

PITAtimes Newsletter

Together; We Rise.

Message from PITA's Chairman:

Eng. Ibrahim Jaffal

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

First of all; it is worth mentioning that the Palestinian ICT sector represented by PITA and its members is doing its utmost in developing this vital sector. We are aware of the great deal of the prominent changes that this sector is witnessing amidst the quick – pace changing world and we realize that the occupation's obstacles and chains that suffocate our Palestinian people is something critical and requires our collateral cooperation for developing this sector for standing against the different obstacles and constraints that immure the development of the Palestinian economy and its social growth.

Such efforts are portrayed in PITA's constant endeavors and communications with The Palestinian Investment Promotion Agency (PIPA) regarding the Incentives Package that is angled at encouraging the investment in the Information and Communication Technology Sector. This package is a clear interpretation of the Palestinian vision and aspiration towards having and creating a coherent and proper investing environment that assure and guarantee



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Message from PITA's Chairman;

the real execution and implementation of angled and healthy investment policies in the local, regional and international forums and platforms, and since there is a consensus that the beneficiaries that this package target have a primary role in facilitating economic growth, employment, fighting poverty, reducing the trade deficit and reducing the PNA's budget deficit, and it will enable them to perform and achieve their planned objectives and roles. Therefore; we call upon all of our members to apply to benefit from this package knowing that this package works at the national level; it includes all the operating companies in the West Bank and Gaza Strip alike.

It is worth mentioning that The Palestinian Information Technology Association of Companies – PITA, the Representative Office of Japan to Palestine, and the United Nations Development Programme, in partnership with the Ministry of Agriculture and the Ministry of Telecommunications and Information Technology have conducted The First Palestinian Virtual AgriTech Summit via ZOOM Webinar. This significant event that took place in 22nd of September has gathered ministers, manufacturers, entrepreneurs, academics, companies working in the agriculture and technology sectors, university students and representatives from the public and private sectors. The event achieved a massive success and echoed globally and attracted the eyes of the Palestinian and international stakeholders to promote and invest heavily in this sector.

PITA's endeavor is to build up on the summit's abridgments and recommendations with all the stakeholders and partners for the purpose of launching a series of programs, workshops and committees that would help in achieving the outcomes of this event. It is our responsibility to work hand in hand first towards the adoption of the legislations and the regulations of AgriTech and towards the real implementation of the possible techniques and strategies for building an inveterate AgriTech- Knowledge on the local and international levels. We believe that the active participation from all stakeholders that we have witnessed through the event will ensure a greater work efficiency and flexibility whether on the economic level or the individual level and we trust that our strength, unity and dedication will be the foundation that will benefit the society and develop the AgriTech sector as a whole.

Opening Article By Mr. Haytham Wahidi - CEO of Palestinian Investment Promotion Agency - PIPA

Dear business community, ICT sector members and PITA board of directors, Editor in Chief and the editorial team of PITAtimes Newsletter.

We as Palestinian Investment Promotion Agency "PIPA" would like to reassure the status of successful partnership between Public and Private sector through PIPA's board of director where PIPA get its strategic directions to maintain better business environment to meet our slogan "Building A Better Future" through various activities and policy advocacy to meet the strategic directions adapted by the government and H.E. Prime Minister Dr. Mohamed SHTAYIEH to meet Mr. President H.E. Mahmoud ABASS vision.

Given that the ICT sector is promising in Palestine therefore a crucial actions and incentive packages introduced to support new businesses and fresh graduate's projects along with the existing businesses to guarantee sustainability and growth.

In general, PIPA established to play the role of being the main gateway for any potential local or foreign investor through providing investment guaranties, policy advocacy and incentives that facilitate the investment process and enhance the Palestinian investment climate, and assisting the investors to make their right decision. Given that the eligible direct sectors are the investments happening in the



ICT, Industry; Tourism, Health, Education; Renewable energy and Agriculture sectors, through different criteria's and mechanisms, as some sectors can be treated through hiring 25 workers; or projects that increase their production exports ratio by 40%, or projects that uses up to 70% of local machinery and raw materials.

