



Expotech 2009: ExpoTech Technology Week

The Expotech Technology Week proved to be a platform to exchange ideas amongst ICT relevant stakeholders in a conference session and format. The conference outcome was extremely positive. A website was designed & developed for the Expotech Technology Week including the Technology Entrepreneurship Forum (TEF) and includes all information and activities that took place. www.expotech.ps

The Conference:

At the Impact of Multinational Presence on the Development of the ICT Sector session, distinguished speakers offered a formula for developing the business case starts internally. A holistic approach towards developing governmental regulation such as an independent telecommunication regulator, digital signature, catering for venture capital industry as part of the company registration and investment laws, also regulating for free zone culminating in Technopark projects should drive an enabling and friendly environment as a first measurement for multinationals to consider investing in Palestine. As a first step to globalizing the ICT sector, the government has to invest in developing the infrastructure such as telecommunication, regulations, physical premises, human capital and in promoting innovation as well as entrepreneurship.

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PICTI incubates three Startups

Letter from PITA Chairman

Dear Friends and Colleagues,

Since ICT has become the life blood that guides and tracks all the daily market activities, it has become one of the fastest growing environments to improve performances across the organizations. We, at PITA, the Palestinian Information Technology Association of Companies, have a great liability not only toward the ICT sector but to the national economy as a whole.

We, at PITA, ensure that our ICT programs are fit for purpose, are approachable, flexible, providing high levels of accessibility, reliable and open to developing in partnerships as well as being open to support the delivery of strategic priorities facilitating maximum return on investments to grow the sector.

We, at PITA, strive to achieve better value leading to fundamental shifts of how to operate internally but more significantly how to confidently effect the economic growth by achieving high standard outcomes and creating several job opportunities.

Our collective accomplishments in the preceding year have put the ICT and business development into change and have strengthened the links between ICT delivery, project management, performance management, business continuity and corporate consultation. That were embodied through the Expotech 2009, which had several B 2 B meetings, and attracted over 35 thousand visitors, to experience different offers presented by the ICT sector representatives, along with taking the opportunity to gain knowledge of new start-ups that were presented.

Overall the approach works on the principle that only technology has real impact when it presents real needs and real efficiencies.

**Best Wishes,
Ala Alaeddin**



PITA Leads a Successful Mission to Washington, DC



The Palestinian Information Technology Association of Companies (PITA) successfully led a delegation of 10 leading Palestinian ICT companies to a three-day conference in Washington, DC, January 20-22, 2010. The delegation was funded by USAID through CARANA's EDIP project and supported by

the U.S. Consulate and U.S. Commercial Service in Jerusalem. Representatives from PITA, Intertech, Primus, Al-Tareq, Asal Technologies, Al-Israa, Dimensions, Jaffa.net, Reach, and Exalt participated in the Conference, which included capacity building, business-to-business meetings, and an evaluation session. The event provided an opportunity for the Palestinian business delegates to showcase their companies' competitiveness and to network with U.S. participating companies.

The Palestinian Information and Communication Technology (ICT) sector employs around 5,000 individuals in more than 450 companies in the West Bank and Gaza. Total investment in the local ICT market is estimated at \$300 million, and is expected to grow by 25% this year. Palestinian companies participated in the event have offered U.S. companies an opportunity to work with a highly educated, bilingual, tech savvy workforce that can provide U.S. business partners creative software solutions, an expanded footprint in the Middle East, and competitive outsourcing solutions. This was during companies' presentations on their core competencies, commitment, cost effective success stories, and meet one-on-one with U.S. firms.

Several U.S. companies have been interested in partnering with Palestinian companies. For instance, Atomic Learning (A Company specialized in Virtual Training), has showed its interest to partner with Palestinian companies to expand in the Middle East, in addition to Intel which said it will consider partnering with Palestinian companies in its future projects. Moreover, Cisco which already have projects with Palestinian companies said that there are many available opportunities in the Palestinian market to develop business there.

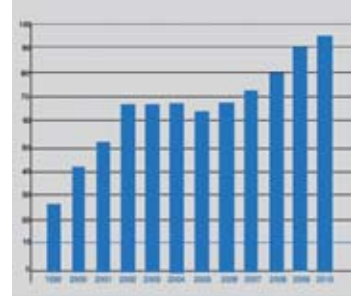
The organizing of the U.S. mission came as a result of PITA continues efforts to penetrate new markets. The building of a network is considered one of the most important elements for successfully penetrating new markets, particularly the U.S. market. The coupling of a solid business with a strong market network provides the necessary means for a successful market penetration by PITA members.

Mr. Laith Kassis, PITA/ PICTI CEO said "This was a good opportunity for U.S. companies to meet with senior executives and principals of leading Palestinian firms driving the rapidly emerging Palestinian ICT sector and to learn how Palestinian ICT companies are working with global ICT leaders". "Recently", he added, "Palestinian ICT companies have turned toward opening new markets in Europe and in the Gulf Region".

On his behalf, The Chairman of PITA, Mr. Ala Alaeddin said "We acknowledge the role of the USAID, and the CARANA's EDIP project in supporting the Palestinian ICT sector, which we consider as one of the fast growing sectors in the Palestinian economy and is poised to contribute more than 5% to GDP this year". He added "We are happy to learn that plans are already underway by the U.S. Commercial Service to bring a delegation of U.S. ICT companies to the Palestine Investment Conference during June 2010".

New IT Companies joining PITA

Membership in the Palestinian Information Technology Association (PITA) is opened to all Palestinian companies that supply information technology products and services in the computing and telecommunications industries. Our members include suppliers of equipment in computing and telecommunications, database building and manipulations, geographic information system (GIS), data provision mapping and remote sensing, computer aided design for engineers (CAD), application software suppliers, providers of professional IT services, professional network services suppliers, office automation suppliers, internet service providers, and professional technical training.



Eleven companies have joined PITA in the period from March 2009, until March 2010, resulting in ninety four members, the new members are:

ULTIMIT Advanced Turnkey Solutions:



ULTIMIT is an advanced IT company that is focusing its strategy on providing clients with high quality and reliable state of the art IT solutions.

With the help of their selectively chosen experts, ULTIMIT is ready to take on any challenge to prove its expertise in providing superior tailored IT business solutions. Their team has over 150 years of cumulative hands on experience in developing, customizing and deploying IT business solutions such as ERP, CRM, HRMS, and mobile applications.

Address: 1618 Al-Masyoun, City: Ramallah, Tel: 02-2957369, Fax: 02-2957370, www.ultimitats.com

Dimensions:



Dimensions is a holding company composing Dimensions Consulting, Dimensions Healthcare and MGI International. Dimensions consulting is a business service provider assisting private companies, NGOs and government in improving overall performance.

Dimensions Healthcare is a healthcare informatics and consulting firm assisting private and public sectors establish high standard healthcare systems. MGI is one of the largest associations of international auditing, accounting and consulting firms.

