



Palestine Technology Week

EXPOTECH 2018

 *24-27 September*

Final Technical Report

September 2018
West Bank-Gaza



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**Technical Report
"West Bank"**



EXPOTECH TECHNOLOGY WEEK 2018

Final Technical Report September 2018

Palestinian Information Technology Association of Companies

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ABOUT PITA: INNOVATION IS IN OUR DNA!

The Palestinian Information Technology Association of Companies (PITA) represents more than 150 major ICT's companies in Palestine's emerging technology and start-up system. It has become the driving source in advancing the ICT sector's interests, and the leading information source about this sector in Palestine.

Based in Ramallah, PITA was founded in 1999 by a group of Palestinian entrepreneurs with the vision of creating a non-profit organization to advance the interests and positive societal impact of Palestine's Information and Communication Technology (ICT) sector.

A new generation of forward thinking entrepreneurs with a heritage that takes them back thousands of years in history is bringing together a profound change to the technology and start-up change.

Through its programming, content, events and global outreach, PITA is now poised to not only continue advance its mission towards innovation, but also serves as the region's driver for its start-up ecosystem.

"PITA is the voice of the information, communication, technology and start-up companies in Palestine. Our reach is global, and we invite you to connect with our community."

For more information, please visit PITA website at www.pita.ps

Follow PITA on Facebook: Palestinian Information Technology Association of Companies - PITA.

ABOUT EXPOTECH

EXPOTECH is an event that is dedicated to the information and communication technology in Palestine, hence spotting the lights on the latest technological trends and opportunities happening on both local and global levels.

Having the slogan “BETTER FUTURE”, this year’s Expotech is being organized by PITA, the main organizer and its partner organizer, PICTI for 3 sequential days, from 24th to 26th of September 2018, under 3 main components: the gala dinner where key and high level representatives are invited to announce the opening of the tech event under the patronage of his Excellency President Mahmoud Abbas, the ICT conference day that shall address visionary leaders, experts and partners by covering topics under the main pillars (Innovation, FinTech & Investment, Challenges facing the telecom sector and International Cooperation) and Palestine Smart Solutions Day in which multiple sessions were organized for ICT companies to present the latest technological and smart solutions in Palestine .

For its 15th anniversary, EXPOTECH technology week has proved itself globally and made itself a great platform to learn about new technologies & trends and offer innovative solutions in ongoing technologies through showcasing the success stories of Palestinian businesses and entrepreneurs who seek to tap into the potential of the tech sector in Palestine. In Expotech week, you can directly speak to industry leaders and generate great leads for your business by interacting with Palestine’s well-known ICT companies. Along with other players in the business, it offers startups and innovators the chance to Learn more about the latest industry developments, experience a rich and highly focused event, participate in sessions to expand practical knowledge about the ICT sector, engage in networking activities, expand your vision of how technologies impact businesses and most importantly Work for a BETTER FUTURE.

WHY EXPOTECH?

Government

The advent of knowledge economy and global economic competition compel governments to prioritize lifelong learning and the provision of equal opportunities for all. Access to Information & Communication Technology (ICT) can help to compete in a global economy by creating a skilled workforce and facilitating social mobility.

Moreover, it emphasizes the need for government to competently manage and monitor the ICT sector, as well as establishing the right policy interventions, resource investments, appropriate partnerships and enabling environment for the promotion of a viable and sustainable Information & Communication Technology (ICT) industry and the opportunities it offers and the challenges that Palestine face in its concentrated efforts to participate fully in creating an information society and knowledge economy.

Palestinian Experience

A platform for sharing the Palestinian experience in the ICT sector on both the local and international levels through engaging Palestinian innovators & mindsets as well as ICT companies to present the latest technological and smart solutions in Palestine.

Benefiting from External Experts

Harnessing and benefiting from a network of external ICT experts can play a role in building technology foresight. Learning from global best practices and exposure to global investment network is evident.

It's all about NETWORKING!

Creating a platform for all the ICT players from ICT companies and potential investors to start-ups and entrepreneurs; to make valuable connections, generate new prospects and increase their business opportunities.

EXECUTIVE SUMMARY

On the business level, technology is carrying great implications for businesses, that in turn, is setting a new era of leadership and a new generation of business models.

And since globalization has turned the world into a small village, technology has brought all the societies together by only one click away. The internet of things became the internet of everything, where all people around the globe are connected together. This could be seen as a golden opportunity for all the young entrepreneurs who face some difficulties at their homelands. Therefore, getting connected with the outside world open up the windows for entrepreneurs to learn from neighboring experiences, view several success stories of outstanding serial entrepreneurs worldwide, get connected with the Palestinian diaspora abroad and maybe get the chance to be adopted by potential investors and further develop their business ideas.

Nowadays, PITA is committed to enhance the ICT business environment to better enable the industry that will grow both economic & intellectual capital, strengthen the competitiveness of Palestinian ICT enterprises in local & international markets, ensure that qualified sufficient human capital exists in Palestine to boost the ICT sector and attract new investors to this region and engage with the global ICT sector effectively.

As a result, PITA will be formulating its strategic direction towards the inclusion and empowerment of start-ups and entrepreneurs in their societies, since they are becoming the backbone of our nation's economy, in addition to spotting the lights on how start-ups drive growth and spirit of innovation, create job opportunities hence reducing unemployment and transforming communities into ones with successful entrepreneurs and innovators.

This year's ICT event brings solutions to the world's most important sections. It mainly focuses on:

- Creating an enabling entrepreneurial system that paves the way for entrepreneurs to find success.

- Offering start-ups and entrepreneurs the unique opportunity to connect with ICT professionals and experts.
- Uncover new perspectives and ideas that will help start-ups, entrepreneurs and innovators master the smart adoptions that will help them advance.

INDUSTRY OVERVIEW

“The Palestinian ICT sector is gaining more and more recognition both within the Palestinian Territory and around the rest of the world. For a small economy with a young and well-educated population, the sector has the potential to make a strong contribution to balanced sustainable growth. In recent years there has been an increase in the number of companies, as well as inward investment from international names such as Cisco and Intel. This special feature documents this growth, and considers what factors might need to be addressed to help the sector deliver its potential.” (The Portland Trust, 2012).

The ICT Sector in Palestine

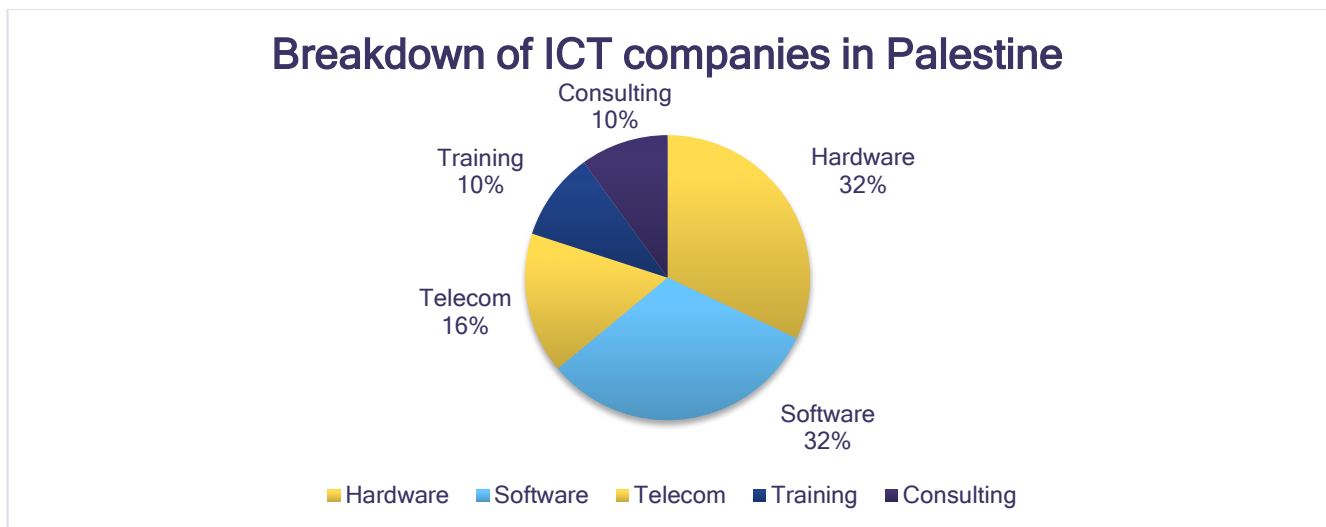
The Palestinian ICT sector is a rapidly and continuously growing economic sector that is significantly contributing to the development of the Palestinian economy with an annual market growth of about 25% and an estimated market size of \$500-638 million. There are 250 ICT companies with approximately 9,200 employees and around 12,000 registered Palestinian ICT individuals on online e-work platforms. Among the 250 companies, 160 are officially registered ICT companies at PITA (which constitute the core of the industry). Over and above, 50% of the Palestinian ICT companies include hardware distributors, telecommunications companies and ICT consulting and training; whereas the other 50% operate in software development and online services.

Broadly speaking, the ICT sector consists of 3 main markets:

- 1- Telecommunications services which focus on telephone services, Voice-over-Internet Protocol (VoIP) termination and origination, and internet services: comprising about 70% (\$440 million).
- 2- ICT equipment and hardware solution resellers and servicing markets, which deliver the hardware and installation of networks and their maintenance within companies, comprising another \$100 million.
- 3- ICT software solutions markets, which focus on the development of software products, including a wide range of smaller market systems with varying degrees of potential for growth within Palestine. This market system is worth about \$100 million (including the

domestic, the Middle East and North Africa (MENA), and the Multinational Enterprises (MNEs) markets).

Notably 50.9% of Palestinian households own a computer and 39.6% of individuals use the internet. Furthermore, 50% of the ICT companies have partnerships outside Palestine and 30% export to international markets including USA, Europe, Middle East and the Gulf. ICT exports mainly consist of Research & Development including projects with Cisco, Intel, HP and Microsoft.



Competitive Advantage: Existing pool of more than 22,000 human capital, with 2,000 ICT graduates per year to be invested in for maturity of expertise and demanded skillset availability.

On one hand, many factors have contributed to the growth of the ICT sector in the Palestinian market, such as possession of rich human capital that consists of the well-educated and young population, investments by leading international companies like Cisco and Intel, the relative openness of the Palestinian people in building business relations with foreign customers and partners, flexibility of Palestinian ICT entrepreneurs and workers (result in customer-tailored products), the blockade on Gaza that contributed a great deal in the development of innovative and problem-solving population especially among the youth, the presence of multinational companies in addition to the steady inflow of international aid. What distinguishes Palestinian ICT companies is the low staff turnover, low costs, wide range of IT software skills, well-regulated banking system and investor friendly financial environment.

On the other hand, the ICT sector in Palestine still suffers from numerous weaknesses that need to be overcome such as lack of ICT penetration in businesses, education & government, the absence of leadership and coordination between private and public sector groups, the limited access to foreign and international markets, the insufficient domestic capital and the lack of innovation and creativity in product and service development.

Other obstacles that significantly hinder the expansion and growth of the sector are:

- The political situation that limits the ability to travel and move good and services. Even though the ICT sector doesn't require that much mobility, having free access to international markets, clients, equipment and investors is a plus!
- Israeli mobile providers that operate within Palestine without a license.
- Weaknesses in the legal and regulatory framework.
- The gap between the skills that ICT students receive at schools and universities and the labor market needs and requirements.
- The absence of 3G services in Gaza Strip and the recent launching of 3G services in the West Bank. Meanwhile, 4G takes the lead in 2019, while 5G moves from trials to early commercialization in China, the US and Japan.

Local demand for IT

The demand for ICT good and services has significantly increased in Palestine over the last few years.

According to the Portland Trust, there are several factors in the Palestinian that boost demand for ICT goods and services: -

- Access to information, entertainment, communication, studying and work.
- The move towards e-government.
- The political situation which increases the need for technology to aid virtual communication.

State of the private sector

ICT firms emerged in the early 1980s in both the West Bank and Gaza Strip. At first, ICT companies used to operate in hardware retailing and other services. Then they started to operate in software development and online services. One of the major milestones in the development of the ICT sector was the establishment of the Palestine Telecommunications Group (Paltel) in 1997. Nowadays the good and services offered by the ICT companies in

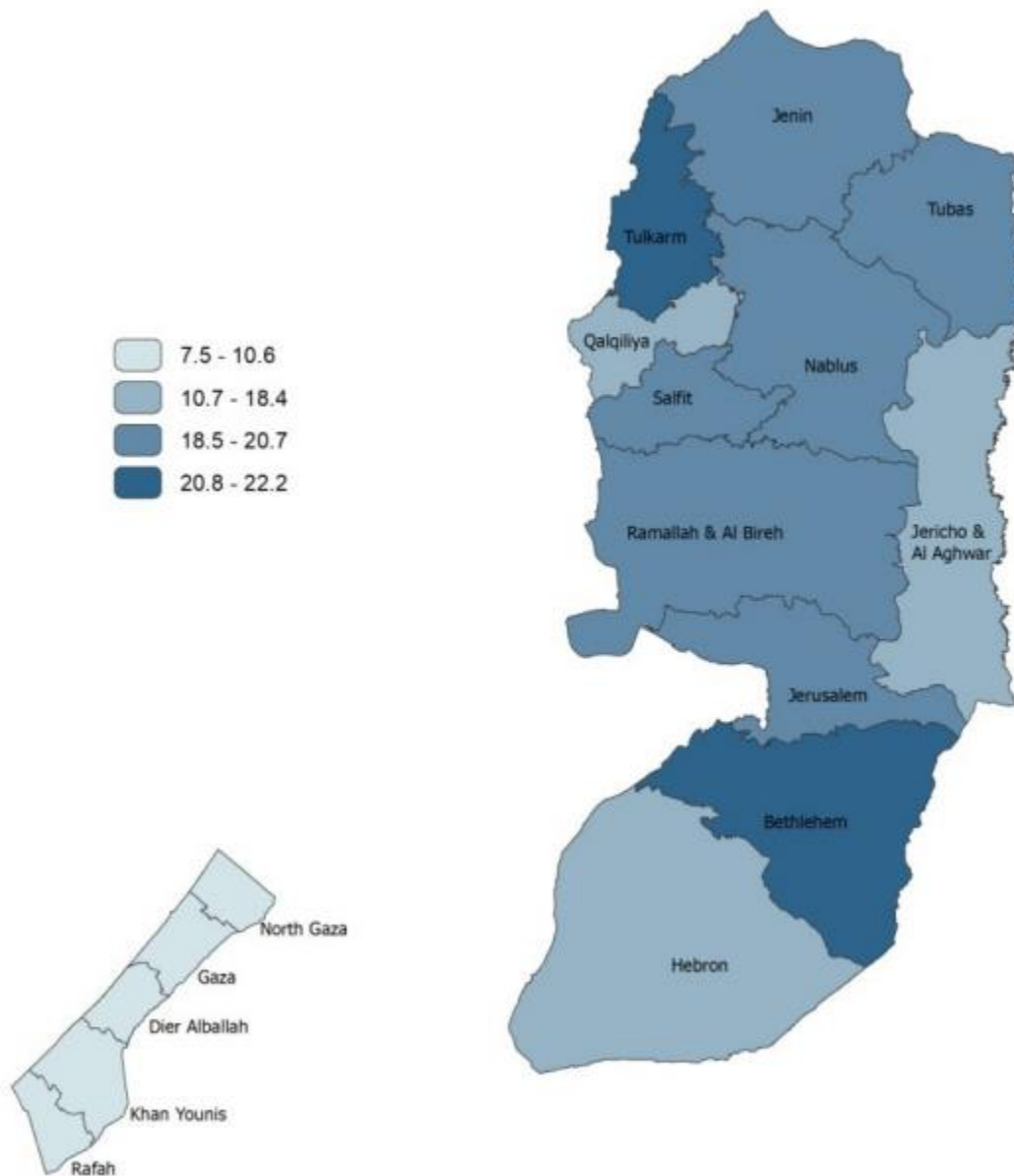
Palestine range from telecommunications and software industry products (finance and accounting, human resource management and management information systems) to web products (web development, e-businesses and ICT consultancy) and mobile phone applications and animations.

Percentage Distribution of Households in Palestine by Availability of Computer Desktop, Governorate and Type of Locality, 2017

Governorate and Type of Locality	Availability of Computer Desktop		
	Available	Not Available	Total
Palestine	15.6	84.4	100
West Bank	19.9	80.1	100
Jenin	20.7	79.3	100
Tubas	20.6	79.4	100
Tulkarm	21.6	78.4	100
Nablus	20.1	79.9	100
Qalqiliya	17.9	82.1	100
Salfit	19.3	80.7	100
Ramallah and Al Bireh	20.3	79.7	100
Jericho and Al Aghwar	16.5	83.5	100
Jerusalem	20.1	79.9	100
Bethlehem	22.2	77.8	100
Hebron	18.4	81.6	100
Gaza Strip	9.0	91.0	100
North Gaza	9.7	90.3	100
Gaza	7.5	92.5	100
Dier Alballah	9.7	90.3	100
Khan Younis	9.5	90.5	100
Rafah	10.6	89.4	100
Type of Locality			
Urban	15.4	84.6	100
Rural	18.2	81.8	100
Camps	12.9	87.1	100

*Data excluded those parts of Jerusalem which were annexed by Israeli Occupation in 1967.

Percentage of Households Wich have Computer Desktop by Governorate, 2017

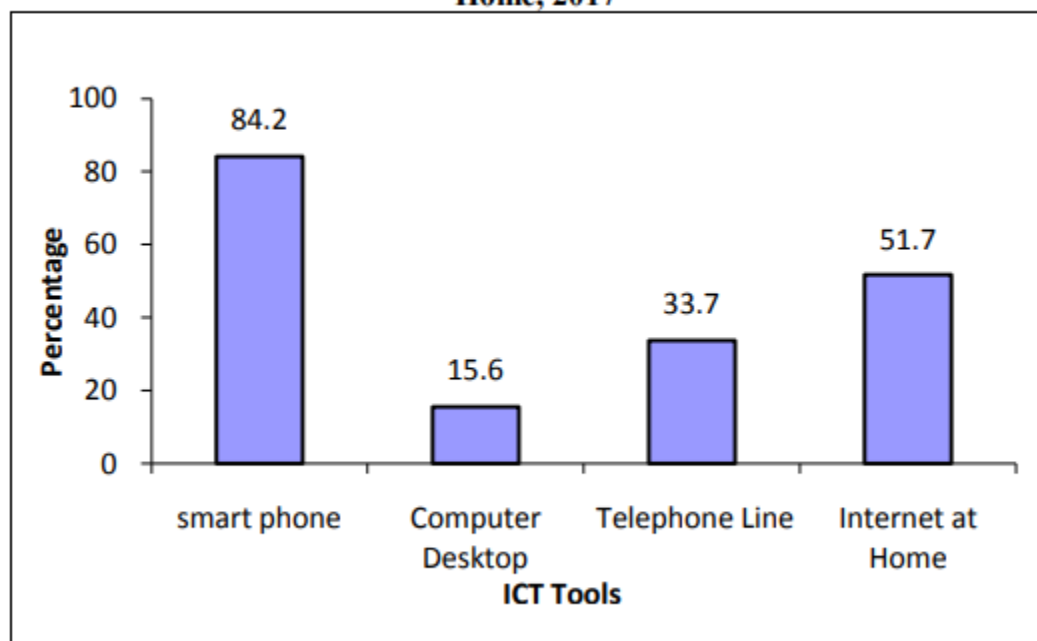


Percentage of Households in Palestine* by Region and Availability of (ICT) Tools at Home, 2017

ICT Tools	Palestine	West Bank	Gaza Strip
Computer Desktop	15.6	19.9	9.0
Laptop	27.9	31.6	22.2
Tablet	17.7	19.8	14.3
Smart Phone	84.2	89.8	75.5
Internet at Home	51.7	60.6	38.0
TV Set	40.3	30.4	55.9
LCD, LED	60.1	75.3	36.4
Satellite Dish	90.3	94.3	84.1
Telephone Line	33.7	40.1	23.7

*Data excluded those parts of Jerusalem which were annexed by Israeli Occupation in 1967.

Percentage of Households in Palestine by Availability of (ICT) Tools at Home, 2017



*Data excluded those parts of Jerusalem which were annexed by Israeli Occupation in 1967.