The ICT sector is one of the most important sectors and constantly developing and increasingly nourishing sectors in the Palestinian market; therefore, PIPA has constantly provided its support to companies within the ICT sector through the various versions of Investment encouragement law and updates in 1998, 2011, 2014 and the epitome of this support came in 2018 under law amendment for year 2014 where the ICT incentive package contract was introduced and launched.

Opening Article - Cont.

Incentive package contracts have the advantage of being specifically tailored to match the needs and demands of either a specific sector that has great growth potential, a geographical location that requires all forms of ultimate support, or a strategic project that can contribute to the national economy (Job creation, knowledge transfer, preserving environment, increase of export or renewable energy projects). Therefore, such contracts are considered a key success aspect within the Palestinian Law on Encouraging Investment. Currently, there are multiple running incentives package contracts such as:

- 1- The incentive package contract for renewable energy systems.
- 2- The incentive package contract for investors within approved industrial zones.
- 3- The incentive package contract for the Information & Communication Technology Sector.
- 4- The incentive package contract for ALGHOUR area and the area named "C".

The incentive package contract dedicated to meet the needs of the ICT sector have been tailored in cooperation with Public and Private sector organizations, namely Palestinian Information Technology Association of companies "PITA"; Ministry of Telecom and Information Technology "MITT"; sector independent volunteers and includes incentives that target entrepreneurial projects where they get treated as a new company, has the advantage of having the registration fees waived and having the physical address of the company in one of the approved entrepreneurial incubator centres.

The incentive package also allows new companies to have (0%) income tax for four years. As for existing companies, the contract allows them to have (0%) income tax for three years if they have never received any incentives before, and for two years if they have received incentives previously. Also, approved contribution in financing research and development in the field of Information and Communication Technology sector in start-ups, new companies, universities, or approved R&D centres, will be deducted from the profits that are subject to the income tax. Finally, all Projects will benefit from customs related incentives on equipment's and inputs Since the beginning, PIPA has been committed to investors of not only the IT sector, but all sectors to provide:

- Free investment in all sectors and any percentage ownership of investment.
- Profitable return on Investment.
- Free transfer of financial resources, i.e capital and revenue.
- No expropriation, nationalization or quarantine of funds.

Opening Article - Cont.

- Equal treatment for all investors.
- Availability of modern economic and legal framework to support investments.
- Official and organizational commitment to maintain the Investment environment.

Our mission has always been building a better future for Palestinians. Encouraging investment in such important sectors is a vital source to insure that we are moving ambitiously and strategically towards that better future of ours.

The Palestinian AgriTech Summit "Pioneering Agricultural Innovation" ;Core Captures.

The Palestinian Information Technology Association of Companies – PITA, the Representative Office of Japan to Palestine, and the United Nations Development Programme, in partnership with the Ministry of Agriculture and the Ministry of Telecommunications and Information Technology have conducted The First Palestinian Virtual AgriTech Summit via ZOOM Webinar and it is worth mentioning that it is the first event that is being conducted in the field of AgriTech and the first conducted virtually. The event spotted the lights on the AgriTech field and its significance and stressed on the necessity of supporting, fostering and investing heavily in the Palestinian entrepreneurs within this field.

The summit's opening ceremony included Ms Yvonne Helle - UNDP Special Representative of the Administrator, H.E. Dr. Ishaq Sider - Minister of Telecommunications and Information Technology, H.E. Mr. Riad Attari – Minister of Agriculture, Mr. Masayuki Magoshi - Ambassador for Palestinian Affairs, Representative of Japan to Palestine, Mr., Adnan Samara, Chairman of the Higher Council for Innovation and Excellence and Eng. Ibrahim Jaffal – PITA's Chairman. They all have discussed the importance of digitization and the integration of ICT tools in all the Palestinian economic sectors since this kind of transformation has become a strategic option for the economies who seek for developing their sectors and from here the idea of digitization was born. PITA was the pioneer in spotting the lights on digitizing the Palestinian economic sectors especially the Agricultural sector throughout the implementation of the "Innovation and ICT Sector Development as a Tool for Peace and Prosperity in Palestine" project in partnership with the UNDP and funded by the GoJ. This project was the seed for building a Palestinian AgriTech ecosystem that is capable of penetrating the local and the international forums and markets and so proving that the Palestinian people is a resilient and innovative community despite the surrounding obstacles and constraints. The event highlighted the fact that Palestine bounds with skills and capabilities that will be the pathway for finding new innovative AgriTech solutions that could enhance and empower the Palestinian economic levels, because the Agricultural sector is the window for revitalizing the other economic sectors and it's the backbone for the Palestinian economy that is why it becomes a necessity that such ideas in this field require the full support and the sufficient investment so these ideas can turn into real products, services and solutions.

