

## Meet Palestinian IT-companies in Europe!

You can meet them at events in the following cities:

- Hannover, Germany (5 – 9 March)
- Zeist, the Netherlands (19 March)
- Amsterdam, the Netherlands (20 March).



CBI  
Ministry of Foreign Affairs of the Netherlands

### Palestine: a new IT outsourcing destination

Over the last decade, the IT-sector in Palestine has shown continuous growth in products and services. There are more than 300 IT-related companies, both in the West Bank and in Gaza, with a total of around 5000 employees. The trade association PITA (Palestinian Information Technology Association of Companies) was founded in 1999 and has more 124 members, of which one third exist for 12 years or longer. The Palestinian companies offer a broad range of IT services, such as software programming, testing, system conversion and migration, smartphone development, e-commerce and localization into Arabic.

For more than 20 years, companies in Europe have been conducting IT-work in various offshore destinations, such as India or Eastern Europe. There are two main reasons for offshore sourcing: the possibility to reduce costs and the availability of specialized IT-skills abroad. Palestine can be considered an upcoming *nearshore* outsourcing destination, since it is only 4 hours by plane and there is hardly any time difference. Well-known foreign users of Palestinian IT-services are Alcatel-Lucent, Volvo, HP, Intel and Cisco. 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. In addition, Palestine can be used as a gateway to the Gulf region for European producers of software packages.



picture: a modern IT-office in Ramallah

Several Dutch software organizations are already outsourcing to Palestine and their experiences are positive. No cultural differences are encountered, while the Palestinian tariffs can be much lower than the prevailing Dutch tariffs, which is a great advantage in the current economic recession. Interested to talk with IT-companies from Palestine? You can meet them at several events in Europe:

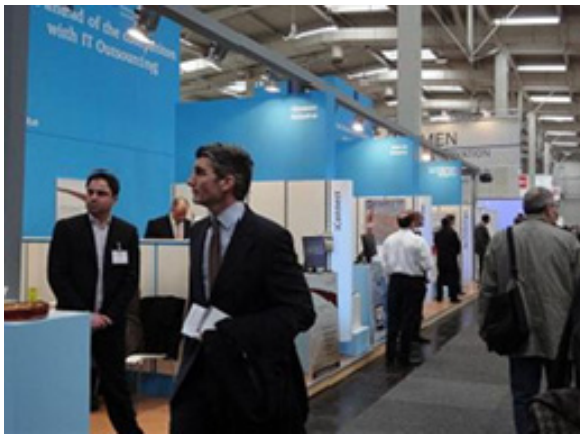
**CeBIT (Hannover,  
Germany, 5- 9  
March 2013)**

**We'll be there: Hall 6, Stand G50**

**5-9 March 2013 · Hannover · Germany**



With more than 300.000 visitors, CeBIT is the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments. The key target groups are users from industry, the wholesale/retail sector, skilled trades, banks, the services sector, government agencies, science and all users passionate about technology. A number of Palestinian companies will take part in CeBIT (either as individual visitors, or by presenting themselves at the booth of CBI (Dutch Ministry of Foreign Affairs) in Hall 6, Stand G50). You are welcome to invite your European contacts to visit CeBIT in Hannover, Germany; the entrance fee for this fair is 35 euro per day, but free entrance can be arranged through our Complimentary Tickets: [www.cebit.de/en/promo?aqk4m](http://www.cebit.de/en/promo?aqk4m).



pictures: CBI-stand with Palestinian IT-companies at the previous CeBIT in March 2012



BBC coverage (in Arabic) of the Palestinian CeBIT participation in 2012:  
[www.bbc.co.uk/arabic/meta/dps/2012/03/bb/120313\\_cebet\\_pal\\_16x9\\_bb.asx](http://www.bbc.co.uk/arabic/meta/dps/2012/03/bb/120313_cebet_pal_16x9_bb.asx)



### **Dutch Product Software Congress (Zeist, the Netherlands, 19 March 2013)**

For the first time in the Netherlands, this congress will target Dutch producers of software packages, and major stakeholders will be involved, including software product companies, the Dutch ICT Association, technical universities and ICT-magazines. With various speakers, it will bring a large number of Dutch software companies together. Chairman of the event will be Prince Bernhard van Oranje. Presentations will be given by major Dutch ISV's, including AFAS, Unit4, Zylab, Stabiplan and Centric.

One of the selected themes of the congress is 'internationalization and export', and Paul Tjia (GPI Consultancy) has been invited to talk about ICT-opportunities in the Middle-East and Gulf, including outsourcing to Palestine.

Supported by CBI (Dutch Ministry of Foreign Affairs), a number of Palestinian companies will present themselves using a booth at this congress, in order to meet with potential Dutch clients. The program of the event is available at [www.productsoftwarecongres.nl](http://www.productsoftwarecongres.nl) (in Dutch). The entrance fee is 495 euro; in case you have contacts in the Netherlands, they can be invited and offered a discount of 100 euro (contact us: [info@gpic.nl](mailto:info@gpic.nl)).



### **Seminar on ICT-opportunities in the Middle-East and Gulf (Amsterdam, 20 March 2013)**

Since some Palestinian companies will visit Holland because of the congress on 19 March, it has been decided to organize another Dutch event as well, with a focus on ICT-opportunities in the Middle-East and Gulf. This seminar, with support from CBI (Dutch Ministry of Foreign Affairs), will take place on Wednesday 20 March in Amsterdam.

One of the goals of this event is to promote Palestine as an outsourcing destination, and to increase the IT-cooperation between The Netherlands and Palestine. In order to attract Dutch participants, the main topics will be: "Advantages of ICT-outsourcing to Palestine" and "Dutch ICT-export opportunities in the Gulfregion". The Palestinian IT-delegation will give presentations and will hand out their brochures.