Address: Ramallah, City: Ramallah, Tel: 02-2966266, Fax: 02-2966296, www.dimensions.ps

Impact Consulting, Inc.:



Impact Consulting offers a wide range of services including:

- Project management and project design
- Training and Education: Full range of "High-Impact" and creative training services.
- Organizational Change and Innovation: Powerful, process oriented methodology for significantly improving organizational performance.
- Research Studies and Assessment.
- Public Policy: Policy Research, analysis and Capacity Building.
- Quality Management.

Address: 1001 Bank of Palestine bld., 11th floor City: Gaza Tel: 08-2827777, Fax: 08-282777, www.impact.ps



Smart Co. For Information Technology L.T.D:

Smart, a group of smart and sophisticated systems in the field of IT. Its message is to provide the latest solutions and applications of modern standard that is distinctive and new. Smart's vision is to be a leading provider of information technology and to be distinguished performing better marketing software solutions. Their services are provided in accordance with software and solutions computer and the internet publicity and advertising E-marketing directory website.

Address: Gaza –Al Wahda St. – Jewel Tower – 2nd floor, City: Gaza, Tel: 08-2888069, Fax: 08-2821658, www.smart.ps



Megatech for Power and Electro Solution:

Megatech Power & Electro Solutions LTD was established in 2005 is specialized in the field of Uninterruptible Power Supplies (UPS) and power supply systems. The company is an Exclusive dealer of MAKE-LSAN power systems. With a strong technical & sales team Megatech is giving several power solutions for the new world of information technology. It is a leading company in Palestine that introduces a new service that guaranties safety through the new world of information technology.

Address: 97415 East Jerusalem, City: Ramallah, Tel: 02-2404538, Fax: 02-2404539, www.megatech-pal.com



Jordan Business Systems:

JBS is an authorized IBM, CISCO, Diebold and Lenovo Business Partner for their entire range of products and services. JBS has qualified IBM systems and software engineers for products such as the i-series, p-series, x-series, IBM Blades, IBM Storage, Tivoli, Lotus and Websphere. Also it has qualified Cisco certified specialists as well as Diebold systems.

Address: 1183 Bireh Commercial Tower, City: Ramallah and Al-Bireh, Tel: 02-2405840, Fax: 02-2405841, www.jbs.com.jo



Dimensions studio:

Dimensions Studio is a computer animation studio with the technical, creative and productive talent ready to create the next generation of animated effects and characters for feature films, commercials, merchandise and other related products. It also focuses on producing high quality animation for cartoon series, documentaries, TV commercials, medical animation and architectural animation. Dimension Studio focuses on cartoon characters making as one of the core area of its business operations.

Address: Ramallah Al-Isra' Bld. 8th floor, City: Ramallah, Tel: 02-2972198, Fax: 02-2972198, www.3dstudio.ps

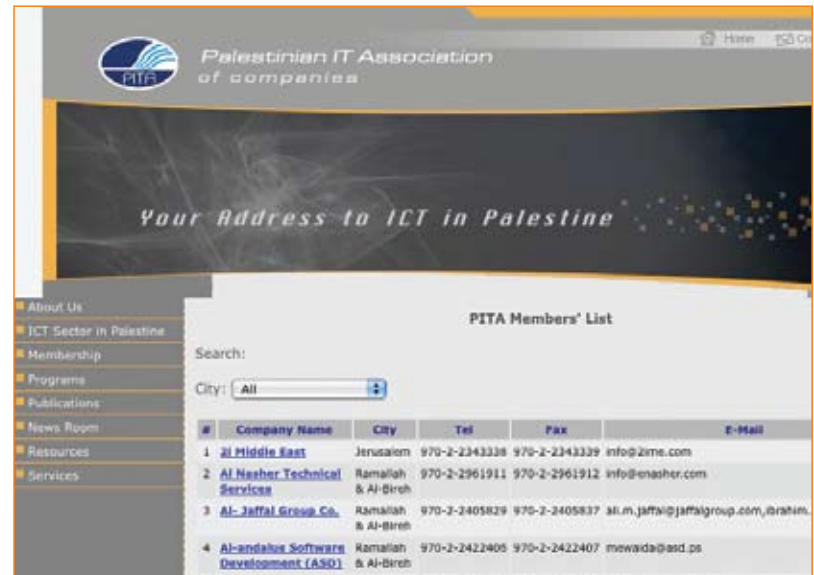


Vision Plus:

Vision Plus is Palestinian training company focusing on delivering superior international certified training courses, solutions, management team-building, strategic communication, need assessment studies and consultation to both startup trainees and professional organizations.

Vision plus, is both a new and old company, it is new as it is started officially in the first of May 2009 but it is old in the sense of the experiences of its professional trainers who are known by their reputation in being highly knowledgeable in their field. Every bit of their hard earned knowledge came as a result of years and years of highly specialized work and contact with thousands of people. Their senior members alone bring more than ten years of pioneering efforts in the fields of Information Technology and Management.

Address: 5335, City: Gaza, Tel: 08-2884888, Fax: 08-2888776, www.visionplus.ps



REACH:



Reach manages supports and handles diverse operations calls relating to various products, services or processes throughout public and private industries in the region. They seek to build strong client relationships and strategic partnerships through excellent services, qualified employees and superior technology that will result in an exceptional CRM product and outsourcing value.

Address: Ramallah-Jerusalem St. – City Gate Center, City: Ramallah and Al Bireh, Tel: 02-2945000, Fax: 02-2945045, www.reach.ps

2i Software Development and Outsourcing:



2i is an IT staff resourcing, software development & outsourcing services company. They work with clients in a variety of verticals and provide multi-platform application solutions.

The corporate headquarters and the management team are based in Malta where they serve their clients located throughout the UK, mainland Europe, Sweden, and the USA to name a few. Their professionals help clients enhance their investment in IT initiatives by providing solutions Onsite, Offsite and Offshore.

2i started its Middle East operations in 2009 starting with Palestine to enable it to utilize local Palestinian talents in serving their clients worldwide and to also allow their international team of experts to serve the Middle East region starting with Palestine.

Address: El-Joulani Bldg., El-Ram Main Street, 3rd Floor. City: El-Ram, Tel: 02-234338, Fax: 02-2343339, www.2ime.com

Unit One IT Data:



Unit One IT Co. was established in 2005 as a specialist training center in fields of Information Technology, Management and Accounting, by young personals that's aspiring to develop the Palestinian labor market. And then, they continued toward the development stages to have several features for training, programming solutions, networks solutions and IT consultation. They specialize in professional training, IT consultation, professional networking, software development, and web development, and their principal products are Cisco, Microsoft, Oracle, Sun, and others.

Address: 5025, Lolo Mall (1), Omar El Mokhtar St., Remal., City: Gaza, Tel: 08-2883607, Fax: 08-2883607, www.unitone.ps



PITA at GITEX 2009

Since its inauguration 29 years ago, GITEX has established itself as the GCC and MENA regions most important Information Technology showcase attracting thousands of executives from around the globe to see the latest technologies. GITEX, the largest and most successful event of its kind in the Middle East, is the premier international exhibition for computing, communications systems and applications dedicated to the Information Technology industry and the entire business environment. GITEX profile includes IT Equipment, Hardware Systems, Telecommunication, Wireless & Networks, Software & Applications, Banking Technology & Financial Services, and Research & Development Technology. In other words GITEX is the Heart of IT Business in the region.