The Palestinian AgriTech Summit- Cont.

H.E. Dr. Ishaq Sider pointed to the MTIT's endeavors in keeping abreast with the labor market requirements through the progression of the ICT sector since it is the key for entering the foreign and the international markets. He also stated that this summit comes within the government's strategies regarding the IT and the Agricultural clusters and it is the first step that will lead to the development of the Palestinian economy through supporting the ideas that revolve around this area. Adding to that; H.E Mr. Riad Attari; Minister of Agriculture emphasized that the Agricultural sector is considered to be a major force between the Palestinian community since this sector is part of our identity and our culture and there is approximately one hundred and eighty thousand families work in this field in the West Bank and in Gaza Strip. He also stressed on the importance of the AgriTech field and the importance of promoting the Palestinian local farming production within the Agricultural cluster strategy that the Palestinian government is implementing.

Furthermore; Mr. Masayuki Magoshi stated that "the Agriculture sector remains a strategic pillar of Palestinian economy and of great significance to the Palestinian people. Agriculture used to contribute significantly to Palestinian income, exports, food security and job creation over the past decades. However, this sector has been operating well below its potential recently which negatively affected the Palestinian economy, and the challenges of the traditional agriculture can be addressed significantly by using Information and Communication Technologies (ICT) that play an important role in uplifting the livelihoods of the rural small landholder farmers. ICT helps in growing demand for new approaches. It also helps in empowering agriculture by providing better access to natural resources, improved agricultural technologies, effective production strategies, markets, banking and financial services etc". Not to mention that Ms. Yvonne Helle has shared her insights; mentioning that "the agriculture has been central to Palestinian national identity and symbolic of the connection between Palestinians and their land, the backbone of the economy and an important driver to job creation. At the same time, reducing access and the growing impact of climate change poses a threat to land and agricultural productivity. As attention is focused on seeking solutions to reduce poverty and unemployment, particularly among Palestinian youth, and combat climate change, ICT is seen as a powerful tool that offers an opportunity for economic growth, and increased youth participation in agriculture as a profitable career path. UNDP, through some of its initiatives has brought together national and international partners to find solutions to 21st century Palestinian challenges".

The Palestinian AgriTech Summit- Cont.

The future vision for developing the Palestinian Agricultural sector depends on using the tools and the applications of the fourth industrial revolution such as Robotics, AI, IoT, NANO Technology, Big Data and other areas which rely on the digitalized technology that has become a key player and a cornerstone for developing this sector and that is what Mr. Adnan Samarah has pointed out during the summit. This aligns with their strategic goals and aspiration toward supporting and fostering the Palestinian entrepreneurial ecosystem and especially in the AgriTech field.

The summit has opened new prospects for the top 5 AgriTech winners to be invested in (winners from the West Bank and 3 winners from Gaza Strip) by presenting their business ideas in front of different donors, stakeholders, Agricultural and IT companies and governmental officials. They shared their ideas and their visions toward building an AgriTech knowledge that can compete internationally. In a nutshell; the summit's abridgments urged on the need of promoting the concept of AgriTech, supporting the Palestinian entrepreneurs within the AgriTech field, building and earning the investors' trust for supporting those entrepreneurs and startups and providing the financial aid to help them further-develop their ideas into real products and services to rise with the Palestinian Agricultural sector.

