

## PITA Annual Report 2010



PITA has published its annual report 2010 last April. PITA's efforts took a huge leap in its institutional development in the last two years; and the annual report highlighted the sustainability position of PITA and its position as a private sector institution.

In the years 2009/2010, PITA continued with its pillar activity in policy setting and advocacy. PITA was able to represent its members at different Palestinian Authority institutions. PITA also developed position papers for the best interest of its members and communicated a draft law for the Palestinian Telecommunication and Regulatory Authority (TRA) in close coordinate with its members. PITA also launched its Power Breakfast events to discuss Israeli impediments hampering the growth of the telecommunication and IT sector in Palestine including the control of the national spectrum, restricting imports on telecommunication and computer related equipments, logistics impediments and siege of Gaza. The Power Breakfast also hosted Paltel Group to learn more on their new strategies in the market.

PITA strategy for the policy development includes advocating the private sector and members' interest for a series of legislation that would develop an environment that is conducive towards doing business in technology and attract foreign direct investments. The legislation encompasses technology and telecommunications legislations, such as the Palestinian Telecommunication Regulatory Authority, Intellectual Property Rights, e-Government, Procurement and Taxation as well as Investment policies, Venture Capital industry, e-Commerce, digital signature and online payments.

Realizing the need to increase the market size for its members, PITA's strategy is to develop new local and international markets for its members. Attempts have been taken by PITA to develop the value proposition for the members and demonstrate the capabilities. PITA also worked on publishing success stories and company profile

*Continued on page 2*

## What's inside:

Page. 3

**Launching Expotech 2010**

Page. 4

**Expotech Gaza**

Page. 5

**Economic Development Conference for the West Bank and Gaza**

Page. 12

**MedVentures Final Winners - Marseille**

Page. 13

**Bedaya**

Page. 14

**PICTI graduates one of its incubated startups**

## Letter from PITA/PICTI Chairman

**Dear Friends and Colleagues,**

I would like to take this opportunity to thank all of our members and partners for their support in making 2010 a successful year for us as an IT association and a representative of the ICT sector.

I believe that 2011 brings new optimism and an improved platform for business, giving us the confidence that we will achieve our 2011 business plan. But, as ever, we all need to remain vigilant to threats until our economy stabilizes.

To embark on a journey of success, Expotech 2010, EnTeG<sup>2</sup> project, and other projects in West Bank and Gaza Strip added and provided the tools of preparedness, prescience and strategy. Those tools lead to the path of growth and high quality business.

Realizing the responsibility on the shoulders of each member of our association, we endeavor to be one of the most competitive representatives in the ICT sector with emphasis on efficiency and reliability in operations, and thrust on discovery and development of new ICT status.

We, at PITA, are enhancing our key internal operations to ensure a consistent and positive experience for our members, partners, and employees. PITA will remain committed to corporate and social responsibility. In all of our actions we strive to ensure that all economic, environmental and social factors are considered. We believe that this approach, driven by our principles of respect, rigor and involvement, makes us more responsible and informed as an association.

All of these operations were made possible by our in-house teams who, for the large majority, were extremely efficient, and by our board of directors, who fully adopted all strategic decisions.

We continually strive to improve, never becoming complacent about the good relationships we have built and our belief in this approach. It is these things that make PITA stand apart from the rest.

Best Wishes,

Ala Alaeddin

Chairman, PITA and PICTI



→ Continued from page 1

of the members at different investment conference and business delegation trip as well as participated at regional trade exhibitions, not to mention the platform provided to members at the Expotech Technology Week.

When it comes to developing local markets, PITA was successful to incorporate an ICT Diffusion program in Gaza as part of the EnteG<sup>2</sup> project. PITA also advocates the government and development agencies to increase the local market share through the e-government procurement of consultancy, training services, software products and applications in addition to the hardware and office equipment. Opportunities still abound for technology diffusion in the education, health, tourism, real-estate and civil affairs sectors.

PITA was aggressive in targeting regional markets through the participation at exhibitions in emerging markets, outsourcing events, organizing for trade delegations, being a catalyst for multinational contracts with members companies, promoting member products and services and support entrepreneurship and innovation events.

PITA was also a key stakeholder in raising the awareness about equity based financial products for the growth of the technology sector and is supporting the growth of the venture capital industry in Palestine in general, not only for the purpose of financial support, but also for the value added business services that the venture capital funds provide through mentorship, business alliances, business development, company restructuring with the aim for growth. PITA has also been instrumental for targeting development agency grants and technical support for its members. PITA has been vocal that members would require grants that are not based on fixed assets but rather focusing on the human resource elements in order to nurture the growth of product and software development based on intellectual property merits. PITA strategies climax is in the Firm Level Assistance of improving the product and service offering, mentoring and coaching to company CEO and staff, advocating for the Exchange of Employees (Internships), training and consulting.

PITA believes that the workforce development and ICT education go hand in hand to improve the capability of industry ready professionals. PITA also supports high end multinational certifications such as CISCO, GTAP, SAP, and Microsoft certification that are geared for productivity at the workplace. PITA also supports Soft Skills at the workplace such as (leadership, project management certification, presentation, etc). Most importantly, PITA realizes the further technical competencies and skills are required to enable developing the sector in areas such (Open Source, C#, Java, Animation, 3D and 2D, and others).