According to a recent study by DAI in 2018, ICT industry output in the IT and business process services reaches more than 100M Euros, growing annually at 6%.

Furthermore, according to recent studies, the value added of the ICT sector amounted to half a billion dollars by 7.6% of the total value added in the private sector. According to latest studies by the Palestinian Bureau of Statistics, the ICT sector's contribution to GDP has formed around 6% in 2014 and 2015; at constant prices. It is also important to note that

workers in the ICT sector are significantly more productive than workers in other sectors. Even though ICT workers comprise 3% of the total workforce, they account for more than 8% of GDP.

Over and above, the production of this sector accounted for 6.8% of the total production of the economic sectors in 2016 compared to 7.3% in 2015.

Technological Infrastructure: At the beginning of 2018, the ICT sector in Palestine witnessed a quantum leap by launching 3G service in the West Bank and enabling Wataniya Mobile Company to provide services in Gaza Strip. Data from the Ministry of IT and Telecommunications showed a steady growth in the use of telephone lines. By the end of 2017, 472,292 telephone lines (home, commercial and governmental) existed in Palestine in comparison with 360,402 lines at the end of 2010; indicating an increase of 31%. Fixed telephone penetration rate per 100 inhabitants reached 10.5 telephone line at the end of 2017 compared with 9.4 telephone line at the end of 2010. Furthermore, mobile cellular subscriptions reached 3,997,206 subscribers in Palestine by 2017 in comparison with 2,603,582 subscribers in 2010; showing an increase of 53.5%, whereas mobile penetration rate per 100 inhabitants reached 83.6 mobile at the end 2017 compared to 64.3 mobile at the end of 2010.

Data showed that the majority of households in Palestine have a mobile phone with a percentage of 96.6% (97.2% in the West Bank and 95.7% in Gaza Strip). The percentage of households that own a smartphone was 84.2% in Palestine (89.8% in the West Bank and 75.5% in Gaza Strip). 43.1% of households have a computer (Desktop or Laptop or Tablet and iPad) in Palestine (48.9% in the West Bank and 34.0% in Gaza Strip). As for the use of computers among individuals, 61.4% of households have users of computer (62.0% in the West Bank, and 60.4% in Gaza Strip).

51.7% of households in Palestine have internet access (60.6% in the West Bank and 38.0% in Gaza Strip) in 2017.

A PESTEL framework was used to identify how future trends in political, legal, economic, technological and social/cultural factors can indeed influence the ICT Palestinian Sector:

Political	Legal	Economic
Political instability to the occupation, control on telecom infrastructure, integration between the WB and GS as well as restrictions on mobility.	Relevant laws aren't activated as well as old and outdated legal and regulatory frameworks that govern the way businesses are done in Palestine.	High unemployment levels, increasing demand for ICT in the region as well as difficulty to access financial resources.
Technological	Social/Cultural	
Rapid advancements in technology/latest trends, limited bandwidth as well as on-line based ICT subsectors.	Trend to move out of Palestine as well as high focus on education.	

A SWOT analysis was also used to identify major strengths/weaknesses and opportunities/threats that can impact the Palestinian ICT Sector:

Strengths	Weaknesses
Established collective market representation through PITA, sector leaders and experts with progressive ideas, willing and capable workforce, availability of development assistance from the US and EU as well as availability of large labor force.	Gap between fresh graduates and market requirements, lack of entrepreneurial ecosystem, very limited access to finance, integration issues between the WB and GS, small domestic market as well as lack of comprehensive regulatory framework in IT.
Opportunities	Threats
Strong potential for the content industry, strong demand for IT outsourcing, influential pool of Palestinians including Palestinian Diaspora as well as high regional government IT spending.	Political instability of the region, economic downturn due to Israeli restrictions as well as fierce competition from neighboring countries.

CHALLENGES FACING ICT IN PALESTINE

Introduction

Due to unclear restrictions and policies imposed by the Israelis, telecommunication operators, Internet Service Providers and ICT companies continue to have difficulty in building telecom networks in Area C, acquiring the needed frequencies for existing wireless networks and importing needed equipment. Such restrictions imposed by the Israelis include the refusal to release frequencies needed to develop new advanced wireless and mobile networks and release frequencies needed for the development

Several issues have been discussed in various local and international publications such as the unclear procedures and requirements for obtaining and acquiring network frequencies, restrictions on import of telecommunication equipment and the inability to operate in Area C. All of the above-mentioned issues are considered to be main constraints that impede ICT firms' growth in Palestine.

Challenges

“In an emerging country with a promising economy like Palestine, broadband internet connectivity is becoming an imperative step towards the development of the ICT sector.” (Palestine Trade Center, 2010).

Nowadays, mobile and wireless internet technology is currently available in both the West Bank and Gaza Strip. 84.6% of the Palestinian population own mobile phones. Recently, Jawwal started to offer internet and data service through its network, however, the system still relies on GSM (Global System for Mobile Communications) and EDGE (Enhanced Data Rates for GSM Evolution) technology that is known for low internet speed in comparison to the more recent 3G (3rd Generation Wireless Technology) technology. By the end of the year 2017, 3G services took the lead and were successfully launched in the West Bank.

It is of high importance to provide consumers with wireless broadband at cost effective rates while taking into consideration the Palestinian socio-economic situation.

Recommendations

Meanwhile, the following challenges are still at hand:

- Legal Challenges.
- Landline Bandwidth Challenges.
- Wireless Technology Challenges.
- Mobile Operators Challenges.
- Software Development Challenges.

INNOVATION

Introduction

Knowledge and innovation are drivers of value creation and economic growth. Innovation is no longer restricted to technology, research & development and patents; but also includes management, business models and social and other aspects.

In the past decades, Palestine has invested heavily in its main asset, human capital. Through education and career professionalism, innovation is nowadays becoming an implicit element in the Palestinian culture. An element that is taught across generations! That being said, innovation has just started to strongly appear in the Palestinian market through formulating initiatives by various interested parties, such as the private sector, higher education institutes and civil society.

Acknowledging the vital role of innovation in the establishment of a solid Palestinian economy and believing in the innovative energies of the Palestinian people, the Higher Council for Innovation and Excellence (HCIE) has been established. *“The HCIE pursues to play a leadership role in consolidating a culture of innovation and excellence within the Palestinian society, empowering innovators and strengthening a national innovation system as the main pillar of the knowledge economy that we seek.”* (Judeh, 2016).

Initiatives around Innovation in Palestine

Several initiatives about innovation and entrepreneurship have been conducted in Palestine. Such initiatives can take the form of incubators, accelerators, awards, etc.: Al-Nayzak, the Palestine Investment Fund, the Palestinian Investment Promotion Agency (PIPA), Palestine Information & Communication Technology Incubator (PICTI), Leaders Organization and Gaza Sky Geeks (GSG).

On the one hand, innovation in Palestine could be classified as strong due to several factors such as the establishment of the Higher Council for Innovation and Excellence (HCIE), high percentage of youth in the population, abundance of highly educated and skilled Palestinians,

linkage with Palestinian in the Diaspora in addition to the increasing national interest in innovation and entrepreneurship in Palestine.

On the other hand, there are areas where innovation in Palestine can be weak because of the weak institutional infrastructure, the Palestinian economy is weak, dependable and unsustainable, the resources in Palestine are limited and mainly controlled by the Israeli Occupation, the local market is small, shortage in communication with related bodies, shortage in shared entrepreneurship success stories, lack of innovation supporting strategies, weak interaction between academia and industry, shortage in R&D as well as the unstable economic and political conditions.

Summary

Even though the Israeli Occupation have imposed several constraints on the development of innovation in Palestine, several innovation initiatives have succeeded to find their way while holding an impact on the national economy. Hence, the emergence of such initiatives in the Palestinian culture is an outstanding phenomenon that requires gradual stimulation and organization.

Such promising and encouraging phenomenon can be achieved by the cooperation between all relevant parties such as academia, governmental institutions and private sector as well as the inclusion of the young, highly-educated, highly-skilled and well-trained population in the process of establishing an innovation ecosystem in Palestine.

To overcome the obstacles imposed by the occupation and to establish a viable ecosystem for innovation in Palestine, external incubation process, investments in the ICT sector, signing of cooperation agreements with other countries and organizing workshops on innovation are required.

FINTECH & INVESTMENT

Introduction

Over the past few years, the financial services industry has been technologically-led. Thanks to mobile and cloud computing, customers are embracing on-demand finance, through which they feel more comfortable in managing their money and business online.

Nowadays, Banking, Financial Services and Fintech companies are the beneficiaries that stand to gain tremendously by demonstrating innovation in their business conduct and the services they provide.

According to well-known Palestinian entrepreneur, Mr. Bashar Masri, “the road to sustainable peace lie in financial technology. We’re a nation in the making. If the occupation ends, we will become the hottest place to invest in the world.”

More than 70% of Palestinians use computers. Palestinian youth are tech-savvy, highly-educated and well-skilled & trained. However, Palestine will definitely need a unified banking system before Palestinians can establish their own FinTech sector.

INTERNATIONAL COOPERATION

Palestine has become increasingly dependent on development assistance in recent years. However, the isolation of the West Bank's land areas and the blockade of Gaza are making it quite difficult to develop agriculture/trade or even provide development assistance.

Financial assistance from international partners and donors makes up a significant part of the state budget. The largest donors of development assistance to Palestine are the EU, the UN, the USA, Japan and Arab countries of the Persian Gulf.

International donor cooperation from GIZ, USAID, AFD, the World Bank, the United Kingdom and the EU has enabled a number of important initiatives that have made an attractive business for ICT sector investment.

Consequently, the sector has been fortunate in forging a number of strategic partnerships with international technology companies, notably Cisco (since 2008), Microsoft, Intel, HP and Google.

Partnerships with international corporations, foundations and donors have produced a number of progressive initiatives ranging from the World Bank-Funded Enhancement of Technology Education in Palestine Projects (ETEP) to the USAID Funded Hi Tech Hub.

As part of PITA's mandate, it always seeks to further improve, develop and grow the ICT sector in Palestine and place it on the international map as a strong exporting sector. This can and is being currently done through PITA's participation in international exhibitions & conferences, welcoming and sending several trade missions abroad, conducting B2B meetings with well-known international companies as well as hosting international experts to share their experiences and learn from the Palestinian experience.

What do we need from our partners in the world?

- Promote Palestine as an attractive outsourcing destination.
- Encourage donor organizations to support the Palestinian ICT sector.
- Promote equity and inclusiveness.
- Empower local communities.
- Ensure that we all get to play our part in the world.
- Promote sustainable development.
- Provide adequate financial resources to developing countries.

THE NEED FOR A MODERN AND ROBUST LEGAL AND REGULATORY CORPORATE ENVIRONMENT IN PALESTINE FOR THE DEVELOPMENT OF AN EMERGING AND INNOVATIVE ICT SECTOR

The relatively young population, the significant percentage of educated young men and women as well as the highly qualified Diaspora Palestinians who are eager to contribute to their communities are all living examples that give the Palestinian ICT sector a competitive edge.

Due to the growing activity in the ICT sector in Palestine, the emergence of sub-industries in the sector, alongside the economic and social development in Palestine over the last period, the legal and regulatory framework that governs the way business is being done in Palestine became unattractive to foreign investors and unresponsive to the needs of the ICT sector in Palestine.

In order for the ICT sector in Palestine to develop and compete on regional and international levels, the Palestinian National Authority (PNA) must modernize and adapt the prevailing legal and regulatory framework that govern doing business in Palestine.

According to this position paper, there are several ways to grow and contribute more to the Palestinian economy;

- Improve the current legal and regulatory corporate framework.
- Improve and modernize the set of legislations governing intellectual property rights.
- Promote and protect competition in the sector.
- Address current deficiencies in the labor law.
- Take specific governmental measures aimed at promoting investment in the ICT sector.

The prevailing legal and regulatory framework hindered the development of the Palestinian ICT sector, in which highly and sophisticated technical matters were left ungoverned. The emergence and development of the ICT sector in Palestine have resulted in the establishment of new concepts and legal structures. However, the prevailing legal and regulatory corporate framework failed to respond to these new concepts, types of companies and legal structures. Given the unique dynamic nature of the ICT sector, it is essential to introduce a new companies law that shall address new concepts and provide solutions for problems. Thus, catering to the needs of investors & entrepreneurs and encouraging enterprise and investment in ICT or other sector.

By and large, the ICT sector is based on the introduction of new ideas, products and services. The protection and commercialization of these is crucial for innovation and creativity in the industry. Therefore, updating Intellectual Property Rights Laws, is a cornerstone for achieving economic prosperity in a variety of sectors, particularly the ICT sector. According to the position paper, two of the main shortcomings in the current framework governing IPR protecting in the ICT sector in Palestine:

- *“Distinct laws and regulations are applied throughout the West Bank and Gaza.”*
- *“IPR laws applicable in Palestine are old and outdated.”*

“The adoption of a competition law in Palestine is essential to lay the ground for fighting against anti-competitive practices, such as monopolization, price fixing, dumping and cartels.”

The adoption of a competition law, will enable SMEs to run, manage, grow and compete in an enabling environment.

Furthermore, change in the provisions of the current labor law in Palestine, will make Palestine a favorable market to invest in the ICT sectors for both local and foreign investors.

As for the role that the government should be playing to enhance and promote investment in the ICT sector in Palestine;

- Support banks and other financial institutions to give loans to entrepreneurs and investors in the ICT sector.
- Encourage donor organizations to support the Palestinian ICT sector.

- Subsidize utility rates for ICT businesses or engage with utility bodies to ensure reduced rates for ICT businesses.
- Provide training for and raise awareness of Palestinian Government Officials and Judges on aspects of ICT-related matters and should encourage alternative disputes resolution in this field.

PALESTINE TECHNOLOGY WEEK – EXPOTECH 2018

Background

The way people connect, communicate and engage and discover is carrying great implications for businesses. It's not so much that technology indeed is part of almost everything in our daily lives. We are living in an era where technology and society are rapidly evolving and people perceptions' and behaviors' are constantly changing.

Some forward-looking companies in the information and communication technology sectors are investing in digital technology and transformation, where IT is the driving force for how businesses can effectively run, manage and grow their companies.

For its 15th anniversary, Expotech is being organized by the main organizer the Palestinian Information Technology Association of Companies (PITA) and its partner organizer the Palestine Information & Communication Technology Incubator (PICTI) under its 3 main components:

- The Gala Dinner: where key and high level representatives are invited to announce the opening of the tech event under the patronage of his Excellency President Mahmoud Abbas.
- The IT Conference Day: that shall address visionary leaders, experts and partners by covering topics under the main pillars (Innovation, FinTech & Investment, Challenges facing the telecom sector and International Cooperation).
- Palestine Smart Solutions Day: in which multiple sessions were organized for ICT companies to present the latest technological and smart solutions in Palestine.

Main Objectives

If you aim to set digital objectives for a BETTER FUTURE, EXPOTECH is the right place for you!

- Engage Palestinian innovators and mindsets in the event through networking with a wider pool of tech enthusiasts and experts.
- Connect the ICT sector in Palestine with trendy topics on the global level such as (mention the main pillars).
- Facilitate the private-public sector partnership through open dialogue in order to address some of the major trends and challenges in the tech industry sector for the greater good.
- Spread awareness about the need for adopting strategic thinking approaches and setting a new era of leadership and a new generation of business models that conform to the latest technology solutions.
- Provide a great platform to learn about new technology & trends and offer innovative solutions in ongoing technologies.
- Expose many facets of technology through exploring the wide range of roles that technology can play in health, agricultural, educational, financial, economic and industrial sectors.

Why attending EXPOTECH?

- Build and strengthen relationships between public & private sectors.
- Establish greater returns through investment in exhibition and conference opportunities.
- Integrate your full potential as you promote your business products & services.
- Expand your brand reach across boundaries in one easy step: Expo Tech Talks.
- Take your business to the next level through open dialogue with ICT experts.

Advocacy at EXPOTECH

Building a sustainable entrepreneurial ecosystem depends heavily on business leaders, policy makers and regulators by working together to pursue mutual beneficial objectives. They must fully understand the role that ICT is playing in such an increasingly dynamic digital economy.

Expotech is playing a part in facilitating the private-public sector partnership in order to address major trends and challenges in the tech industry sectors for the greater good. It advocates digital policies and regulatory frameworks, that were once designed to serve the

less dynamic and uncertain environment, to be redesigned to encourage innovation and investment for the long-term.

During EXPOTECH

- Connecting with the Palestinian Diaspora: A group of Palestinian investors and businessmen from the diaspora are annually invited to this event as a way of networking and bridging future investments and joint work with them.
- Multinational meetings: Expotech will be an attempt to attract multinational companies to conduct several training courses and seminars in universities in order to contribute to the transfer of knowledge and create opportunities for innovation and creativity.
- Platform (bilateral business meetings): Special arrangements are made to facilitate business meetings between local and visiting companies, whether from different economic sectors or from foreign delegations.

Event Stakeholders

- PITA and ICT Companies.
- Government Organizations.
- Financial Institutes and investors.
- Economic, Industrial and Business leaders.
- Entrepreneurs and start-ups.
- Educational and IT Vocational Institutions.
- Palestinian Diaspora.

IT Conference Day Sessions

- Session 1: Innovation.
- Session 2: FinTech & Investment.
- Session 3: Challenges Facing the Telecom Sector.
- Session 4: International Cooperation.

3000 participants attended EXPOTECH 2018 event.

EXPOTECH 2018 ACTIVITIES

Announcement Press Conference

On Sunday, September 16th 2018, the Palestinian Information Technology Association of Companies (PITA) and the Palestinian Telecommunication Group (PALTEL) - the main sponsor of the event, have announced the launching of Palestine Tech Week Event - EXPOTECH 2018 for its 15th round, which is scheduled to take place in the West Bank and Gaza between the 24th and 26th of September 2018, under the slogan “Towards a Better Future”.

The launching was held in Jawwal Telecommunications Company headquarter with the presence of Dr. Yahya Al-Salqan, Chairman of PITA; Dr. Allam Mousa, Minister of IT and Telecommunications and Mr. Ammar Aker; CEO of PALTEL.

The Minister of IT and Telecommunications, Dr. Allam, stressed the importance of this technological week while praising the promising partnership between the ministry and the various bodies concerned with the ICT sector in Palestine. He also pointed out to the reflection of the slogan “Towards a Better Future” on Palestinians lives, stating the great role that technology is playing in improving the Palestinian reality and in pushing forward various sectors.

Furthermore, he emphasized the role of telecommunications companies across the years, especially this year where 3G has become the leading mobile network technology. Meanwhile, the mobile industry continues to make progress with 2G service in Gaza Strip. This significant accomplishment was referred to as a quantum leap since the ICT sector is one of the cross-border sectors.

While Dr. Yahya, the Chairman of PITA, confirmed that Expotech, for its 15th year in a row, is still the largest and most important event in the ICT sector in Palestine, pointing out to the role that technology is significantly playing in improving and activating all economic sectors, promoting the Palestinian economy in general, providing job opportunities in addition to

creating new horizons for businesses, start-ups and entrepreneurs who use technology as a main tool for running, managing and growing their businesses.

With regard to Mr. Ammar, the CEO of PALTEL, he pointed out to the need for moving “Towards a Better Future” which all the companies operating in ICT sector is seeking to despite all the challenges imposed by the Israeli side that hinder the development of the ICT sector in Palestine. Over and above, Mr. Ammar spotted the lights on the latest challenge facing the telecommunications sector in palestine which evolved around the Government of Israel’s recent decision in 12/8/2018 that focused on supporting the Israeli companies strengthen their networks in all areas in the West Bank under the pretext of improving the service to the settlers. Such decision indicates that the GOI is trying to re-establish control on the Palestinian telecommunications market and compete with domestic companies illegally.

To review the Announcement Press Conference videos - the launching of Palestine Technology Week EXPOTECH 2018, kindly visit the following [link 1](#) - [link 2](#)





GALA DINNER

“It’s all about Networking”

The opening ceremony took place in September 24, 2018 at the Millennium Palestine Hotel- Ramallah under the patronage of the Prime Minister Dr. Rami Al-Hamdallah. The event focused on the policies, procedures, laws and benefits that PITA has strived to achieve with various government agencies in order to develop the sector, improve its growth and investment opportunities and provide an opportunity to meet with well-known ministers, decision-makers and business men.