Kind Remarks

Mr. Masayuki Magoshi - Ambassador for Palestinian Affairs, Representative of Japan to Palestine shared his kind feedback with PITA regarding the summit :

"We highly appreciate your tremendous effort to achieve great success in several important fields for the development of Palestine. From our side, Japan will make every effort to support Palestine and Palestinian people by using our various assistance projects. I would therefore like to have good collaboration and coordination with you and your staff".

Mr. Adnan Samarah - Chairman of Higher Council for Innovation and Excellence (HCIE) :

"The Higher Council for Innovation and Excellence presents you the best complements, and we want at the outset, to congratulate you for the success of the conference, and we were delighted to be part of this important event that shed light on the Palestinian agricultural sector and the prospects for its advancement, especially by using modern technology tools and harnessing the national creative capabilities to come up with practical and applicable solutions and generate change.

On our part, and as a priority set by the Higher Council in advance and enshrined in its plans and policies, the agricultural sector is a fertile environment for creativity and a sector capable of absorbing qualified workers with high experience armed with modern technology. Hence, we look forward to real and fruitful cooperation based on enabling creative initiatives and innovators to realize and implement their ideas and to see tangible results on the ground. With regard to the fields of empowering agricultural technology in terms of regulations, legislation and laws, we are ready to discuss this matter with you and with the authorities, Stakeholders to see this legislation adopted for the benefit of this sector. Last but not least, we hope that this cooperation will lead to joint actions aimed at serving our common goals to enable creativity and leadership in all sectors".

Media Mobilization - Links

Bnews Palestine Interview:

<https://www.facebook.com/Bnewspalestine/videos/1258868904476871/?t=24>

Ajyal Interview :

