its two branches located in the Emirates and the Jordanian capital Amman, confirms that the merging of the group’s investments under one administration with a restructured portfolio, has contributed to the establishment of a model focused on targeting attractive and sustainable investment opportunities; thus allowing them to enter into long-term partnerships regionally and internationally.

Marketing promising opportunities in the IT sector

Furthermore, it seems that working to attract investment in Palestine is a relentless and continuous process taken on by Mr. Melhem. Mr. Melhem spares no effort in directing the investment compass towards Palestine; whether by setting the scene for promising Palestinian industries outside the homeland or attracting investments within, to contribute in supporting the economy and development thereof.

Perhaps among the most important of these promising industries, full of investment opportunities, is the information and communications technology industry; which is full of young competencies and employment opportunities. In addition to pioneering projects that represent a great force which qualifies it to be a major player in the society of knowledge and digitization as well as in finding innovative solutions.

The information and communications technology industry in Palestine has become one of the most important accelerators of development, in terms of transferring knowledge and promoting the economy and digital transformation. Additionally, it is vital to draw the attention of Palestinian investors in diaspora, and Arabs in general, to the importance of contributing to marketing

this promising industry, which is full of exceptional opportunities; whether by opening outlets for this industry and its companies in neighboring markets, including the United Arab Emirates, or attracting investment for pioneering projects existing in Palestine, which promise prospects of development and growth in the medium and long term.

Today, from his position as Chairman of the Palestinian Business Council in Dubai and the Northern Emirates, Mr. Malik Melhem represents an important supporter for the marketing of vast opportunities in this vital and fast-growing sector despite the restrictions of the Occupation. This market, which has the potential to advance the information technology sector; notwithstanding the existing digital communications infrastructure, which is mostly the product of the private sector in Palestine.

Board of Directors' Decisions

Meeting Minutes 5/1/2020

• PITA's 2020 Budget

Preparing and developing PITA's financial plan for 2020, and a report of PITA's main achievements and its expenses shall be prepared on a monthly basis.

• Business Delegation – UAE

A business delegation from PITA will be visiting Dubai for B2B meetings; for the purpose of establishing networks and creating a platform to promote for the Palestinian ICT Sector in UAE and the neighboring countries. In case any of the participated companies weren't able to attend; PITA will guarantee these companies can make presentations through Skype or video conference. In addition to publishing the companies' related information

• UNDP Project - New Phase

The AgriTech project was extended until the end March. The new phase of the project will include the implementation of several activities that are aimed at promoting and raising the awareness of the concept of AgriTech and building a vision and an AgriTech- Knowledge on the local and international levels by reaching out to the widest pool of different stakeholders in this field.

• 2020 Main activities and Work plan

- Strengthening and activating the role of the ICT sector in the local market such as Expotech, Universities' workshops and B2B meeting in several governorates.
- Empowering the role of the ICT sector in penetrating the regional and the international markets. This shall happen through participating in business delegations and meetings with the support of the government in different counties; Oman, Dubai, Russia, Kuwait and Saudi Arabia. In addition to conducting special B2B meeting for PITA's members.
- Establishing new relationships and connections with different partners and donors.
- Reinforcing PITA's role to have a strong voice for any future demands with the government so it can be able to defend and protect its members' rights and interests regarding the governmental aspect.

• Gaza's New Headquarter

The process of moving PITA's and PICTI's Office to a new place is completed. Preparations are underway for the opening of the new headquarter. The Board will estimate the needs of the new headquarter to make all the necessary arrangements so both PITA and PICTI can proceed their work.

PITA's Latest Activities

29/1/2020 Ramallah; PITA has held a meeting with Copenhagen FinTech which is a private-public association built on the vision of creating growth and innovation within FinTech. The meeting included more than 25 of PITA's members who are interested in FinTech. The purpose of the meeting was connecting the Nordic FinTech ecosystem with Palestine; The meeting was headed by Mr. Simon Schou; Chief Innovation Officer. This visit is a part of PITA's endeavors to enhance and promote for the FinTech field among the Palestinian companies.

22/1/2020, Gaza; PITA has met with the Qatari committee for highlighted the progress of "Cash for work" project and its most important achievements. In addition to identifying several recommendations that shall be implemented in the next phase.

19/1/2020,Gaza; PITA has participated in the closing ceremony of the project "Matching students' knowledge and skills who are specializing in Computer Technology with the needs and requirements of the labor market - CTECH". The project is funded by the World Bank through the Quality Development Fund at the Ministry of Higher Education. During the event; Mr. Rami Abu Al-Oun stressed on the importance of joint cooperation between the private sector and the academic sector for the purpose of developing the Palestinian ICT sector.

8/1/2020,Gaza; The Palestinian Information Technology Association – PITA is preparing for Gaza Technology Summit GTS-2020 in partnership with the faculty of Engineering at the Islamic University. Thus; PITA has launched the "GTS-2020" competition that shall be taking place on the 15th of Febraury. This competition calls for innovative ideas that will link the ICT sector with the educational sector and will accordingly help in bridging the gap between these two sectors and help in overcoming the challenges they might face.

PITA's Latest Activities

8/1/2020, Ramallah; PITA's Board of Directors has met with Dr. Dorgham Marie; CEO of Ooredoo. The meeting discussed the status of the Palestinian ICT sector and identified the opportunities of cooperation between both parties. The Board pointed out to PITA's role and its new vision of making connection and partnerships with all official bodies for the purpose of protecting its members' interests and towards the developing the ICT sector. The meeting came out with several recommendations and critical and practical steps that shall be followed that will accordingly achieve the interest of all members and will help in advancing this promising sector.

3/1/2020, Ramallah; PITA has held a meeting with Programming and Internet Service Providers' companies. The goal of the meeting was highlighting PITA's main strategic outcomes of 2019 and suggesting the new activities for 2020 and setting the best work plan that guarantee achieving those outcomes. They pointed to how such activities are part of PITA's strategic goals in which they have to be enhanced and reactivated to help and serve all members on all levels and this needs PITA's efforts for promoting this sector on the local and the international level.





PITA's New Members 2020

(Gaza and Ramallah)

Selsela For Information Technology



Innovative For Information Technology



Certiportal For Researches, Consultations and Technology



Upcoming Events

1. MSPWorld 2020, 15 - 17 March 2020, New Orleans, LA. MSPWorld offers a vendor-agnostic focus on Managed Service providers and their respective ecosystems, based on real-world experiences and successes in the managed services industry.

2. GESS, Istanbul, 2 - 4 April 2020 / Dubai, 25 - 27 February 2020. GESS is 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 the ICT sector
- Advance Economic Growth
- Create Opportunities

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

Tel: (Ramallah) +970-2-2958447/5

Tel: (Gaza)+970-8-2881110

Fax: (Ramallah) +970-2-2958446

Fax: (Gaza) +970-8-2840216

E-mail: info@pita.ps

P.O.BOX: 2460

www.pita.ps