GITEX 2009 was characterized by the participation of ICT companies from around the globe, including the biggest companies such as Oracle and Microsoft.

The main products displayed at GITEX included:

- Home Entertainment and Automation.
- Software: Security, Time and Attendance, Games.
- Media: CD, Flash and Storage Watch.
- Hardware.
- Office automation and equipment.
- Mobile based on blue tooth technology.
- E-government.

There were country pavilions representing India, Egypt, Jordan, Lebanon and China to name only a few. As part of their objective in helping penetrating new markets, the Palestine IT Association (PITA) in support of USAID through the EDIP project managed by CARANA organized the Palestinian Pavilion at GITEX last year. Six PITA members companies exhibited their products and services. Official and business delegation meetings and events were planned to promote the exhibitors and strengthen the existing business network in the Gulf area, the Palestinian Pavilion included the following participants:

1. Al-Tariq Systems and Projects that was not able to depart from Gaza and then was replaced by Al-Nasher.
2. Isra' Software & Computer Company
3. Bisan Systems Ltd.
4. Al-Andalus Software Development
5. Jaffa.Net Software and Communications
6. DataSet Solutions.

PITA successfully organized and met with a number of Palestinian Diaspora, potential investors and business associations. Those

successful meetings concluded with building strategic partnerships and alliances.

Dubai is becoming a trade hub for the Gulf region and the world. The Dubai business community has further advised that a strategic presence in Dubai is vital for PITA in order to take an active role in the regional market dynamics.

PITA has also expanded its market intelligence and knowledge network aiming at providing its clients and partners with access to technical assistance and market information regarding ICT trends, market growth and opportunities in the Gulf region and the Arab World.

PITA Pavilion booth visitors, estimated 4000-5000 people, - mostly ICT professional, businessmen and university students - were quite complementary and impressed by PITA members presence and capability in developing software products.

GITEX - www.gitex.com - was held from October 18-22. GITEX, is the undisputed leader among Information Technology events being the largest and most successful ICT exhibition in the Middle East. Now in its 25th year, GITEX ranks as the third largest ICT exhibition in the world. This mega event has established itself as the most important exhibition for computing and communication systems and applications dedicated not only to the ICT industry, but to the entire business environment.

GITEX is more than just a trade fair. GITEX serves as the leading event for over 900 exhibitors and over 2,000 companies from more than 40 countries and over 110,000 visitors from across the globe providing the gateway to the GCC and MENA markets.

PITA participated at Gitex 2009 to accelerate the development of its qualified member companies after signing special service provision agreements with them and to expand and further develop its branding and marketing initiatives. While the detailed goals are: Establishing Partnership, Expanding the Knowledge Network, and Examining best options available to PITA to gather marketing intelligence information.

PITA and CARANA executive and support staff representation included the following staff members:

1. Ala Alaeddin, PITA
2. Ihab Jabari, CARANA
3. Khalil Khoury, CARANA

GITEX served not only as a means for PITA to promote and market itself to a large target audience but an educational and training op-



portunity for the staff in marketing their members. Staff members that we were proposed to participate would all play an important role in helping PITA to achieve its strategic goals during the exhibit. Another important benefit was the ability of the staff to meet in one location with a large concentration of the Palestine IT community who made up a large portion of PITA's stakeholder constituency. During the GITEX Exhibition, exhibiting companies had the opportunity to meet numerous individuals that were primarily involved in the IT sector in the Gulf or were members of the media. There were several meetings that occurred with financial professionals outside of the GITEX framework that were arranged by PITA.

Interested companies to participate in GITEX 2010 to contact Mr. Musbah Al Ajaz at PITA: musbah@pita.ps



PITA @ CeBIT 2010



The Palestinian ICT market is limited to the local market; PITA seeks to enhance the capacity of their local members by gaining exposure into new markets in Germany. Through this exposure, local members can exploit opportunities for high-margin projects and gain knowledge of what is needed to penetrate the German market. Thus, PITA has organized a mission to the CeBIT 2010 in order to present the sector success stories and networking with German counterparts.

For this year, representatives from Al Israa', Al Tareq, ASAL Technologies, Dimensions, Intertech, JAFFA.net, and PITA attended the CeBIT 2010 exhibition to get access to the latest technologies and trends worldwide. CeBIT is drawing close to half a million attendees, and becoming the place for decision makers, researchers and top corporate management from 100 countries. CeBIT showcases over 6,000 exhibitors, making the show uniquely positioned to address the fast growing ICT global market. CeBIT is divided into halls based on product applications, so exposure can be maximized to key decision makers interested in your product line. This exhibition has been very important to the Palestinian companies as it gave them direct access to a wide audience of potential buyers, and networking.

The mentioned delegation of 7 leading companies (6 from West Bank, and 1 from Gaza Strip) specializing in software development and outsourcing; had explored partnership opportunities with

German companies during roundtable and a business to business meetings (B2B) that took place during the CeBIT 2010 exhibition in Berlin. Companies participated in the delegation were able to network and build ties with global industry leaders including German companies from Brandenburg, and with SAP, IBM, and German-Palestine Business Council (DWP e.V.).

Palestinian companies participated in the event have offered Brandenburg's German companies, IBM, and SAP an opportunity to work with a highly educated, bilingual, tech savvy workforce that can provide them with creative software solutions, an expanded footprint in the Middle East, and competitive outsourcing solutions. This was during companies' presentations on their core competencies, commitment, cost effective success stories, and one-on-one meetings with German counterparts.

During that event, many ICT companies from Brandenburg were interested to meet with Palestinian counterparts to explore mutual cooperation and future projects and to communicate the outsourcing statistics and trends in German market.

The event included the PITA delegation meeting with IBM and SAP senior representatives. The Palestinian ICT sector value proposition addressing why global companies need to work with Palestinian IT companies. In addition, PITA has presented an overview of the ICT sector in Palestine; trends, average growth,

contribution to the GDP, and success stories that PITA members have developed with global companies in other international markets.

In addition the Palestinian delegation conducted a meeting with the German-Palestine Business Council (DPW e.V.) to discuss how the council can help PITA members to establish commercial ties with German companies, arrange for B2B meetings with the German counterparts, and organize for market intelligence about the German market.

The DPW has been very cooperative during this visit and DPW Board members have also promised to visit Palestine at the Investment Conference that is planned to take place in early June in Bethlehem.

Several German companies were interested in discussing future cooperation with Palestinian companies. While SAP has shown its interest to investigate developing a plan for Palestine, and to qualify with SAP sales team to obtain market information about sales opportunity for SAP in Palestine, as well as to seek further information from the German Government on potential investment support in Palestine.