<https://www.facebook.com/AJYAL.FM/videos/923399871402386/?t=23>

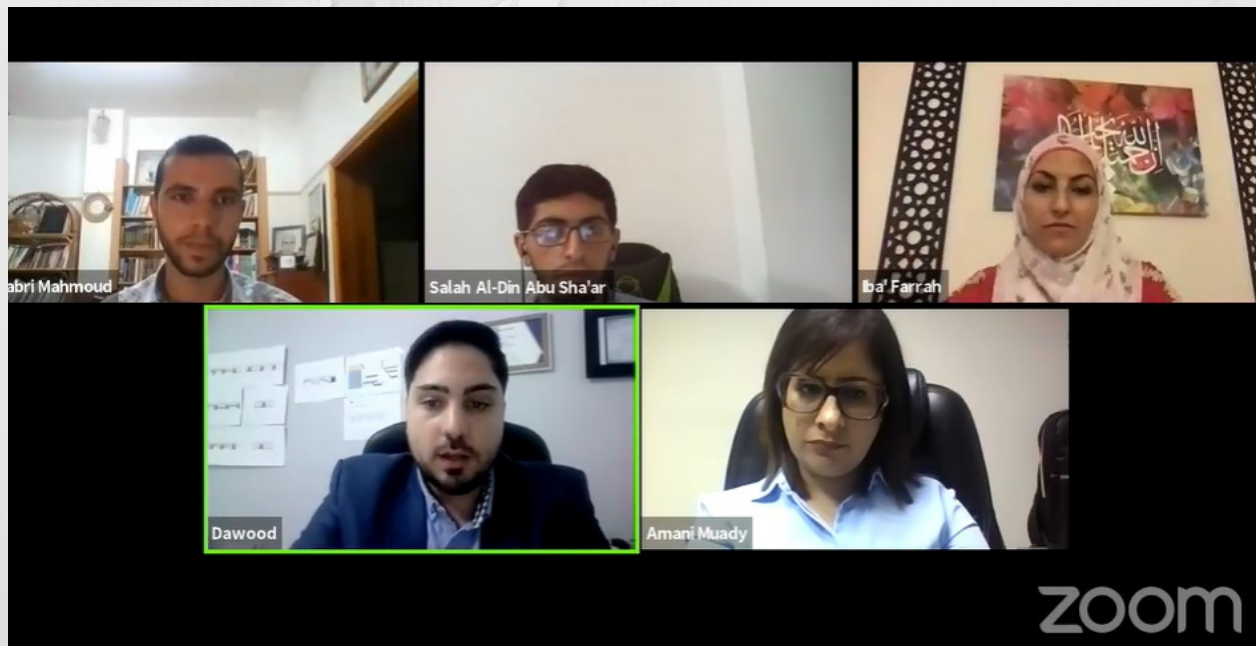
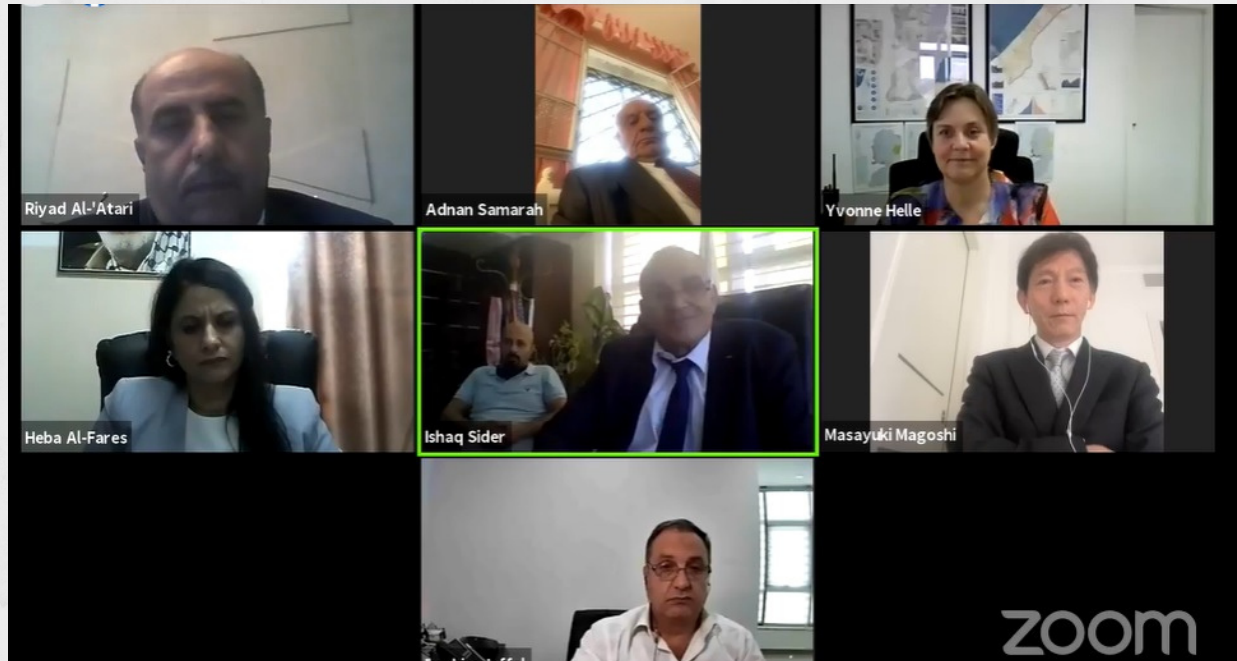
The Virtual Summit :

<https://www.facebook.com/PitaPalestine/videos/1003258026806146/?t=7095>

The AgriTech Animation Video :

<https://www.facebook.com/PitaPalestine/videos/745791309533476/?t=5>

Event Highlights



Event Highlights





من الشعب الياباني
From the People of Japan



Palestinian
Information
Technology
Association
of Companies



PICTA StartUPs
Innovation & Business



المؤتمر الأول في فلسطين المختص في التكنولوجيا الزراعية

PIONEERING AGRICULTURAL INNOVATION

كونوا معنا على الموعد
22/9/2020



PITA's Latest Activities

22nd of September, Ramallah and Gaza; The Palestinian Information Technology Association of Companies – PITA, the Representative Office of Japan to Palestine, and the United Nations Development Programme, in partnership with the Ministry of Agriculture and the Ministry of Telecommunications and Information Technology have conducted The First Palestinian Virtual AgriTech Summit via ZOOM Webinar. This significant event has gathered ministers, manufacturers, entrepreneurs, academics, companies working in the agriculture and technology sectors, university students and representatives from the public and private sectors and the top 5 AgriTech winners from Gaza Strip and the West Bank.