PITA also promotes physical infrastructure development that is poised towards developing a new perception and image about the ICT sector in Palestine crowned in Science and Technopark. PITA's interest is not solely based on the real-estate value per se, but on having these premises to house programs geared towards developing export oriented and development programs, clustering of value added partners for the technology sector, attracting Multinationals as FDI with the following potential to grow, Training

Academies, R&D Centers, Investment Funds, and Arabization Centers.

It is PITA's recommendation to start clustering the value proposition and cluster amongst the members in the West Bank and Gaza.

The report has discussed many aspects of PITA's accomplishments and some of the topics that were covered are:

**GIZ and Ministry of Economic sign an agreement, Expotech 2010, and other partnerships and accessing for the ICT market; regionally and globally.**

#### **MoU with Etisal**

PITA and the Egyptian Information Telecommunications, Electronics and Software Alliance (Etisal) is in the process of signing a memorandum of understanding in 2011.

This MoU encouraging exports and international marketing between the two countries, producing Planning and executing integrated technology development plans, enhancing the regional role of Palestine and Egypt in the Arab technology markets, also upgrading the ICT industry position in the global market.

#### **MoU with Int@j**

During the MENA ICT Forum which took place in October 2010 PITA and the Jordanian Information Technology Association (Int@j) signed a MoU. The MoU aims to strengthen the partnership between technological and technical fields to support the ICT sector through public and private companies within both Jordan and Palestine.

#### **PITA Relations with Donors and Supporting Multinationals**

PITA managed to create a unique relationship with different development agency donors and international aid organizations including USAID, GTZ, AFD, Mercy Corps and JICA,. Some of these donors took an active role during Expotech where they either sponsored some of its activities or participated in the conference sessions as panel speakers. These relationships assisted PITA in launching projects for the benefit of its members on levels of new policies, market access and firm level assistance and also compliment the sustainability plan of PITA.

#### **Policy and Advocacy**

PITA has carried on with its Policy and Advocacy Program, harnessing its committees for this work as part of a collective effort in advocating main stakeholders. The outcome of this program included the publishing of position papers and drafting of a PITA supported PTR law. The process itself was rewarding; to move forward and represent the best interest of the members.

#### **Access to Markets**

The basic pillar of PITA strategy was to conduct an active program for its members to access and develop new market through various types of activities such as trade shows, conferences and delegations.

**The report will be published in both languages; Arabic and English, and presented to the General Assembly in the yearly committee meeting that is supposed to be held on April 30<sup>th</sup> 2011 in PITA's premises in Al-Bireh.**





## Launching Expotech 2010



The Expotech Technology Week started with a press conference at the Movenpick Hotel in the city of Ramallah, with the presences of Mr. Ala Alaeddin; Chairman of PITA, H.E Dr. Mashour Abu Daka; Ministry of Telecommunication and Information Technology, and Mr. Ammar Aker; CEO of Paltel Group, the Main Sponsor, in addition to the media. The Press Conference which was held on the 1<sup>st</sup> of November marked the start of the Expotech Technology Week 2010 activities and events.

### Gala Dinner

On the 1<sup>st</sup> of November evening, under the patronage His Excellency Prime Minister Dr. Salam Fayyad a VIP dinner was held in the Movenpick hotel in Ramallah where more than 400 local and international figures attended the dinner.

On behalf of the organizers, Chairman Mr. Ala Alaeddin welcomed the audience. His Excellency Prime minister Dr. Salam Fayyad concentrated in his speech about how essential it is to develop the local ICT sector in Palestine. Followed by His Excellency came the speech of the main sponsor – Paltel Group- representative; Mr. Ammar Aker.

The dinner ended by honoring His Excellency Prime Minister Dr. Salam Fayyad, and the main sponsors, supporter and partners for their support in organizing this annual event where the Chairman of PITA Mr. Ala Alaeddin has presented a token gifts. The dinner outputs can be summarized in the support of the Government for the Palestinian ICT sector.



Honoring H.E. Prime Minister: Dr. Salam Fayyad







## Expotech.. History.. Success.. and Challenges

The ICT sector is playing vital role in the Palestinian economy. It was characterized by its fast development and growth, where it witnessed growth rates ranged between 25 - 30 % until the year 2000 and is currently demonstrating a strong comeback. For instance, the ICT sector represents 5% of the Palestinian GDP.



In the last decade, an immense development was also noticed in the fixed and mobile telecommunications in addition to the wide spread of dial-up and broad band Internet. For instance, 90%+ of Palestine households with mobile telephone service, and one of the highest DSL subscriptions as percentage of population across emerging markets

The Palestinian software industry is producing a wide range of solutions and packages in areas such as human resources management, projects and sales management, Finance and accounting, education related solutions, management information systems, children education and entertainment. In addition to that, many solutions were specifically designed to address specific public, NGO, and private enterprises needs.

Many new companies were also established and specialized in web development, e-business solutions, web portals development, ICT consultancy, training, and office automation.

The Palestinian ICT private companies have started to annually participate in regional and international exhibitions. As a result, many companies established presence in Arab countries and succeeded in exporting their solutions to the regional markets. Examples of these markets are Saudi Arabia, Yemen, Qatar, Bahrain, Egypt, and Jordan. Surveys show that 50% of ICT companies have business relationships outside of Palestine (sales, installing applications, services and distributorships).