The event was moderated by Mrs. Amani Muady - Acting General Manager of PITA. The Gala Dinner was opened by a speech for Dr. Yahya Al-Salqan, Chairman of PITA; followed by Mr. Ammar Aker, CEO of PALTEL and Dr. Khayriya Rasas, Adviser to the Palestinian Prime Minister, Dr. Rami Al-Hamdallah.

Furthermore, the sponsoring companies for Expotech 2018 were honored for their support in making this event such a successful and prosperous one.

Main Sponsor



Silver Sponsor



Technology Sponsor



Media Sponsor



Economic Media Sponsor



Official Gazette



Radio Sponsor



Transportation Sponsor



Entrepreneurship Sponsor



In addition to the honoring of the top 5 winners in the Ja-Pal's DigiBiz Solution Competition. An initiative that is launched by the Palestinian Information Technology Association of Companies (PITA) and Palestine information & Communication Technology Incubator (PICTI) in partnership with the United Nations Development Program/Program of Assistance to the Palestinian People (UNDP/PAPP) and funded by the government of Japan. This competition aimed at identifying creative change makers from East Jerusalem, West Bank and Gaza Strip. Those talented entrepreneurs who have innovative business ideas that make a difference in people's lives across any type of socio-economic issues were invited to submit their digital & smart tech ideas.

The top 5 winners were awarded \$1000 and given the chance to travel to Japan to further develop their business ideas into prototypes:

- 1- Ayham Bader (WB): E-Waste Recycling.
- 2- Rabei Daraghmeh (WB): Automated Tool Diagnosis Sinusitis.
- 3- Wafaa Hmouda (WB): Developing Serious Games for Individuals with Autism.
- 4- Jumana Saad (WB): The Sky Gate Game.
- 5- Suzan Atallah (Gaza): New Technology in Agriculture.

Furthermore, 2 Memorandums of Understanding have been signed during the Gala Dinner with:

1- The Engineers Association; whereas

- The partners aim to improve economic conditions and contribute to the creation of specialized employment opportunities in areas related to the areas of work of the members of these institutions.
- The partners aim to develop and improve the level of professionalism at work in Palestine through building capacities and qualifying specialized teams at work as well as supporting the development of the companies operating in the ICT sector in Palestine.
- Partners agree to improve the social conditions of individuals within these institutions.

2- The Palestinian Fund for Employment and Social Protection (PFESP); whereas

- Joint cooperation in planning, financing and implementing projects that support entrepreneurship and innovation, particularly among the youth.
- Cooperate in the design of related empowerment programs and seek to raise funds for them.
- Implementation of an electronic platform for technological training and qualifying of entrepreneurs.
- Ensure the readiness and efficiency of the ICT infrastructure and take appropriate actions to ensure the delivery of services on time/within the agreed time frame and continuity of service.

To further review the Gala Dinner event, kindly visit the following [link](#).







ExpoTech 2018

Gala Dinner Agenda

September 24th

Opening Remark / Palestinian National Anthem 07:30
Dr. Yahya Al Salqan, Chairman of PITA 07:40
Mr. Ammar Aker, CEO of Paltel Group 07:50
Dr. Khayriya Rasas, Advisor to the Palestinian Prime Minister 08:00
Honoring of the sponsoring companies for Expotech 2018 08:10
Rewarding of the top 5 winners in the ICT competition 08:20
Signing of agreements @08:30 with: <ul style="list-style-type: none">• The Engineers Association.• The Palestinian Fund for Employment and Social Protection.
Dinner 08:45

IT CONFERENCE DAY

Palestine Tech Week - Expotech 2018 themed up the importance of innovation to secure the consistency of development in the Palestinian ICT sector. This comes by promoting creativity, establishing economical partnerships, investing more in entrepreneurs and pioneers, thus enabling palestine to reach international and global markets.

The 2-days event held in Ramallah and Gaza spotted the light on the importance of investment in creativity to guarantee the continuous growth of the ICT sector in Palestine as well as facing the challenges imposed by the Israeli Government that might hinder the development of the ICT sector in palestine.

For its 15th consecutive year, the IT Conference Day was held in September 25, 2018 at the Millennium Palestine Hotel-Ramallah, under the Patronage of His Excellency President Mahmoud Abbas. The event was organized by the main organizer the Palestinian Information Technology Association of Companies (PITA) and its partner organizer the Palestinian Information & Communication Technology Incubator (PICTI) in partnership with the main sponsor Palestine Telecommunication Group (PALTEL) in addition to the Bank of Palestine; the silver sponsor.

The event was moderated by Mr. Omar Al-Sahili - CEO of Business Alliance. The IT Conference Day was opened by a remark for His Excellency Eng. Adnan Samara, President of the Higher Council for Innovation and Excellence (HCIE) on behalf of the President Mahmoud Abbas; followed by Mr. Ammar Aker, CEO of PALTEL; Mr. Thaer Hamayel, Marketing Director, on behalf of Mr. Rushdi Al-Ghalayini, General Manager of Bank of Palestine and last but not least Dr. Yahya Al-Salqan, Chairman of PITA.

Eng. Samara emphasized the role that the Higher Council for Innovation and Excellence is playing for the purpose of supporting Palestinian start-ups and entrepreneurs both morally and financially, in addition to the support of the Palestinian Government which have stressed the importance of investment in this sector and the inclusion of start-ups and entrepreneurs in the development and growth of it.

He also added; *“At the HCIE, we seek to spread and instill the culture of innovation among the Palestinian People, particularly the youth, embrace the innovative mindsets and support all the institutions operating in the fields of innovation and excellence.”* He pointed out that there are 250 ICT companies in Palestine, out of which 17 are specialized in telecommunications and internet with 3 million mobile phone subscribers; all of which contributes 7% of the total GDP.

In turn, Dr. Yahya welcomed all the delegations that came from international countries to participate in this important technological week - IT Conference Day. Thus making the conference an international day that hosted multiple international experts and businesses from different parts of the world.

He added; *“We always ask ourselves how Expotech will add something new year by year? How will it be different from previous years? This year’s Expotech was organized under the slogan “Towards a better future”. A future that goes beyond the limits of the ICT sector to reach the Palestinian People and cover all aspects of life.”*

He called on all large companies and Banks in Palestine to further invest in companies operating in the ICT sector as well as addressing the government and financial institutions to enhance the “Block Chain” technology and move towards the digitization of all institutions.

He concluded his speech by thanking PALTEL Group for officially sponsoring the event for its 15th year in a row and Bank of Palestine for its sponsorship for the 3rd year.

From his part of view, Mr. Ammar Al-Aker stated that this year’s Expotech opened up the window for participating companies to engage in open discussions and debates that cover several important topics such as innovation and investment in the ICT sector, challenges facing the telecommunications in Palestine, the use of FinTech and international cooperation.

Mr. Ammar wished that this year’s Expotech will be articulated with significant success while aiming at finding smart and viable solutions that shall move the Palestinian People towards a better future.

On the other hand, Mr. Jameel Hamayel stated; *“We are proud to be part of this important event for the 3rd year in a row, especially as the bank is intensely interested in technology.”*

He added that the Bank of Palestine has developed an application that can facilitate all transactions for clients anywhere and at any time as well as launching "بنكي رحال" application for reaching all areas particularly remote areas around Palestine. The application was established for the purpose of facilitating all transactions for clients as well as ensuring the clients’ access to all the banking solutions and services offered to them.



The conference included 4 main sessions that were hosted and presented by international & local experts as well as businessmen from the largest companies in the ICT sector.

IT Conference Day Sessions:

Session 1: Innovation

Moderator: Nura Treish - Palestine Innovate, Palestine Investment Fund.

Speakers:

- 1- Mr. Ibrahim Manna - Managing Director at Careem, Emerging Markets.
- 2- Mr. Dean Angelides - Corporate Director, International/Alliances/Partners ESRI, Redlands.
- 3- Dr. Safa Nassereldin - Al-Quds University Vice President for Jerusalem Affairs
- 4- Mr. Jamil Mazzawi - Founder & CEO, Optima, Nazareth.
- 5- Mr. Walid Feza - Investment Manager, Investment Principal and Partner at Wamda Capital.
- 6- Mr. Zaid Salem - Rawabi Tech Hub.

The speakers stressed that digital roaming has its effect in decision making, given the fact that creativity needs several factors of success (academic, financial, research and development...). Start-ups can only be developed through systematic investment in innovation alongside a supportive educational system.

To further review the full session, kindly visit the following [link](#).





نتحدث في اكسبوتك عن الابداع و الابتكار مع مجموعه من المتحدثين

نبدأ المؤتمر في جلسة الابداع الساعة 10:30 _ 11:45



السيد ابراهيم معن



السيد دين انجيلديس



الدكتورة صفاء نصر الدين



السيد جميل مزاوي



السيد وليد فزاع



السيد زيد سالم

Session 2: FinTech & Investment

Moderator: Mr. Jamal Hourani - Country Manager, Arab Bank, Palestine

Speakers:

- 1- Dr. Riyad Abu Shehadah - Deputy Governor, Palestinian Monetary Authority.
- 2- Mr. John Russell - Independent Payments Industry consultant.
- 3- Mr. Iyad Qumsieh - President and CEO, PalPay.
- 4- Mr. Mohammed Khateeb - Group Chairman & CEO, Path Solutions

The speakers discussed the issue of financial industries and electronic transactions, which are important to the development of the Palestinian financial sector, and the global trend in the electronic payment system, which has facilitated the process of movements around the world.

To further review the full session, kindly visit the following [link](#).





تعرفوا اكثر على Fintech

يوم الثلاثاء 25-9 في فندق المليونوم
بين الساعة 12:00 حتى 13:00 ظهرا



الدكتور رياض ابو شهايده



السيد جون روسيل



السيد اياد قمصيه



السيد محمد الخطيب

Session 3: Challenges Facing the Telecom Sector

Moderator: Mr. Talaat Alawi - Chief Editor, Al Safeer Aliqtisadi Newspaper.

Speakers:

- 1- Eng. Sulaiman Al-Zuhairi - Ministry of IT and Telecommunications.
- 2- Mr. Ammar Aker - CEO, PALTEL.
- 3- Mr. Yasser Hammad - Public Prosecution.
- 4- Mr. Raed Elayyan - General Manager, Call-U Company.

The speakers stressed the need to protect Palestinian companies by law, as the total losses to the telecommunications sector has reached billion and three hundred million US dollars, according to the Ministry of Communications.

To further review the full session, kindly visit the following [link 1](#) - [link 2](#).



Session 4: International Cooperation

Moderator: Dr. Yahya Al-Salqan, Chairman of PITA.

Speakers:

- 1- Mr. Pierre Cochard - General Consul of France.
- 2- Mr. Anish Rajan - Representative of India to the State of Palestine.
- 3- Mr. Masahiro Matsui - Head of Economic & Development Cooperation, Representative Office of Japan to the Palestinian Authority.
- 4- Mrs. Kerry Hallard - CEO, Global Sourcing Association (GSA), UK.
- 5- Mr. Srinivas Krishna - Senior Director, Quality Assurance and Business Development SME, UK.
- 6- Mr. David Dick - Retired IT Vice President & Board member of the Palestine Britain Business Council, UK

This session highlighted the importance of supporting the Palestinian economy and encouraging investment inside Palestine by attracting companies and entrepreneurs, especially with a such a vital and large ICT sector.

To further review the full session, kindly visit the following [link](#).



Mr. Anish Rajan

Representative of India to the State of Palestine



Kerry Hallard

CEO of the Global Sourcing Association UK



Mr. Srinivas Krishna

Senior Director, UK, Quality Assurance and
.Business Development SME



ExpoTech 2018
IT Conference Day Agenda “Better Future”
September 25th

Registration 08:30-09:30
Opening Ceremony 09:30-10:30
H.E President Mahmoud Abbas, President of Palestine Mr. Ammar Aker, CEO Paltel Group Mr. Rushdi Al- Ghalayini, Bank of Palestine Dr. Yahya Al-Salqan, Chairman of Pita
Session 1: Innovation Moderator: Nura Treish - Palestine Innovate- PIF 10:30 - 11:45
Mr. Ibrahim Mann, Careem Director - Dubai Mr. Dean Angelides, Corporate Director, International/Alliances/Partners ESRI, USA Dr. Safa Nassereldin, ALQUDS University Vice President for Jerusalem Affairs Mr. Jamil Mazzawi, Founder & CEO- Optima - Nazareth Mr. Walid Feza, Wamda Capital- Jordan- Dubai Mr. Zaid Salem, Rawabi Tech Hub
Session 2: FinTech & Investment Moderator: Mr. Jamal Hourani - Country Manager - Arab Bank - Palestine 12:00 - 13:00
Dr. Riyadh Abu Shehadah, Deputy Governor- PMA Mr. John Russell, Mobile & ePayment Expert Mr. Iyad Qumsieh, CEO of PalPay Mr. Mohammad Khateeb, Chairmen & CEO Path Banking Solutions- Kuwait

Lunch

13:00-14:00

Session 3: Challenges Facing the Telecom Sector

Moderator: Mr. Talaat Alawi - Chief Editor - Al Safeer Aliqtisadi Newspaper

14:00 - 15:15

Eng. Sulaiman Al-Zuhairi, Minister of Telecommunication and Information Technology

Mr. Ammar Aker, CEO of Paltel Group

Mr. Yasser Hammad, Public Prosecution

Mr. Raed Elayyan, General Manager of Call-U Company

Session 4: International Cooperation

Moderator: Dr. Yahya Al-Salqan - Chairman of PITA

15:15 - 16:30

Mr. Pierre COCHARD, General Consul of France

Mr. Anish Rajan, Ambassador - Representative of India

Mr. Masahiro Matsui - Representative of Japan

Mrs. Kerry Hallard, CEO Global Sourcing Association - UK

Mr. Srinivas Krishna, Senior Director, UK

Mr. David Dick, retired IT Vice President & Board member of the Palestine Britain Business Council- UK

PALESTINE SMART SOLUTIONS DAY

Our view of technology is often limited to “smartphone”, “tablets”, or “other gadgets” that shall make our daily lives much better and easier. It’s unlikely that we tend to consider that innovation and technology together are capable of changing people’s lives in the developing world for the better.

During the 3rd day, 26 September 2018, PITA organized multiple sessions for its ICT companies to present the latest technological and smart solutions in Palestine in front of a wide pool of economic and government sectors, followed by several B2B meetings that shall connect the ICT companies with targeted clients.

What was special? A Geo Smart Locational Solution that shall transform the developing world!

The opening of the third day in Palestine Tech Week - EXPOTECH 2018, took place in September 26th 2018 at the Millennium Palestine Hotel-Ramallah with the presence of Dr. Allam Mousa, the Minister of IT and Telecommunication; Dr. Yahya Al-Salqan, Chairman of PITA and Mr. Kamal Ratroot, Representative from PALTEL - the main sponsor in the event.

The 3rd day, entitled “Palestine Smart Solutions Day” have hosted 17 Palestinian ICT companies to present the latest technological and smart solutions in Palestine, in addition to a specialized session for the Eng. Michael Younan, CEO of Good Shepherd Engineering Company, entitled “Geo Smart Locational Solutions.”

The presenting companies are: JAWWAL, PALTEL, Hadara Internet Services, Spark for Consulting and Training, Sabri for Computer, ULTIMIT Advanced Turnkey Solutions, PalPay-E-Payment Solutions, Jaffa.Net Software and Outsourcing, Badawi Information Systems (BIS), PCNC 2000 Networking Company, Isra Software & Computer Company, Good Shepherd Engineering, PITS, Engineers Association, Ministry of IT and Telecommunications, Bank of Palestine (BOP) and Afandie.

For more information about Palestine Smart Solutions Days, kindly visit the following [link](#).

انتظرونا في ثاني أيام اكسبوتك 9/26 في الميليونيوم





Dr. Allam spoke about the role of the government in supporting the ICT sector in Palestine through the enactment of laws and regulations that shall support start-ups & entrepreneurs and enhance creativity and innovation in such a vital sector, in addition to addressing the impact of change in technology on Palestinians' lives and how Expotech is primarily organized for that purpose; namely presenting the most important technological smart solutions in palestine as well as connecting the youth and fresh graduates with ICT companies in palestine.

Since the ICT sector contributes approximately 6% to the Palestinian national income, a need for partnership between the private-public sector is a benefit!

According to Dr. Allam; *“We are continuously looking for new ways to further develop the Palestinian economy, particularly knowledge economy; since knowledge and innovation are the milestones for technology development. This can be achieved through further investment in human capital and information technology systems. Alongside many countries worldwide, Palestine could be at the forefront in exporting technology, thus being placed on the international map as a politically and economically independent country.”*

He also added; *“We believe that Expotech will produce technological solutions that will enable local and international cooperation with the largest ICT companies in Palestine and abroad for the purpose of enhancing knowledge ecosystem and spreading smart technological solutions.”*

Over and above, he pointed out to several important issues such as the 7% tax exemption offered to the internet companies, launching of the Third Generation Wireless Technology (3G) in the West Bank in cooperation between the government, private sector and international partners, launching of the E-government for technology-related services, in addition to the continuous support and sponsoring of Start-ups in Palestine in partnership with local institution and funded by the Korean Government; KOICA.

Dr. Yahya expressed his gratefulness to the Palestinian Government for its efforts during the past periods that were articulated with the continuous support for the Palestinian start-ups, entrepreneurs, innovators and particularly the Palestine Information & Communication Technology Incubator (PICTI), in its quest for creativity and innovation, in addition to appreciating the Minister of IT and Telecommunication, Dr. Allam Moussa for leading the Ministry towards creating a strong alliance and collaboration between public-private sectors for the development and growth of the ICT sector in Palestine.

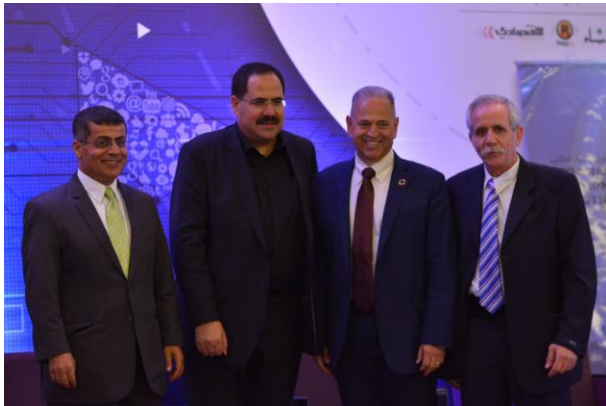
Dr. Yahya also pointed out to the importance of the International Cooperation (relating to the International Cooperation session in the IT Conference Day), stating that Palestine indeed does have all the needed capacities and capabilities to export its services to the largest markets and countries abroad. However, this cannot be achieved without the collaboration between the government, private sector and related bodies & institutes.

He also added; *“This day is a very important day, during which participating companies are offered the chance to step-up, present and offer their solutions for the purpose of penetrating global markets and offering the best services to the Palestinian market.”*

And as quoted by Mr. Kamal Ratroot, Representative of PALTEL, *“Our continuous support to Expotech lies behind our keenness to advance the ICT sector in Palestine and support Palestinian start-ups.”*

He emphasized the role that technology is currently playing in improving and promoting the Palestinian economy towards growth and sustainability. As IT companies, we seek to stay updated with all the technological developments solutions that have invaded the world and became a major engine for the survival of all sectors.

“GEO SMART LOCATIONAL SOLUTIONS”



To further review the full “Geo Smart Locational Solution” session, kindly visit the following [link](#).