Meeting with IBM:

The Palestinian delegation held meeting with IBM, to discuss the German market, and how the Palestinian companies can cooperate with German counterparts including IBM. The Palestinian companies were able to present their companies competencies during that meeting. Factsheets were prepared for each company stating their fields of competencies, and their success stories and distributed to Mr. Yasser Eissa and Mrs. Ute Albrecht.



PITA @ CeBIT 2010

Meeting with SAP:

On March 6th, PITA delegation held a meeting with SAP senior officials where the delegation addressed their needs to Palestine such as; multinational investments, more job creation, more economic development. The Palestinian delegation asked SAP to engage in developing a plan for Palestine on the following points:

1. Invitation to join the Investment Conference 2-3 June in Bethlehem
2. Explore the joint collaboration between the two governments in Germany and Palestine.
3. Open a SAP Academy.
4. Partnership Awareness Event with the Palestinian businesses and CEOs
5. Establish a Consultant, Development, Service and Support Center in Palestine.

SAP has shown its interest to investigate developing a plan for Palestine, and to qualify with SAP sales team to obtain market information about the sales opportunity for SAP in Palestine, as well as to seek further information from the German Government on potential investment in Palestine. Hans-Peter Brill, Country Manager/ German- ASALTECH has specified the benefits that were generated from the B2B meetings during the visit: "Set up a concrete appointment with an SAP partner who is interested in IT outsourcing."

Meetings in Berlin:

The Palestinian Delegation led by PITA conducted important meeting with the PNA ambassador in Germany Mr. Fahoum, and with Mr. Abdul Hadi Abu Sharekh to discuss future cooperation with the Palestinian Embassy in Germany, and to discuss what the Embassy can provide in assistance to the Palestinian companies to the penetration of the German market. ■

Launching Microsoft BizSpark Program

Microsoft Corporation in cooperation with the Palestine IT Association of Companies (PITA) and Palestine Information and Communications Technology Incubator (PICTI) launched the BizSpark Program. The launching ceremony took place at Birzeit University and attended by numerous specialists and interested individuals as well as representatives of many institutions.

BizSpark aims to support early stage start-up IT companies by providing key resources: software, development tools, platform technologies and production licenses of server products. It also connects them to other incubators, investors, advisors who also provide various support resources as well as gaining global visibility to potential investors and clients.

Mr. Naseem Tuffaha, Regional Director, Developer and Platform Group - Middle East and Africa, presented Microsoft BizSpark Program and stressed on the importance of entrepreneurship & creativ-



Microsoft®

ity to benefit from BizSpark for early stage start-ups.

Eng. Hasan Omar, PICTI Manager thanked Birzeit University for hosting this event which strengthens the cooperation amongst PICTI and Birzeit University. Eng. Hasan also stressed on the significance of BizSpark program of what it has to offer for projects, early stage start-ups, incubated companies and spin offs and encouraged interested individuals to call PICTI for further information on how to join and benefit from this program.

2D and 3D Animation Courses

PITA/PICTI in cooperation of Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) held 2D and 3D Animation courses in the West Bank and Gaza Strip last January.

Sixty ICT graduates and professionals attended five specialized training courses in 2D Flash, ToonBoom, and 3D Maya.

Those courses aimed to train the participants on the production of cartoon movies using the three mentioned software packages. The courses were offered free of charge for students and for nominal fees for employees.

Such courses upgrade the capabilities and skills of cartoon movie industry professionals and meet the continuous demand on this industry in Palestine and the Arab countries especially with the decline of the Digital Arabic Content.

By the end of the training courses, PICTI held two graduation ceremonies at West Bank and Gaza Strip, in which Eng. Hasan Omar PICTI Manager extended his gratitude

to GTZ for sponsoring the training courses and for its continuous support for the ICT sector in Palestine and looked forward for this mutual cooperation to continue.

At the end of the ceremony, participants received their certificates by Eng. Omar.





PITA and the Engineers Association Sign Agreement of Cooperation



Palestine Information Technology Association (PITA) and the Engineers Association – Jerusalem Branch signed cooperation agreement to enhance the level of mutual cooperation and upgrade the socio-economic conditions of PITA and Association member. Eng. Ahmad Edaily, President of Engineers Association, and Mr. Ala' Ala' Eddin, Chairman of PITA, signed the agreement in the Association headquarter in Al-Bireh on December 12th, 2009 with the presence of Messrs. Mohammad Bitawi and Laith Kassis from PITA and Faisal Diab and Ma'moun Abu Rayan from the Association.

Mr. Ala Aladdin reaffirmed his commitment towards achieving mutual cooperation between PITA and the Association hoping that the signed Agreement will take effect very soon. Mr. Ala Aladdin also called for the execution of mutual projects especially the ones that aim at developing the skills of new IT college graduates and integrating them into the job market.

Eng. Edaily expressed the Association interest in introducing the Palestinian technological products into the international markets especially software pointing out that this agreement is a direct result of the continuous cooperation between the Association and PITA and falls within their mutual objectives to develop the professionalism and socio-economic conditions of members through job creation. The Agreement also aims at improving and developing practice through capacity building and supporting companies working in the IT sector in Palestine.

The Agreement states that PITA and the Association will implement activities for ICT, electrical, and computer engineers in Gaza. They will also support training programs for ICT engineers within specialized frameworks and according to the needs of companies operating in such sectors. They will also hold an annual job placement day in full coordination to increase the chances of ICT engineers to work for local IT companies and consequently creating a bond between the engineers and such companies.

The Agreement also states the implementation of an annual employment program where the Association will cover a portion of the salary as an interest free loan to the engineer and the rest will be covered by the companies. This will be an incentive to participate in this program under what will be known as New Engineers Training Program "Absorption Program".

PITA Code of Conduct

In recognition of the importance of The Telecommunications and IT profession in affecting the quality of life in Palestine, and as a member of the Palestinian IT Association of Companies (PITA), and in accepting a personal obligation to our profession, our members, and the communities we serve, I the undersigned hereby pledge and commit to the highest ethical and professional conduct and agree:

1- To be fair, honest, and conduct ethical business practices with our customers and competitors as well as with fellow members;

2- To comply with all applicable laws and regulations of Palestine. We pledge to work with the Association to change laws and regulations that impose unfair and unnecessary burdens on businesses and companies;

3- To accept responsibility in our business practices consistent with the safety, health and welfare of the public, and to disclose promptly factors that might endanger the public or the environment;

4- To avoid real or perceived conflicts of interest to their best of knowledge and to disclose them to affected parties;

5- To reject bribery, kickbacks, and corruption in all forms;

6- To avoid injuring intentionally the professional reputation, practice, property or employment of another member or company by false or malicious action;

7- To treat fairly all persons regardless of such factors as race, religion, gender, disability, age, or national origin;

If found after thorough investigation and proven facts that the undersigned did not uphold this Conduct code, the Association, represented by the elected Board, has the right to take all necessary actions as it deems appropriate -according to the Association's internal procedures- including the right to freeze my membership or expel me from the Association.