This will be the first time a group of IT-companies from Palestine will be present at one of our seminars, and you are welcome to invite your contacts in Europe to attend this event. The seminar will take place at a nice location (Café Restaurant Dauphine) and will start at 15:00 hours, with several presentations until 17:00 hours. It is followed by an informal networking drink until 19:00 hours. The entrance will be free of charge, as well as the drinks and snacks. The programme is available at: [www.gpic.nl/seminar.htm](http://www.gpic.nl/seminar.htm) (in Dutch). For further information, we can be contacted: [info@gpic.nl](mailto:info@gpic.nl).

### **Using Palestine as a Gateway to the Middle-East and Gulf**

The Middle-East offers great business opportunities in the field of ICT, as the region is expected to invest \$300 billion 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). Largest in terms of ICT spending, these oil economies are also some of the most politically sound and economically stable countries. They are also investing 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 Dutch software companies, the countries around the Gulf are rather unknown, but are promising export markets for producers of software packages and providers of ICT services. In the current economic situation in Europe, export is of strategic importance. For these reasons, a specific Dutch export-promotion project has been started in 2013. Activities involve the organization of seminars in Holland, general and tailor-made market research, collection of case studies of successful Dutch software exports to the Gulf, matchmaking support (e.g. finding local marketing partners) and the organization of a Dutch ICT-trade mission to Dubai from from 20 – 24 October 2013, including a visit to the Gitex exhibition. The ICT companies from Palestine can assist with localisation (adapting the software into the specific demands of the new Gulf-market; translating the software into the Arabic language). In case of interest, a joint 'Dutch-Palestinian Pavilion' during the Gitex 2013 could be an option.

## Dutch project to promote outsourcing to Palestine

CBI (Centre for the Promotion of Imports from developing countries) is an agency of the Dutch Ministry of Foreign Affairs and contributes to sustainable economic development in developing countries through the expansion of exports from these countries. In 2012, it started a project to promote outsourcing to Palestine. A number of highly qualified, reliable and capable IT service providers in Palestine have been selected (see below for an overview); they are offered export-related coaching. The project also offers assistance to European companies (free of charge) in order to explore outsourcing opportunities in Palestine. For information about CBI: [www.cbi.eu](http://www.cbi.eu).



CBI  
Ministry of Foreign Affairs of the Netherlands



picture: an example of outsourcing: Dutch data-entry work, being conducted in Gaza

## List of Palestinian participants of the CBI export promotion project:

ASAL Technologies:

<http://www.asaltech.com>



Exalt:

<http://www.exalt-tech.com>



Unit One:

<http://www.unitone.ps>





Ultimit Advanced Turnkey Solutions:

<http://www.ultimitats.com>



Primus Palestine:

<http://www.primuspalestine.com>



iConnect:

<http://www.icconnecths.com>



gSoft Technology Solutions:

<http://www.gsofttech.com>



Israa' Software:

<http://www.iscosoft.com>



Altariq:

<http://www.altariq.ps>



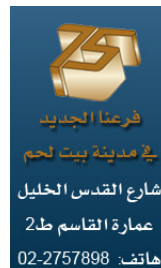
2i:

<http://www.2ime.com>



Trusted Systems:

<http://www.trustedsystems.ps/index-e.html>



## Interested to start an outsourcing project or to explore new export opportunities?

As a European company, by utilising the capabilities and skills of our network of IT service providers in Palestine, you can:

- Focus on your core business competencies
- Reduce your IT costs
- Expand your business more rapidly with faster time-to-market cycles
- Increase flexibility and scalability of your IT processes
- Have access to a large pool of highly educated and skilled personnel
- Explore new export opportunities in the Middle-East & Gulfregion.

GPI Consultancy is an independent Dutch consultancy firm in the field of IT globalization. We can provide you with additional information, assist you with formulating a successful outsourcing strategy, partner selection and setting-up a (trial) outsourcing-project. This support is free of charge.



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<http://www.twitter.com/PaulTjia>

LinkedIn:



<http://nl.linkedin.com/pub/paul-tjia/1/445/958>

## Additional information on offshore sourcing

Paul Tjia wrote a book on international IT collaboration, together with Professor Erran Carmel (American University, Washington DC, USA). "Offshoring Information Technology - Sourcing and Outsourcing to a Global Workforce" contains more than 300 pages and is one of the most detailed publications available on the subject. Published by Cambridge University Press, the book is available at Amazon: [www.amzn.to/xegoU9](http://www.amzn.to/xegoU9).



## Additional information on IT and Palestine

For additional information on the IT sector of Palestine, please check the website of PITA (Palestinian Information Technology Association of Companies): [www.pita.ps](http://www.pita.ps).

As part of its Private ICT Sector Three Year Strategy, the Palestinian IT Association has been working to create a global support network for the Palestinian IT sector. The network will provide linkages and opportunities for Palestinian companies, entrepreneurs, and IT professionals to develop and link with opportunities outside the boundaries of Palestine and the region.



The **Palestine's Global IT Network** concept is based around engaging skilled members of the Palestinian Diaspora and tapping into their resources, knowledge, and contacts. Such utilization will be focused on placing Palestine on the global ICT map. The fact that skilled expatriates can create enormous benefits for their countries of origin has become apparent in recent years through both China and India and in certain cases Chile. PITA and the Palestinian IT industry created and intends to activate this network of support starting from the US as a pilot country and then assess, derive lessons learnt and expand to additional relevant destinations. For more information about the Palestine's Global IT Network, please don't hesitate to contact Ms. Hanan Khaldi, Programs Officer at: [hanan@pita.ps](mailto:hanan@pita.ps).