ExpoTech 2018

Palestine Smart Solutions Day Agenda

September 26th

Registration 08:30-09:00
Opening Ceremony 09:00-09:30
Dr. Yahya Al Salqan: Chairman of PITA Mr. Ammar Aker: CEO Paltel Group Prof. Allam Mousa: Minister of Telecom & IT
Presenting Companies 09:30-11:30 (7 minutes each company).
Jawwal Company www.jawwal.ps Palestine Telecommunications Company www.paltel.ps Spark Consulting & Training www.spark.ps SABRI FOR COMPUTERS www.SABRIFORCOMPUTER.com ULTIMIT Advanced Turnkey Solutions www.ultimitats.com PalPay, E-Payment Solutions www.palpay.ps Jaffa.Net Software & Outsourcing www.i-jaffa.net Badawi Information Systems www.bis-pal.cpm PCNC 2000 Networking Co. www.pcnc2000.com Isra Software & Computer Co. www.iscosoft.com Good Shepherd Engineering www.gse.ps PITS www.pits-track.com Engineers Association www.paleng.org Ministry of Telecommunication & Information Technology www.mtit.gov.ps Bank of Palestine www.bankofpalestine.com Afandie www.afandie.com Hadara www.hadara.ps (5 minutes)
Geo Smart Locational Solutions 12:00-14:30
Refreshments

ANNEX

Speakers' Bios

Dr. Yahya Al Salqan



President and CEO of Jaffa.Net

Dr. Yahya Al-Salqan, an entrepreneur and inventor, the President and CEO of Jaffa.Net, a leading software and communication solution, a co-founder of IDM- Social Media and Internet Marketing Company, and recently has co-founded the Mobile Monday Palestine Chapter.

Prof. Allam Moussa



**Minister of Telecommunications &
Information Technology**

Prof. Allam Mousa, Minister of Telecom & IT since June 2014, Minister of Transport (June 2014-July 2015) a PhD holder in Electrical and Electronics Engineering , Has more than twenty five years of experience in the Field of Engineering, Education , Research and Administration.

Mr. Ibrahim Manna

**Managing Director at Careem, Emerging
Markets**

Ibrahim Manna initially joined Careem as the New Products Manager back in 2013, and today he is the MD of Emerging Markets



(EM). He handles several responsibilities in more than seven different markets in the region, where he seeks new opportunities for distinct countries and cities, also assures to contribute great support towards the local team members in all the markets. He also strives to expand further in those markets as well as to ensure massive growth.

Manna has always been enthusiastic about entrepreneurship, where he was able to commence on his first venture at the age of eighteen.

From an attainment perspective, he is proud of being able to introduce one of the region's first on-demand delivery platforms, called 'Wheels Express', where he was able to collaborate with more than 90 restaurants across Jordan. In addition, he co-founded a monthly event in Amman, titled 'Tech Tuesday', an initiative where he was able to gather young Jordanian entrepreneurs, to be able to share their views and discuss ideas related to entrepreneurial projects.

In his spare time, Manna enjoys the challenges of lateral market thinking, fishing and travelling.

Mr. Dean Angelides



**Corporate Director,
International/Alliances/Partners ESRI,
USA**

Dean Angelides has worked with thousands of organizations to implement GIS technology to improve their operations and decision-making over his 40-year professional career. Nearly 30 years ago he co-founded a GIS services company located in California. He joined Esri in 2005.

Dean has worked with many different types of organizations and industries - local, regional and national governments, utilities, transportation and logistics firms, natural resources companies, engineering firms, agricultural concerns, conservation organizations, and health organizations. He has helped them devise strategies

Mr. Angelides has advised many executives and business unit leaders on how to get the most from their GIS investments. He has also served on a variety of advisory councils for GIS at local, regional and national levels. He is currently on the Advisory Board for the Geospatial Innovation Facility at the University of California, Berkeley, where Dean did both graduate and undergraduate study.

In 2009, Dean was appointed as a Corporate Director by Jack Dangermond, President Esri, (with responsibilities for overseeing all aspects of ESRI's international operations, technology alliances, and business partnerships. He is dedicated to ensuring that Esri users are successful in their endeavors, and that The Science of Where and GIS technology and methods are successfully applied to overcome our toughest challenges around the world and in Palestine.

GSE, Good Shepherd Engineering of Beit Jala is the local distributor and partner of ESRI.

Esri, the global market leader in geographic information systems (GIS), offers the most powerful mapping and spatial analytics technology available. Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in

for incorporating GIS into their business, and then assisted them to successfully apply new methods to transform their organizations.

more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

ESRI is the GIS market leader in Palestine over 100 Palestinian institutions (over 90% of the market) are employing the Esri GIS software to produce GIS data and maps of Palestine.

Dr. Safa Nassereldin



**Al-Quds University Vice President for
Jerusalem Affairs**

Dr. Eng. Safa Nassereldin is a well-recognized Palestinian leader and community person, she headed the Ministry of Telecom & Information Technology (2012-2014) and successfully introduced positive change by enabling a competitive environment for Telecom. She is currently Vice President of Alquds University in Jerusalem. She is also an elected member in the General Union of Palestinian Engineers.

Dr. Nassereldin was elected as the Chairwoman and board member of the FTTH Council MENA, she is an active member in the Higher Council for Innovation and Excellence, 2013-now, Board of Directors (BOD) and Head of incubation and motivation committee. She is also an active member in the Engineers Association. She holds a strong vision for the Palestinian Community through Education and learning.

Mr. Jamil Mazzawi



Founder and CEO, Optima, Nazareth

Jamil has founded Optima in 2014, to resolve the number the #1 challenge faced today by semiconductor engineers, a challenge that is inhibiting and slowing down penetrating of the automotive segment of semiconductors: Functional Safety.

Jamil has over 25 years' experience in the semiconductor and EDA industries, both in Silicon Valley and Israel. He worked at engineering, sales and managerial positions at: Ornet Data Communication, Verisity Inc., Rambus, Sun Microsystems, Jasper Design Automation and now Optima. At these companies, he was involved in developing industry-changing technologies and tools like: Verisity's eRM, constraint-random-verification methodology (later called OVM and UVM), vManager, low-power formal verification flow, Fault-Simulation-Engine, Soft-error-selective-hardening, Safety-BIST and others.

Jamil authored and co-authored 7 patents in formal-verification of low-power design, fault-simulations, functional-safety and ISO-26262 solutions. He holds a B.Sc. in Computer Engineering from the Technion, Israel and MBA from San Jose University, CA.

Mr. Walid Feza



Investment Manager, Investment Principal and Partner at Wamda

Mr. Walid Faza serves as an Investment Manager, Investment Principal and Partner at Wamda Capital. Walid is responsible for screening, structuring, negotiating and executing investments as well as providing networking opportunities, strategic direction and ongoing management to the funds' portfolio companies based throughout the region.

Mr. Faza also helps in the selection, and investment at the seed/startup stage of ventures and provides access to a network of training, coaching and consultancy. Walid is an Advisor to many startups and has extensive managerial, leadership and investment experience. He works to empower entrepreneurs across the region in various capacities; as the Regional Support Unit Coordinator for the M.I.T. Enterprise Forum Arab Business Plan Competition and also as a Mentor at Mowgli, Oasis500 and the Queen Rania Center for Entrepreneurship, among others. He served as an Investment Coordinator and Investment Manager at MENA Venture Investments Ltd. Mr. Faza was the Entrepreneurial Unit Coordinator at Aramex International. He has over 12 years of managerial, leadership and marketing experience. Upon graduation, Mr. Faza became the Founder and Director of 101 Immigration Inc. He established a music management company and founded a non-for-profit organization. Mr. Faza did his M.B.A., with honors, from the American University of Beirut between 2008 to 2010 and a B.Comm. in Marketing from Concordia University between 1996 to 1999.

Mobile and E-Payment Expert

Mr. John Russell



John Russell is an independent payments industry consultant with 30-years' experience. He provides advice and guidance to both Central Banks and Retail Banks worldwide. He currently working with Bank Dhofar in Oman and recently worked with the Central Banks of Palestine, Kyrgyzstan and Mongolia to enhance their National Payment Systems, laws and regulations. He is also working in Tanzania, Rwanda and Uganda on their National Mobile Financial Services projects, bringing together Mobile Network Operators and Banks to expand the reach of electronic payment services to the unbanked. Previous assignments include working with the Central Banks of Bangladesh and Oman and being part of the management team that established Alinma Bank in Saudi Arabia.

Mr. Iyad Qumsieh



CEO of PalPay

A visionary technologist, Iyad K. Qumsieh, has pioneered in laying the foundation of many delivery models and emerging technology formats, defining the technology of the 21st century enabled by digitization, in Palestine.

He is driven by a fundamental belief - to build a company intrinsically committed to customer benefit, with the conviction that success will eventually and inevitably follow. His unflinching commitment to a 'Customer First' approach is visible in every aspect of the business and every employee within the company. Qumsieh is a passionate advocate of sustainability and diversity, and models his business to provide solutions that stand the test of time and change. His efforts towards this end have brought a successful collaboration with Bank of Palestine in launching the hugely successful e-payment gateway, PalPay.

An accomplished business leader with extensive experience in innovation and development, he has time and again proven the expertise of his organization with state-of-the-art products and solutions.

Holding a Master's Degree in Computer Engineering, Qumsieh's strategic leadership drives the strength and scalability of the company, to achieve higher levels of customer intimacy and assist them in their technological journey.

With an inimitable leadership quality, combined with an acute focus on customer experience, Iyad K. Qumsieh has made PalPay the first Electronic Payment Service Provider in Palestine.

Mr. Mohammad Khateeb



Chairmen & CEO Path Banking Solutions- Kuwait

Mohammed Kateeb is an established leader, known for being results-driven, dynamic and highly entrepreneurial. He has a diverse experience in building businesses, teams and identifying and capitalizing on market opportunities for over 30 years in the USA, UK and the Middle East. Before joining Path Solutions, Kateeb has spent 11 years as an executive with Microsoft. He is also known as a key contributor to the region Telecommunication, Media and Information Technology industry.

Currently, Kateeb serves as member of the Board of Trustees of IRTI, an affiliate of the Islamic Development Bank Group (IsDB) to develop a technology-enabled Islamic financial services sector to foster Islamic financial inclusion. He was selected in 2018 among the 'Leaders of Islamic Economy in East Africa', and in 2017 he was granted the prestigious 'Leadership Award in Information Technologies & Media' by ISFIN, named three times among the 'Top 50 Most Influential Leaders Who Make the Islamic Economy' in 2017, 2016 & 2015 in ISLAMICA 500. Kateeb is the winner of 'Finance Monthly - CEO Award 2018', and recognized 'Gamechanger of the Year (Islamic Financial Technology)' in ACQ Global Awards 2018, honored by IFFSA with the '2016 Honorary Leadership Award', named among the 'Top 10 CEOs in Enterprise Software' in the 2016/17 CEO Insight Global Awards, in addition to being selected twice in 2018 & 2017 'Best Islamic Finance Technology CEO of the Year EMEA' by Global Banking & Finance Review, as well as 'Islamic Finance Technology CEO of the Year 2015' by Business Worldwide magazine.

**Representative of India to the State of
Palestine.**

Mr. Anish Rajan



Mr. Anish Rajan is currently the Representative of India to the State of Palestine.

Mr. Rajan joined the Indian Foreign Service in 2007 and has served in India's diplomatic missions in Cairo (2009-2011) and Abu Dhabi (2011-2012). He worked from 2012-2016 in the PAI (Pakistan, Afghanistan and Iran) Division of Ministry of External Affairs in New Delhi.

Mr. Rajan has a Master's Degree in Economics and speaks English, Hindi, Malayalam and Arabic.

Mrs. Kerry Hallard



**CEO, Global Sourcing Association
(GSA), UK.**

Kerry Hallard - is the President of the Global Sourcing Association and CEO of the Global Sourcing Association UK. Kerry previously held the titles of CEO of the National Outsourcing Association and Director of the European Outsourcing Association and recently led the organisations' highly successful global rebrand.

Kerry's focus is on growing the reach and the positive reputation of the sourcing industry globally, through the development and dissemination of standards and qualifications. Kerry recently established the GSA's Standard Advisory Group, enlisting representation from 20 countries around the world, as well as senior buyers, service providers and accreditation partners.

Kerry's career spans over 20 years in strategic consultancy and corporate communications in the high-tech and business-to-business arena, representing companies to include: ICL; Lexmark; IBM; KPN Qwest; Avaya; Crystal Decisions and Cincom.

Kerry received an MBA from Kingston Business School in 2004.

Prior to commencing her career in communications, Kerry worked in Eagle Star Insurance Services IT department. Kerry graduated from the University of the West of England with a BA Hons in Modern Languages and Information Systems.

Mr. Srinivas Krishna



**Senior Director, Quality Assurance and
Business Development SME, UK.**

Srinivas is a Business Process Outsourcing Professional with significant leadership experience in designing and building institutional and individual capacity to manage outsourced business models. A Sloan Fellow of the London Business School, with extensive experience in global outsourcing, design and execution of global sourcing strategy, economics of global service models, contract structures, governance frameworks and protocols, and transformation programmes.

Latterly, he was a Finance Director with Microsoft responsible for Shared Services Strategy, Economics and Contracts for its Global Finance Operations function. Srinivas has significant experience assisting clients in supplier selection and location analysis across multiple business processes and voice based activities and creating collaborative relationships. At Microsoft, he led supplier and location selection in Asia, Europe and Latin America.

A prolific writer and presenter on outsourcing and shared services, Srinivas was recognized by the Shared Services and Outsourcing Network for his contribution and through leadership to the Outsourcing industry

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Technical Report
"GAZA"

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Executive Summary



Under the Patronage of H.E. President Mahmoud Abbas and for the 15th year in a row, EXPOTECH Technology Week was successfully launched in the cities of Ramallah & Gaza on the 24th of September with a gathering of many international and local key figures and supporters of the ICT Sector in Palestine. The Week- long event has received huge support with a long list of sponsors and partners from the public and private sectors, banks, international organizations and donors.

The theme of the week was carrying the slogan of **Better Future**. In the Gaza Strip, the week included a main IT conference day which held several Strategic and leadership sessions to discuss the hottest topics regarding the use of technology which included the vital role of technology in economic development, artificial intelligence and outsourcing to the Gaza strip. Besides that, the week included networking platforms and multi-national meetings in addition to a digital contest for the latest innovations of technology in solving existing community problems.

The preparations of the event started by the development of the concept note and the national theme followed by the detailed actions undertaken in both cities (Ramallah and Gaza) with the support and under the supervision of Expotech Committee.

Successfully, the **Gala dinner**, opening of the technology week was conducted on the 24th of September at Gloria hotel in Gaza. The **Main Conference** day that took place on 25th of September started with several panellist sessions and presentations that marked the presence of diaspora key note speakers, as well as international experts from different parts of the world including Belgium, Egypt and others who participated through video conference discussing vital topics such as the role of technology in economic development, the use of modern technology in developing economic sectors such as education and tourism, a debate on artificial intelligence and its relation to employability and a session on the importance of outsourcing to Gaza. The conference day ended with the **Outsourcing Solutions Demo Session** in which the member ICT companies of PITA had the chance to promote their products and services and highlight their competitive advantages in addition to challenges and recommendations.

On September 26th, the event continued with **Specialized Sessions in Partnership with Universities** such as the **Entrepreneurship and Freelancing Session** that was organized by PICTI in coordination with the University College of Applied Science – UCAS. In the presence of local experts and international experts who participated through video conference, the session focused on internal start-up innovation systems and smart management of outsourcing programs.

The **Tech Camp** was the final activity of EXPOTECH this year, which took a place on September 25th to September 27th in parallel with previously mentioned activities and in coordination with Gaza University. The Tech Camp aimed at introducing youth and high school students to ICT tools including programming and computer science as income generation tools. The Tech Camp concluded with the announcement and honouring the winners in a competition that was organized during the camp.

A **Digital Contest** has been organized as well to showcase innovative solutions using technology for community problems.

Professional evaluation was conducted on all aspects of the Technology Week. Objectives and KPIs were analysed as summarized in tables below. The below report includes detailed trends analysis that showed high levels of satisfaction and highlighted areas of improvement that will be taken in consideration in preparation for EXPOTECH 2019.

2018 EXPOTECH Trends Summary

#	Objective	Status	Notes
1	Discuss with sectors leaders how can technology help in developing economic sectors and increase employment	Met	At the IT conference, seven panellist speakers from ICT and non-ICT sectors representing government and private sectors as service providers and beneficiaries in addition to academics
2	Highlight the significant trend of AI and its effects on employment rate	Met	Successfully done through the second debate session in the presence of qualified experts.
3	Present models and experiences of the use of modern technology in developing the education and , banking and the tourism sectors	Met	The IT conference hosted four international speakers Via Skype
4	State the critical importance of ICT activities such as outsourcing	Met	Successfully achieved by the session of outsourcing within the IT conference in the presence of five local specialists and two internationals Via Skype
5	Expose the ICT sector in Palestine to global industry trends and provide information on the hottest niche areas	Met	Achieved within the IT conference panellist sessions and specialized sessions
6	ICT companies promote their products and services and exchange experiences and	Met	Nine companies participated in the session of Outsourcing Demo Day

knowledge through meetings and Pitch solutions

7	Engage with government e-services as well as local development projects	Met	Achieved through discussions
8	Engage universities and educational sector	Met	Universities were interested to be part of the event. Three universities signed MoUs to conduct events.
9	Highlight innovative Examples of Technology solutions	Met	Through the digital contest, 100 innovative ideas participated and 5 winners were selected with one from Gaza.

Key Performance Indicators

#	Indicator	Status	Note(s)
1	Presence of major players Launching EXPOTECH. At Least 200 Representatives of Ministries, Associations, iNGOs, Partners, Donors.	MET	More than 350 high level key representatives joined the event.
2	85% Overall Satisfaction of event activities	MET	89% Overall Satisfaction of event activities (great & excellent metrics)
3	More than 5 companies participated in Outsourcing Demo Day	MET	9 companies participated
4	More than 2 Universities joining the specialized sessions	MET	3 biggest universities in Gaza Strip participated in organizing events.
5	More than 10 speakers joined the event	MET	More than 42 speakers joined the event
6	75% of Conference audience were from ministries, iNGOs, academia and PS entities.	MET	87% of Conference audience were from ministries, iNGOs, academia and PS entities.
7	3 Diaspora spoke at the IT Conference	MET	9 Diaspora and International speakers spoke at the event
8	More than 150 sector representatives attended the conference	MET	More than 200 sector representatives attended the conference
9	More than 40 entrepreneurial ideas participated in the digital contest	MET	More than 100 entrepreneurial ideas joined the digital contest.

About EXPOTECH 2018

Background

EXPOTECH is a major week-long event that is held annually in West Bank and Gaza Strip under the patronage of His Excellency President Mahmoud Abbas to expose the ICT sector in Palestine and to serve as a vehicle for discussing state of the art technological trends locally and globally within different main components:

IT Conference Days with their besides activities such as Business and Technology Forum and Multinational Days For its 15th year, EXPOTECH is being organized by PITA to showcase the success stories of the ICT Palestinian businesses and entrepreneurs within a national week highlighting the global technological trends, business & investment opportunities and addressing the continuing importance of building IT awareness and potential growth for innovation and entrepreneurship.

Event Stakeholders

- PITA and ICT Companies
- Entrepreneurs and Start-ups
- Government Organizations
- Educational and IT vocational institutions
- Financial institutes & Investors
- Palestinian Diaspora
- Economic, industrial and business leaders

In the Gaza Strip: Expotech2018 included the following events:

- **Press Conference: Launching EXPOTECH**

EXPOTECH 2018 Technology Week was launched through a press conference that was led by PITA chairman Yahya AlSalaqan, and H.E. Dr. Allam Musa Minister of Telecom and Information Technology, and Mr. Ammar Aker the CEO of PALTEL Group, the main sponsor of the week, at mid-day of September 16th in Ramallah.

- **Gala Dinner (Opening Ceremony) - September 24th**

Focuses on networking with decision-makers and heads of relevant institutions in the private sector about policies, procedures, laws and benefits that PITA has struggled to achieve in order to develop the sector and improve its opportunities for growth and investment.

- **Technology Conference - September 25th**

Strategic and Leadership sessions: This is the main event that reflects the role of technology in economic development in which various topics will be discussed by hosting experts in strategic sessions about the role of technology in employment and economic development, a session about artificial intelligence and Modern technology, and another session on outsourcing to the Gaza Strip and regional and international orientations about freelancing.

Main Conference Sessions:

Session 1: The Role of Technology in Economic Development and Increasing Employment.

Session 2: Debate: Modern Technology as AI and Employment.

Session 3: Presentations: Models and experiences of the use of modern technology such as virtual reality in the development of economic sectors.

Session 4: Outsourcing to Palestinians: Local and International Experiences.