All current and new PITA members are signing the Code of Conduct; below is list of companies whom signed it already:

- * Al Nasher Technical Services.
- * Al-Jaffal Group Co.
- * Aljarmaq for computer and Electronic Services LTD.
- * Alquds Network.
- * ALTARIQ Systems & Projects.
- * ASAL Technologies.
- * Badawi Information Systems.
- * BCI.
- * Belle.
- * Castle Establishment Company.
- * Canaan Group.
- * Computer Land.
- * Computer & Communications Systems.
- * Daman for International Trading Services.
- * Development Pioneers Company for Consultations.
- * El-Helou Commercial Establishment Ltd.
- * Ericsson Radio Systems.
- * Fusion.
- * Future Information Systems.
- * GALAXY.
- * GlobalCom Telecommunications PLC.
- * Good Shepherd Engineering & Computing (GSE).
- * ID Management Consultants.
- * International Telecom and Electronics corporations.
- * Intertech.
- * Jaffa.Net.
- * Jordan Business Systems.
- * Link Information Technology.
- * MABCO.
- * Mdar Co. for management and software.
- * Microtech Co.
- * Modern Tech TM (MTC).
- * National Computers & Software Co. Ltd. (NCS).
- * NTS.
- * OFFTEC.
- * PALINVEST® - Development and Business Services.
- * Primus.
- * Qaraman Office Automation Co. Ltd.
- * SAFAD.
- * Sidata Information and Communication Systems Ltd.
- * Star 2000.
- * STS.
- * Trusted Systems for Computer and IT.



Highlights of the Expotech Technology Week Event

→ The Conference Continued



Furthermore, the industry has to improve its record on delivering quality services at competitive costing rates across the board such as telecommunication services, outsourcing services, and other information technology and business process outsourcing services. This means that skills capacity for Palestinian human capital is the key. A multinational speaker advised that they follow where engineers want to be and for that the educational institution is a supply for quality engineers and developers.

Developing a cluster for technology is not a one person or one organization act. It is a collective effort and a partnership between the private and public sector. The private sector made a breakthrough in developing a direct relationship with the multinationals. Its role now is to leverage this relationship to grow the investment impact of multinational in Palestine where the government role is in complementing an enabling and friendly environment. Perhaps the biggest opportunity is where to position Palestine as a platform for the multinationals for providing various solutions to the Arabic speaking markets where the audience learnt that there is a market for the mobile applications. The modality of engagement is to provide the multinationals with required human talent to support their growing business operations in the emerging markets in the region.



In essence, Palestine needs to internationalize and globalize its information technology market. It has to improve its track on credibility and perception to develop the business case. The speakers made the final point that beyond the business case, there are unique non-economic but rather social factors to Palestine that are just as important why the ICT sector deserves the attention of the multinationals mainly to provide knowledge based job opportunities in the private sector and release the pressure on public employment.

The Competing in Global IT Outsourcing – Palestine's Advantages & Challenges Session has shed lights on the current seed efforts to create an information technology outsourcing industry in Palestine. The session has demonstrated current success stories in existing businesses in the West Bank and Gaza in providing outsourcing services regionally. In comparison to Jordan, Palestine is nowhere close to the Tier 4 of countries targeted for the outsourcing as a destination. Nevertheless, the session highlighted the competitive advantages and value proposition for conducting outsourcing in Palestine as an offshore software development destination, software offshoring, business process outsourcing and call centers operations.



Multinationals such as HP, Microsoft and CISCO are doing new business and more business. Indeed, The Expotech Technology Week is creating a "buzz" about investment opportunities in the Outsourcing with Palestinian companies. This includes HP doing business with Exalt and Asaltech. This also includes Microsoft launching a Research and Development Center in Palestine. Furthermore, CISCO has decided to increase the level of its operations in the Palestinian market targeting the public sector. Accordingly, these initiatives are contribution towards the development of job opportunities and increasing the exports of the software outsourcing services.

Building a Knowledge-Based Economy Session stressed the importance of high quality education, job opportunities, and the participation of multinational companies to the development of a solid foundation for a knowledge-based economy. Many speakers noted that technology is just a tool – not the goal – of a knowledge-based economy, but that it can assist in producing economic benefits where capital, labor and markets work together. The speakers also agreed that a knowledge-based economy is about solving problems, business, economic and social ones alike by exploiting technologies. In this process of providing solutions there has to be a marriage between talent and technology in a social communicative interaction.

Speakers also suggested formally tapping into the Palestinian Diaspora to help the Palestinian economy connect with what is broadly happening in the global industry. Speakers agreed that both the government



and the private sector must play a role in promoting the development of a knowledge-based economy – the government can do so by providing incentives to start-ups and improving education, and the private sector by focusing on encouraging innovation and training young graduates, among other things.

The session also highlighted how Microsoft is helping entrepreneurs in jumpstarting their innovation and other regional programs assisting the development and growth of successful international research and technology cluster as a platform to launch new projects. Furthermore, for the first time last year, there was a Palestinian team participating in the Microsoft ImagineCup program. This program often acts as a launching pad for start-ups and entrepreneurs.

The session highlighted how PITA and PICTI are promoting Technoparks, outsourcing, innovation and technology entrepreneurship with international partners to develop a technology cluster towards supporting knowledge based eco-system.

At the Starting and Growing Your Technology Business through Venture Capital Financing Session Dr. Mustafa took the opportunity to announce a new equity-based investment vehicle capitalized at US\$50Million where the Palestine Investment Fund will be committing US\$10Million. Dr. Mustafa also announced that this Fund will be investing in the information technology sector. Furthermore, at the opening ceremony another major announcement Prime Minister Dr. Fayyad announced his government support to PICTI in the amount of US\$500,000.

The session focused on the role of venture capital financial instruments in growing the information and communications technology industry in Palestine. As we have seen in advanced economies, successful startup companies are the bedrock of economic growth and job creation.

Google shared it's corporate strategies in technologies related to communication platforms and content creation, geo-business and navigation and the telephony areas.

The Technology Entrepreneurship Forum (TEF):

The Technology Entrepreneurship Forum was successful in offering entrepreneurs a platform for matchmaking and investment forum between investors and companies, including start-ups in a matchmaking, networking events and project pitching sessions

The invitation of Venture Capital to meet with entrepreneurs and companies included Skoll Foundation, Soros, Veritas, Massar, Middle East Venture Capital Investment, Palestine Investment Fund (PIF), PADICO and a group of potential investors as well as developmental initiative.

The Technology Entrepreneurship Forum was an opportunity for the entrepreneurs to interact with the business community.

To name a few of the leading businessmen and investors who have visited the Technology Entrepreneurship Forum exhibition locally: PIF, offered to conduct further due diligence in TouchIS as several others did Massar, offered to invest in SCDC, Electronic Blood Bank, iarsheef and Financial Analysis Tool. The Ministry of Education showed great interest in the EduTech project. EduTech and Lutheran School in Jerusalem: Francis Gharfeh was really interested in the way EduTech inspires students to think out of the box hence wanting to integrate it in the curriculum as well as EduTech selling at least 7 units at the exhibition. Several visitors showed interest in ICS as clients. Shobiddak project signed a contract with Jawwal: For the potential of Shobiddak and unique qualifications for Obaida Zahdeh "Google AdWords Certification", Jawwal have contracted Shobiddak for an online marketing campaign.