### Challenges

Most of the ongoing challenges that face the ICT sector and need assistance in Palestine can be detailed in the following:

- Weak awareness and confidence in locally developed products.
- International perceptions on development and security of the Palestinian economy and capabilities. ICT is a global industry, and Expotech is the flagship for PITA to bring this industry to international market on local turf.
- Limited exposure to international markets, business, and investors. Expotech is a platform to invite regional and international investors and businessmen to scan the investment and business opportunities in Palestine.
- Limited exposure to outsourcing opportunities.
- Lack of equity-based investment in ICT, especially in venture capital and access to equity-based financing. This year's conference dedicated a special one day event about Technology and financing.

## Expotech Gaza



While the conference was broadcasted via video conference to Gaza all the time; many also have contributed to this conference through the conference; the Technology Entrepreneurship Forum (TEF) which was organized by PICT, the career day, and through the exhibition that was held in Rashad Al-Shawwa Halls in the period of 4<sup>th</sup> -6<sup>th</sup> November.

### Expotech Exhibition

In addition to PICTI Innovations booth, Bank of Palestine, and PalTel Group booths, 16 PITA-member companies had exhibited their products and software solutions through the Expotech Exhibition in Gaza:

1. AL-Qudwa Company
2. ALTARIQ Systems & Projects
3. Computer Land Center for IT
4. Development Pioneers Company for Consultations
5. Factor E
6. Fusion for Internet Services & Communication Systems
7. Hadara Technologies
8. Jerusalem Information Technology (JIT)
9. JohaToons for Cartoon Company
10. Link Information Technology
11. Modern Tech Corporation (MTC)
12. Net Stream Company
13. Smart Co. for Information Technology L.T.D
14. Tele Talk Telecom & IT Co.
15. Vision Plus
16. Ziyad Mourtaga & Brothers Company



## Closure Ceremony

Dr. Sabri Saidam; the Advisor to President Abbas on Telecommunication, IT & Tech Education, had a speech in the closure ceremony of the Expotech Conference. Dr. Saidam confirmed that the Technology Conference had reflected the ambitious path of the ICT sector improvement and the challenges that are faced regularly these days.

## Economic Development Conference for the West Bank and Gaza

On December 7<sup>th</sup>, 2010 PITA and nine of its members participated in the Economic Development Conference for the West Bank and Gaza; held in Jericho by the USAID.

More than 200 Palestinian business leaders and Palestinian Authority officials attended the conference, along with representatives of leading donor organizations and the Palestinian private sector.

The group identified the needs for the ICT sector as

- Firm-level assistance.
- Market access, including country classifications and market research.
- Assistance with product development.
- Access to finance/ VC funding, equity funding, and seed funding.
- Help with access to markets, including the U.S. market.
- Physical presence of multinational firms in the local market.
- Help in promoting the sector.

At the end of the session, the participants came up with valuable recommendations; such as bringing expatriates and diaspora, and implement an internship program, continuing with firm-level assistance for exporting products and services, including outsourcing, while channeling sector-level project activity through PITA, enabling it to provide services to its members, continuing cooperation with the private sector throughout a project's life, creating an advocacy program, providing grants and loan guarantees for startups and R&D, and promoting technology entrepreneurship.

## GIZ and Ministry of National Economy sign an agreement



The Ministry of National Economy had signed last March an agreement with The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to grant a total of 700,000K Euros to be spent on ICT sector in the coming 3 years in both Gaza Strip and the West Bank.

This accomplishment came as a result of PITA's strategy to engage with more donors and to promote the ICT sector as one of the main pillars of the Palestinian economy.

This also came through great efforts by PITA's staff started by Laith Kassis and continued by Musbah AlAjaz, different models and reasons for sponsoring ICT had to be presented to the GIZ to convince them, with such a challenging step for this sector.

In addition to Laith and Musbah; board member: Ahmed ElFara has continued to follow up with the GIZ adding the Gaza component to it.

This agreement would not take place without the continuous support and encouragement of H.E. Dr. Hassan Abu Libdeh; the Minister of National Economy.

PITA will implement the agreement within the coming three years to achieve the agreement components as follows:

- ICT Private Sector Strategy
- Improving of PITA Services and Visibility
- Enhancing the capacity of ICT service providers
- Support of Market Access
- Coordinate with other GIZ thematic areas; such as B2B area
- Institutionalization of PITA



WELCOME

## PITA New Members

Twenty one companies have joined PITA in the year 2010 resulting in one hundred members:

1. 2i Middle East
2. Business Intelligence Technologies (Bit)
3. Equip Mena Co.
4. Gemzo Technologies Co.
5. Global Tech For Training & Computers
6. JohaToons for Cartoon Company
7. Mada
8. Mashareq
9. NetStream
10. Office World
11. PalSoft Intelligent Solutions
12. Palestine for Communication & IT (PCTI)
13. Sadaf Technology Development
14. Software Technology Development & Data Processing (STDDP)
15. SPARK
16. Speed Click for IT & Tele Communications Ltd.
17. Step for Technology & Development
18. Tatweer Business Services
19. Teletalk Telecom & IT Co.Ltd
20. Unit one iT Co.
21. Zaytona for Communications

## PITA New Staff and Premises

During the year 2010 many changes happened in PITA's structure related to the new challenges in the ICT market and the serious development and new projects; PITA managed to get both in Gaza and in the West Bank.