Session 5: Outsourcing Demo Session

- **Other Events:**

Networking platforms and specialized sessions: networking platforms between graduates and technology experts, local and foreign companies, both from different economic sectors or from foreign groups, in addition to the women empowerment session in the technology sector, and the leadership session to encourage and support innovation.

Youth Session: Entrepreneurship & Hi-tech sessions

Women Session: Women in ICT Empowerment

Competition for the latest innovations of technology in solving existing community problems: A technology competition that was held earlier this year by PITA in cooperation with UNDP and Representative Office of Japan to Palestine, which presented an opportunity for competition among all segments of society to provide modern technological solutions and projects.

Multi-National meetings: an attempt to attract experts to conduct several training courses to contribute to the transfer of knowledge and create opportunities for innovation and creativity.

EXPOTECH 2018 Preparations

Committee Formation:

A steering committee was formed from members to oversee and support the implementation of EXPOTECH. The steering committee was tasked to develop, monitor, and support EXPOTECH 2018.

Concept note:





A detailed concept Note with an overview about the event, clear objectives of EXPOTECH Technology Week, Key Performance Indicators were set, also the beneficiaries were designated, proposed time structure, team-roles, partnerships, timeline, and budget.





Tenders Evaluation Committee:

A committee was formed to oversee and support the evaluation of tenders.



Gaza Team Role Division

Employee	Position	Role Description
Lina Shamia  لينا شامية فريق عمل اكسبوتك 2018	Gaza Regional Manager Expotech Project Management	<ul style="list-style-type: none"> - Overall planning, monitoring and supervision of EXPOTECH – GAZA - Approaching Donors - Planning for Event activities - Supervision and brainstorming on IT conference. - Supervision on other activities.
Yahya Al Sharif  يحيى الشريف فريق عمل اكسبوتك 2018	Project Coordinator IT Conference	<ul style="list-style-type: none"> - Daily coordination of meetings and associated with the IT conference - Follow-up all tasks of the IT conference. - Follow up and communicate with speakers and participants at the conference and keep track of their data. - Completion of the final reports that are commensurate with the tasks assigned.
Tamer Shurab  تامر شراب فريق عمل اكسبوتك 2018	Project Coordinator Outsourcing Solutions Demo Session	<ul style="list-style-type: none"> - Daily coordination of meetings with interested or companies participating within DemoDay - Assist in logistics tasks of the DemoDay session. - Follow up of documents related to participating companies within the DemoDay session. - Completion of final reports that are commensurate with the tasks assigned
Nour Haboub  نور حبوب فريق عمل اكسبوتك 2018	Project Coordinator Women in ICT Day	<ul style="list-style-type: none"> - Daily coordination of meetings associated with women's sessions. - Follow up and communicate with speakers - Follow up of documents related to participating companies within the Women's session. - Completion of final reports that are commensurate with the tasks assigned

<p>Amro Qaoud</p>  <p>عمرو قاعود فريق عمل اكسبوتك 2018</p>	<p>Logistics Coordinator</p>	<ul style="list-style-type: none"> - Logistics follow-up of the event until completion of the implementation - Daily coordination of meetings and meetings with service providers and ensuring compliance with the agreed logistical conditions - Completion of final reports that are commensurate with the tasks entrusted to him.
<p>Eslam Bedwan</p>  <p>اسلام بدوان فريق عمل اكسبوتك 2018</p>	<p>Admin Assistant</p>	<ul style="list-style-type: none"> - Administrative and financial follow-up - Daily coordination of the administrative activities and meetings of the event - Daily coordination of meetings associated with the Debate session - Completion of final reports that are commensurate with the assigned tasks
<p>Hosam Abu Jbain</p>  <p>حسام ابو الجبين فريق عمل اكسبوتك 2018</p>	<p>Logistics Assistant</p>	<ul style="list-style-type: none"> - Logistics follow-up of the event - Field follow-up with service providers and ensure conformity of agreed terms
<p>Mahmoud Burbar</p>  <p>محمود البربار فريق عمل اكسبوتك 2018</p>	<p>Media Coordinator</p>	<ul style="list-style-type: none"> - Follow-ups of the advertising campaign via radio, television and other agreed means - Follow-up the content of social media - Ensuring that all media outputs are disseminated through various means and agreed upon in the appropriate manner - Completion of final reports that are commensurate with assigned tasks.

EXPOTECH 2018 Agenda

Monday 24th September Gala Dinner and EXPOTECH Launching

18:00 - 20:00 **An evening reception for all actors related to the technology sector**

Speech of PITA, Speech of Paltel Group, Speech of Representative of the President,
Speech of Ministry of Communication and Information Technology

Tuesday 25th September The Main Conference

Venue: Tannoureen

09:00 - 09:30 **Registration & Welcoming**

09:30- 11:30 **Session 1: The Role of Technology in Economic Development and Increasing Employment.**

Moderator: Lina Shamia - PITA

Speakers:

Mr. Saif Aldeen Owda - Economic Expert.

Mr. Khader Shnaiwra - Palestinian General Federation of Industries.

Mr. Suhail Mdoukh - Deputy Minister of Communications and Information Technology.

Mr. Maher AlTabbaa' - Economic Expert - Chamber of Commerce.

Mr. Mohammad Abu Zaeter - The Palestinian Fund for Employment and Social Protection.

Mr. Omar Shamali - PALTEL Group.

11:30 -12:30 **Session 2: Debate: Modern Technology as AI and Employment.**

Moderator: Wael Ba'losha

Speakers:

Mr. Ashraf AlYazouri - Information Technology Expert.

Dr. Mohammad AlAstal - IT and Artificial Intelligence Expert

Mr. Ahmad Abu Shaaban - Academic Economist.

Dr. Mahmoud Sabra - Applied Economy Expert.

12:30 - 12:45 **Coffee Break**

12:45 - 14:25 **Presentations: Models and Experiences of the Use of Modern Technology such as Virtual Reality in the Development of Economic Sectors.**

Moderator: Khalid Abu AlHasna

Mr. Mohammad Al Na'nish - The use of technology in the development of tourism sector.

Mr. Mahmoud El Gabry - The use of technology in the development of education sector.

Moderator: Saeed AlAgha

Mr. Bashar Emam - CISCO Palestine and Jordan Regional Manager - Development of economic sectors using technology.

Mr. AbdAlhadi Owda - HP Palestine Regional Manager - Development of economic sectors using technology.

14:30 - 15:50 **Session 3: Outsourcing to Palestinians: Local and International Experiences.**

Moderator: Emad Kehail

Mr. Basem AlAshi - Business Process Outsourcing experience.

Mr. Mohammad AlAfifi - Global trends on E-work.

Dr. Abd AlGhany Mushtaha - International outsourcing experiences to Palestinians - Belgium.

Mr. Muhannad Shurrah - Local outsourcing experiences.

Mr. Mohammad Shbair - E-Payments problems and solutions.

Mr. Murad Tahboub - Outsourcing from West Bank to Gaza Strip.

15:50 - 16:30 **Session 4: Outsourcing Demo Session**

Atyaf, MAF, Developers Plus, WeGroup, Newline, World Links, WebCom Technology, Rozn, Effects.

16:30 **Lunch**

Wednesday 26th September

Session: Entrepreneurship and Freelancing

Venue: UCAS

10:30 - 11:00	Registration and Welcoming
11:00 - 11:30	Session 1: Entrepreneurship and PICTI 2020 Eng. Abdallah AlTahrawi
11:35 - 12:05	Session 2: Internal Start-Up Innovation Systems Nidal Qanadelo - Jordan
12:10 - 12:20	Coffee Break
12:25 - 12:40	Session 3: Smart Management for Outsourcing Programs Eng. Samer AlMalfooh
12:45 - 13:00	Session 4: Academic & Entrepreneurship Mr. Wael AlBitar

Thursday 27th September

Session: Women and Girls Empowerment in The Digital Sector

Venue: Al Azhar University

10:30 - 11:00	Registration & Welcoming (Speech of Al Azhar University, Speech of PITA)
11:00 - 11:45	Session 1: A Panel Session on enhancing the role of women in various sectors, especially in the ICT sector Moderator: Rami AlWihaidi Speakers: Dr. Safa Nassereldin - Former Minister of Teelcom and IT and Chairperson of the Higher Council's Stimulus and Exploration Committee Eng. Hazem El-Mashhrawi - Programme Advisor for TVET - GIZ Dr. Maher Sabra - Assistant Professor - Electrical and computer engineering Eng. Lina Shamia - Gaza Regional Manager - PITA
11:45 - 12:00	Session 2: Presentation about Women Empowerment Forum
12:00 - 12:45	Session 3: Success Stories of women in the ICT sector Kholoud AlA'raj - Freelancing Mai Abeed - Academic field Sozan Atallah - Entrepreneurship Maisa' El Najjar - Employee
12:45 - 13:00	Launching a project of empowering 100 women

Tuesday 25th - Thursday 27th September Venue: Gaza University TechCamp

First Day 25/9/2018

10:00 - 10:30	Camp Launch
10:30 - 01:00	Training
01:00 - 01:30	Lunch Break
01:30 - 02:45	Training
02:45 - 03:00	Stimulation Session 1: Generation of Technology: Stimulus and Motivation Eng. Mohammad AbuFoul
03:00 - 04:00	Training and Closing

Second Day 26/9/2018

10:00 - 12:00	Training
12:00 - 12:15	Success Stories in Technology Mr. Mahmoud AlAmassi
12:15 - 01:00	Training
01:00 - 01:30	Lunch Break
01:30 - 02:45	Training
02:45 - 03:00	Stimulation Session 2: Learning Sources for The Generation of Technology Eng. Mohammad AbuFoul
03:00 - 04:00	Training and Closing

Third Day 27/9/2018

10:00 - 12:00	Training
12:00 - 12:15	Session: Programming and Computer Science are the future of the world Mr. Mohammad Yaghi
12:15 - 01:00	Training
01:00 - 01:30	Lunch Break
01:30 - 03:00	Preparing Projects for Final Presentation
03:00 - 04:00	Projects Presentation, Honouring and Camp Closing



EXPOTECH 2018 Activities

Opening Ceremony (Gala Dinner)

The opening ceremony (Gala Dinner) took place at Gloria Hotel Under the patronage of His Excellency President Mahmoud Abbas and in the presence of representatives from the ICT sector, sponsors and partners in addition to more than 300 invitees.

The event was moderated by Eng. Lina Shamia – PITA Regional Director, and attended by PITA strategic partners, sponsors and government officials.



The event consisted of Speeches regarding the importance of the ICT sector as the only crossing-borders sector in the Gaza Strip which suffers a catastrophic siege, in addition to honouring key players and the winner of a digital contest that was previously organized by The Japanese Government and UNDP, in partnership with PITA and PICTI.

During his speech, **Dr. Nahed Eid** - Vice Chairman of PITA board of directors, talked briefed the achievements of PITA in the last year and discussed several issues related to graduates of ICT in the Gaza Strip And explained the importance of advancing in ICT.

"We must consider investing in knowledge," he said.

After that, **Eng. Omar Shamali**, the Director of the Gaza Region at Jawwal, who represented PALTEL Group (the main sponsor of Palestine Technology Week - Expotech 2018) praised the progress of the ICT sector in Palestine despite the siege imposed by Israel.

"The slogan of EXPOTECH this year is " A better future", which should remain our objective of all time in all aspects of our lives" he said.



Next was the speech of **Eng. Suhail Madoukh**, The Undersecretary of the Ministry of Communications and Information Technology.

He briefed about the ICT sector and highlighted that it is a key pillar and a major driver of life in the state of Palestine and the regional and international level.

"The ICT sector witnessed remarkable progress despite the deteriorating economic conditions". He said



After that was the speech of **Mr. Ibrahim Abul-Naga** - Governor of Gaza City, representing the President of Palestine, who praised the remarkable development in the ICT sector in the Gaza Strip, despite the pain it suffers.



The last speech was delivered by **Eng. Muhannad Shurrab** - Member of PITA Board of Directors who gave a presentation on the PITA updated website and presented the sections of the website, highlighting that the main objective of the new portal is to gather companies operating in the technology sector in the Gaza Strip and the West Bank under one umbrella.



The previously mentioned activities were followed by honouring **Ms. Suzan Atallah**, the winner of the digital contest that was held on September 4th by The Government of Japan and the United Nations Development Programme (UNDP), in partnership with the Palestinian Information Technology Association of Companies (PITA) and Palestine Information and Communication Technology Incubator (PICTI).



As well as honouring **Mr. Bassel Nasser** - Head of UNDP Gaza office by PITA and PICTI



IT Conference



IT Conference Sessions

Session 1: The Role of Technology in Economic Development and Increasing Employment.



مناقشة:

تكنولوجيا في تنمية القطاعات الاقتصادية وزيادة فرص تشغيل العمالة.



م. لينا شامية
مدير الجلسة



م. سهيل مدوخ
وكيل وزارة الاتصالات وتكنولوجيا المعلومات



م. خضر شنوية
الاتحاد العام للصناعات



م. عمر شمالي
مجموعة الاتصالات الفلسطينية



باسل قنديل
البحر



د. سيف الدين عودة
خبير اقتصادي، منظمة النقد الفلسطينية



م. محمد أبو زعتر
مندوب التشغيل



د. ماهر الطباع
خبير اقتصادي، غرفة التجارة

Session Details

Moderator: Lina Shamia – Gaza Regional Manager – PITA

Speakers:

Mr. Saif Aldeen Owda – Economic Expert.

Mr. Khader Shnawi – Palestinian General Federation of Industries.

Mr. Suhail Mdoukh – Deputy Minister of Communications and Information Technology.

Mr. Maher AlTabbaa – Economic Expert – Chamber of Commerce.

Mr. Mohammad Abu Zaeter – The Palestinian Fund for Employment and Social Protection. Mr. Omar Shamali – PALTEL Group.

Mr. Basel Qandeel – BTI General Manager



For the session Link: [Click here](#)

Summary and Recommendations

The session was moderated by **Eng. Lina Shamia** and focused on the role of technology in developing the different economic sectors including industry, health, education, trade, agriculture and education. It also highlighted the effect of technology in increasing employment opportunities especially among young males and females.

The session started with a recorded speech by **Dr. Talal Abu Ghazalah** - Founder and Chairman of Talal Abu-Ghazaleh International Group in which he talked about Knowledge Economy and ICT tools, as the most powerful tools in the hands of the Palestinian people in the struggle against the Israeli enemy. "Fighting The occupation has multiple ways, the most important of which is knowledge and ICT, what is known as the Fourth Industrial Revolution." He said.



Abu Ghazaleh stated that the future is for the invention of knowledge and information and communication technology, and that any siege or injustice or suffering should be turned into an incentive for victory, and that the historic opportunity to win comes by using the techniques of knowledge and technological development.

The panellist speakers focused on the necessity of activating all stakeholders' roles in boosting the ICT sector as it represents income generation sources for the unemployed youth as well as being the only crossing-borders sector through outsourcing and freelancing activities.

Being an economist, **Mr. Maher Tabbaa'** had shed the light on the latest economic statistics regarding the Gaza Strip in terms of economic growth and employment. He also explained the vital role of software and other ICT tools in increasing and improving quality and productivity as well as developing value chain for the economic sectors.

From his perspective, **Eng. Suhail Madoukh** talked about the possible strategies and means to develop the ICT sector and its ecosystem in addition to transforming it to be an industry. He indicated that the rate of unemployment in the technological sector reached 55%. "Turning to the Indian model as one of the most successful global models in the IT sector, with an annual income of \$ 460 billion per year as they are well-informed based on investment in the human mind." He said

Mr. Mdoukh also stated that the integration of technology to serve other sectors enhances the local competencies and therefore, the target will be providing expertise in areas that may be required by foreign markets.

Eng. Khader Shnaiwra, being a representative of the industrial sector, talked about the huge impact of introducing technology as equipment



and software on the development of the sector. He emphasized on the critical importance of gaining expertise and competencies required to deal with this technology.

He also stated that the industrial sector has worked extensively on absorbing the labor force, stressing this trend through the implementation of a project with UNDP in cooperation with the Islamic Bank to establish an incubator to help young people to be entrepreneurs.

Eng. Omar Shamali indicated that the telecommunications sector is one of the largest contributors to the technological sector's output and contributes to the service of local economic development and the construction of a business environment that helps create employment opportunities in light of the development of communication and data services.

Dr. Saif Aldeen Owda talked about the hardware and gear sector being one of the main pillars of the ICT sector and the positive signs of economic development it indicates, taking into consideration the Israeli restrictions on imports. He also stated that it is very important to integrate technology in many economic sectors especially the health and education sectors.

Eng. Mohammad Abu Zaeter pointed out to the role of the Fund for Employment and Sustainable Development as it is always working on creating effective connections between economic sectors to develop better job opportunities for the youth. He also explained the role of the Fund for Employment and Sustainable Development in investing in emerging projects, and the development of pilot projects for companies operating in the ICT and services sectors. He stressed that there is a big gap between the graduates of ICT and the labour market. This is due to the lack of coordination and follow-up between different parties.

During the session, Memorandum of Understanding was signed between PITA and the Palestinian Fund for Employment and Sustainable Development for launching OSS unit that would represent an updated database of the ICT sector that could serve as a reference for any upcoming development programs and in order to contribute with education institutions to empower scientific research and provide fresh ICT graduates with more employment opportunities



Recommendations:

- To activate networking and exchange information between different economic sectors
- To transform employment programs from being temporary to becoming permanent
- To work on transforming the programming sector to become an industry.
- Create awareness and outreach on the significant importance of ICT sector

Session 2: Debate: Modern Technology as AI and Employment.



وائل بعلوشة
مدير الجلسة



م. أشرف التازوري
أخصائي تكنولوجيا المعلومات



د. محمود صبرة
خبير اقتصاد تطبيقي

بان الذكاء الاصطناعي سيؤثر بشكل ايجابي
على الاقتصادية بشكل يفوق تأثيره السلبي على فرص التشغيل.

مع

ضد



م. أشرف التازوري
خبير في شؤون تكنولوجيا المعلومات



د. محمد الأسطل
خبير تكنولوجيا المعلومات وذكاء اصطناعي

Session Details

Moderator: Wael Baalosha

Speakers:

Mr. Ashraf AlYazouri – Information Technology Expert.

Dr. Mohammad AlAstal – IT and Artificial Intelligence Expert

Mr. Ahmad Abu Shaaban – Academic Economist.

Dr. Mahmoud Sabra – Applied economy expert.

For the session Link: [Click here](#)



Summary and Recommendations

The session was a debate titled by: modern technologies such as AI will positively affect Employment Opportunities more than its negative effects.

The session was moderated by **Mr. Wael Ba'loosha** who started the session with presenting a video that introduced the concept of AI and questions the effect of it on humans specially regarding employment opportunities in addition to the possibility of controlling it in a way that serves humans.

Participants at this session were divided into two teams – WITH and AGAINST.

Mr. Ashraf AlYazouri and Dr. Mohammad AlAstal presented the team with the debate title.

Mr. Ahmad Abu Shaaban and Dr. Mahmoud Sabra presented the team against the debate title.

Online Voting by the public audience was adopted to decide the winners.



The WITH team

suggested that it is important to benefit from the huge investments in the field of artificial intelligence and potential development opportunities, pointing out that this opportunity is crossing-borders and very suitable for us in Palestine, and we only need to be equipped with expertise and academic knowledge.

The team also indicated that applying artificial intelligence in industrial and commercial companies will serve the national economy, but we only need to know how and where to use it, and if certain companies are ready to change its culture.

The team argued that AI would lead to an increase in employment opportunities and even creating new jobs as human resources are needed to operate on the programmed robots and machines. The team also stated that AI technologies will lead to high profits, rising national GDP and enhanced productivity in the long term

The Against team argued that AI is going to replace human resources and that AI is not applicable on the sieged Palestinian economy as it is not able to re-inject human resources in the other sectors where AI is not used. The team suggested that Artificial Intelligence With our declining marketing capabilities, low prices, low export



revenues and a fragile economic situation will not be an option for enterprises because it is unprofitable and does not generate economic benefits at the enterprise level in the short term.

Online voting showed that the audience is supporting the suggestion that modern technologies such as AI will positively affect Employment Opportunities more than its negative effects.

Presentations: Models and Experiences of the Use of Modern Technology such as Virtual Reality in the Development of Economic Sectors.

