

Exploring new business opportunities

ICT- and BPO-mission to Palestine

(Ramallah, 10 – 14 December 2017)

Rotterdam, 13 November 2017

For more than 20 years, companies in Europe have been conducting ICT- and BPO (Business Process Outsourcing) work in various offshore destinations. There are two main reasons for global sourcing: the possibility to reduce costs and the availability of specialized skills abroad. So far, hundreds of Dutch organizations have executed offshore projects, including small and medium sized firms. Many large companies have already reaped the benefits of an offshoring business model, including well-known names such as ABN Amro Bank, Philips, KLM and Heineken.

European companies face many challenges: they must cut costs, develop new products and find new markets. In addition, they are experiencing difficulties in finding experienced software engineers. For this reason, a growing interest for global outsourcing is expected.

Outsourcing to Palestine

Over the last decade, the Palestinian ICT-sector has shown continuous growth in products and services. 13 universities have ICT-faculties, with 2500 yearly graduates. There are more than 300 ICT-related companies, both in the Westbank and Gaza, with a total of around 5000 employees. A quarter of the employees have an academic background and 15% has at least ten years of experience in software-engineering.

From a European perspective, Palestine can be considered an upcoming nearshore outsourcing destination, since it is only 4 hours by plane and there is hardly any time difference. American and European organizations are already using Palestinian ICT- and BPO services. A specific advantage of Palestine is the loyalty within companies, resulting in a low turnover of staff. This loyalty makes outsourcing easier, and the local firms can be considered interesting partners, also for small and medium sized European clients.

2017 ICT- and BPO-mission to Palestine

■ 10 – 14 December 2017

Palestine has a huge potential in ICT and BPO, and is well worth a visit. From 10 – 14 December, a European business mission to Ramallah will take place. Participants from our previous trips to various offshore destinations were positive about the informative and well-varied program, the opportunities for networking and the ICT and BPO offerings available. As a result, several have started projects abroad.

The interest for offshore sourcing is growing in Europe, and companies are currently investigating the advantages of international collaboration. Taking part in a business mission is an excellent way for potential offshore users to acquire information, to network, and to speed up the decision-making process. We welcome participants from organizations that are investigating offshoring, and from consultants researching new offshore locations. Software



Participants of a previous mission

companies interested in exploring potential export markets in the Gulf region will also find the tour interesting.

The goal of the mission is to give the participants detailed information about the ICT sector in Palestine, and about the existing nearshore outsourcing opportunities. In order to make this business trip effective, pre-arranged matchmaking will take place. Individual visits to service providers in various fields are also included. The business mission will have an informal character, and includes participation at the ExpoTech, the annual ICT exposition in Ramallah. An impression of a previous ICT- and BPO-mission to Palestine (Bethlehem) can be found at: www.gpic.nl/missionsPalestine.pdf

Including a visit to the ExpoTech 2017

For its 14th year, PITA, the Palestinian ICT Association, organizes its annual exposition ExpoTech from 11 – 13 December, both on locations on the Westbank (Ramallah) and Gaza.

The event is meant to showcase the success stories of Palestinian businesses and entrepreneurs, highlighting the global technological trends, business & investment opportunities and addressing the continuing importance of building ICT awareness and potential growth for innovation and entrepreneurship. Outsourcing is one of the topics to be discussed.



Information about the ExpoTech is available at: www.expotech.ps



Impression of the ExpoTech in 2016

Business mission to Palestine: short overview

Sunday 10 December 2017

Departure of the European participants to Palestine; arrival in Tel Aviv. Transport from the airport to the hotel in Ramallah can be arranged (note: departure at an earlier date is possible).

Monday 11 December

Start of the ExpoTech with the Technology Conference. Topics: Accelerating Innovation in the Digital Age; ICT as a Catalyst for Innovation and Future Developments; From Innovative Ideas into Growing Businesses. Palestinian Prime Minister Dr. Rami Al Hamdallah will give a presentation. Gala dinner.

Tuesday 12 December

Participation at the ExpoTech. In the morning, the Technology Conference will take place. In the afternoon, tailor-made one to one meetings with selected service providers from Palestine will be arranged (from both Westbank and Gaza).



Wednesday 13 December

Participation at the ExpoTech. In the morning, the ICT-exhibition can be visited (consisting of a Commercial/Professionals Zone and an Innovation Zone), and the Multinational Days. In the

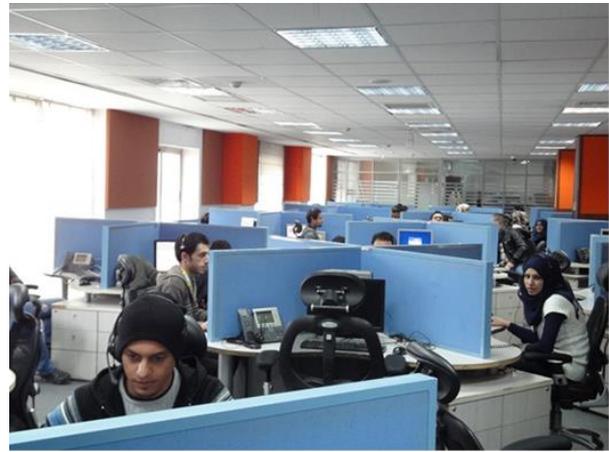
afternoon, there will be a seminar with a focus on Outsourcing. Additional meetings with selected service providers can be arranged at the ExpoTech, but it is also possible to have some company visits or follow-up meetings.