On December 2010 PITA Executive Manager Laith Kassis resigned, and PITA is in the process of recruiting an energetic and talented individual to fill this challenging position. The vacancy announcement was published on December 2010 through different mass media. A committee from the board of directors was formed to interview suitable candidates. This leading position is to be filled as soon as possible.

Three new employees joined PITA in the past two years; to fill the vacancies of Business Development Coordinator, a Programs Officer, and an Office Manager in Gaza.

Furthermore, the Enabling Technology Growth in Gaza (EnTeG<sup>2</sup>) Project Manager, an Administrative Assistant, and a Business Development Advisor were employed in October 2010.

Because of the growing operations in Gaza, PITA has moved into a new larger office in Gaza Strip on Feb 2009, to service both PITA and PICTI operations.

Recently PITA and PICTI BoDs approved the split of PITA and PICTI operations, the West Bank office moved to a neighboring space.

## Public Sector Modernization through ICT

PITA held a workshop with American experts in cooperation of the MTIT to discuss the public sector modernization through ICT last March in its premises in Al-Bireh.

National transformation and the creation of a sustainable state depend on establishing an effective information framework for civil administration.

The MTIT has retained Network Dynamics Associates to perform a feasibility study on Palestinian Public Sector Modernization through ICT.

The study will define the strategy, implementation roadmap and financing structure for new services that can be introduced quickly onto the high-speed Government Network. It will focus on communications-centric applications that can be applied universally across government departments to improve economic efficiency and facilitate better collaboration within the Palestinian Authority.

The project will provide the PA with an actionable plan for introducing latest generation collaboration applications to complement, accelerate and support ongoing state-building initiatives.

The specific applications to be addressed include IP voice, data and video services; instant messaging; collaboration and workflow; document management; email; and managed security.

Network Dynamic has assembled a team of 11 world-class American and Palestinian ICT experts for the six-month project. With the support of the MTIT, the team will conduct interviews with government departments, local ICT experts, technology vendors and financial agencies.





## Why ExpoTech?

The Expotech Technology Week is the only annual forum to discuss the latest technologies with ICT experts in Palestine and a focal point to establish new relations with the private and public sector including senior government officials and main Palestinian companies. In 2010, the Expotech Technology week included a Technology Business Conference with the participation of major governmental, academic, regional and international participation. Multinational companies also participated promoting their latest technologies and solutions such as Microsoft, CISCO and ESRI. In addition, the Expotech Technology Week featured Palestinian innovation and entrepreneurship activities in Palestine.

### ExpoTech makes you able to:

1. Understand the ICT market dynamics in Palestine with different stakeholders
2. Discuss strategies to develop the ICT economies between Palestine and Jordan
3. Attend the Conference free of charge
4. Meet the Multinationals visiting Palestine
5. Develop business channels to facilitate entry to local markets
6. Develop partnership with Palestinian companies to enter regional and global markets, and win contracting and outsourcing projects
7. Participate in developing a cluster of innovation and technology entrepreneurship between Palestine and Jordan
8. Arrange and conduct B2B meeting with Palestinian companies

## PITA Leads ICT Donor Working Group

PITA initiated an ICT Donor working group that consists of a top line donor representatives including AFD, GIZ, Mercy Corps (PCAP), Oxfam, and SPARK.

This PITA lead donor group is an effective tool to manage fund and development priorities in accordance to PITA and it's members' interest and to the best coordination of efforts avoiding duplication and maximizing value.

## Washington, DC, December 2010

PITA participated in the launch of the announcement and the launch of the Palestinian Information Communications Technology Capacity Building Initiative (PITI) by the US State Department. This initiative is designed to enhance Palestinian economic capacity in the ICT sector by facilitating partnerships between Palestinian ICT companies and U.S. multinational companies. This initiative, modeled on successful ventures by U.S. companies, also seeks to strengthen the Palestinian private sector by encouraging broader economic growth, development and job creation for Palestinians.

PITA also participated in the round table discussion at the Department of State in partnership with USAID/CARANA and Partners for a New Beginning and the initial PITI partner companies include: CISCO, Google, HP, Intel, Medcor, and Salesforce.com. These companies announced commitments to initiate or expand projects with Palestinian companies during the December 17 launch of the PITI at the Department of State.





## The Technology Conference

The Technology Conference took place at the Movenpick Hotel in Ramallah on the second and the third of November, where it was broadcasted via video conference to link it to the conference in Gaza.

The conference was opened by Mr. Ala Alaeddin; Chairman of PITA, H.E. Dr. Mashour Abu Daka; Minister of Telecommunication and Information Technology, and H.E. Minister of National Economy Dr. Hassan Abu Libdeh.

While H.E. Dr. Abu Daka emphasized that the government will do what is required to support the ICT sector in order to revive the national economy and reduce the unemployment rate among graduates.

H.E. Dr. Abu Libdeh has also confirmed on the importance and the highly recommended partnership with PITA and the Ministry of Telecom and Information Technology for convening this annual event.