Multinational days:

PICTI in cooperation with Microsoft, ICAN, and CISCO has conducted multinational days in several Palestinian Universities such as Hebron, An Najah, Birzeit and at PICTI's premises in Al Bireh.

The Expotech Exhibition attracted more than 35,000 visitors with more than 35 companies exhibiting in Ramallah and Gaza. Also, and for the first time, the participation of multinational CISCO at the Exhibition marks multinational participates.





PICTI and MBRF hold Workshops at Palestinian Universities

Palestine ICT Incubator PICTI, in cooperation with Mohammed bin Rashid Al Maktoum Foundation MBRF, held several workshops in different Palestinian Universities in the West Bank including Birzeit, Hebron, An Najah, Al Ahliya/ Bethlehem, Palestine Polytechnic University, the Arab American University of Jenin and Ramallah Women Training Centre/UNRWA and in Al Azhar Islamic, Al Quds Open Universities, and College of Gaza, in Gaza Strip.

The workshops aimed to raise the awareness among students of PICTI's role in the ICT market, the procedures of pre-incubation and incubation, and the services PICTI and the MBR Foundation provide.

There was a great response by the students towards those workshops, an average attendance of more than twenty students per each workshop. Good feedback was received and more workshops are to be held in response to the increasing demand for such workshops.

"Graduation Project for Incubation", "Idea generation, and validation - evaluation criteria", "The Incubator Role in Supporting the ICT sector in Palestine", and "Awareness on Entrepreneurship and Incubation" workshops took place from August 2009 until March 2010.

On March 9th-11th, 2010 The Palestine Information and Communications Technology Incubator (PICTI), and Palestine IT Association (PITA), in cooperation with Palestine Polytechnic University, and with the support of Mohammed bin Rashid Al Maktoum Foundation (MBRF), organized a mini Technology Exhibition within the activities of the Third Palestinian International Conference on Computer and Information Technology (PICCIT). Twenty two graduation projects from eight different universities from West Bank and Gaza Strip, as well as some of PICTI incubated projects were displayed before community, technology, and business leaders in addition to the successful entrepreneurs. This mini exhibition comes as a result of continues preparation by PICTI that aimed to stimulate the students to come up with new ideas with potential to be developed into successful projects and to be incubated by PICTI.

In addition to the mini-exhibition "innovative graduation project contest" was organized announcing the winning three project from An Najah, Bethlehem, and PPU. All participated projects received certificates of excellence, at the end of the ceremony Eng. Hasan Omar distributed plaques to top eight projects and prizes to the three winners.

PICTI Activities in Gaza

Since it's opening on the first of February, PICTI office in Gaza Strip carried out various activities targeting its broad range of PICTI's stakeholders.

Up till now, the office has conducted four awareness and outreach workshops aiming to introduce the role of incubators in supporting entrepreneurs and PICTI's role and efforts in advancing the Palestinian community in the informatics sector through incubating projects, establishing new companies and creating job opportunities. Three of the workshops were held at Gazan universities (Al-Azhar University and Al-Quds Open University). The fourth one was held at PICTI premises.

Students expressed their great interest in PICTI and the diverse services it provides to entrepreneurs particularly, they valued the presence of PICTI in Gaza Strip for the first time. Atheer Abu Znaid, an IT student in Al-Azhar University said "The workshop provided us with a lot of valuable information that will help us to think creatively, and made us know that there are some people who can support our ideas".

In addition, the office conducted promotional activities for PICTI's Technology Business Plan Contest for the year 2010 that has been launched recently. In order to reach the largest segment of entrepreneurs and innovative people.

And in order to have a higher impact inside the Gazan community, the office has networked with many stakeholders such as universities, businessmen, donors, IT companies and NGOs. The outcomes of these networking activities will have a direct impact in shaping the future interventions of the office.

Imaged as the address to nurture Palestinian talent, many entrepreneurs have approached PICTI to present their ideas since the launch of the office. Currently, these ideas are under research and development make them suitable for incubation.





TECHNOLOGY ENTREPRENEURSHIP FORUM



The Palestine Information and Communications Technology Incubator (PICTI) and the Mohammed bin Rashid Al Maktoum Foundation (MBR Foundation) organized a successful Technology Entrepreneurship Forum (TEF) which drew to a successful conclusion identifying seed ventures for potential funding assistance from institutional investors.

Held in Ramallah during Expotech Technology Week from 2 - 6 November 2009, the event brought together companies and experts from the information and communications technology (ICT) sector in Palestine and abroad.

The Technology Entrepreneurship Forum saw emerging entrepreneurs and venture capitalists coming together for the mentoring and match-making events.

It gave new Palestinian startups the opportunity to network; seek technical and business support as well as capital to develop their ideas and innovations. Featuring product demos and concept presentations to a panel of business angels, the forum identified projects for 2009 that hold high potential for funding assistance from the visiting investors.

Expotech presents a wide overview on the Palestinian Information Technology market. It offers means to network and create business opportunities in the Palestinian and the entire Arab market through the Palestinian ICT companies and through investing in the region's most competitively positioned market.

The Technology Entrepreneurship Forum changed how the Palestinian people perceive investing in entrepreneurs with early prototypes as much as it would change the culture of young entrepreneurs to professionally start up their own companies in lieu of being professional job seekers. PICTI's manager Eng. Hasan Omar said they had conducted several workshops (Aug. 6th, Sep. 29th & Oct. 7th) at PICTI and universities on raising the awareness amongst students and the public on entrepreneurship. Moreover, PICTI sent out



several ads for the Technology Entrepreneurship Forum on different mailing lists, SIGs and several newspapers as continuity on the initiative of entrepreneurship and incubation. TEF was also an opportunity for local investors to see the latest of what talented Palestinians have to offer to meet market needs, thus creating business opportunities in the ICT field.

Mr. Omar added "as a result of the marketing campaign and the workshops which were conducted, PICTI received over fifty projects to take part in the Technology Entrepreneurship Forum. The participated seventeen projects in the Forum were:

WikiExamia, Educational Technology "Edu-Tech", Scorm2004 Authoring Tool, Itop Auction, Iarsheef, SWITCH, Touch-Wall, Touch Interactive Service "TouchIS", Intelligent Control Systems, Anti Spamming Simulation "SPAM Tax", Query by

Image "QIS", Electronic Blood Bank, Static Class Diagrams Constructor CASE Tool (SCDC), PLC over PIC, Financial Analysis Tool, and Shobiddak."

Entrepreneurs displayed their demos in a professional way. PICTI selected seventeen projects with functional prototypes and conducted three more workshops prior to the event, providing them with business training, coaching, and mentoring.

It is very important to mention that the Forum was an effective tool for concept validation and projects demo evaluation. The feedback which PICTI got from visitors especially potential investors and customers was of value and was taken into consideration during the evaluation of these projects. The TEF was an opportunity for the entrepreneurs to interact with the business community.





