



# THE COMPETE PROJECT

## Progress Report

Reporting Period: May 13<sup>th</sup> to May 24<sup>th</sup>  
Submitted by DAI to USAID, West Bank Gaza  
June 2012



# Agribusiness Sector

## Fancy Food 2012

### *“Palestinian Delicatessen”*



- This year’s *“Palestinian Delicatessen”* Pavilion consists of six booths.
- Five hosting Palestinian companies exhibiting their products of pickled cucumbers, Medjool dates, olive oil and the exclusive sea salt from the Dead Sea.
- A cooking station will host a Palestinian Chef to promote Palestinian produce.
- A recipes’ booklet of traditional Palestinian cuisine published and will be distributed.
- Promotional events are being prepared to maximize sales and increase market exposure



# *International Accreditation Workshop*

## *May 16th , Ramallah*



- An International Accreditation workshop organized jointly by **Compete project** and Palestinian Standards Institute (**PSI**), attended by 52 participants
- **UNIDO** consultants provided the training.
- Emphasis made on the crucial introduction to international accreditation norms to reach and compete in the global market.
- Solicitation from eight laboratories for international accreditation resulted from the workshop.
- Compete Ag team to assess their needs to achieve international standards by specific training modules, documented system and provide through cost sharing upgrade on equipment's where required to access full certification.



# USAID Visit to Arab Development Society “ADS” May 16th , Jericho



- ADS established a fish ponds and fingerlings demo farm.
- **Compete Project** is looking at the current opportunities and will be conducting a technical assessment on the aquaculture farming sector as a business and it's economically appropriate use of water in the region.



# *USAID Visit to Al-Quds Company May 16th , Al-Ajua*



- USAID and compete team visited Al-Quds Company producers/packers of Medjool Dates and Eggplant.
- **Compete Project** will undertake various field demonstrations with Al-Quds Company and farmers from the region to benefit from best water management with new magnetic technology.



# ***Water Crisis Conference***

***May 21-22, 2012 , PTU (Palestine Technical University) Kadoorie , Tulkarem***



- The Compete Ag Team attended the conference with key speakers:
  - H.E. Dr. Ahmad Majdalani - Minister of Agriculture
  - H.E. Dr. Shaddad Al Attili – Head of the Palestinian Water Authority
- Key topics and priorities were :
  - Future trends in agricultural water management.
  - Reuse Regulations treated wastewater and opportunities .
  - Application of different water harvesting technique as a tool to maximize the plant crop water requirements.
- USAID funded Olive supplementary irrigation demo was highlighted as a success story in the region.



## *Meetings & Follow up Highlights*



### ■ **Activities implemented :**

- Consultant 's selection and interview. SOW drafting for project activities in nurseries Gap assessment, laboratories Gap assessment.
- Meeting with Fresh Herbs stakeholders to create a Fresh Herbs Organization.
- Meeting with PFIA (Palestinian Food Industries Association) who represent more than 186 companies to create a qualified team and system within the PFIA to assist food processing companies to upgrade and improve their packaging and labeling for better market access.
- Meeting with MoA Water and irrigation department to review reuse of Nablus waste water treatment plant concept paper



# Tourism Sector

## Tourism – Bi weekly Progress



- Two industry working groups have taken place since the last report.
- A site renovation prioritization plan was developed, and 18 sites were nominated for full assessment.
- A full evaluation criteria was developed and presented by **Compete Project** “**PALESTINIAN TERRITORIES: Assessment of Archaeological Sites for their Tourism Potential**” with full support reported from the working group.
- The working group will participate in the assessment when all feedback will be captured.
- The initial short list of sites was discussed, additional sites added, and divided into clusters. The next steps will be to undergo the detailed assessment of these sites.

## *Destination Brand Messaging*



- On request by the working group, a Brand Development Plan was developed by Compete Project.
- The plan included the full breakdown of the four stage brand messaging development in addition to the development of a brand image and footage bank with full support from the working group.

***Bethlehem University***  
***March 21, Bethlehem***



**Hotel Classification:**

- A two stage Hotel Classification system was agreed by the Industry Working Group :
  - The first stage a MoTA manage mandatory system will utilize Jordan's classification system process and operations while customizing the criteria to meet Palestine's needs.
  - The second stage, an AHA manage value-add optional classification system will be developed to leverage opportunities created by international consumer demand.

## *Hospitality School*



- The need to develop the skills set within the sector is another area that has been identified as a priority.
- A gap analysis on service standards will be undertaken to :
  - Fulfill on the demand for a well trained workforce .
  - Raise standards across the sector .
  - Leverage programs already in place .
  - Consider geographic requirements for labor as well as access to training facilities.
- The result will be a ready to implement plan that will be supported by the sector.