### Conference Day I – Sessions:

- I. IT Business in Palestine:
- II. Telecommunication and Broadband
- III. Technology Entrepreneurship/ Financing
- IV. Technology Trends

### Conference Day II – Sessions:

- I. e-Government Initiative
- II. Strategies to Grow the ICT Sector
- III. Technology Marketing
- IV. IT Education







## Multinational Days

Specialized workshops were organized and delivered by multinational and regional companies; addressing the latest technologies and partnerships' channels and visiting universities across the West Bank. The Multinational Days & Events activities can be summarized as follows:

### 1. ESRI

The US based company joined Expotech Technology Week and organized several events from the 2<sup>nd</sup> to the 4<sup>th</sup> of November.

### 2. Graph East

A regional based company specialized in design and digital media attended the Expotech Technology Week, and held several workshops in various locations.

### 3. Microsoft

Microsoft Team organized two events in Al Quds University, and in Bethlehem University on the 3<sup>rd</sup> and the 4<sup>th</sup> of November respectively. The workshops delivered by Microsoft team focused on Power of Students, Imagine Cup Launch 2011, Introducing IE9, and HTML5, in addition to MS developer tool (VS 2010), and other interesting topics and trends.

### 4. Quality Partners

A leading Software test Automation company and quality assurance company based in Jordan held two workshops focusing on Automation Testing, Web Test Automation, and Test Automation and Report Analysis.



### 5. CISCO

The biggest multinational delegation to attend the Expotech Technology Week was the multinational giant CISCO. The delegation consisted of eight participants; each held a specialized workshop targeting various audiences and participated in the conference activities and B2B meetings.

## PITA at Apple days

Four PITA-member companies participated in the "Apple Days" a hosted event by the USAID/ Enterprise Development and Investment Promotion Project and Apple, in close cooperation with the Minister of IT and Telecommunications H.E. Dr. Mashour Abu Daka.

The four companies are: Exalt Technologies Ltd., gSoft Technology Solutions, Jaffa.Net Computer Systems, and NextLevel Technology Systems (NTS).

The four companies have presented different iPhone/ iPad applications during the day, where gsoft Technology Solutions presented "Monica" the voice enabled application, Jaffa.Net has introduced "Mobile ATM"; the billing system application, another member company: NTS developed 100+ personal iPhone/ iPad apps in different categories like health and sport, games and puzzles, entertainment, utilities, life style, etc. Another application is "My Secrets App", a very useful application for those who have lot of usernames and passwords, where the user stores all user names and password for different Emails, Computers, Online Banking, Social portals like Facebook and others. "First Aid" is also one of the best apps in the Arab world with more than 2500 downloads per day, it is a comprehensive app with more than 20 common types of injuries, a step by step way with pictures shows how to help an injured person. And "Phoney Phone App" which is a great app for fake calls to help you exit from any critical situation or to show yourself as VIP.



## Multinational Days

PICTI took a major role in the success of the Multinational Days @ Expotech 2010 with four major activities. Such activities provided diversity in terms of the topics covered as well as the groups targeted.



The activities PICTI held were:

## Elia e-Commerce & Development

Elia e-Commerce & Development incubated @ PICTI held a seminar during the Expotech Technology Week 2010 entitled: **Online Marketing and e-Commerce**.

The seminar came inline with Elia endeavors to promote its Palmall and its concept.

Mr. Amer Sultan from Elia started the seminar by stressing on the need of online marketing in Palestine while creating the laws that guard such an industry. The topics of the seminar were:

Topic	Speaker
ICT R&D in Palestine and Innovation	Dr. Suhail Sultan
E-commerce reality in Palestine, Challenges and Opportunities	Mr. Tareq A. Tamimi
E-Commerce and Customer Trust	Dr. Derar Elayyan

The seminar was received with great interest by different stakeholders as it addressed an issue that is becoming a trend in Palestine especially with the Palestinian professionals trying to reach outside the borders virtually. It also gave the attendance an insight on this industry and how to overcome the challenges it entails.

Elia e-Commerce & Development is the first e-mall in Palestine. It will offer the Palestinian manufacturers and producers to display their products to local and international potential clients. It is 100% virtual tour inside a modern mall.

There are two e-shops inside the mall currently which are: Jafra which is specialized in selling Palestinian traditional and heritage product and Pal Real Estate which is specialized of offering real estate transactions online.

## MedVentures

MedVentures is a regional market place and service platform dedicated to the internationalization of innovative high-growth ventures in the Mediterranean.

MedVentures believes that long term flow of jobs and innovation in the Southern Mediterranean countries will be made by new companies with a novel market approach. Studies reveal that 500,000 to 1 million jobs per year could be created by new start-ups. Promising entrepreneurs are often restricted by limited national market sizes especially in the South of the Mediterranean in countries like Jordan, Lebanon, Morocco, Palestine, Syria, and also Algeria, Egypt Tunisia and Turkey.

MedVentures identified a potential deal follow of 300 and 500 high growth start-ups that could be supported per year, in the framework of the Medibtikar program, between 2006 and 2008. MedVentures Med Funds study in 2008 confirmed this potential and highlighted the importance of working on the reduction of investments risks at an early stage.

As MedVentures focal point in Palestine, PICTI organized different activities in this regard including a session during the Expotech 2010 entitled "Promoting the Internationalization of Innovative Start-ups" that was held on Day II.

Nine out of the eleven project participants from Palestine (listed in the table below) delivered presentations on their projects during the session.