19th of September, Ramallah; PITA held series of meetings with its members to discuss the new law that the MTIT has stated. Throughout the sessions; PITA has made a request to the H.E.Dr. Ishaq Sider-The Minister of MTIT- for the purpose of providing the ICT companies the sufficient time for studying the draft of this new law thoroughly in order to come up with conclusions that are angled at their best interests and in a way that it take allowances for all the stakeholders' needs who are linked with this vital sector. Eng.Ibrahim Jaffal – PITA's Chairman- affirmed on the necessity of the aforementioned point; and to act leisurely to assure that the law will achieve its desired objectives; which is creating an idealistic ecosystem that comply with our Palestinian people's aspirations and interests and serve their needs, protect the ICT companies' and workers' rights and facilitate the ministry's workflow to perform its duties in the most effective way. Mr.Jaffal stressed on the point that the PITA with its members are ready and capable of being a part of any suggested ad-hoc committees for discussing the law draft for reaching to a coherent law draft that protects the rights for all and corresponds to the Palestinian vision of organizing how this sector effectively, pointing to the fact that the quick changes in the ICT sector requires a collateral participation in drafting this law. Adding to that; Mr. Jaffal stated that the ICT companies and workers are the main Palestinian economic cornerstones and that this new law is angled at managing such sector according to a new-developed law that fit the progression of the Palestinian institutions and the needs and the requirements of the ICT sector. He also emphasized that the full cooperation between the Palestinian forces for encouraging investment in order to create new job opportunities; requires working on providing and creating an idealistic working environment for fostering this investment. In a nutshell; the companies working in the ICT sector are working hand in hand along with the Palestinian government and that was clearly portrayed in many critical occasions,

PITA's Latest Activities

in which these companies were like safe shelters for the Palestinian people in the way of breaking the Israeli chains and constraints, not to mention its innovative initiatives in confronting the Covid-19 epidemic.

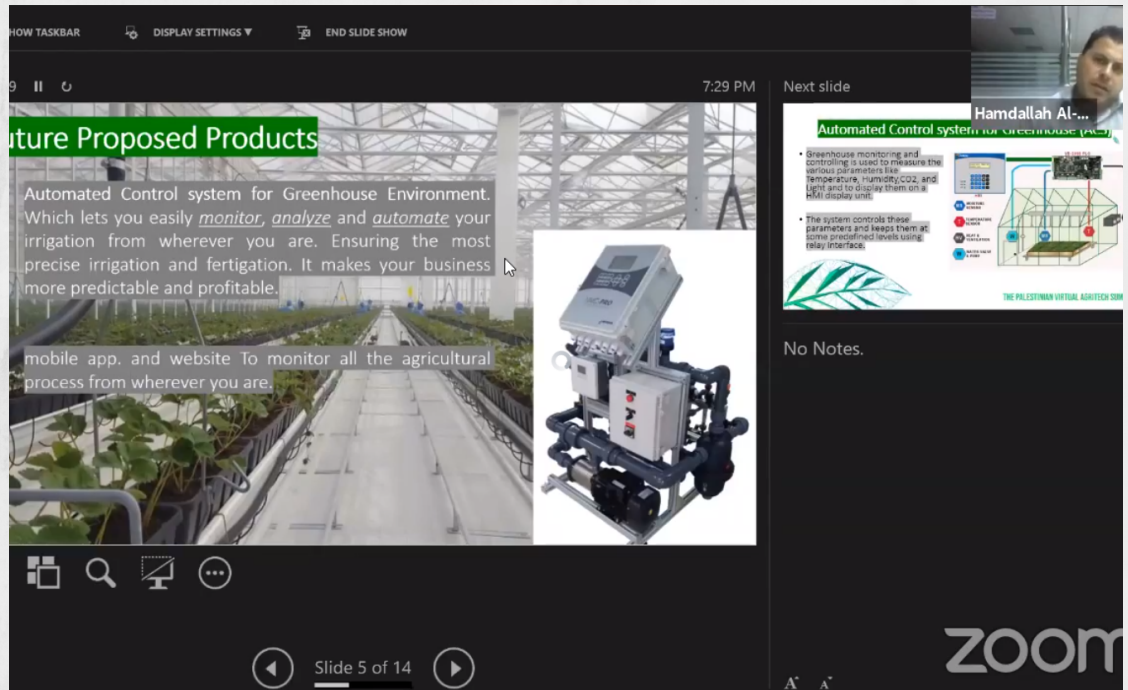
8th of September, Ramallah; PITA held a meeting with the Higher Council for Innovation and Excellence and the AgriTech top 5 winners. This comes within PITA's endeavors is to support and link the AgriTech winners with different interested stakeholders by conducting B2B meetings with such parties for opening new prospects of investment in their ideas. The meeting included Mr.Adnan Samarah- Chairman of HCIE- in addition to Dr.Mohamamd Abu Eid- General Director of Technical Development Directorate and Dr. Ibrahim Nairat – Acting D.G of Investment Relation Funding and Investment who are both Agricultural specialties, along with Iba' Farrah and Sabri Mahomud (West Bank Winners) who have pitched their ideas and discussed the kind of support they are in need of for the purpose of further-developing their ideas. This meeting comes within the HCIE's vision and aspiration towards fostering the Palestinian entrepreneurs and supporting the Palestinian ideas that can help in building an AgriTech platform.

