

Meet a Palestinian ICT-delegation

Stuttgart (26 and 27 October) and The Hague (29 and 30 October 2015)

Why considering Palestine?

For more than 20 years, users in Europe have been conducting ICT-work in various offshore destinations, such as in Asia (especially India) or in Eastern Europe. For example, countries such as Serbia, Romania or Ukraine are becoming increasingly popular. Given this large number of outsourcing countries, why should we consider working with Palestine, as an additional or alternative destination? We list a few reasons:



1. An upcoming *nearshore* destination

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 West Bank as in 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.

The Palestinian Territories can be considered an upcoming *nearshore* outsourcing destination, since it is only 4 hours by plane and there is hardly any time difference. European organizations are already using Palestinian ICT-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.



Palestinian
Information
Technology
Association
of Companies



For additional information on the Palestinian ICT sector, please check the website of PITA (Palestinian Information Technology Association of Companies): www.pita.ps. PITA represents more than 150 major ICT companies in Palestine's emerging technology and startup ecosystem. It organizes on an annual basis the Expotech ICT exhibition and conference, both in Westbank and Gaza (www.expotech.ps).

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

The Middle-East and Gulf 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 vendors however, the countries around the Gulf are rather unknown. 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), and are able to offer support in linking to those markets.

3. Because of CSR (Corporate Social Responsibility)



Several foreign relationships with the Palestinian Territories 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-csr.pdf

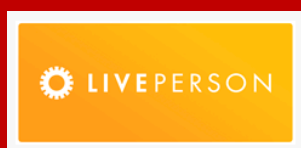
Individual meetings with Palestinian ICT-companies can be arranged in Stuttgart and The Hague

Interested in exploring the potential advantages of using Palestine as an alternative nearshore destination ? A delegation of Palestinian ICT-companies, invited by the Dutch government agency CBI, will travel to Europe at the end of October 2015. They offer a broad range of services, such as software programming, testing, system conversion and migration, smartphone development, e-commerce and localization into Arabic.

Contact us in case you are interested in having individual meetings with them on 26 and 27 October (in Stuttgart) or 29 and 30 October (in The Hague). The Palestinian ICT-delegation will consist of 8 companies, and their profiles are listed below.



For more information and for requesting individual meetings:
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www.asaltech.com

DESCRIPTION

ASAL Technologies is the largest software development house in Palestine. Since 2000, ASAL has provided business-enhancing solutions for clients including Microsoft, CISCO, Mellanox, LivePerson, Intel, and HP. ASAL employs over 140 software engineers. ASAL staff are available on a project basis or can be retained as an extension of your own staff for all of your ICT needs.

PRODUCTS

ASAL's staff has excellent experience in the following area of expertise: web-based/enabled applications, object-oriented analysis/design/programming, software auditing/quality assurance, mobile development, client/server applications, networking and distributed applications.

LOOKING FOR

- Software Research & Development (Mobile Development, Web-Based Solutions, Quality Assurance and Testing (Automation))
- Professional Services (Microsoft Dynamics CRM, Salesforce CRM, SharePoint)
- European agent / business developer
- Data centers in need of quality assurance
- Universities searching for admission, student support and payment systems
- European tech companies (software, hardware, ICT, telecom) in need of a highly qualified outsourcing alternative

STRENGTHS

- Quality and reliability
- Cost Effectiveness
- International experience
- Scalability
- Adaptability to client cultures
- Time zone proximity
- Excellent command of English

REFERENCES

- Cisco: Internet protocol, USA
- Microsoft: Software & hardware, USA
- Live Person: Online marketing, USA
- Mellanox: Interconnect solutions, USA

EXALT



www.exalt-tech.com

DESCRIPTION

EXALT Technologies Ltd. is a software development center of excellence with a culture of innovation that is based on openness, empowerment and personal responsibility. Established in 1997, EXALT spearheaded the software outsourcing industry in Palestine. With more than 100 employees EXALT Technologies Ltd. has helped organizations of all sizes from fortune 100 companies to social networking start-ups, to extend their enterprise software solutions to the mobile world.

PRODUCTS

EXALT Technologies Ltd. has excellent experience in the following area of expertise:

- Customized Software/Applications Development,
- Enterprise Solutions,
- UI Design and Graphics Design
- Mobile Apps Development.