No.	Project Name	Entrepreneur
1	Addicts 123	Wafa Dajani
2	APEX	Amer Yousef
3	Dimensions Studio	Husam Al-Khatib
4	Elia ecommerce and development	Amer Sultan
5	Ibtaker for Technological Innovation	Emad Ammouri
6	IRIS	Ayman Arandi
7	Neiraba Animation Studios	Muath Sabha
8	MAM-101	Ashraf Salous
9	Nibiru Intelligent Systems	Maysa Al-Sharif
10	Sadaf	Mohammad Al-Afranji
11	Wizard	Elham Zaben





Eng. Hasan Omar introduced PICTI and the entrepreneurs who presented their projects and thanked MedVentures and the participants for their positive contribution and along with Ms. Manal Tabet, MedVentures Representative, announced the 3 winning projects from Palestine. The winning projects participated in the final round in Marseille with another 27 projects from nine countries.

More than 100 people attended the session and were impressed with the quality of the Palestinian projects and also with the opportunities MedVentures program presents. The projects can be also viewed on this link: <http://www.medventures.biz/projects/projects.php#>

PICTI staff helped all participants in developing their business plans and presentations. In addition, the three winners, Addicts 123, was pre-incubated at PICTI in 2005, MAM-101 was incubated by An-Najah University which coordinates projects and services with PICTI, and Ibtaker is a resident client incubated at PICTI.



## Mobile Applications Development Initiative (MADI)

PICTI in cooperation with Paltel Group Foundation launched the Mobile Applications Development Initiative (MADI) on Day 1 during the Expotech 2010. Mr. Ammar Aker, CEO of Paltel, and Mr. Laith Kassis, CEO of PICTI, launched the initiative.

The objective of the MADI program is to raise awareness among university students and community software developers to develop creative and innovative mobile applications and contents.

Mr. Aker said that the idea came in full cooperation with PICTI which proved itself in the ICT sector in terms of attracting and marketing entrepreneurial ideas. PICTI will provide all the resources and expertise the entrepreneurs will need based on the highest standards of professionalism and transparency.

Mr. Laith Kassis, CEO of PICTI, said that MADI will raise awareness on mobile applications as well as IT contents pointing out that PICTI will work on spreading this program in Palestinian universities within centers of excellence. Mr. Kassis added that such program will represent an opportunity to incubate entrepreneurial projects where PICTI will provide full package of different services as well as incubating eligible projects with the aim of encouraging entrepreneurial initiatives into becoming actual businesses.

Mobile applications have been always an interest of Paltel Group to stay inline with other initiatives around the world in this respect. Paltel will provide financial grants to projects in this field to ensure their sustainability as such projects are the foundation Paltel needs to guarantee a continuous flow of ideas to enrich the superior setup Paltel enjoys in Palestine.

Paltel also will have its cellular operator, Jawwal, provide the necessary support and mentorship, in full cooperation with PICTI, for such projects.

PICTI, on the other hand, will work on spreading this program in the Palestinian universities within centers of excellence.

MADI Program also represents an opportunity, for PICTI, to incubate entrepreneurial projects.

The MADI program will consider bringing additional partners to launch training activities.

## MADI - Demos and Pitching:

As a follow up on the MADI Launching Ceremony, PICTI organized MADI Demo Day on Day II of the Expotech 2010 Technology Week. Five projects presented new ideas to a group of more than 50 attendees who were interested in this Demo Day activity. The projects presented were of different scopes and applications but all provided solutions to different challenges of daily life.

The MADI projects presented were:

Topic	Speaker
Mobile Emergency	Bilal Tamimi
Ubiquitous computing	Anas Abo Sara
Mobile Banking	Taher Kanaan
Mobile-based Diabetes Management System	Abeer Abu Khaal
Mobile Advisor Solution	Sari Kreitem





Many key persons attending this important event including venture capitalists who showed interest in the subject matter were Victor Hwang, the co-founder and Managing Director of T2VC, a leading VC firm based in US, and Dr. Osama Fayyad from Oasis 500, Jordan.

Mr. Kassis said that this event was a good opportunity to examine the level of maturity of these applications some of which apparently can go to market.

### Animation Community

During Expotech 2010 Technology Week also, PICTI announced the launching of the Animation Community in Palestine on Day II.

Eng. Hasan Omar, PICTI Manager, started the ceremony by welcoming the attendance thanking them for their interest. He also thanked all the people who made this ceremony a success. Eng. Hasan pointed to the different reasons that made PICTI start this Community including the importance of this industry and the deep need to support and invest in it as it provides quality job opportunities for Palestinian graduates ultimately contributing to the national economy. He also pointed to the opportunity lies in the region and the possibility to export or outsource especially with the lack of Arabic digital content whether on the web or satellite channels. He added: "we announce and establish today the launch of this Community in Palestine through which we aim at establishing a real animation industry locally that is capable of competing internationally especially with our strong faith in our graduates and their capabilities to innovate."

During the ceremony, different professionals in animation delivered presentations including Mr. Husam Khatib who spoke about the reality of this industry, its future, and the most important challenges it faces. Mr. Mohammad Kmeel talked about the challenges Palestinian entrepreneurs and animators



are facing while Dr. Muath Sabha spoke about the latest animation techniques especially 3D and cartoon animations.

Demos for 3D animations and cartoon films developed by local companies and graduation projects were also presented.