7th of September, Ramallah; PITA has met with Mr. Haytham Wahidi - CEO – The Palestinian Investment Promotion Agency (PIPA). The purpose of the meeting was discussing the incentives package for the ICT sector since it is a crucial tool for encouraging the investments in this significant sector. The whole parties agreed to working on promoting for this package among all entrepreneurs, start-ups and existing companies in order to reach out to the widest pool of beneficiaries.

PITA's Latest Activities



PITA's Latest Activities



Future Proposed Products

Automated Control system for Greenhouse Environment. Which lets you easily *monitor*, *analyze* and *automate* your irrigation from wherever you are. Ensuring the most precise irrigation and fertigation. It makes your business more predictable and profitable.

mobile app, and website To monitor all the agricultural process from wherever you are.

Next slide

Hamdallah Al...

Automated Control system for Greenhouse Environment

- Greenhouse monitoring and controlling is used to measure the various parameters like temperature, humidity, CO₂ and light and to display them on a PLC display unit.
- The system controls these parameters and keeps them at some predefined levels using relay interface.

THE PALESTINIAN VIRTUAL AGRI-TECH SHOW

No Notes.

zoom

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Agri-Tech
Worldwide drivers

- Growing global demand for efficient and sustainable food production
- Climate change made the weather more volatile and less predictable
- Consumers became healthier
- National well positioning
- Innovative spirit of farmers

Mohannad Hij...

zoom

Upcoming Events

1. Expotech, Palestine 2020; EXPOTECH is an event that is dedicated to the information and communication technology in Palestine, hence spotting the lights on the latest technological trends and opportunities happening on both local and global levels. For its 16th anniversary, EXPOTECH technology week made itself a great platform to learn about new technologies & trends and offer innovative solutions in ongoing technologies through showcasing the success stories of Palestinian businesses and entrepreneurs who seek to tap into the potential of the tech sector in Palestine. The focus this year will be on Artificial Intelligence and highlighting all the services and solutions that it provides

2. GITEX Technology Week, 6-10 DEC 2020, Dubai. GITEX is a must-attend, world-class event located in Dubai. This is where the world's technology leaders, enterprises and startups come together to show you the future of every business and every industry. As the world is emerging from the great lockdown, healthcare and tech leaders in this event unpack how AI is shaping business and society's recovery worldwide and reveal AI's critical role in preparing businesses and communities for a post-pandemic world by shaping recovery and re-emergence strategies.

3. London Tech Week GITEX Technology Week, 7th - 11th June 2021, London. This annual event showcases tech innovation and success in Europe's leading technology hub, with global leaders sharing expertise and knowledge in hundreds of venues across London. This event brings together thousands of tech enthusiasts to network and learn at demonstrations, workshops, debates, meet ups and parties.

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/>

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