عروض التقديمية:
أدج وتجارب عالمية لاستخدام التكنولوجيا الحديثة في تنمية القطاعات الاقتصادية

استخدام التكنولوجيا في بناء منظومة التعليم والبحث العلمي في ظل الاقتصاد الجديد
تجربة اتل وشركة كلاسرا

م. محمود الجبري

استخدام التكنولوجيا في خدمة القطاع السياحي الفلسطيني

محمد النعش

القطاعات الاقتصادية باستخدام التكنولوجيا، تجربة HP

عبد الهادي عوده

تنمية القطاعات الاقتصادية باستخدام التكنولوجيا، تجربة سيسكو

بشار إمام

ورين
25 سبتمبر
12:45

Session Details

The First Part Moderator:

Eng. Khalid Abu Hasna - General Manager of Fusion for Internet Services & Communication Systems

Speakers:

Mr. Mohammad Al Na'nish - Co-Founder and Assistive Technology Director at iris solutions

Mr. Mahmoud El Gabry - Director of international partnerships and business development in Classera/Middle East

The Second Part Moderator:

Eng. Said AlAgha - CEO of WorldNet Company for computers and networks

Speakers:

Mr. Bashar Emam - Territory Business Manager - Jordan & Palestine at Cisco Systems

Mr. AbdAlhadi Owda - HPE Enterprise group manager at SAFAD

For the session Link: [Click here](#)



Summary and Recommendations

The session focused on presenting Models and international Experiences of the Use of Modern Technology such as Virtual Reality and Interactive Technology in the Development of Economic Sectors mainly the Education and Tourism sectors.

The first part of the session was moderated by **Eng. Khalid Abu Hasna**.

Mr. Mohammad Al Na'nish talked about the interactive technology that allows for a two-way flow of information through an interface between the user and the technology. He also presented some of many projects that his company working on in which it involves interactive technology including Yasser Arafat Museum, Jenin Tourism Centre and E-reg systems for events.

Mr. Na'nish introduced the Assistive technology technique that is based on interaction between the user and the technology and widely used to provide better quality of life and used in hospitals, schools, rehabilitation centres,



"An innovative solution for the rehabilitation of children with special needs is being implemented," said Al-Na'nish. "The rooms are equipped with systems and programs to assist in their rehabilitation, where a special caravan is being prepared and will be launched at the end of November. " he continued.

Mr. Mahmoud El Gabry talked about his experience in the subject of educational transformation, of which he mentioned professional development, assessment of the curriculum, the information environment, simulation, research and evaluation.

He stressed that competitiveness today depends mainly on the skills of the workforce and graduates in the field of technology, pointing out that all investors today before starting any international investment look at indicators of technical education and skills within the country to be invested, and if the skills exists.

He also called upon the Palestinian authorities and Arab governments to work on developing the educational systems and pay attention to the technical outputs and the real scientific skills.

He also shed the light on some case studies from the middle east that involved technology in the education system such as Egypt Knowledge Bank, Egypt National Project for Better Education and Saudi Future School Gate.

Mr. El Gabry concluded with some trends for 2019/2020 which includes video learning, mobile learning, content curation, social learning and virtual reality.

The second part of the session was moderated by **Eng. Said AlAgha**

Mr. Mohammad Awais talked about Sisco experience in serving Palestinians through its wide range of products and services which includes providing IT solution services, developing IT systems and Data Centres for Gaza municipality, Gaza electricity company and the Islamic University. He also highlighted the commitment of Sisco in equipping ICT companies in Gaza with the latest and updated technologies and databases.

Mr. Abd Alhadi Owda and Mr. Abdallah Ibrahim highlighted that HP is a major practical, scientific and technical player in the development of the most vital sectors in Palestine, foremost of which is the banking market, which is considered one of the best technological and service systems in the region compared to Arab banking systems in neighbouring countries.

He also pointed out that the health and education system in Palestine is a great success story for HP, which oversees all the technical and software details of the work of these institutions.

He revealed the close of the arrangements for the establishment of Data Centre for PALTEL group and the implementation of HP International, which will constitute a quantum leap in telecommunications services in Palestine.



Session 3: Outsourcing to Palestinians: Local and International Experiences



موضوع النقاشية:

هيد الى قطاع غزة : تجارب وتوجهات دولية حول العمل عن بعد



عماد كحيل
مدير الجلسة



باسم العشي
تجربة التعاقد الى قطاع غزة



مهند شراب
تجربة محلية حول الخبرة الدولية في التعاقد



محمد شبير
مشاكل وحلول الدفع الالكتروني



عبد الغني مشتحي
تجربة من دولة بلجيكا
حول التعاقد الى قطاع غزة



محمد الشبيبي
التوجهات الدولية نحو العمل عن بعد



مراد طهبوب
التعاقد من
الضفة الغربية إلى قطاع غزة

تاريخ 25 سبتمبر
14:30 – 15:30

Session Details

Moderator: Emad Kehail

Speakers:

Mr. Basem AlAshi - Business Process Outsourcing experience.

Mr. Mohammad AlAfifi - Global trends on E-work.

Dr. Abd AlGhany Mushtaha - International outsourcing experiences to Palestinians – Belgium.

Mr. Muhannad Shurrab - Local outsourcing experiences.

Mr. Mohammad Shbair - E-Payments problems and solutions.

Mr. Murad Tahboub - Outsourcing from West Bank to Gaza Strip

For the session Link: [Click here](#)





Summary and Recommendations

The session focused on ICT outsourcing activities to Palestinians and mainly to Gaza as it is considered the only sector that can be exported through discussing its current situation, in addition to that, the session also aimed at enriching the audience with regional and international experiences regarding ICT outsourcing.

The session was moderated by **Mr. Emad Kehail**

Mr. Basem Al Ashi talked about the position of outsourcing activities in the eyes of international donors and the capability of Palestinian ICT companies to compete internationally. He stated that there is a huge interest of international donors in investing in developing the ICT sector and mainly the outsourcing activities as it helps individuals and companies to grow and prosper which has a direct effect on the economy.

Mr. Mohammad Al Afifi talked about the Palestinian ICT companies' potential in competing internationally regarding new techniques such as AI, Machine Learning, Deep Learning, IoT and Blockchain. He stated some statistics about the huge number of E-workers on Arabic freelancing website which indicates technical skills and English language basic skills gap that need to be bridged for better positioning in the international market. He also said that ICT graduates are challenged by the fast pace of the ICT sector in development and they should invest in learning trending technologies like Blockchain.



Eng. Mohammad Shbair shed the light on the problems faced by freelancers considering E-payments and the efforts of BoP in solving it. He said that the Bank of Palestine is continuously working on developing the E-Payment system to be more convenient which ranged from gaining memberships in Master Card and Visa to issuing several types of cards which is accredited, secured and hold different

range of services. He also talked about the recently issuing of a Cash Prepaid Card which can be used online without having to open a Cheque Account (The Cheque Account can only be opened when the individual is officially employed and received a salary via the bank)

Dr. Abd AlGhani Mushtaha shared his experience in outsourcing to Gaza from Europe in which he stated some challenges including lack of technical skills, culture boundaries and lack of exposure to international markets in addition to ethical issues

Eng. Mohanad Shurrab talked about his experience as a local ICT company working internationally, in addition to the capacities of local individuals and companies in responding to global demands in ICT especially regarding E-work. He talked about the competitive advantages of software programmers in Gaza including their ability to work under pressure and multi-tasking in addition to being smart thinkers, on the other hand he spotted the light on the lack of practical experiences due to the difficult economic conditions in addition to the lack of Vertical Markets specialists and trending recent technologies that attract potential investors.

Mr. Murad Tahboub enriched the audience with his experiences in outsourcing from the West Bank to Gaza Strip and the necessary competences that individuals and companies in the ICT sector should be equipped with when they consider E-work. He stated the importance of equipping ICT individuals and companies with updated technical skills in addition to other skills including project management. He also pointed out the necessity of developing marketing strategies for ICT companies and get exposed to other cultures.



Recommendations:

- To Increase awareness of the ICT sector as an income generation source and a crossing-borders sector
- To work with education institutions to update their curriculums to match local and international markets' demands
- To improve English communication skills as they are essential for a freelancer
- To target efforts of individuals and companies to expose Vertical Markets and follow trendy technologies to attract investors.
- To develop individuals and companies' technical skills in addition to other skills like project management and marketing.

Session 4: Outsourcing Demo Session



ويقية لخدمات ومنتجات الشركات العاملة في مجال التعايد



Session Details

Moderator: Mr. Zain Al-Rayes

The session aimed at exchanging experiences and methodologies to develop competencies in the ICT sector, especially in software programming and design in addition to presenting local companies operating in the software industry and their ability to export their products and services abroad in addition to build great reputation and expand their customers base.

Nine companies had the chance to promote their products and services and share their competitive advantages and challenges through a five minutes presentation per company.

For the session Link: [Click here](#)

Summary and Recommendations

MAF/LOGICTECA for Consultations

LOGICTECA Solutions is a leading provider of software development and IT solutions.

It provides software solutions and software development abroad with a proven track record.

MAF is a Palestine-based company with an international presence in North America. It operates under the name of LOGICTECA Solutions in the United States and Canada. It specializes in web development, mobile phone development, digital marketing and IT support. The company's structure enables it to develop software applications at competitive rates that provides its customers with reliable solutions with low development costs.

LOGICTECA has developed one of the best outsourcing models available "Minimum Risk Model", the model is designed to simplify the process of outsourcing and reduce the risk factor in any project as we adopted the new concept of "Virtual IT Teams".



WEGROUP, Investment & IT



Launched in February 2018.

WEGROUP is committed to providing the latest advanced skills to provide 3D animation, graphics, IT solutions in a timely manner that allows its partners and customers to have the best interactive experience within an emotional environment. WEGROUP works on several services including web design, Content, graphic design, design and development of mobile applications.

NEWLINE TECH Corporation

NEWLINE TECH is serving more than 120 customers, and have completed more than 400 projects, the most prominent services it offers are the development of mobile applications.

Its main specialty is designing and developing mobile applications (Android - IOS - Blackberry) windows phones as well as web programming, consultancy, e - marketing, search engine optimization, internet marketing, CRM solutions and call centers, e-marketing, SEO, e-commerce, business and customer support solutions, web hosting and other services. The design and development of mobile applications and websites requires innovation and distance from tradition, so Newline Tech has developed a unique policy that makes it a leader in this field locally and regionally.



DEVELOPERS PLUS



The company aims to be one of the best companies in the field of developing websites, programs and solutions based on Dotnet technology in all areas: desktop programs, websites, mobile programming, programming libraries, providing analytics and software solutions for companies.

DEVELOPERS PLUS has programmed hundreds of software programs for different people, companies and organizations.

Developers Plus has got clients from all over the world, especially Saudi Arabia and Qatar, with several authorized agents. The company is interested in the convenience of its customers, cares about their feedback, advises and offers its suggestions to make the products of the customers better and keep them updated with the latest technologies.

ATYAF for Technology

ATYAF Company servers serve more than 1 billion visitors a year, it always aspires be one of the world's largest service providers and innovators of technology solutions.

ATYAF seeks to facilitate the aspects of life by all means of modern technology for easier and greater communication and deepen the roots of advancement, continuous development.



WORLD LINKS



The company aims at being the first choice for BULKSMS users in Palestine and the Arab world by setting performance standards that maximize customer satisfaction.

The company provides SMS services (BULKSMS) at the highest level and highest standards.

It has also managed to position itself as the largest authorized SMS service provider in Palestine for all networks.

WEBCOM TECHNOLOGY

The company has a proven track record in providing the latest computing and programming tools for organizations, ministries and companies, and make sure that its services are delivered in a unique and best quality format.

WEBCOM TECHNOLOGY develops and delivers IT solutions for all needs, including basic or complex hosting, websites and applications, disaster recovery planning and advanced infrastructure.

It is committed to providing high quality



and continuous value to its customers.



WEBCOM TECHNOLOGY specializes in implementing best practices to provide a range of high quality and cost-effective IT solutions

ROZN (ARABOOST Platform)

ARABOOST is an Arabic platform based in the Arabian Gulf region, specifically in Saudi Arabia. The aim is to link brands to influential people to create a more effective content.

The owner of any brand or employer can target a specific category of influencers within a certain pricing, and once done, content is spread through the social media channels.

ROZN also announced a surprise for \$ 20 for the first ten people who are conducting a campaign in the coming weeks.

EFFECTS for Consultations & Development

EFFECTS is a profitable consulting firm that provides consulting services in various fields such as project management, enterprise development, event management, evaluation, studies and development research, as well as training, providing advisory services to all civil society organizations and government and private sectors.

It aspires to be a leading leader in Palestine and the Middle East.

The company has high quality and effective solutions and services to improve the performance of organizations and increase their production and help them to strive and grow.



The Digital Contest: The Ja-Pal's DigiBiz Solutions initiative

The Government of Japan and the United Nations Development Programme (UNDP), in partnership with the Palestinian Information Technology Association of Companies (PITA) and Palestine Information and Communication Technology Incubator (PICTI), hosted the first ICT solutions competition at the Jericho Agro-Industrial Park (JAIP), where five young entrepreneurs (4 from West Bank and 1 from Gaza), selected by a jury of local and international experts, won a trip to Japan to further develop their business ideas into prototypes in addition to USD 1000 each and a presentation at the 2018 Palestine EXPOTECH week.

The Ja-Pal's DigiBiz Solutions initiative aims at identifying talented entrepreneurs from the West Bank, including East Jerusalem, and Gaza Strip who have innovative business ideas that address different socio-economic issues linked with the Sustainable Development Goals and can make a difference in people's lives.

Over 100 applications were received and assessed by a peer committee of university professors, private sector representatives, JAIP and others. 25 applicants from the West Bank and Gaza Strip (11 women, 14 men) were shortlisted and further mentored on the development and pitching of their business ideas.

Unlike other competitions, this contest challenges the applicants to step outside of their traditional context and **use their creative ICT skills to work on issues important to them and the community.**

The contest, which took place on 04 September 2018, gave these entrepreneurs the opportunity to pitch their ideas to a jury of local and international experts, including business representatives from Japan.

The Ambassador for the Palestinian Affairs Representative of Japan to Palestine, Mr. Takeshi Okubo and PITA Regional Director, Eng. Lina Shamia had honored Suzan Attallah whom was the only winner from the Gaza Strip



Specialized Sessions in Partnership with Universities

- 1- **Entrepreneurship and Freelancing** September 26th, In partnership with UCAS
- 2- **Women Empowerment in ICT** September 27th, In partnership with AUG

Entrepreneurship and Freelancing Session.



الريادة والعمل الحر بالتعاون مع بيكتي و يوكاس

الأربعاء 26 سبتمبر

يوكاس قاعة A900

الجلسة الثانية

نظام الابتكار الداخلي
لبدء التشغيل

🕒 11:35 – 12:05



نضال قناديلو

الجلسة الاولى

الريادة وبيكتي 2020

🕒 11:00 – 11:30



بد الله الطهراوي

الجلسة الرابعة

الأكاديمية وريادة
الأعمال

🕒 12:45 – 13:00



وائل البيطار

الجلسة الثالثة

الإدارة الذكية لبرامج
العمل عن بعد

🕒 12:25 – 12:40



سامر الملفوح

Session Details

Moderator:

Speakers:

Eng. Abdallah Al Tahrawi – Gaza
general Manager, PICTI
Eng. Nedal Qandelo – Managing
Partner, South Point
Samer Al Malfouh – Web Application
Developer, Studio Engineer
Dr. Wa'el Al Betar – Academic
Teacher at the University College of
Applied Science- UCAS
Eng. Maged Abo Mdlala -

For the session link, [Click here](#)



Summary and Recommendations

The session focused on Freelancing and Entrepreneurship.

Eng. Abdallah Al Tahrawi talked about the Components of the entrepreneurial environment through giving a brief about the World Bank report on entrepreneurship in Palestine, in addition to that he highlighted PICTI vision for 2020.



Eng. Nedal Qandelo focused on Entrepreneurship as a key tool for innovation and highlighted the significance of adopting a possible strategy for the entrepreneurial environment, as well as the critical importance of organizations to support the success of the strategy of entrepreneurship environment.

Samer Al Malfooh talked about the smart management of Freelancing teams, in addition to the required tools to build an effective team and manage it.

From his perspective, **Dr. Wael Al Bitar** explained practical ideas for the role of Palestinian universities and incubators regarding the entrepreneurship and gave examples to reduce unemployment rate.



The session was concluded with **Eng. Maged Abo Mdlala** who announced the launching of the second phase of the TECHLANCE program and clarified its concept and the courses it provides.

Recommendations:

- Granting enough time to the advertising enterprises and suppliers before the event with the entity responsible for the event's implementation.
- Communicating and coordinating with the responsible person from the entity that implemented the event.
- Providing high-quality media capabilities that can convey the event to the media appropriately (mainly media agencies sponsoring the event, live broadcast performed in the highest quality).

Tech Camp September 25th to 27th, In partnership with Gaza University



Target Group:

It targeted 50 students (25 males and 25 females) from 11 high secondary schools in Gaza.

Duration:

3 days, 6 hours/day (10 AM – 4 PM).

Training details:

participants were divided into 10 teams (5 teams for females and 5 teams for males), they attended the training in 5 topics where team of male and team of females competed in one topic. The five topics of training are:

- Photography and video editing
- Image processing and design
- Motion graphic
- Animation
- Web programming

The trainers are graduates and academic staff of the Faculty of Computer Science and IT – Gaza University. They applied the project-based approach in training, where each team produced a project in the end of the camp.



Camp program:

The first day, September 25th

- The first day started by welcoming the students and forming the groups considering the students background, introducing the trainers and their experience, and the camp lunch ceremony, representatives of the ministry of education, Gaza University, and PITA attended the ceremony.
- Training material was provided to all participants
- Motivation session was presented in the first day by Eng. Mohammed Abu Foul who talked about "Technology Generation students: motivation and stimulation" which was very attractive for discussion and activate the students.
- Participants finished the training of the first day, where all of them agreed on the projects they will develop, the applications they used, and the plan of training and learning.
- Participants and trainers were very excited and motivated to complete their work in the second day.

The second day, September 26th

- In the second day students continue, their training according to the topic they worked on.
- A success story about freelancing in multimedia was presented by GU graduate Mr. Mahmoud Al Amassi. He talked about his experience from the moment of graduation in 2014 till now, he works as freelancer on internet. Students were very active during the session and they asked many questions.
- Another motivation session for Eng. Mohammed abu foul was in the second day, where he talked about the learning resources for students nowadays.



The third day, September 27th

- It was the most exciting day where all participants were very serious in finishing their projects to be ready for the exhibition and evaluation.
- The American school visited the camp in the third day (50 students) and they attend the session of that day.
- Mr. Mohammed Yahgi, who is a very experienced programmer talked about the future of computer science and programming and how it is important to do our best efforts to be engaged in this field as our life depends today in all services on the computer and mobile applications. It was very important and great session.
- Participants finished their work on 2:00 pm where the evaluation committee started to evaluate the projects and the results were as



Topic	Winner
• Photography and video editing	females
• Image processing and design	males
• Motion graphic	males
• Animation	females
• Web programming	females

follows:

- Sponsors, organizers, participants, trainers, and families attended the closing ceremony of the camp. Winners received prizes presented by Bank of Palestine.



EXPOTECH 2018 Evaluation

Evaluation

To effectively and efficiently evaluate activities within EXPOTECH this year, several means of evaluation were adopted for the provision of credited quantitative analysis which would lead to different results and findings that can be taken into consideration for the next conduction.

Methods of approach

Data collection

The following toolkit was adopted:

- Online Questionnaires
- Interviews
- Observations

Target

- PITA Members
- Non-PITA members: Audience, Speakers, Moderators

Data entry and Analysis

Was prepared through:

- Google online forms and spread sheets
- MS Excel

Testimonials



I'm proud of the accomplishments of Gaza regardless of the deteriorating living conditions that it suffers from and I'm sure that it will prosper and excel in ICT.

Dr. Talal Abu Ghazalah



PITA distinctively succeeded in this elite gathering of ICT sector stakeholders.