On the other hand, Mr. Marwan Ziadat – GraphEast/Jordan attended this ceremony and talked about the market size of the animation industry in the Middle East. Mr. Ziadat showed interest and willingness to support and help the PAC.

The ceremony was attended by more than 200 students and professionals who called for an official animation community to take action in Palestine to meet the aspirations of Palestinian entrepreneurs.

### MedVentures Final Winners – Marseille

Since April 2010, the MedVentures 2010 Competition has relied on selected entrepreneurship and innovation networks to identify and coach the best 100 Mediterranean start-ups (10 per each Mediterranean country) with a high growth potential and projects for international development. Led by ANIMA Investment Network in the framework of the EU co-funded Invest in Med Program, MedVentures aims at supporting the best start-ups in their internationalization.

MedVentures appointed PICTI as its focal point to attract Palestinian projects to participate in the MedVentures 2010 Contest. PICTI managed to attract eleven projects as per the criteria MedVentures set. After the Expotech 2010, Eng. Hasan Omar, representing PICTI, accompanied the three winners: Addicts 123, MAM-101, and Ibtaker, as a coach, to attend the MedVentures 2010 Contest Award Ceremony that was held in Marseille, France in December 2010. Eng. Omar

commended the Palestinian entrepreneurs who took part in the MedVentures 2010 Contest, congratulated the winners and said that the ceremony gave PICTI and the Palestinian entrepreneurs the opportunity to meet other professionals from MENA and Southern Europe. Eng. Omar thanked also all the Palestinian universities, PFI, and Al-Nayzak Foundation for their contribution and continuous support to this idea.

Addicts 123 won the first place on the region among the 100 participating projects adding to Palestine's standing on the ICT map.

In addition to the cash prize, Addicts 123 will receive communication and support services, business meetings and workshops on financing and coaching will also be organized in parallel.





### **ADDICTS 123, “the Power of Control”**

ADDICTS 123 is a high-tech start-up company, which was pre-incubated at PICTI and received business services back in 2005. The company was officially launched in 2008 by two Palestinian Engineers: Wafa Dajani, and Khaled Assali.

The company pioneered in Palestine the development of hardware and software for wireless GSM/GPRS based remote control and monitoring systems to manage power networks in remote and inaccessible areas.

### **MAM-101**

MAM-101 offers a new technology for the stone & marble sector. This new technology engraves the stone automatically with a better quality and consistency compared to the manual engraving used currently. Eng. Ashraf Salous is the entrepreneur behind this idea and he believes that such will save lots of time and efforts for users.

### **IBTAKER for Technological Innovation**

IBTAKER offers innovative solutions for the educational and business sectors. It offers Microcontroller Unit kits (MCU), which are complete system of Hardware and Software that



includes a microcontroller board and high level programming language that is user friendly where you can program the MCU without the need to know any computer programming language. Engineers Emad Ammouri and Husam Ateyah are the entrepreneurs behind the idea and who believe that their MCU kits can add to the technology education in Palestine and abroad.

## **Bedaya**

Bedaya is a new program in partnership with a global consortium (T2VC) and aims at helping Palestinian startups tap into global resources, mentors, and markets and assist them to accelerate growth and achieve new market outcomes.

PICTI has engaged T2 Venture Capital, a Silicon Valley venture firm, to develop and pilot the Bedaya Program. T2VC ([www.t2vc.com](http://www.t2vc.com)) has an extensive background in establishing and managing programs to support the success of technology startups in non-traditional markets. T2VC works with incubators and other organizations to develop programs to build entrepreneurial ecosystems.

PICTI and T2VC will collaborate to create capital connections for Bedaya startups through: advisory networks, global forums, investment groups, direct investment, seed funds, and bridging programs and will invite early-stage Palestinian ICT ventures to participate in the Bedaya Program to benefit from: assessments with practical feedback; support in developing ‘venture roadmaps; and access to resources, training, and markets that match startup needs.

Successful applicants to the Bedaya Program will be assisted through a 6-12 month program, based on their readiness, quality of roadmap, and commitment to action.

PICTI has started already providing the Bedaya Program with projects from its connections and pipeline. Bedaya staff also started interviewing potential projects in two programs: PICTI Entrepreneurship Program (PEP) and Bedaya Venture Program (BVP). Different stakeholders are anticipating successful implementation as well as impact of the Bedaya Program.

## **Workshops**

### **Animation**

As a follow up to the launch of the Animation Community, PICTI held the first workshop of the Animation Community at its premises in Ramallah in December 2010. More than 60 students and professionals attended the workshop.

Eng. Hasan Omar opened the workshop by welcoming the attendees thanking them for responding to his invitation to continue the efforts started before and during the Expotech 2010.

Eng. Omar asked the attendees for their feedback on the topics of discussion which were the current situation of the animation industry





in Palestine, the challenges, and the need to develop the standards and the laws needed to allow animation professionals to benefit from the high demand on this industry locally and internationally. He also mentioned another topic which was the training and capacity building needed. The workshop gave the attendees the opportunity to network with other professionals in the same field.

The attendees agreed to draw a plan of the animation community for 2011 and the opportunities of cooperation between the West Bank and Gaza Strip.

### ArabNet 2011

PICTI held, in its premises in Al-Bireh in February, a workshop on the ArabNet 2011. The aim of the workshop was to introduce the participants on the ArabNet 2011 event that will take place from 22-25 March 2011 in Beirut. The workshop was attended by a numerous number of ICT professionals and entrepreneurs.

