

COMPETE PROJECT

Strengthening the competitiveness and export potential of key sectors essential to the future prosperity of the Palestinian economy

**(Bi) Weekly report:
July 8TH – 19TH**

Submitted by DAI to USAID, West Bank Gaza
Date Submitted: July 27th, 2012

AGRIBUSINESS SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- **Olive oil** roll-out activities to start beginning of August with 60 new model farmers and orchard plots identified throughout the West Bank Governorates, offering training-of-trainers program (60 to train 60) on irrigation, post harvesting and tree maintenance to increase olive production.
- **Saline Water Demo** is also underway; recent progress includes ordering 4 units of the Aqua4D water treatment system and training resources for local farmers and agronomists.
- **Association Building workshop** for the Fresh Herbs Industry took place in Ramallah, where discussion centered on the current disparate status of fresh herbs in the West Bank. Attendees expressed a high interest in association and future workshops, specifically on the current legal framework in the West Bank.

Intermediate result contributed to: Linking Local Value Chain to International Value Chain

- Visit to Jordanian operational projects on **Waste Water Reuse** (WWR) in agriculture scheduled for first days of September conjecturally with the MOA and Jordanian counterpart. Approximately 20+ participants from MOA, Farmers, and exporters will attend. Objectives are to raise the awareness of using reclaimed wastewater in agriculture, decrease the gap between water demand and supply, increase irrigated areas in the West Bank, improve farmers' livelihood, and creating new job opportunities.

Intermediate result contributed to: # of Palestinian Products & Services Meeting International Standards and Competitiveness

- **CIBER Assessment** Workshop completed in Jericho for the Fresh Herbs & Dates sector, with 38 participants including major stakeholders in the industry, MOA representative, Agricultural Union and private sector providers. COMPETE will prioritize 4 to 5 immediate constraints (5-10 identified), complete a cost benefit analysis and convene a 2nd workshop after Ramadan to present and develop a 2-2.5 year work plan.
- **Red Potato – Up-lifting for Al Salam:** Farming contract signed between grower and the Al Salam Factory for Frozen Produce cover the supply for 100 MT over 20 Ha. COMPETE will use this first contract farming demo to replicate and encourage local farmers to grow and diversify crops for industrial needs and provide legal advice through 3rd party.

Intermediate result contributed to: Categories for Skilled Workforce to Increase Demand and Product Diversification

Forecast for next week

- Organize 2nd Fresh Herb association workshop on legal options
- Review Fresh Produce GAP analysis
- Initial planning for WorldFood, Moscow, 17 – 20 September 2012

- Initial planning for WWR Tour to Jordan, 1,2,3,4,5th September 2012
- Sites mobilization in the Jordan Valley for 4 units, Aqua4D Technologies

Milestones:

- Purchase order sent for 4 units (Aqua 4) for saline water magnetic treatment
- Workshop organized on association building and its legal frame Palestinian Territories
- CIBER assessment workshop conducted for Fresh Herbs and Date Sector



CIBER Presentation, Jericho, July 10



Fresh Herb Association building, Ramallah, July 17

TOURISM SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- As part of the **Hotel Classification Model Review**, a database of all hotels and guest-houses in WBG is being finalized, in addition to a work-plan developed with local and Jordanian experts.
 - Meeting with the Ministry of Tourism and Antiquities Head of Planning confirmed way forward with Hotel Classification model. The team nominated three members to the Hotel Classification Working Group and agreed on an introductory working meeting on July 25/26.
 - Meeting with AHA achieved full agreement on plan, with feedback that three team members will be nominated for the Hotel Classification Working Group.

- The **Digital Tourism** initiative is underway to deliver a demonstration project for social media and conversion. Two hotels and tour operators will be supported in developing and upgrading their online and conversion/booking ability.
 - Program activity includes a fully functional Facebook app, which will aggregate content from across the destination into an itinerary builder. Local ICT builder will be engaged in delivering the solution, thereby supporting both the tourism industry and ICT industry in a new business offering.
- **Site rehabilitation** underway as visits completed the 18 identified sites (Emmaus, Mar Saba Trail, Taybeh trail and Qumran as comparative site and assessment work). Progress includes meeting with related officials for cross-site issues: PA/MOTA/ Director of Antiquities & Directorate of Site Management, and PA/MLG/ Coordinator for Higher Council for Planning.

Intermediate result contributed to: # of Palestinian Products & Services Meeting International Standards or Specifications
- Work continues towards the **Hospitality School** plan. Questionnaire was developed to gather feedback from Hotel Managers, Supervisors and Employees, in addition to Educational Institutions. Surveys completed for North region of Nablus and Jenin, North region of Ramallah, Central region of Jericho, South region of Bethlehem and East Jerusalem. Results are currently being analyzed.
 - A 3-day mission to Amman was undertaken to review the Jordanian industry, structure and solutions. Meetings were conducted across the sector with counterparts such as Siyaha, JHA, JAU, Century Park Hotel, JTB, Al Balqa Applied University, Ammoun, and the Royal Academy of Culinary Arts.