Thursday 14 December

Departure to Europe (or extension of the stay in Palestine or in the region).



Visiting a software company in Ramallah



A Palestinian contact centre

Corporate Social Responsibility



Several foreign relationships with Palestinian companies started because of CSR (Corporate Social Responsibility) initiatives. After a visit of CEO John Chambers, Cisco decided in 2009 to invest 10 million USD in the ICT-cooperation with Palestine. Other American firms would follow this example. A YouTube video gives an impression: www.youtube.com/watch?v=foQOdkPv9M. "It started with hesitation and doubt, but became a good business investment". Zika Abzuk, manager, Cisco

See also the article: 'Palestine and ICT Offshore Sourcing: from CSR to Long-term Economic Impact': www.gpic.nl/Outsourcing-Palestine-UO.pdf

Using Palestine as a gateway to the Middle-East and Gulf

The Middle-East and Gulf markets offers great business opportunities in the field of ICT, as the region is expected to invest hundreds of billions in ICT projects during the next five years. According to research firm Forrester, most opportunities will come from the Gulf countries, such as Saudi Arabia and the UAE (United Arab Emirates). They invest heavily in eGovernment, healthcare, smart cities and increased infrastructure. The ICT sector has also been boosted by industrial investments in the region, aim to be a global business hub.

For many European software companies, the countries around the Gulf are rather unknown, but can be promising export markets for software packages or ICT services. Some of the companies from Palestine can assist with localisation (adapting the software into the specific demands of the Gulf-market, translating the software into the Arabic language), or might be able to offer support in linking to those markets.

Initiators of the ICT & BPO-mission to Palestine

This mission is initiated by GPI Consultancy (the Netherlands) and the Trade & Investment Consultant of Palestine in the Netherlands and is supported by Unit One (Palestine).

GPI Consultancy

Established in 1995, GPI Consultancy is a specialized Dutch consultancy firm in the field of offshore sourcing. On a regular basis, it organises business missions to various countries. Paul Tjia, founder and director of GPI Consultancy, has been involved in several ICT and BPO-projects conducted in Palestine.



Paul Tjia (together with American professor Erran Carmel) is the author of the handbook: "Offshoring Information Technology - Sourcing and Outsourcing to a Global Workforce" (Cambridge University Press). The book can be ordered through Amazon: www.amzn.to/xegoU9

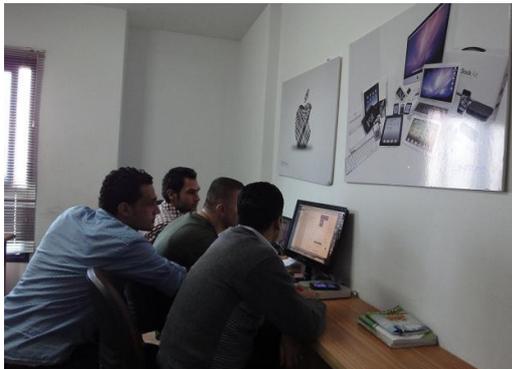


Unit One

Unit One is a professional Palestinian company which has evolved since 2005 providing Enterprise Software Development, Business Process Outsourcing, Branding and Identity Development and Online Presence services.



It is providing its services by utilizing the skills of more than 180 qualified and innovative employees and experts. Because of its work for foreign clients (also from the Netherlands), Unit One received the 'Exporter of the Year Award for ICT services' in the year 2015. For a profile: www.gpic.nl/UnitOne-Profile.pdf



Software engineers and data processing staff at Unit One

*Logistics / arrangements of the mission

- The above program of the mission is meant as an indication; the exact program will be arranged in consultation with participants and local organizations.
- **There are no organizational costs involved for participating at this mission.**
- All European participants will travel individually to and from Ramallah. They will make their own airline reservations to Tel Aviv and will pay the costs involved directly to the airline. Participants will arrange their own travel insurance. Also medical vaccination – if required.
- **The organizers of ExpoTech will offer a number of potential ICT/BPO outsourcing clients free accommodation at the 5-star Millennium Hotel in Ramallah, and free meals (gala dinner and breakfasts) - for one participant per company. Also included are an entrance ticket for the conference and the exhibition. In addition, B2B meetings with potential business partners will be arranged. Check with us for the conditions and details!**

- After the mission, an extension of the stay in Palestine is possible. A wide range of excursions and tours is available (e.g. to Bethlehem, Jerusalem).
- The organizers have the right to cancel or postpone the mission in case of an insufficient number of registrations, unexpected events or calamities.

Contact us for information or for registration:



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Impression of a previous mission to Palestine: informal meeting with members of PITA; an excursion to Jerusalem.



The venue of the ExpoTech 2017: the Millennium Hotel in Ramallah