Eng. Hasan Omar introduced ArabNet and the competition it holds which includes two sides: Technological Ideas and Startups in addition to the activities PICTI holds to prepare the participants for such competitions. Eng. Omar also spoke about the qualities each entrepreneur should have in order to present his/her project or idea either before the investor or competition panels. A practical training took place afterwards where some of the participants' projects were discussed in order to reflect the key pillars that should be taken into consideration in a successful project such as: entrepreneurial technological idea that is realistic and able to be implemented and marketed, the team behind such idea, market study, marketing, competition, financials including costs and profits, etc.

Eng. Hasan also mentioned the successful participation of Palestine in the ArabNet 2010 where iarsheef, a project incubated at PICTI, was one of the winning projects among other participants.

Mr. Laith Kassis, CEO of PICTI, thanked ArabNet for arranging this important event for the second year in a row especially with its importance in enriching the Arabic Digital Content and for allowing the opportunity of entrepreneurs from all countries to get acquainted and network to upgrade and market their projects. Mr. Kassis called upon all entrepreneurs to participate and communicate with PICTI and utilize the various services it offers.

### Bedaya

PICTI held workshops in both its premises in Ramallah and Gaza on the Bedaya Program and the BVP and PEP applications.

Mr. Laith Kassis, CEO of PICTI, started the workshops introducing the Bedaya Program and Mr. Scott Gillespie who conducted the workshops.

Entrepreneurs from different backgrounds who are interested in pursuing an opportunity with the Bedaya Program attended both workshops.

Group discussions were held after each workshop where the participants presented their ideas/projects and asked questions about the Bedaya Program in general and the applications in particular.

### PICTI Incubates Six Startups

In 2010, PICTI signed incubation agreements with six startup companies.

The agreements were with Shobiddak?, Lab of Media, Elia e-commerce & development, Ibtaker for Technological Innovation, Nibiru for Intelligent Solutions, and nMotion.

Eng. Hasan Omar, PICTI Manager said that the incubation was for one year in two different types of incubation: physical and virtual. In addition to providing these startups with space, logistics, employment, marketing, and financial aspects, PICTI handled all legal issues including registration.

He added: "upon the duration of the incubation period, 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 start-ups with high potential, like its clients, in the ICT market.

In addition, PICTI signed with Microsoft to establish an R&D center for MS @ PICTI. The R&D center is contributing greatly to the ICT in Palestine in general and MS in particular.

Between the incubated companies and the R&D Center, PICTI managed to create more than 25 job opportunities.

It is also worth mentioning that most of the graduated projects that PICTI incubated in the past are doing very well in business and contributing positively to the Palestinian economy.

### PICTI graduates one of its incubated startups

PICTI celebrated the graduation of one of its incubated startups, Shobiddak for Advertising Services. Shobiddak? is a leading classified online advertising and marketing company. Its website: [www.shobiddak.com](http://www.shobiddak.com) was classified among the top 100 most visited websites in Palestine. Shobiddak? also is the only Palestinian company that is accredited as Google Ad Professional.

PICTI Manager, Eng. Hasan Omar, commended the entrepreneurial performance Shobiddak? enjoys that made her capable of graduation and moving into the next step of entering local and regional markets.

He also added that Shobiddak's GM, Eng. Ubaida Zahdeh, had applied to PICTI to join TeamStart Palestine where he received the training needed on entrepreneurship, marketing, and business plan development. After developing Shobiddak?'s business plan and the thorough evaluation of it, Shobiddak? was incubated in February 2010 for a period of eight months where PICTI provided Shobiddak? with different quality managerial and technical skills in addition to financial support and networking. Shobiddak? was also registered officially and assigned a space in the incubator. With the help of PICTI, Shobiddak? has now the access to different competitions and exhibitions locally and regionally.

Eng. Ubaida Zahdeh, On the other hand, thanked PICTI for its high quality services PICTI provided Shobiddak? before and during the incubation which made Shobiddak? expand its operations and increase its income and clientele which includes leading Palestinian companies.

Shobiddak? managed also, through PICTI, to appear on the local and regional levels on different activities including Arabnet 2010 in Beirut and MedVentures 2010 in addition to its participating in PIC 2010 in Bethlehem and Expotech 2009 and 2010 in Ramallah.





## 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

Al Haytham Building 3, 1st Floor Remal,  
Gaza - Palestine  
Opposite of Palestine Hotel  
Tel: +970-8-2881110  
Fax: +970-8-2881110  
E-mail: [info@pita.ps](mailto:info@pita.ps)

Website: [www.pita.ps](http://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](http://www.picti.ps) E-mail: [info@picti.ps](mailto:info@picti.ps)

Enjoy the best of both worlds; Keyboard or  
Touch screen with the new BlackBerry® Torch™  
9800 Smartphone with the largest screen

BlackBerry Service meets the needs of your business,  
from fully featured to straight forward talk and text,,,  
always helps you to communicate better and work  
smarter on the move...

**BlackBerry**

For more information please call 111 or visit our website [www.jawwal.ps](http://www.jawwal.ps)

Jawwal... Go for it



**Jawwal**



BlackBerry® Torch™  
9800 smartphone