

COMPETE PROJECT

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

**Weekly report:
July 29 – Aug 2**

Submitted by DAI to USAID, West Bank Gaza
Date Submitted: August 3, 2012

AGRIBUSINESS SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- This week Compete signed a grant for the Development of a pheromone-based trapping system for the Red Palm Weevil (RPW) in the Jordan Valley. The RPW are widely considered to be the most damaging insect pest of palm trees, in some cases leading to its death. The grant signed between COMPETE and the Palestinian Farmer Date Cooperative will support the purchase of pheromone traps, training, maintenance and monitoring to make an accurate assessment of the RPW issue in the region. Compete technical staff and the Date Cooperative will carry out regular site visits and reporting on the efficiency of the trapping. Compete will also involve the Ministry of Agriculture (MOA) Plant Protection Department on this activity to establish a trapping network for these traps. There are an estimated 400 farmers in the Jordan Valley with farms ranging from 1 to 1500 dunums covering a total area of 6000 dunums who ultimately will benefit from this trapping activity.
 - Compete is also encouraging the MOA and The Date Cooperative to join the RPW conference, sponsored by the European Union, taking place on the 13th of September in Israel at the Vocani Center.

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

- Current status of the Palestinian food packaging and labeling are done to the simple (PSI) Palestinian Standardization Institution. This week, COMPETE met with PFIU (Palestinian Food Institution Union) CEO and Private Service provider to outline the training and capacity building intervention which could be supplied to PFIU and the private industry through the assistance of COMPETE activities. A program has been drafted up for review by the board members of PFIU who are due to meet next week in order to start this activity. Once implemented, this project will bring the private sector up to level and benefit from value-added and new market shares.

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

- **Aquaculture**

Forecast for next week

- Various site visits

Milestones:

- Grant signed for Weevil Red Palm Traps with the Dates Cooperative

TOURISM SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- Work in creating a **destination image bank** continues to take shape. The scope of work for several photographers was drafted this week, in addition to the TOR for the design and development of an online digital library.
Intermediate result contributed to: Linking Local Value Chain to International Value Chain
- Preliminary meeting for the **Site Renovation and Rehabilitation Taskforce** occurred on July 26th, in Bethlehem, between COMPETE and MoTA, Department of Antiquities.
 - Main purpose of the meeting was to receive feedback on the draft for the TOR for the eventual Taskforce.
 - Also discussed who would be on the individual site taskforce working groups
 - Key outcome was a schedule of visits to the sites in order to develop the scope of work (prior to Aug 15th) and to choose the short/med-term interventions and agree on the way forward.
 - Finally, defined documentation required for site visits, includes documents pertaining to previous work, maps, site management plans, etc.
- On Aug 1-2, COMPETE team visited Burquin and Sabasiya to identify interventions and formulate the scope of work. An in-depth assessment was undertaken by the preliminary taskforce group for site renovation to gain an understanding of the following:
 - General past projects and interests; past partners; proposed civic projects; zoning development plans; maintenance workers responsibilities; local tourism statistics; expenditure of tourists; other activities in the area; visitor circulation routes
 - In partnership with the taskforce group, next steps are to draft prioritized interventions in the short and medium-term on each site.

Pictures of Burquin & Sabasiya.

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

Forecast for next week

- Further meetings and discussions on the implementation plan, time frame and budget
- Proceed with identifying quick impact interventions on the five selected sites through site visits and workshops

Milestones:

- Draft TOR for Hotel Classification
- Draft TOR for Hotel Classification Committee
- Draft TOR for joint public-private sector for HC committee, including a detailed schedule of work and dependencies for each of the stakeholders for the development, launch and management of the HC system.
- Developed a plan to include all steps and timelines for the establishment of the committee and the HC system; training, awareness, developing QS, legal
- Developed GAP Analysis for Hospitality school
- Drafted training modules for in-service staff prioritizes/ potential sources for in-service training modules being assessed
- Bethlehem signage - BCCI submitted draft implementation proposal for Signage activity

ICT SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- This week COMPETE met with the Chairman of PITA , Mr. Hassan Qassem, and discussed several issues related to restructuring of PICTI (Palestine Information & Communication Technology Incubator), Seed Funding , Multinational and Diaspora Program, and more. Mr. Qassem emphasized the important role COMPETE and USAID plays in the development of the Palestinian ICT sector, in addition to capacity building of the Palestinian IT Companies.
- Proposed restructuring of PICTI (namely, splitting the board of directors and adding additional members from the market) will give COMPETE the ability to develop specific programs that will affect the creation of startups in the market, and help with the strengthening the linkages between the academic and private sector.

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

- Preparations are underway for the CONNECT event scheduled for 5th of September. The recurring event will target entrepreneurs, academics and the private sector, bringing them together to build linkages and connections between young startup owners and successful entrepreneurs in the sector.

- International speaker confirmed for this event. Mr. Ayman Irshaid is the CEO of a Dubai Based Company, [AreebaAreeba](#), a professional social networking site similar to LinkedIn, targeting the Middle East
- Send out RFQ to local PR agencies to

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

PICTURE OF PROGINEER SIGNING

Forecast for next week

- Connect Event preparations, including, PR company selection, program agenda, source local speakers
- Select Economists for the 3G Economic study

Milestones:

- Contract signed with Proginer
- Contract signed with Infinite Tiers
- International Speaker confirm for Connect Event

STONE & MARBLE SECTOR

ACTIVITIES & PROJECT INTERMEDIATE RESULTS

- Verona **Trade Show** (September 25-29) preparations continue, including frequent communications with trade show organizers for booth space and coordination with the 6 company Palestinian consortium on details of the show.

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

- General industry research, including gathering statistics, surveys, historical documentation regarding sludge quantities, filter presses, other sector issues.
- Preparations for launching the **filter press evaluation** (target 2nd week of August) Scope of work draft is now complete, next steps are to evaluate all filter presses (mainly in Hebron and Bethlehem) and assess maintenance required to get them back online.

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

Forecast for next week:

- Continued work on Dubai Big 5 and Verona
- Meeting with the Union of Stone & Marble on sector activities
- Evaluation of filter presses – service provide and company to conduct evaluations.

Milestones:

- Identified sector challenges; Obtaining updates on Baseline numbers for the stone sector

Calendar of Events – August 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
			Hotel Classification Workgroup Meeting (Aug 15 th)			
19	20	21	22	23	24	25
	(EID)					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)
26	27	28	29	30	31	
	Workshop, Ramallah, association building and the legal environment: “other legal options” (date TBC)					
September: <ul style="list-style-type: none"> • Digital Tourism event • Ramallah ICT CONNECT event(s) (TBC, Sept 5th) • Oracle Training Launch, (TBC, Sept 15th) 						