LOOKING FOR

- Contractual Software Development Projects
- Strategic Sales / Representation Partnerships
- Advertising / new media agencies in need of mobile solutions
- Mobile and web application solutions
- Technology companies looking for IT services: i.e. ICT, hardware manufacturing, telecom

STRENGTHS

- Traverse the complete development cycle thus turning a product from definition into production
- Emphasis on Customers' business by building internal domain knowledge
- Core team of experienced engineers and development managers
- Close management involvement and follow up with all projects

REFERENCES

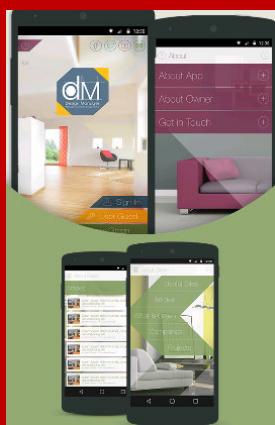
- Cisco: Networking Equipment, USA
- HP: Commercial Digital Printing, USA
- Qwilt: Content Caching Solution, USA



Branding



Website Development



Mobile Application

www.unitone.ps

DESCRIPTION

Unit One ICT is one of the top local Palestinian Information Technology companies, established in 2005 and working with 63 employees. The company has clients and partners from all around the world. The company and its team continue to prove its hard work, quality and customer satisfaction. Unit One ICT is always aware of the rapid change of technology and, as a result, it is always up to date with the latest trends. Making sure that the outcome is modern, neat and reflective of erudition.

PRODUCTS

Unit One ICT has excellent experience in the following area of expertise: Computer programming activities, Mobile Application Development, Web portals, Custom Software Development, Data processing, hosting and related activities and other services activities.

LOOKING FOR

- Companies needing custom (web) application development, Mobile application development, solutions for HRM, CRM, Media & Advertising, UI Design
- Companies in need of new or updated visual identity, printable company profiles, design and brand design
- E-commerce companies in search of visual and software improvement
- Companies needing e-catalogues
- Governmental institutions searching for issue submission and processing systems
- New media and advertising agencies to partner with

STRENGTHS

- Work following ICT international quality standards.
- Expert staff (Executive staff, system analysts, programmers, designers, certified & expert trainers).
- Strategic map location with around 1-4 hour time difference from European countries.
- International partnerships
- The unique Apple MAC training Lab.
- Having an International Sales and European Coordinator in Europe.

REFERENCES

- [OxFam](#): Charity, UK
- [Mashareq](#): Advertising, Palestine
- [Bank of Palestine](#): Financial, Palestine
- [Mercy Corps](#): Charity, UK



www.ultimit.ps

DESCRIPTION

ULTIMIT is an advanced IT company that is focusing its strategy on providing clients with high quality and reliable state of the art IT solutions. The company was established in 2008 and is now working with 30 employees. The company services are extended to cover the private and public sectors. ULTIMIT's focal objective is to provide its clients with intelligent technological solutions that solve their bottlenecks, meet their requirements and demands.

PRODUCTS

ULTIMIT has experience in developing, customizing and deploying IT business solutions such as Enterprise Resource Planning (ERP), Customer Relation Management (CRM), Human Resource Management (HRM), University admission, registration and course management applications, E-care applications, integrated mobile applications, in addition to many other applications.

LOOKING FOR

- European distribution partners to market Ultimit software packages, focused on Health, Telecom and Education
- Educational Institutions in need of IT solutions
- Financial Institutions
- Governmental, healthcare and NGO organization looking for ERP solutions

STRENGTHS

- Minimum Total Cost of Ownership
- Quality of Service
- Reliable and Trustworthy Products
- State-of-the-Art Technologies

REFERENCES

- Palestinian Ministry of Education: Nationwide Web-Based School Management System for all Palestinian Schools (Public and Private)
- Bank of Palestine: Knowledge Base Management
- OOREDOO Palestine (Dealer Operations Management, Sales Distribution Management, Knowledge Based Management, Rate Plan Comparison, Invoice Tracking System, eTop-Up).



www.icconnect-tech.com

DESCRIPTION

iConnect Tech is a provider of outsourced software development services. Located in Ramallah and having 40 employees, iConnect provides services to its clients located in the USA and Europe who work in several industries including healthcare, aviation, auto and insurance industries. iConnect's focus is on providing software services to small and medium enterprises seeking to develop quality software products without the cost and complexity of having to hire and manage technical staff.

PRODUCTS

iConnect delivers custom applications to bridge the gap between off-the-shelf software and software capable of the needs of your business. The company develops mobile applications to make sure that your company is not left out or limited to a desktop. iConnect is the partner who will link your industry experience with the tools needed to leverage the data your business needs for success. Furthermore, they build an independent QA team that ensures the integrity of the software development cycle and provides applications that are visually and programmatically flawless.