PICTI and Mohammed bin Rashid Al Maktoum Foundation organize a mini technology exhibition @ PPU

The Palestine Information and Communications Technology Incubator (PICTI) in cooperation with the Mohammed bin Rashid Al Maktoum Foundation organized a mini technology exhibition on August at PICTI premises for several graduation projects from An-Najah University in Nablus and the Palestine Polytechnic University in Hebron as well as some of the incubated projects at PICTI for the community technology business leaders and successful entrepreneurs.

Amongst the visitors were representatives of the European Investment Bank and Mercy Corps.

Mr. Laith Kassis, PITA/ PICTI CEO, thanked Mohammed bin Rashid Al Maktoum Foundation (MBRF) for their support to Palestine and explained the importance role in encouraging entrepreneurship and increasing the number of creative and improved business models.

Sultan Lootah, Vice-President - Entrepreneurship and Employment Sector, Mohammed bin Rashid Al Maktoum Foundation, said:

"This initiative takes forward the Foundation's efforts as part of the Arab Incubators' Network. The youth across the region and especially in areas such as Palestine must



be constructively engaged in the economy and positively integrated so they bring about a tangible social transformation. Much needs to be done in Palestine to boost the economy. This event is one that is bound to have a significant long-term impact and the Foundation is proud to be a part of it."

PITA CEO thanked the representatives for their interest in the ICT Sector in Palestine and presented them with the mission, objectives, and facts of ICT in Palestine.

On the other hand, the Incubator Manager, Eng. Hasan Omar has assembled twenty projects for entrepreneurs to exhibit and orchestrated a one day coaching on how to present to investors and do an elevator pitch for investment.

Mr. Christoffe Litt, the European Investment Bank representative toured in the exhibition, and was fascinated by the exhibited projects and the creative entrepreneurs be-

hind them, when they presented their prototypes.

While Mr. Ziad Jaser, Mercy Corps representative expects that at least two to four projects of the exhibited will be funded and incubated. PICTI is currently following up on potential investors and business angels and will be providing them with more information about the projects.

After the event, Eng. Hasan Omar conducted a discussion session on the entrepreneurs' participation, presentations, and lessons learned. The main objective was to train and expose entrepreneurs to the world of investors. This workshop focused on corrective actions to the entrepreneurs should take in subsequent investment road show events.

This mini-exhibition was a test bed on how to improve on next series of similar and larger scale matchmaking events.

PICTI believes in the zeal of Palestinians entrepreneurship which was reflected in the mini-exhibition and calls on technology leaders to contribute back to the entrepreneurial community by providing mentorship and angel investment in one of these early (pre-seed and seed) stages with the objective of starting a trend and culture of match-making.

Honoring Palestinian ICT Incubator "PICTI" by UN-ESCWA



The U.N Economic and Social Council Western Asia (UNESCWA) honored the Palestinian ICT incubator PICTI as one of five Arab IT incubators from Palestine, Jordan, Lebanon, Syria, and Yemen in appreciation of their successful efforts in executing the Digital Arabic Contents project.

The honoring ceremonies took place in the last evaluation meeting at the U.N house in Beirut in December

2009, in the presence of all five incubators managers and the owners of the winning projects as well as ESCWA supervising team.

Yusuf Nusair the chairman of the meeting of the Information Technology and Administration honored Eng.Hasan Omar, PICTI manager who represented their winning colleges of the Digital Arabic Content (DAC).

This honoring reflects the appreciation of the role of Palestinian ICT incubator in executing the winning projects submitted

within the framework of the competition UN-ESCWA released one year ago; which aims at the development of the Digital Arabic Content industrial process.

Sixteen projects out of fifty gained some prizes, and were incubated for one year by the UN-ESCWA in Palestinian ICT incubator.

"Arabic OCR" took the first place among the sixteen projects from Palestine, Mohammad Malehaat and Abdel Kareem Ka'abnah, the project owners, attended the honoring ceremony, and had a prizes from PICTI as well, which was a one year incubation for their project. They have graduated and started with their own company STARS.

PICTI during its participation at the Palestinian IT Exhibition, Expotech 2008 announced the results of the Digital Arabic Content (DAC) Competition that aimed at spreading awareness about the importance of Digital Arabic Content Industry and enriching it in the Arab World, DAC is of high importance as it supports entrepreneurs and how it contributes in supporting the economic development as an investment opportunity in the ICT sector in the Arab Region.

Outsourcing course sponsored by PITA



The Palestinian Information Technology Association of Companies "PITA" held a training course about "outsourcing and the exporting of programs development service to the international markets", Representatives of the information technology companies operating in Palestine participated in the course which was organized with the cooperation of the German international cooperation enterprise "GTZ" and Palestine Information and Communications Technology Incubator "PICTI".

Thirteen participants representing five companies participated in the course on the 26th of January, the course was lectured by Paul Tiega and Shaker Sandlia two counselors in the Program Development Exporting Service Domain.

The course aimed to identify how to manage projects, especially outsourced projects to the international markets exporting program development service, and the best practices followed in this sector. It also touched on the process of networking with markets especially Europe.

This training comes with "PITA" strategy to raise the skills and efficiency of IT professionals in local companies to boost the Palestinian exports in the outsourcing projects, and the export of program development service to the foreign markets.

Recently, the member companies of "PITA" has outsourced contracts with international companies in general areas of this domain, thanks to the German Cooperation Enterprise "GTZ" for supporting this training course and supporting the Palestinian information technology sector in general.

PICTI is now open in Gaza



Information Technology Incubator (PICTI) announced its new office in Gaza to officially serve potential ICT entrepreneurs and contribute to national economy. The new office will also contribute to creating job opportunities for ICT graduates in Gaza Strip.

Eng. Hasan Omar, PICTI Manager, said that PICTI, and since its inception in 2004, puts Gaza as a top priority and supports it within the available resources.

Eng. Omar added that the presence of PICTI in Gaza is deeply needed to allow ICT entrepreneurs to benefit from the services PICTI offers. Eng. Omar called for every entrepreneur and professional to interact with PICTI, follow on its programs, and submit their projects and ideas for PICTI staff to have the opportunity of future incubation and implementation.

In a great add to this incubator, Mr. Taysir Shaqalaih has joined PICTI Gaza as a Business Development Advisor; Mr. Shaqalaih holds a Master of Philosophy degree (MPhil) from Cambridge University – U.K.

Laith Kassis, CEO of Palestine Information Technology Association PITA/ PICTI, said that the next period will witness many meetings, workshops, and training courses in Gaza Strip to introduce PICTI's programs and activities.

Mr. Kassis added that PICTI has started to receive many applications and inquiries from different entrepreneurs with creative technological ideas for incubation. Mr. Kassis said that having an office for PICTI in Gaza was welcomed by ICT community in Gaza and hoped that such will be positively reflected on ICT professionals soon.

Mr. Alaa' Alaa' Eddin, PITA chairman, showed the appreciation of PITA and PICTI for H.E Prime Minister Dr. Salam Fayyad for his generous grant to PICTI which enabled it to launch its operations in Gaza.