## *Bethlehem Master Plan*



- It was agreed that **Compete Project** will support two projects highlighted as areas of need in the Bethlehem Master Plan.
- Based on overwhelming support, the first project will address the need for signage throughout Bethlehem and implementation will commence in the coming weeks.
- A Bethlehem Stakeholder Group meeting is currently being planned to agree on the second project with the highest area of need and greatest potential for return.

## *Digital Marketing: Update*



- Plans are underway to undertake an assessment of the digital marketing capacity of the tourism and ICT sectors to compete in the digital tourism environment .
- Concurrently undertake initial introductory seminars and to facilitate an international digital conference and workshops to be implemented in September 2012.
- Full support was received from the Industry Working Group to move forward as a priority.
- A SOW was developed, resume and BD being processed.

# Working Group Meeting April 11, Bethlehem



- A meeting took place with PWS (Palestine Wildlife Society) to discuss projects and opportunities around short-listed sites and clusters. A familiarization visit is planned for early June.
- A USAID familiarization visit took place in Jericho to the sites of Wadi Qelt, Tel al Sultan and Hisham's Palace.





# ICT Sector

## *ICT – Bi weekly Progress*



- Compete project has focused on the following four interventions:
  - PITA Linkage program.
  - Microsoft project in Ramallah.
  - H& W , Cloud Computing Software development on Sales force platform, resource center in Ramallah. The Resource center will work on behalf of H&W in Germany to develop specific applications to be sold on Sales force app. Store.
  - Design interventions with Iconnect company and Oracle Israel to create skilled resources in the market.

## *PITA Linkage program*



- **Compete Project** agreed with PITA to design activities to support :
  - Build the Diaspora networks.
  - Utilize the network in ExpoTech Conference.
  - Benefit from the linkages established in creating a mentorship program.
  - Support a US mission to serve the above goals and help bring new investments to the sector.
  - Design an exchange program where Palestinian fresh graduates/students work as interns at Palestinian/Arab linked organizations and firms to build their capacities and skills. Best business plans Competitions could be linked with this program.

## Microsoft Project



- **Compete Project** is helping **Microsoft Research Labs** in Israel expand their work with the Palestinian company – **ASAL** – to expand its project to include another 5-10 new resources .
- **Objective:** Within three years, the project will lead to creating a new Microsoft Research Lab center in Ramallah with at least 40 Engineers working. Ultimately this initiative will have a major effect on the development of IT curriculum taught in Palestinian Areas.

### Implementation methodology:

- The M.S project is based on R&D activities with ASAL company that has unique value of creating talented resources in Microsoft technologies.
- Compete will enable ASAL to hire a new team who will work closely with Microsoft team in Israel creating highly skilled resources in Palestinian areas.
- ASAL will build upon this project to continue building a professional team capable of delivering Microsoft based technologies.

## *H+W Mena Resource Center*



- **Compete Project** is helping in founding new cloud computing Resource Center in Ramallah based on the H+W company business module –a German based company that sells Salesforce (US based company) licenses in the local and regional markets.
- **Objective:** Create a Resource Center in Ramallah to commercially develop products and solutions on Salesforce platform expanding Palestinian IT exports.

### **Implementation methodology :**

- H+W signed an MOU with Dimensions Company to help create an H+W Mena center that will hire 8 Palestinian engineers to receive training in H+W headquarters in Germany.
- Through H+W Germany, the Project is supporting H+W Mena penetrate European markets and develop human talent on Salesforce Platform.
- H+W Mena will act as a development center to implement designed solutions in the region and Europe.
- The project will enable the growth of Cloud Computing based solutions in the Palestinian Areas and help develop human resources .



# Stone & Marble Sector

## *Stone & Marble - CIBER Progress*



- Meetings with Local CIBER Team.
- CIBER Local Team Selected :
  - Eng. Jawad salam Herbawi, Industry Expert
  - Dr. Belal Fallah, Economist
  - Dr. Nader Al-Khateeb, Geological Engineer, wastewater treatment and environmental management
- CIBER Scope of Work (in-progress).
- Local EBD and Information (in-progress).
- Collected background literature on S & M sector, sector assessments and shared them with DAI International CIBER Team.

## Stone & Marble - Bi weekly Progress



- Lab International Accreditation Workshop, May 16<sup>th</sup> .
- Develop criteria for targeting & selecting Export Ready SME's (in progress).
- Meeting with Marketing company, May 21<sup>st</sup> :
  - Met with company owner.
  - Introduced **Compete Project** and discussed areas of engagement.
  - **Key findings:** briefly discussed the marketing company's vision to represent export ready SME's . The upcoming meetings will aim to map out Compete future engagements, set forth activities, overall plan and type of assistance requested.