LOOKING FOR

- Companies who are interested in customized software development services
- Call centers in search of staff and quality management systems
- Companies in need of temporary technical IT staff
- Medical institutions in search of data management software as well as conventional and embedded software solutions (e-Health)

STRENGTHS

- Tackle complex software challenges
- Employees who started working at iConnect between 2007-2010 have a 5.7 year retention rate; that is more than five times the industry average.
- focusing on a group of core industries we maintain expert level service and knowledge

REFERENCES

- [Medcor](#): Health, USA
- [US AID](#): Charity, USA
- [Aer Data](#): Software
- [Unicef](#): [Charity](#)
- [AECC](#): Financial, USA



DESCRIPTION

ISCO was established in 1997 as a private company by a group of professionals in the field of Information Technology, with a vision of building a leading professional software solutions in Palestine. Throughout the past five years, ISCO had achieved a great reputation status as one of the leading software development companies in Palestine. ISCO primary focus is to custom software development and Information Systems Integration. Since its establishment, ISCO has focused on providing integrated software and services solutions to a wide client base, now ISCO have more than 2500 satisfied customers ranging from small and medium customers to Large enterprises.

PRODUCTS

ERP Systems
E-Trading Solutions
Outsourcing Services

LOOKING FOR

- Software companies wanting to sell in the MENA region and need to localize their software products
- Contractual Software Development Projects
- Strategic Sales / Representation Partnerships
- Partners in the field of Remote Sensing of Water

STRENGTHS

It is not just professionalism and expertise that distinguishes our staff. They also have a strong commitment to a customer service mission, and the quality of their work. They had passed smart employment selection criteria, then subjected to highly training programs. Our work environment gives them the opportunity to excel. Our technical staff includes a rich mix of developers, computer science, system analysts, software engineers, Technical support engineers, and other fields of study.

REFERENCES

Palestine Development and Investment Company (PADICO)
Palestinian Telecommunications Company (PALTEL)
Palestine Securities Exchange (PSE)
Target Securities and Investment Company
AL-Ittihad Hospital
National Arab Paints Company
Belgian Technical Cooperation (BTC)
CHF International



www.iscosoft.com



www.altariq.ps

DESCRIPTION

ALTARIQ Systems is software development, was founded in 2003 and works to provide comprehensive IT solutions and software also offer advisory services. ALTARIQ Systems & Projects has 22 employees and is a software development company that provides integrated and comprehensive Hi-tech solutions, software development, control System, outsourcing as well as innovative IT consultancy services.

PRODUCTS

ALTARIQ helps companies that want to present their products in the MENA market by providing localization services and using our business network. Localization services include: Arabization and translation. Furthermore, they provide outsourcing services include: Coding, Graphic design, testing, documentation (Arabic / English) and Web development.

LOOKING FOR (keywords)

- Software companies wanting to sell in the MENA region and need to localize their software products
 - o University related applications
 - o E-Learning tools
 - o Document Management
 - o Games
 - o Manufacturer of retail business products Price checkers, Handheld devices / applications

STRENGTHS

- Optimal client satisfaction by meeting clients' requirements on time, on budget and with high quality
- Strong pool of skilled expertise

REFERENCES:

- [ELZAB](#): Retail peripherals manufacturer, Poland
- [EBIT](#): IT, Bahrain
- [Polaris](#): IT, Jordan



[www](http://www.ts.com.ps)



www.ts.com.ps

DESCRIPTION

Trusted Systems Company for Computer and IT provides superior services for international and domestic sectors in Hebron city of the Palestinian territories. Trusted Systems has been in the technology sector since 1999 and are one of the most innovative and trustworthy companies in the region. The company is working with 25 employees, with the goal to exceed the expectations of every client by offering outstanding customer service.

PRODUCTS

Trusted Systems has excellent experience in the following area of expertise: Customized Software Programming, Computer hardware consultancy and computer hardware facilities management activities, Mobile Application, Computer Programming Activities and Web Portal Development.

LOOKING FOR

- Governmental, healthcare and NGO organizations looking for ERP solutions
- Small enterprises in search of accounting software
- Restaurants and catering, interested in POS Software
- Medical Laboratories in search of web tools like SmartLab

STRENGTHS

- Services on cost saving and high quality at a timely delivery.
- Staff is comprised of seasoned software developers and engineering professionals.

REFERENCES

- [The Palestinian Mineral Oil Company](#): Oil, Palestine
- [Suhail & Saheb Group](#): Construction, Palestine
- [Samou & Hebron](#) municipality Governmental, Palestine
- [Al Ahli Hospital](#): Health, Qatar