Intermediate result contributed to: Categories for Skilled Workforce to Increase Demand

Forecast for next week

- Plans underway for the Digital Tourism Conference and Workshops in September 2012.
- Moving forward on contracting and implementation of signage activity within the Bethlehem Master Plan.

Milestones:

- Hotel Classification review underway: model agreement, implementation plan developed, and working group set up
- Site Records Framework established for Site Rehabilitation; final drafts completed and circulated



Solomon Pools



Taybeh Trail

ICT SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- Several meetings took place for the [3G economic impact study](#), which measures the effect of the lack of 3G frequencies on contribution to key economic sectors the (confidential study). Meetings held with:
 - Dov Abranowitz , Specialist Attorney in Regulatory and Frequency issues
 - Peres Peace Center
 - Ran Simha, Economic Advisor to President Peres

Intermediate result contributed to: *Linking Local Value Chain to International Value Chain*
- Meeting with Art Technologies for a [Grant proposal](#), which would see the opening of a new department to support specialized testing and QA software outsourcing.

Intermediate result contributed to: *# of Palestinian Products & Services Meeting International Standards or Specifications*
- Preparations are underway for the [Ramallah Connect Event](#), scheduled for Sept. 5th
- [Oracle Training](#) initiative is underway. Goal is to complete the technologies training by September. Key milestones met this week include collecting names of candidates from companies and starting the vetting process.

Intermediate result contributed to: *Categories for Skilled Workforce to Increase Demand*

Forecast for next week

- Begin planning for second ICT event at the end of September
- Setup a joint team between COMPETE and Peres Center to complete 3G Economic Stud

Milestones:

- SOW complied for 3G Economic Study
- Submission to USAID for Approval (W4 Jul)
- Expanded pool of candidates for Oracle Training

STONE & MARBLE SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- Next Step for Trade and Investment is a **Specialized Marketing** company that will be representing 2nd tier stone and marble producers and with COMPETE support is currently planning for participation at the Dubai Big 5 trade Show in early November. Specialized Marketing is a new BSP concept that COMPETE is introducing to support stone & marble producers reaching international markets.

Intermediate result contributed to: Linking Local Value Chain to International Value Chain

- Meeting with Black and Veatch (engineering solutions) this week to introduce the COMPETE project and learn about the company's activities in Hebron, focusing on sludge issues. Discussion around the CIBER results and subsequent business solutions to the slurry coming out of the stone cutting factories. In addition, discussed that COMPETE will contract a local service provider to evaluate the existing **filter presses** at the stone factories and undertake repair operations as necessary.

Intermediate result contributed to: # of Palestinian Products & Services Meeting International Standards or Specifications

- **CIBER Workshop** in Hebron successfully completed with over 40 participants, including 30 Stone & Marble producers, representatives of the Hebron Chamber of Commerce and the Union of Stone & Marble and officials of the Ministries of National Economy and Environmental Affairs .
 - Worked in partnership with the Hebron Chamber of Commerce and the Union of Stone & Marble to organize the workshop.
 - Workshop created positive dialogue on many issues including the importance of filter presses, and the economic value of sludge, which can be used to manufacture new products.
- COMPETE will finish the stone sector **CIBER assessment** in August. Analysis will include implications to industry if no action taken/presentation of options facing companies (e.g. shut down versus paying \$25K to \$35K for filters).

Intermediate result contributed to: Categories for Skilled Workforce to Increase Demand

Forecast for next week:

- Planning for the Trade Show (Marmomacc, Verona)
- Preparations for the Filter Press Evaluations

Milestones:

- Planning and execution of Hebron CIBER Workshop
- Consortium: vetting submitted (6 companies)



CIBER Workshop, Hebron, July 16, 2012

Calendar of Events – July 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
		CIBER workshop, Jericho (Fresh Produce)				
15	16	17	18	19	20	21
	CIBER workshop, Hebron, 40+ participants	Fresh herbs association building workshop, Ramallah	Final Tourism CIBER Assessment TBC	(start of Ramadan)		
22	23	24	25	26	27	28
			Workshop, Ramallah, association building and the legal environment: "other legal options"	Hotel Classification Working Meeting (JULY 25/26)		
29	30	31				
			<p>August:</p> <ul style="list-style-type: none"> CIBER Workshop, Jericho, stakeholders of the fresh Produce Industry and service providers. "Cost benefit Analysis" to the top 4 to 5 priority impediments. (TBC, Aug 25th) <p>September:</p> <ul style="list-style-type: none"> Digital Tourism event Ramallah ICT CONNECT event(s) (TBC, Sept 5th) 			