Mr. Alaa' Eddin said that if it was not for the vision of the Palestinian Government, the PICTI dream of supporting entrepreneurial ideas and creating small and medium sized companies to support the national economy would not be realized.

PICTI Incubates Three Startups

PICTI announced the signature of incubation agreements with three startup companies. The signature took place at PICTI headquarters in Al-Bireh. The agreements were with Shobiddak.com, iarsheef, and Jafra.

Shobiddak.com (What do you want from Palestine?) is a classified ad website that was launched in 8th of August, 2008. It receives its contents from the users. Shobiddak.com is easy to use and requires no login or subscription by the user.

Shobiddak.com is a catchy word taken from the Palestinian slang meaning "What do you want?" Indeed, it is a popular word and easy to remember. It is also a flexible word that allows continuous development of more sections on the current thirteen sections comprising mainly of Palestinian business and medical directories, job opportunities, offers of vehicles and real estates, links to Palestinian radios, driving license theory exams, and more.

Although, Shobiddak.com is relatively new, it has become one of the most 100 popular websites and is striving to become the most comprehensive website in Palestine to include most products and services in Palestine.

The second start-up is iarsheef (www.iarsheef.com). iarsheef is a website that provides people, who are interested in any video clip whether buying, collecting, or exchanging, with the ability to do so. It saves time, money and efforts especially for those who seek a certain shot for certain purposes that could not be available otherwise or hard to retrieve.

Third start-up is Jafra. The idea was born in the Palestinian Investment Conference May 2008, and was incubated February 2010 by PICTI. Jafra is a virtual showroom that displays traditional products: embroidery, ceramics, engravings, and traditional stories. It will have also a specialized section for E-learning that touches certain aspects of the history and applications of some products.

PICTI by the agreements will incubate the three start-ups for a year providing them with needed space, logistics, employment, marketing, and financial aspects. It will also handle all legal issues including registration. Upon the duration of the incubation period of one year, the start-ups will graduate from PICTI and start their operations on their own.

PICTI creates opportunities for investors to invest in the right place by introducing them to start-ups with high potential in the ICT market.



TeamStart - Palestine is a program designed in 2008 by the Palestine Information & Communications Technology Incubator (PICTI) and the University of Warwick Science Park (UWSP) United Kingdom in order to take advantage of PICTI's recognized capabilities in developing new business ventures.

TeamStart - Palestine is a full service package that provides entrepreneurs with technical consultation, confidence building, business development training and practical assistance. TeamStart - Palestine joins innovative and creative entrepreneurial minds to help them create high growth businesses.

The Marketing: Advertisement and Selection:

The first three rounds of TeamStart attracted different caliber of young professionals. More than sixty participants enrolled in TeamStart sessions and PICTI managed to attract more than twenty viable business plans. Three projects, resulted from the three rounds, were incubated by PICTI and three more are currently in the pipeline.

After completing the three rounds, PICTI followed a marketing campaign to conduct another round by advertising in the local newspapers, PICTI portal and also by sending emails to different mailing lists and groups. PICTI also announced for the program through out the different workshops at its premises as well as outside. These workshops were attended by more than one hundred ICT graduates and professionals.

The Short listing Cycle: Applicants, Interviews, and Participants:

As a result of the continuous marketing channels and campaigns, PICTI is expecting a high number of professionals to sign up for the program and to fill the applications. The applications will be scanned, filtered, and all applicants will be interviewed. The relevant enquiry interview forms were filled in person at PICTI.





PITA Overview

The Palestinian Information Technology Association (PITA) was founded in early 1999 in Ramallah, Palestine as a membership-based organization for domestically-registered companies in the ICT sector. The association represents 75 companies from various sub-sectors including hardware distributors, software development firms, office automation vendors, Internet service providers, telecommunications, ICT consulting, ICT training and related businesses.

Our Purpose

To represent the collective interests of the private IT sector in Palestine

Our Vision

To lead the positioning of the ICT sector as the economic pillar of Palestine

Mission Statement

To promote and defend the private ICT sector by advocating business-enabling policies, mechanisms and environment through public/private partnership.

Promoting the Palestinian ICT sector locally and internationally by facilitating access to markets that benefit PITA members.

Engaging the technical and non-technical ICT human resources and related institutions in-order to expand the pool of qualified ICT sector personnel and uphold its professional standards

PITA Contact Information

Al-Sheikh Commercial Tower, 4th floor, Al-Quds St.
Al-Bireh, Palestine - P.O.Box 2460
Tel: +970-2-2408478
Fax: +970-2-2408479

Bank of Palestine Building, Remal, Gaza -Palestine
Tel: +970-8-2881110
Fax: +970-8-2881110
E-mail: info@pita.ps

Website: www.pita.ps

PICTI Overview

Mission Statement: PICTI's mission is to design, develop and implement initiatives that will lead to the creation of innovative entrepreneurial enterprises focused on ICT. Key competitive advantages of PICTI include its governance structure that provides access to economic clusters, its dedicated staff with incubation know-how, its clients, and an initiative underway to structure a seed fund for the benefit of pre-revenue start-up companies incubated at PICTI. PICTI aims to develop the Palestinian Micro, Small and Medium Enterprises (MSME) sector as a means of generating new jobs, attracting foreign investment and improving the economic situation in the Palestinian territories.

Strategic Objective: Political uncertainty and difficult economic conditions continue to severely impact the ability of Palestine's ICT sector to efficiently, effectively, or competitively gain access to markets for its goods and services. The specific actions required to overcome these impediments will be a key focus of PICTI in the design, development, and implementation of the ICT sector support infrastructure to be established. PICTI will craft promotions and marketing strategies that will separately and uniquely focus on the development of, and access to, business opportunities in regional and international markets for Palestinian ICT firms. But most importantly, PICTI will identify and support the technical, intellectual and managerial talent of young entrepreneurs who can become the backbone of a dynamic export market for ICT products and services in Palestine.

Global Market Focus: PICTI utilizes a diverse network of industry professionals that will help identify and assess future ICT development trends where high-value-added regional and/or international niche markets will emerge. Within these niche technology applications, it will be necessary to identify those that will be applicable to a wide cross section of industry sectors and that will maintain strong, sustainable growth acceleration into the future. The Incubator will work closely with its client firms to channel and focus their entrepreneurial zeal and technical talent into developing those expertise required for successful entrée into these valuable niche markets.

PICTI Partners: A partnership agreement between the founding partners, PITA, Palestine Banking Corporation (PBC), and PalTrade, resulted in the establishment of PICTI. USAID funded PICTI operations for three years, with this support expiring on September 29, 2006. Paltel Group replaced the PBC as of November 2006.

PICTI Contact Information

Al-Sheikh Commercial Tower, 4th floor, Al-Quds St.
Al-Bireh, Palestine - P.O.Box 54807
Tel: +970 2 240 9290 Fax: +970 2 240 9294
Website: www.picti.ps E-mail: info@picti.ps

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