Eng. Omar Shamali



It was my pleasure joining expotech 2018, specialy GAZA expotech, and presented some of our work in the field. We hope to participate every year, and good luck for all of us

Eng. Mohammed Nanish

Main Findings

89 % overall

Satisfaction of the IT
Conference

42 Speakers participated
in the ICT conference from
different economic sectors

590 Overall attendees of
the IT conference

85 % audience &
members Satisfaction of
the IT Conference

9 diaspora &
International Speakers
participated in the
conference

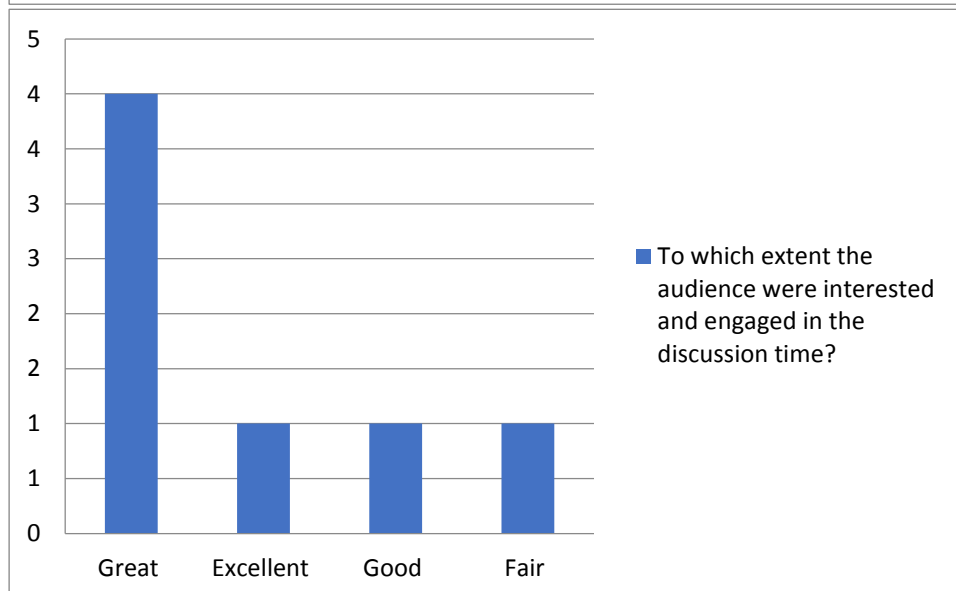
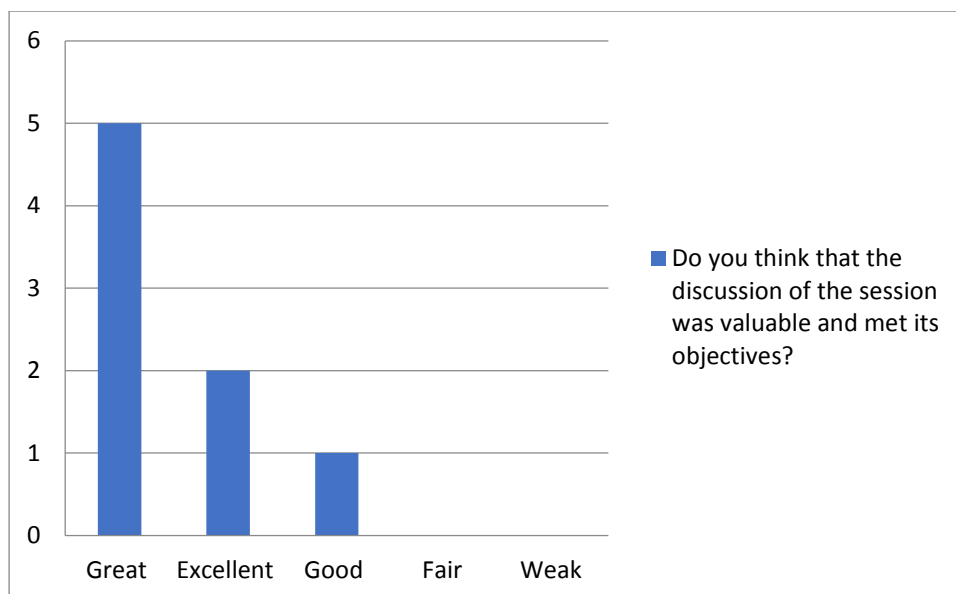
More than **350** sector
representatives attended

93 % Great & Excellent
Satisfaction of the IT
Conference by moderators
and speakers.

87% of audience were
from ministries, NGOs,
academia and PS entities

Evaluation Results





EXPOTECH 2018 Challenges & Recommendations

Challenges

Regardless the catastrophic siege on the Gaza Strip and the deteriorating conditions of living, PITA team in Gaza worked hard to plan, develop and execute the concept theme of EXPOTECH-Gaza this year.

Conclusion & Recommendations

EXPOTECH was implemented in Gaza for 4 days including Opening Ceremony, IT conference, Specialized sessions in partnership with education institutions in addition to a Tech Camp.

The following recommendations were undertaken:

- 1- To facilitate the needed preparations for delegations from WB to Gaza and vice versa.
- 2- To keep enriching the audience with fruitful and powerful sessions of the IT conference.
- 3- To build on the debate session and make it a core part of the event.
- 4- To translate the signed MoUs into projects.
- 5- To foster connections with universities for future events.
- 6- To keep on having external committees for evaluation.
- 7- To undertake the recommendations of the conference sessions and work on them with relevant stakeholders

Annexes

Digital Contest – Final Applicants

#	Gender	ICT Business Idea	Location
1	M	انتاج تطبيقات ذكية متخصصة لأطفال التوحد تعمل على الأجهزة اللوحية	Gaza
2	F	Our Idea called: The Sky Gate Game	Ramallah
3	F	عمل جهاز متكامل لزيادة استيعاب اطفال التوحد	Gaza
4	M	تطبيق تواصل اجتماعي يربط بين الحرفيين ذوي المهن الخاصة أو مهارات معينة في مجال معين.	Jerusalem
5	F	e-shop (Handmade by Palestinian Women for Women Worldwide)	Hebron
6	M	المزرعة المائية الحديثة الذكية	Nablus
7	F	An app that helps women work from their home	Gaza




8	M	Monitoring Electrical Power Grid	Gaza
9	M	بوابة الكترونية لتنظيم قطاع الزراعة بشقيه الانتاجي والتسويقي	Jaba'
10	F	Developing serious games for individuals with autism.	Ramallah
11	M	Electronic waste Recycling	Bedo
12	F	فكرة تكنولوجيا الزراعة الحديثة (منتجات الهيدرونيك التي تعمل على الطاقة الشمسية وبطريقة الكترونية)	Gaza
13	M	Online photo diagnosis	Khan Younis
14	M	تطوير ألعاب إلكترونية	Jenin
15	F	إنشاء منصة إلكترونية للتعليم وخلق فرص العمل	Gaza
16	F	خدمة ياسمين (المحامي الالكتروني)	Jerusalem
17	M	Sun light tracking with led sensor	Gaza
18	M	Khebrah	Jerusalem
19	M	الرداء الطبي	Gaza
20	M	شبكة ومنصة "قيّم" الإلكترونية	Gaza
21	F	Actiovat is a platform that connects between local tours operators and users.	Gaza
22	M	تطبيق تفاعلي يخصص التغذية السليمة والتمرين الصحيح مع وجود أخصائيين تغذية ومدربين ذوي خبرة متصلين على الدوام	Gaza
23	F	الحماية من الغرق في المسابح	Gaza
24	M	ICT تحليل وتشخيص مرض الجيوب الانفية بشكل اتوماتيكي بالاعتماد على صور اشعة ال	Tubas
25	F	استخدام تكنولوجيا الواقع المعزز في التعليم	Jerusalem




Speakers' BIOS



الجلسة النقاشية: دور التكنولوجيا في تنمية القطاعات الاقتصادية وزيادة فرص تشغيل العمالة
الثلاثاء ٢٥ سبتمبر ٩:٣٠ – ١١:٣٠

Name	Position	BIO	Personal Photo
Dr. SaifAldeen Owda	Head of Monetary Policy and Financial Markets at the Monetary Authority	holds PhD in microeconomics, and serves as a Chief, Monetary Policy & Financial Markets at Palestine Monetary Authority. He is also an assistant Professor at, Islamic University – Gaza and Al-Quds University (part time). He is a member in several committees such as Advisory Committee of economic statistics, the Palestinian Central Bureau of Statistics. He is also A accredited trainer in the banking and economic fields of the Palestinian Institute of Banking. Dr. OWDA has also published many papers, reports and specialized scientific articles.	
Lina Shamia	Gaza Regional Manager - PITA	Lina holds a bachelor's degree in Computer Engineering from the Islamic University in Gaza. She completed her master's degree in business administration and obtained a higher diploma in project management Lina worked in the field of strategic management of the ICT private sector She worked in partnership with several international donors, ministries and local institutions to develop the digital sector and support ICT companies in Palestine Lina was the first founder of the Google Technology Users Group in Gaza in 2010. She was then selected as the manager of the Google Business Development Team in Palestine and is currently holding the position of Regional Director of PITA.	
Eng. Khader Shnaiwra	Executive Director of the General Federation of Palestinian Industries	Mr. Khader has over 18 years' experience in the management of private sector organizations. He has played a vital role during this period in building and developing strategies to serve the industrial sector, building programs that serve business owners and graduates, as well as embracing pioneering ideas that serve the industrial sector. He also worked to build real partnerships with private sector institutions operating in Palestine, as well as full cooperation between all academic institutions He holds a bachelor's degree in Financial Management and Diploma in Financial Management and Banking, in addition to a diploma in Management of Private Sector	



		<p>Institutions from the International College of Management (USA).</p> <p>Mr. Khader recognizes the importance of the industrial sector as a major boost to the national economy.</p>	
Eng. Suhail Mdoukh	Deputy Minister of Communications and Information Technology	<p>Mr. Suhail holds a master's degree in information technology and a bachelor's degree in computer engineering. He has wide experience in computing, networking, internet and communications management for more than 24 years</p> <p>Mr. Suhail Madoukh is Deputy Minister of Communications and Information Technology-Gaza</p> <p>He worked for several years in the academic field and has long experience in specialized training in computerized systems and networks</p> <p>He oversaw the preparation of the strategic plan for e-government and the preparation of the National ICT Strategy. He is a founding member of the Information and Communications Technology Syndicate</p> <p>He provided technical support and consultation to many governmental, academic and civil institutions. He participated in many local and international conferences and published many researches, studies and worksheets</p>	
Dr. Maher Al Tabbaa'	Economist and financial analyst and the Director of Public Relations – Gaza Chamber of Commerce and Industry	<p>A public relations & media manager at Gaza Chamber of Commerce & Industry since 1994.</p> <p>A certified national expert and professional SME management consultant in business development service (BDS) from JICA.</p> <p>He has launched the first blog on the Palestinian Economy since 2007.</p> <p>He has published economic articles, studies & papers, and participated in conferences and workshops locally, nationally and internationally.</p> <p>He has participated actively in media economic news, analysis and opinion reports in both reading and TV broadcasts.</p>	



<p>Eng. Mohammad Abu Zaeter</p>	<p>Deputy Executive Director of the Palestinian Employment Fund</p>	<p>Mohamed graduated from Islamic university in Gaza with a bachelor's degree in civil engineering. He also achieved his master's degree in projects management from the same university. In addition to that he got An International Diploma in Business Management and Administration certified from Cambridge.</p> <p>Throughout the past years of his experience, he has worked in several international and local NGOs with remarkable positions, such as Projects Manager in Global Mercy-Kuwait, Instructor at the Islamic University, a Civil Engineer & coordinator in Universal-Group-for-Engineering-and-Consulting First class company, and Supervisor in the Palestinian General Federation Trade Union</p> <p>Mohammad is a member in the IDB steering committee for Gaza Reconstruction, etc. management and occupational safety and health.</p>	
<p>Eng. Omar Shamali</p>	<p>Director of the Gaza Region</p>	<p>Shamali holds a BA in Economics and Political Science from the Islamic University. Also obtained Telecoms Mini MBA Certificate from the United Arab Emirates. Omar Shamali has been the Director of the Gaza Region since January 2015, and is responsible for managing all Jawwal's operations, from engineering, customer service, sales, marketing and procurement to warehouses, planning, business development, finance, information technology and personnel.</p>	
<p>Eng. Basel Qandeel</p>	<p>BTI Director</p>	<p>Holds MBA from the Islamic University and a bachelors' in Industrial Engineering from the same university. He has over 12 years' practical and academic experience in development projects' management as well as entrepreneurship and employment programs</p>	


Wael Ba'losha	Regional Office Manager of the Coalition for Integrity and Accountability – AMAN.	Holds master's degree in regional studies from Al-Quds University in (Abu Dis). Previously worked in several institutions related to the work of democracy and good governance. He is also interested in social accountability causes, building integrity system, and the issues of social contract. He has implemented more than (1000 hours) of training in a various kind of topics such as; advocacy, social accountability, initiatives management, human rights, debates, and life skills.	
Eng. Ashraf Al Yazouri	CEO and co-founder of VISION PLUS Company	Received his Bachelor's in electronic systems engineering from the Arab Academy for Science and Technology (AAST), the Mini -MBA degree from Chicago business institute, in addition to International Diploma in Project Management from World Bank International Finance Corporation. Eng. Ashraf is co-founder of the Palestinian Information and Communication Technology Association (PICTA) and former head of membership committee, Palestinian Information Technology Association of Companies (PITA) former Board Member, and Palestinian Information and Communication Technology Incubator (PITI) Board Member. He is professional trainer with over than 10,000 credited training hours. Keynote speaker at Expotech 2011, 2013 & 2016 conferences, and member of Palestinian Network of Mentors	
Eng. Mohammad Al Astal	ICT Consultant	Dr. Mohammed Taha El Astal received his PhD. degree in Engineering from UTAS, Australia in 2015. He has over 10 years of experience in the most evolving field of ICT engineering and has mentored, supervised and trained researchers, technicians and trainees in various aspects of ICT technologies and research. He has published many technical articles and also presented work at numerous international conferences. Currently, he is working as director at MTIT and as an assistant professor (part-time) in Engineering at IUG. In addition, he is assigned by Facebook to lead AI community of DevC. Gaza.	

Dr. Ahmad Abu Shaaban	<p>Dean and associate professor in agricultural economics at the faculty of agriculture and environment - Al Azhar University- Gaza</p>	<p>Obtained PhD in water resources management and its socioeconomic implications in Gaza strip from Hohenheim University in Germany, MSc. in rural development from Gottingen University in Germany and postdoctoral degree from Wisconsin University in USA.</p> <p>Dr. Abu Shaban has worked in several International academic institutions in Germany and USA. He has long research and consultancy experience analysing economic development in Gaza strip and designing interventions strategies for humanitarian, early recovery and development programs.</p>	
Dr. Mahmoud Sabra	<p>Associate Professor of Applied Economics, Al-Azhar University, Gaza</p>	<p>Holds a PhD from applied economics and development institute in France. He held two master's degrees from Jerusalem and Italy in economics and firm internationalization, respectively. He published several scientific articles and books locally, regionally and internationally. He serves in editorial boards of several local, regional and international scientific conferences committees, and journals especially in Canada and USA. Alazhar university coordinator of BERC project financed by Erasmus plus program, and ex-Head of Economics department. He supervised, lead and executed several market, education and finance researches for academic, public and international NGOs agencies.</p>	



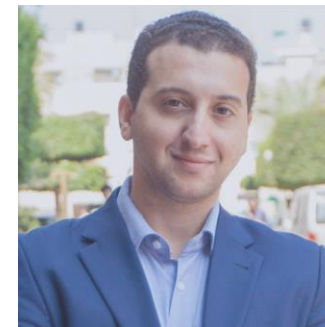
الجلسة النقاشية: العروض التقديمية: نماذج وتجارب لاستخدام التكنولوجيا الحديثة مثل الواقع الافتراضي في تنمية القطاعات الاقتصادية
الثلاثاء ٢٥ سبتمبر ١٢:٤٥ – ١٤:١٥




Eng. Khaled Abu Hasna	General Manager of Fusion for Internet Services & Communication Systems	Holds a BSC in Communication Engineer MBA, PHD in management Fusion ISP and Telecommunication Founder, 1995 to 2005 General manager of telecom and engineering in president office Telecom advisor for ministry of interior for one year in 2005 15 years' experience in IT as Telecommunication and networking engineer IT Entrepreneur as business developer Tetra network certified Mobile banking system	
Mohammad Al Na'nish	Co-Founder and Assistive Technology Director at iris solutions	Mohammed Al-Na'nish is a Co-Founder and Assistive Technology Director at Iris solutions, Mohammed Al-Na'nish has received a bachelor's degree in Accounting from An-Najah National University in Nablus in 2007. He presented his postgraduate studies in the Master of Business Administration in 2011. And he is businessman, he is experienced in this filed more than 8 years	

Eng. Mahmoud El Gabry	Director of international partnerships and business development in Classera/Middle East	<p>Mahmoud received his BSc degree in computer science and automatic control, from College of Engineering, Alexandria University in 1991.</p> <p>Eng. Mahmoud spent ten years in Intel Corporation, where he assumed several roles in Intel Education department.</p> <p>At Classera, Eng. Mahmoud works with governments, educational institutions and business partners to drive the education transformation agenda using Classera products</p>	
Eng. Said AlAgha	CEO of WorldNet Company for computers and networks	<p>AL Azhar University- Computer Science 1996-2000</p> <p>Executive Director of CCS in Gaza Strip 2001-2003</p> <p>Executive Director and Founder of WorldNet for Computers & Networks since 2003</p>	

Bashar Emam	Territory Business Manager - Jordan & Palestine at Cisco Systems	<p>Growth driven professional offering sound experience of 15 years; combining market knowledge and analytical mindset with team-leading skills to contribute to organizational growth.</p> <p>Bashar is a strategic enabler for large-scale solution selling with proven record of consistent, excellent performance, resulting in early promotions, based on surpassing targets and goals</p>	
Abd El Hadi Owda	HPE Enterprise group manager at SAFAD	<p>Growth driven professional offering sound experience of 15 years; he is experienced in identifying, analyzing opportunities, implementing strategies with great ability in transforming latent customers' needs into active ones and formulating them into live opportunities.</p>	



الجلسة النقاشية: التعهد الى قطاع غزة: تجارب وتوجهات دولية حول العمل عن بعد
الثلاثاء ٢٥ سبتمبر ١٤:٣٠ – ١٥:٣٠



Emad Kehail	ICT business consultant	Emad Kehail holds a Master Certificate in IT “Agile Software Development” Emad is a business analyst and an active member of the Palestine Network of Mentors. During the last 20 years, Emad lead many development teams in many sectors such as municipalities, banking, academic, and startups. Moreover, he has more than 1500 training hours in IT related courses such as software development. He has also been member of many jury panels for startup projects such as Spark, PICTI, Towards Leadership, Moama I, Moama II, SEED I and SEED II.	
Eng. Basem AlAshi	Compete Gaza Program Manager - USAID	Basem has more than 25 years’ diversified work experience with international organizations and donor-funded program. He built and maintained a strong and diversified practical experience and understanding in different economic sectors including the ICT sector with specific understanding to the complex Gaza context. Basem holds a Bachelor s’ Degree in Engineering and participated in several external work missions outside the country including the US, Germany, Italy, Greece and Jordan which gave him a wider exposure in developing his skills and contributed a lot to his experiences.	
Eng. Mohammad Al Afifi	E-work Project Advisor - UNDP	Mohammed H. Alafifi, a Palestinian academic lecturer with +10 years of work experience. Obtained his master’s degree of Computer Engineering from the Vrije Universiteit Brussel (Belgium). He is a lecturer at the University College of Applied Sciences (UCAS) and the fundraising and International Relations Officer in the UCAS Technology Incubator (UCASTI). Worked also as a consultant with many international organizations such as UNDP/PAPP, IRPAL, DAI, World Bank, Mercy Corps and others. He is also a professional trainer in the fields of E-Marketing, Business Development, Entrepreneurship and Freelancing.	

Dr. Abd AlGhani Mushtaha	Founder of the European Institute for Training and Development (EUTD)	A European digital leader and the founder of the European Institute for Training and Development (EUTD), the goal of which is to bridge the gap between businesses and academia. Abdalghani earned his B.Sc. from the Islamic University of Gaza, and his master's and PhD from the University of Brussels, where he is now a researcher. He has also worked as a consultant for Sony, Canon, Sodexo, MOLZ and In2world.	
Eng. Mohammad Shbair	IT manager at Bank of Palestine	Mohammed Shbair is an IT manager at Bank of Palestine. Mainly he is managing the IT team responsible of cards and e-payment solutions. He has a wide knowledge of different IT and information system technologies. Previously, Mr.Shbair worked as a system analyst and developer for enterprise solutions using Oracle® framework and he participated in developing the PALPAY platform, which is the largest e-payment system in Palestine. Mr.Shbair graduated from the IUG in 2007 with a BSc in computer engineering and he is currently finalizing the study of MSc in computer engineering. He holds multiple professional and management certificates.	
Mohannad Shurrab	CEO of MAF Consulting. Member of the Board of Directors of PITA and PICTI	Mr. Shurrab is a CTO and Project Manager at Eureeca. He has worked with firms including Logicteca Solutions and Ganz in Canada, Palestine and elsewhere. He holds a master's in digital electronics and parallel processing from Sussex university.	

<p>Murad Tahboub</p>	<p>the Managing Director of ASAL Technologies</p>	<p>Mr. Tahboub is a partner and the Managing Director of ASAL Technologies, the leading software and R&D company in Palestine and part of Massar Group. Mr. Tahboub is overseeing all of Massar Group investments and engagements in relation to IT and Hi-Tech. Mr. Tahboub also advises on strategic areas of interest to the Group and occasionally represent it in companies and events.</p> <p>Prior to that, Mr. Tahboub served as a marketing specialist with COBRA International in Athens, Greece. He helped establishing the Palestinian Trade Promotion Organization, the first Palestinian organization to address the needs of Palestinian exporters. In 1996 Mr. Tahboub served as the General Manager of the Center for Promotion of Palestinian Products office in Rotterdam, the Netherlands. He led marketing strategies for several Palestinian companies from different sectors to the EU market. Mr. Tahboub established a solid business network in the Arab, regional, European and international markets.</p> <p>Mr. Tahboub is a member of the Young Presidents' Organization (YPO) and the Arab Economist Association. He is also a certified expert from the World Trade Organization (WTO)/(UNCTAD) and the International Trade Center (ITC). He is Chairman of the board for Rawabi Foundation, BADER Incubator and Wassel Group, board member of Tequal Technologies Ltd, Palestine Banking Corporation, Harmony Solutions, Call U ISP, Ultimate TurnKey Solutions, and others private and non-profit organizations. Mr. Tahboub served on the boards of the Palestine Information Technology Association (PITA), the Young Entrepreneurs of Palestine (YEP). He is also a Henry Crown Fellow-Aspen Institute-USA.</p>	
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الريادة والعمل الحر
الأربعاء ٢٦ سبتمبر ١٠:٣٠ – ١٣:٠٠

Eng. Abdallah AlTahrawi	Gaza general Manager, PICTI	The Gaza General Manager of the Palestine ICT Incubator (PICTI). Abdallah is an entrepreneur and worked on several programs in Gaza with many donors included UNRWA, Oxfam, USAID and Paltel. He worked for El Wedad Community Rehabilitation and the Palestinian Information & Communication Technology Association (PICTA). He holds a B.Sc. in Electrical Engineering from IUGaza and a diploma in English from Community Services and Continuing Education Deanship and doing his master's degree in MBA.	
Nidal Qnadilo	Managing Partner, South Point	Nidal is a leader in the Middle East and North Africa (MENA) region's entrepreneurship space, building ecosystems and helping thousands of aspiring entrepreneurs to build successful companies. He's created acclaimed acceleration programs and invested in many startups at Oasis 500 (seed fund and business accelerator) and beyond. As managing partner at South Point, Nidal supports exceptional growth-stage tech companies through his know how, access to networks and raising capital. He's currently in the process of launching an early-stage venture capital fund that will focus on MENA. Nidal is working with leading public and private sector organizations to develop an 'ecosystem approach' to advancing entrepreneurship in Jordan and other MENA countries. He is also helping to develop the corporate innovation systems for leading regional companies. Previously, he was a director at Jordan's Ministry of ICT where he partnered with global technology firms and helped establish Jordan as an offshore contact centre hub.	

Samer Al Malfooh	Web Application Developer, Studio Engineer	With +7 years of experience in the field of programming, he is a professional PHP developer, with a solid foundation in system analysis. Developed many HR web applications, experienced in developing video stream server and archive application.	
Wael Al Bitar	Academic Teacher at the University College of Applied Science- UCAS	Holds a bachelor's degree in Computer Science from the University of Applied Sciences, 19 years of experience as an academic and developer of administrative and financial systems,	

EXPOTECH Social Media

Results

Item	#
Reach	508,230
Engagement	127,320
New likes	2052
Facebook inbox (messages)	200
potential customer data (Registered)	864
Video (average views)	242.2k
Facebook post (average reach)	5k – 10k

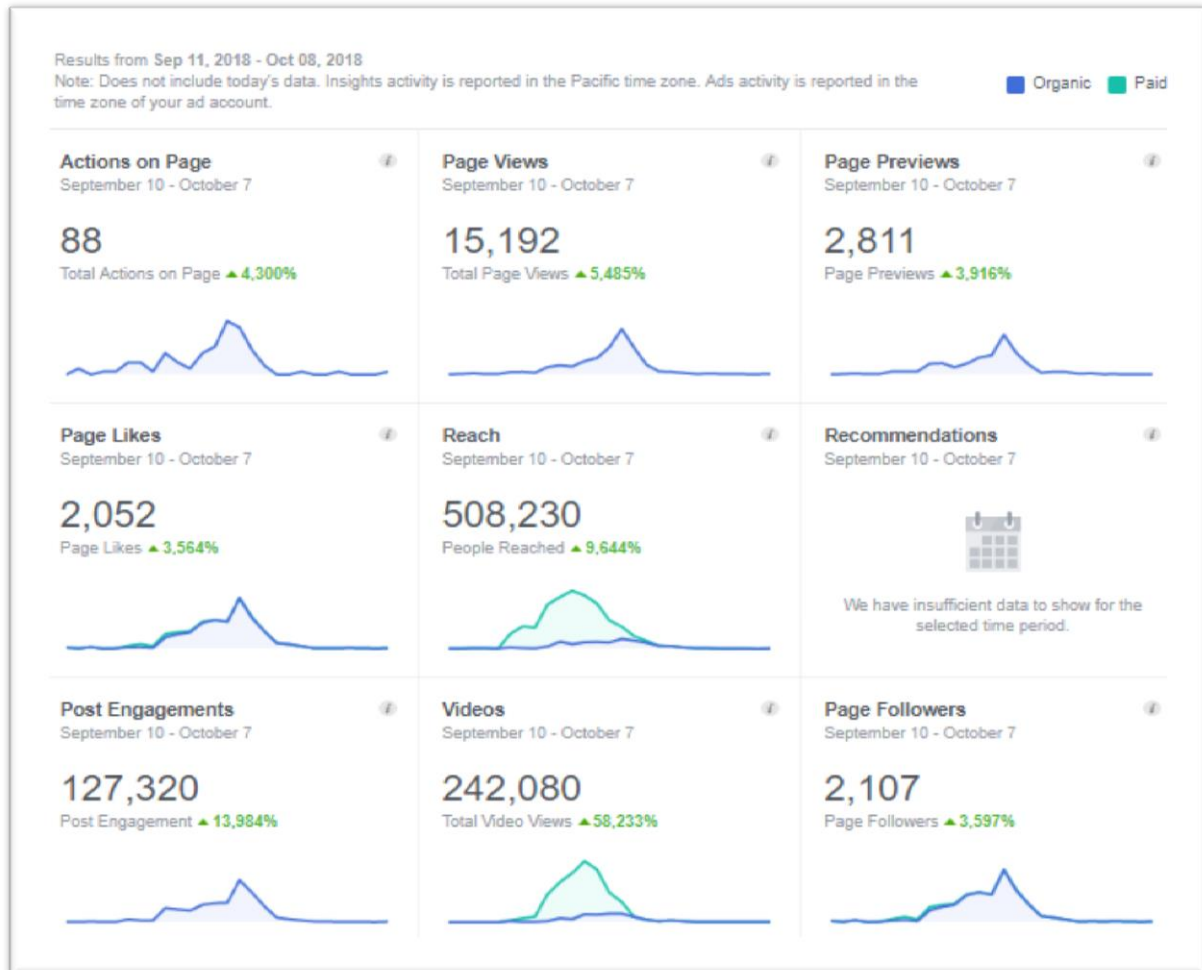
- K=1000

Ads Campaign

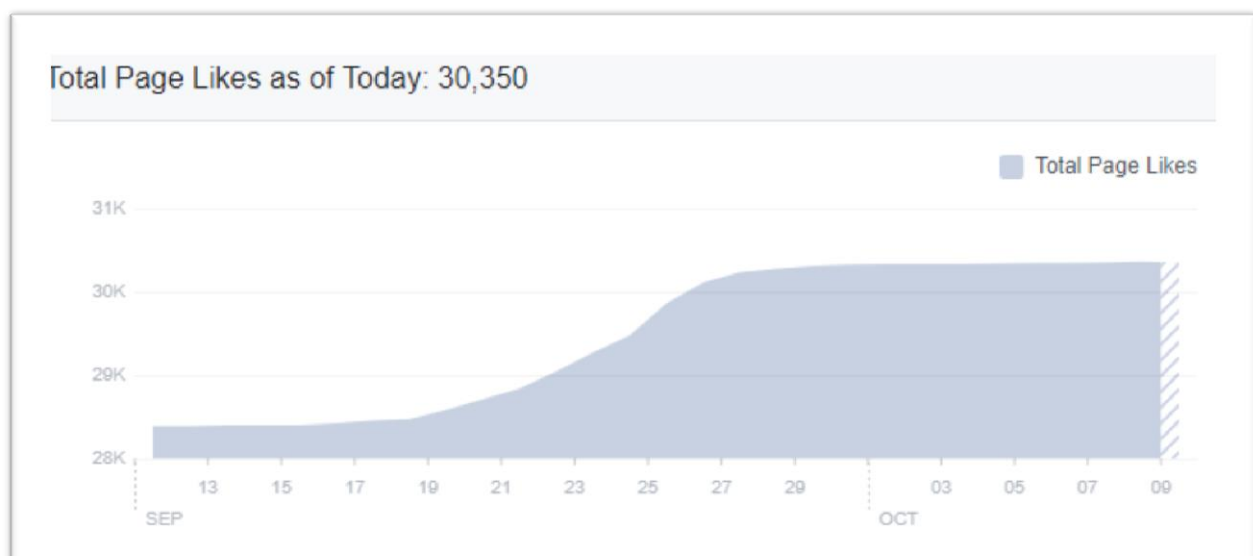
Campaign Name	Results	Result Indicator	Reach	Impressions
PITA Expotech	58162	actions:post_engagement	103200	158053
Post: "التحدي في الحاضنة...مستمر، "بيكتي" الفلسطينية"	1068	video_10_sec_watched_actions	12188	15614
Expotech Engagement	2373	actions:post_engagement	28184	45714
Post: "كونوا على موعد في جو من التحدي والتشويق"	389	actions:post_engagement	7536	7859
Expotech Traffic	870	Link clicks	24240	63178
Expo 1 all	667	actions:post_engagement	10426	10752
Post: "ما هو مستقبل التعهيد في قطاع غزة؟"	676	actions:post_engagement	8114	9626
Expo companies all	97	actions:post_engagement	1557	1602
Expotech Event	89	actions:event response	7376	10139
Palestine's Technology Week [Expotech] - Page Post Engagement	563	actions:post_engagement	18528	21901

Facebook Overview

The picture shows performance statistics on Facebook in general over a period of Expotech 2018



Total likes: the total number of people who have liked Expotech 2018 page has reached 508,230 with the peak of 2052 likes in 20/09/2018 and still counting to the moment.

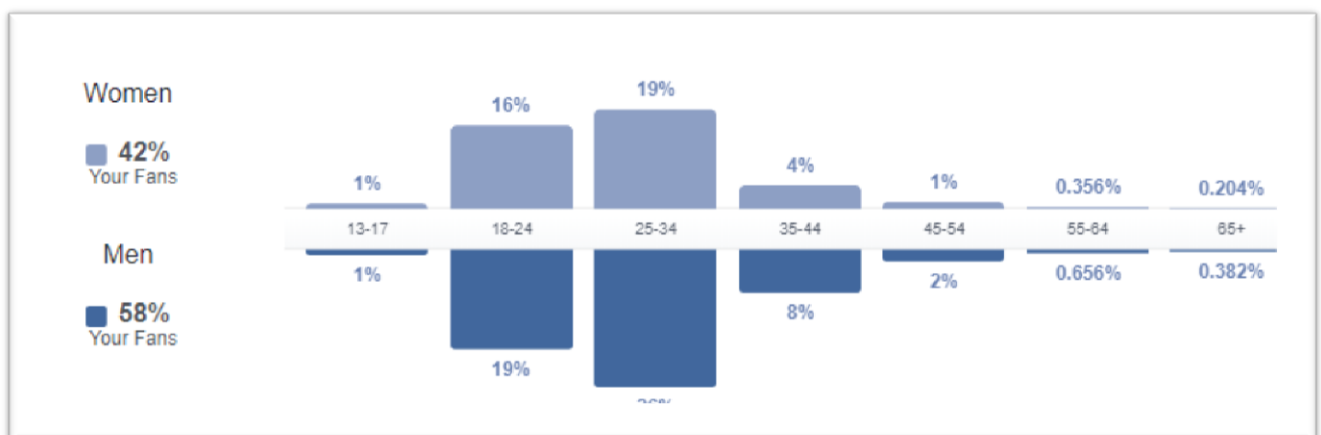


Video views: this is the number of people who have views a video 242.2



People

- Our Expotech 2018 fans are divided based on gender as 58% Males and 42% Females.
- The Majority of Expotech 2018 fans are the age group of 18 to 24 years old followed with the age group of 25-34 years old.



Views Based on Country

The Majority of EXPOTECH fans are divided into those 5 countries:

Palestine	19,954
Israel	7,345
Jordan	381
Egypt	358
United Arab Emirates	308

Other Channels:

Twitter @Expotech:

All the social media production was gathered into this account with more than 142 tweets and reaching 10,000

Instagram – Expotech

This account was active through the exhibition period covering its events with pictures and 60 seconds videos, this channel has more than 100 posts and 100 followers and gathered more than 500 likes.



#	Date	Agency	Title	Link	Screenshot
1	September 24 th	الوكالة الوطنية للإعلام	تحت شعار "نحو مستقبل أفضل" إطلاق فعاليات "إكسبوتك ٢٠١٨" غداً الثلاثاء	Click here	
2	September 24 th	وكالة سوا الاخبارية	إطلاق "تحت شعار "نحو مستقبل أفضل" فعاليات "إكسبوتك ٢٠١٨" الثلاثاء القادم.	Click here	

3	September 24 th	الاستقلال	"تحت شعار "نحو مستقبل أفضل انطلاق فعاليات "إكسبوتك ٢٠١٨" بمرام الله وغزة غدًا	Click here	
4	September 24 th	دنيا الوطن	الثلاثاء المقبل.. اطلاق فعاليات "إكسبوتك ٢٠١٨" في دورته الخامسة عشر	Click here	



5	September 24 th	بوابة الهدف	إطلاق فعاليات "إكسبوتك ٢٠١٨" .. يوم الثلاثاء المقبل	Click here	
6	September 27 th	الوكالة الوطنية للاعلام	اكسبوتك ٢٠١٨ يشهد توقيع مذكرتي تفاهم بالقطاع التكنولوجي	Click here	

7	September 27 th	دنيا الوطن	توقيع مذكرتي تفاهم خاصة بالقطاع التكنولوجي ضمن فعاليات اكسبوتك ٢٠١٨	Click here	
8	September 27 th	وكالة صفا	توقيع مذكرتي تفاهم خاصة بالقطاع التكنولوجي بفعاليات اكسبوتك ٢٠١٨	Click here	

9	September 27 th	الاستقلال	توقيع مذكرتي تفاهم تكنولوجية ضمن "فعاليات إكسبوتك ٢٠١٨"	Click here	
10	September 30 th	فلسطين اليوم	"ضمن فعاليات إكسبوتك ٢٠١٨" فعاليات اليوم الثالث فرصة للرياديين الشباب والطلبة.	Click here	

11	September 30 th	الوكالة الوطنية للاعلام	بين غزة ورام الله تواصل فعاليات "اكسبوتك ٢٠١٨" لليوم الثالث	Click here	
12	October 1 st	دنيا الوطن	ضمن فعاليات "اكسبوتك ٢٠١٨".. فعاليات اليوم الثالث فرصة للرياديين الشباب والطلبة	Click here	

13	October 1 st	وكالة صفا	استمرار فعاليات "أكسبوتك ٢٠١٨" في رام الله وغزة	Click here	
14	October 1 st	الاستقلال	بالصور: فعاليات "إكسبوتك ٢٠١٨" فرصة للرياديين الشباب والطلبة	Click here	

October 4 th	سوا	غزة: الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية	Click here	<p>غزة: الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية</p> <p>الخميس 04 أكتوبر 2018 م 05:50 بتوقيت القدس</p>  <p>فعاليات اسبوع فلسطين التكنولوجي اكسبوتك 2018</p> <p>غزة - سوا</p> <p>شدد عدد من الخبراء الفلسطينيين في قطاع غزة، على أهمية دور التكنولوجيا في تنمية</p>
October 4 th	الاقتصادية	الحلول الاقتصادية تشكل فرصة للتنمية الاقتصادية	Click here	<p>الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية</p> <p>الخميس 04 أكتوبر 2018 م 06:00 بتوقيت فلسطين</p>  <p>أخبار رئيسية</p> <p>كريم" منحة المليون ، التكنولوجية الريادية لـ الفلسطيني</p> <p>2018, 26 سبتمبر</p> <p>الباشا لـ الافتتاحية: هـ من صيربة القيمة المدة الحكومية</p> <p>2018, 09 سبتمبر</p> <p>مسؤول أمريكي: واشنطن الاقتصادية ضد القرية</p> <p>2018, 15 أغسطس</p> <p>المجلس الفلسطيني للإسكان Palestinian Housing Council</p> <p>2018, 26 يونيو</p> <p>غرفة الخليل تطلق الم الاقتصادية للمحافظة</p> <p>2018, 05 يونيو</p>

<p>October 6th</p>	<p>الوكالة الوطنية للاعلام</p>	<p>ضمن فعاليات اكسبوتك ٢٠١٨.. الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية</p>	<p>Click here</p>	<div> <div> <p>أهم الأخبار</p>  <p>آلية السفر عبر معبر رفح عدا الخميس</p>  <p>المالية بفرقة: صرف مساعدات مالية لذوي شهداء وجرحى مسيرات العودة</p>  </div> <div> <p>ضمن "اكسبوتك 2018"..الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية</p> <p>تاريخ النشر : 06-10-2018 11:44:09 آخر تحديث : 09-10-2018 19:57:33</p>  </div> </div>
<p>October 6th</p>	<p>دنيا الوطن</p>	<p>ضمن فعاليات اكسبوتك ٢٠١٨.. الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية</p>	<p>Click here</p>	<div> <div> <p>الدنيا حكايات</p>  <p>سوريا وأزمة منظو</p> <p>شؤون فلسطينية</p>  <p>شركة الكهرباء: جدول التوزيع لا يزال التربية تُدين إقطاع</p> </div> <div> <p>دنيا الوطن</p> <p>ضمن فعاليات اكسبوتك 2018.. الحلول التكنولوجية تشكل فرصة للتنمية الاقتصادية</p> <p>٢٠١٨-١٠-٠٦</p>  </div> </div>

October 9th

فلسطين اليوم

ضمن فعاليات اكسبوتك ٢٠١٨
غزة على طريق تجارب وتوجهات
دولية حول العمل عن بعد

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October 10th

الوكالة الوطنية
للإعلام

ضمن اكسبوتك ٢٠١٨.. غزة تخوض
تجارب دولية "للعمل عن بعد"

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ضمن اكسبوتك 2018.. غزة تخوض تجارب دولية
"للعمل عن بعد"

تاريخ النشر : 09-10-2018 10:55:09 آخر تحديث : 14:24:28 10-10-2018

